AN INVESTIGATION OF THE COMMUNICATIONS TO THE PUBLIC BY ADMINISTRATOR GENERAL’S OFFICE ON THE FUNCTIONS OF THE DEPARTMENT.

BY

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A report submitted in partial fulfilment of the requirements for obtaining the award of the degree of Masters of Communication for Development (MCD).

The University of Zambia

July 2014
DECLARATION

I Chalwe Chishala do declare that the work presented in this report is my own except where it is acknowledged and that it has never been presented anywhere for the award of any degree.

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Signature: ........................................
Date: ........................................

Supervisor: Mr Fidelis Muzyamba
Signature: ........................................
Date: ........................................
ABSTRACT

The study sought to investigate the communication strategies of Administrator General’s office on the dissemination of information on the functions of the department. The main objectives of the study were to determine the people’s awareness levels on the functions of the department particularly to do with inheritance laws; determine how the Administrator General’s office communicates about its functions; determine the preferences of the public on which communication channel to be used by Administrator General’s office and to determine which channel is most appropriate for dissemination of information and why?

The findings of the study reveal that communication methods used by Administrator General’s (AG’s) office to disseminate information on the functions of the department are not effective. The majority of the respondents in the study had not heard of AG’s office or did not understand what their functions were. This was attributed to the fact that the AG’s office use radio and television only when they are invited by Non-Governmental Organizations. The study also revealed that the respondents prefer AG’s office to use television and radio to sensitize the public on what they do. They should be able to initiate their own programs that will run for several weeks. That way they will be able to reach all the people especially those found in high density areas.

The study concludes with a number of recommendations. Among other things, AG’s office will need to solicitor for more funding so that they are able to carry out more activities that will help them raise awareness on the functions of the department. They will also need to focus their attention on those found in high density areas and those who are less educated as these are the areas according to the study that had the minority knowing that AG’s office exist.
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To all my friends whose encouragement was timely, thank you and God bless you all.
DEDICATION

To my husband Jonas K, Mukwatu, my Son Muzeya Mukwatu and my parents Dr and Mrs Chishala, their patience, love and support enabled me to achieve my dream.
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<thead>
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<th>Abbreviation</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>AGs office</td>
<td>Administrator General’s office</td>
</tr>
<tr>
<td>CDR</td>
<td>Crude Death Rate</td>
</tr>
<tr>
<td>CSO</td>
<td>Central Statistical Office</td>
</tr>
<tr>
<td>FNDP</td>
<td>Fifth National Development Plan</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>GIDD</td>
<td>Gender in Development Division</td>
</tr>
<tr>
<td>IJM</td>
<td>International Justice Mission</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-Governmental Organization</td>
</tr>
<tr>
<td>MCD</td>
<td>Master of Communication for Development</td>
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<tr>
<td>SADC</td>
<td>Southern African Development Community</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for the Social Sciences</td>
</tr>
<tr>
<td>WLSA</td>
<td>Women and Law in Southern Africa</td>
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