INVESTIGATING PUBLIC PERCEPTION OF ZAMBIA NEWS AND INFORMATION SERVICES' ROLE IN FACILITATING DEVELOPMENT IN LUSAKA

By

CHISHA MUTALE

A report submitted to the University of Zambia in partial fulfilment of the requirements of the degree of Master of Communication for Development

The University of Zambia

© 2016

I, Chisha Mutale, declare that this report:

(a) represents my own work

(b) has not previously been submitted for a degree, diploma or other qualification at this or any another University and

(c) Does not incorporate any published work or material from another dissertation

Signed: …………………………….

Date: ………………………………….

APPROVAL

This report of <u>Chisha Mutale</u> is approved as fulfilling the partial requirement for the award of the Masters of Communication for Development degree by the University of Zambia.

Signed: Date:

…………………………………………….   …………………………

ABSTRACT

The objective of this study was to investigate public perception of ZANIS's role in facilitating development in Zambia, particularly Lusaka. Among the specific objectives of the study was to investigate the opinions of people in Lusaka regarding the role that ZANIS plays in facilitating development, examine knowledge levels created through communication by ZANIS on development issues among members of the public in Lusaka, examine the extent to which the members of the public in Lusaka participate in development programmes arising from ZANIS channels of communication and to determine the effectiveness of channels used by ZANIS to communicate development activities.

The research design, which was exploratory in nature, used the mixed method approach and triangulated instruments of data collection. The population was 100 respondents. Random sampling was used to select the sample from the general public. In depth interviews were also conducted with four officers from ZANIS and an officer from the Ministry of Health. The researcher also used the thematic analysis on qualitative data and used excel software for descriptive statistics and generation of frequencies and distribution.

The study established that most of the respondents were aware that ZANIS is a government news agency and regarded the institution as mouth piece of government. The majority of respondents acknowledged the fact that they had access to government information pertaining to development activities taking place around the country through ZANIS. In addition, the research revealed that the majority of the respondents did not participate in development activities arising from ZANIS channels of communication as the methods used to reach the masses were no longer appealing. The majority of the respondents stated that the effectiveness of channels used by ZANIS to communicate development activities were on average but needed to be improved for effectiveness in communicating development activities to the grass roots.

The study recommended that government equips the institution with adequate human, financial and physical resource to enable the public make informed decisions and there about bring about social and economic development.

KEY WORDS: Channels of Communication, Development Communication, News Agency, Perception

DEDICATION

To my entire family for their unwavering support and encouragement during my studies.

ACKNOWLEDGEMENTS

ACRONYMS AND ABBREVIATIONS

AAP	Australian News Agency
AIDS	Acquired Immune Deficiency Syndrome
APC	Australian Press Council
DIO	District Information Officer
ECZ	Electoral Commission of Zambia
HIV	Human Immuno-deficiency Virus
ICPC	Independent Corrupt Practices and other related Offences Commission
LENA	Lesotho News Agency
MIBS	Ministry of Information and Broadcasting Services
MOH	Ministry of Health
NAM	Non-Aligned Movement
NGO	Non Governmental Organisation
NWICO	New World Information and Communication Order
PIO	Provincial Information Officer
PA	Public Address
PR	Public Relations
TASS	The Soviet News Agency
UN	United Nations
UNFPA	United Nations Population Fund
ZANA	Zambia News Agency
ZANIS	Zambia News and Information Services
ZIS	Zambia Information Services
ZNBC	Zambia National Broadcasting Corporation

TABLE OF CONTENT

CHAPTER ONE

1.1 INTRODUCTION

This attachment and research project focused on investigating public perceptions of Zambia News and Information Services (ZANIS') role in facilitating development in Zambia, particularly Lusaka. The research chose to investigate why ZANIS' role in facilitating development through its communication activities has dwindled. The general public was chosen as the target audience considering the importance of government knowing what the people are thinking and what they want.

Chapter one looked at the introduction of the topic and provides a general background of news agencies and what role they play in national development. The chapter further elaborates on the history of news agencies at global and national level. It also looks at the New World Information and Communication Order and how it influenced the formation of national news agencies in third world countries. This chapter also presents the history of ZANIS and its role in facilitating development. It then delves in to the statement of the problem which was to investigate public perception of ZANIS's role in facilitating development in Lusaka District. The rationale, research questions, study and research objectives finally conclude chapter one.

In chapter two the researcher reviewed a considerable number of literary works related to the topic under research. The researcher reviewed works that focused on the role of the media in development with emphasis on traditional media such as newspapers, radio and television and not precisely news agencies. The research also reviewed topics that saw local media as victims of globalization. The chapter also spelt out the fact that the media definitely promote or facilitate development in their societies. It concluded by stating that research conducted was not specific to news agencies and public perceptions of the role it plays in the development agenda of a nation.

Chapter three discussed the methodology that was used for the report. The mixed method approach was employed in this study and triangulated instruments of data collection. It also sought to explore, describe and explain the phenomenon of interest and explain the sample selection. It also described the procedure that was used in designing the research instrument and collection of data. It further provided an explanation of how the data collected was analysed. The chapter then looked at the ethics applied during the research as well as limitations of the study.

