

DECLARATION

I, Malisele Collins, declare that this report:

- (a) Represents my own work;
- (b) Has not previous been submitted for a degree at this or any other University;
- (c) Does not incorporate any published work or material from another report.

Signed:.....

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APPROVAL

This report of Malisele Collins is approved as fulfilling the partial requirements for the award of the degree of Master of Communication for Development by the University of Zambia.

Signed:

Date:

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ABSTRACT

The following study assesses the effectiveness of the communication strategies used by Lusaka City Council in promoting Solid Waste Management among traders trading in Lusaka City Market. The multi-dimensional mixed method was used. This simply means that this study utilized both qualitative and quantitative approaches in the collection of data. In addition, this study utilised inductive, deductive and adductive research strategies. The reasons for combining these strategies were for effective data collection, analysis, and interpretation. The sample of 100 respondents took part in the study from the sampling frame of 4000 traders at Lusaka City Market.

The major findings of the study are that LCC uses ad hoc unwritten communication strategies in promoting SWM among traders of Lusaka City Market. The other finding is that there are various channels employed by Lusaka City Market to sensitise traders on the importance of SWM. The major channel is through inspectorate exercises, other channels include mass media. The study's major conclusion is that the lack of a written integrated communication strategy plan in promoting SWM among traders means that the channels being used are difficult to determine. It is therefore resolved that the council should come up with an integrated communication strategy that can help all stakeholders to know what SWM activities are taking place.

DEDICATION

I dedicate this work to my deceased Parents: Juliet Chiputa, and Francis Malisele and my late brother Brian Kalunga. Mum and dad, you nurtured and mentored me to love the search for knowledge. I wish you were alive to see the incredible blossoming of the seed you planted in me. May you rest in eternal joy and peaceful satisfaction knowing that your efforts were never in vain.

ACKNOWLEDGEMENTS

The completion of this work is owed to the unlimited support of friends and relatives who urged me on every step of the way. Due to limited space I am not able to acknowledge everyone by name. However some deserve a special word of gratitude.

A word of gratitude to my research supervisor, Dr. Sam Phiri, whose gentle counsel and guidance, has enabled this work to see the light of day. His patience and fatherly encouragement always brought out a positive energy in me to carry out this research. I would also like to thank my former lecturers: Dr. Mutambanshiku E. Bwalya, Mr. Fidelis Muzyamba, and Mr. Kenny Makungu for their valuable insights in both formal and informal ways. A special note of thanks to the University for providing a propitious ambience for study. My warm gratitude goes to my classmates in the Master of Communication for Development class for their availability to be consulted.

My family is always an oasis of support in every aspect of my life. I would also like to acknowledge the enormous contribution of my friend: Kelvin Kashindi for his resourcefulness in this undertaking. Lastly but more importantly, my deep-seated gratitude to the Almighty God for the gift of life that I have, and for his illumination for me to pursue great academic heights with the view to helping others to help themselves develop.

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LIST OF ACRONYMS

AIDS	Acquired Immune-deficiency Syndrome
CSO	Central Statistical Office
ECZ	Environmental Council of Zambia
EPPA	Environmental Protection Pollution Act
HIV	Human Immune-Deficiency Virus
LA	Local Authority
LCC	Lusaka City Council
LCM	Lusaka City Market
PDC	Participatory Development Communication
SPSS	Statistical Package of Social Sciences
SWM	Solid Waste Management
TV	Television
WMU	Waste Management Unit