In chapter four, the researcher looked at the conceptual and theoretical framework of the research. This chapter gave an insight of the meaning of concepts and their application to this particular report. In addition, the chapter included theories that apply to the research in order to realise its stipulated objectives.

The presentations of findings were outlined in chapter five where the researcher tried to see whether the set objectives of the study had been achieved after analysis of the data.

Chapter six discussed the findings while chapter seven concluded the research and stipulated recommendations that could bridge the gap.

1.2 BACKGROUND INFORMATION

1.2.1 Overview

A news agency, like any other media organisation is viewed as a platform for communication exchange among the masses and thereby creating an environment that promotes development at all levels. According to Nwosu (1990:189), development experiences in certain parts of the world have continued to point to the fact that communication is central to rural and national development and that its catalytic effect to the development of other sectors of a nation's economy should not be neglected or underplayed. This underscores the strategic place communication plays in development.'

As the 'fourth estate' media monitor and challenge social change through information, analysis and debate. They also advocate reforms to improve people's life and create a broad public dialogue in order to gain trust, approval and support. All these activities in the long run translate to meaningful development.

News agencies around the world are critical in maintaining national stability, particularly the social, political and economic well-being of any society. More importantly, such media organisations owned by government are expected to play an even greater role in promoting social and economic growth.

This is because the availability of information news agencies provide, is crucial for informed decision making by citizens and consumers.

For instance, information about government actions and political candidates is essential for accurate voting choices by the voter.

Inagaki (2007:18) observes that 'Consumers and investors require information to purchase products and securities. Thus, without communication structures and processes, which enable two-way exchange of information between the State and its citizens, it is difficult to imagine how states can be responsive to public needs and expectations.'

With this backdrop, it is on point to say that news agencies represent the tool for shaping public opinion; promoting democracy and good governance, influencing behaviour; facilitating nation-building; and promoting policies that are crucial to national development.

A News agency can vary in size and mandate but can still be described as an organisation of journalists established to supply news reports to news organisations: Newspapers, magazines and radio and television. Such an agency may also be referred to as a wire service, newswire, or news service. ('News agency' n. d.)

These agencies carry different mandates. According to a Ministry of Information and Broadcasting Services (MIBS) Report (2012:16), ZANIS's mandate is spelt out in objective three which states that, "ZANIS is mandated to interpret Government policy and provide news and information in order to enhance public appreciation, support and participation in national programmes."

1.2.2 Global Perspective

The establishment of news agencies was seen as the most important development in the newspaper industry altering the process of news dissemination, nationally and internationally in the 1st half of the 19th century .Growth of newspapers was also on the rise as the rapid flow of information became possible with the help of news agencies.

However, not all was well for countries in the developing world as they felt news coming from these international news agencies was not promoting their interests.

This brought about a lot of debate under the auspices of the New World Information and Communication Order (NWICO). Wilson (1986:107), states that NWICO was a rather amorphous set of demands, originating principally from Third World Nations, aimed at correcting what those countries viewed as an imbalance in the international flow of information.''

Wilson (1986:108) further stresses this imbalance by stating that the proponents of NWICO claimed that the unregulated state of affairs in information exchange had produced the following effects: a de facto imbalance in the flow of information from North to South, inequitable distribution of communication resources, insufficient and negative reportage of Third World news,

a western cultural bias in news about the Third World, and transmission of messages from North to South that were irrelevant, or even harmful, to developing cultures.

It was also observed that numerous colonies gained independence from the colonial masters. This independence came with demands for recognition of the countries' national sovereignty, not only in political terms, but economically and culturally, as well. The undertones in these demands often harmonised with those of the Eastern bloc.

At the same time, the newly liberated countries were in dire need of development assistance from the industrialised countries. Development, the process of evolution toward a modern society, occupied center stage. Scholars and development experts also assigned mass communications a central role in the development process.

1.2.3 Regional Perspective

The debates concerning imbalanced flow of information were seen to have started in diplomatic forums of the developing countries particularly the Non-Aligned Movement (NAM) and extended to professional and academic circles so that in the 1980's NWICO was part and parcel of the discourse of the media's role in society and the world at large.

NAM created a press agency pool for Non Aligned Countries. This was because the present global information flows were inadequate and imbalanced. Most countries were reduced to being passive recipients of information.

Nordenstreng, (1984:10) noted that, 'Since information in the world showed a disequilibrium favouring some and ignoring others, it was the duty of the non-aligned countries and other developing countries to change the situation and obtain the decolonisation of information and initiate a new international order in information.'

This was true in every sense as the third world countries felt the weight of being sidelined. There, therefore, arouse the need for developing countries, especially those that did not have, to establish news agencies that would answer to the needs of the communities as opposed to relying on international news that focused on Western interests.

1.2.4 National Perspective

At the time other countries on the African continent were mobilising themselves to create news agencies, Zambia, before its independence, had already established its news agency called the

Northern Rhodesia Information Services. The agency was established in 1939 by the British colonial government to further their own interests. Upon attaining independence in 1964, Zambia changed the agency's name to be called the Zambia Information Services (ZIS), taking over from the Northern Rhodesia Information Services on the one hand and the services of what was the then Central African Film Unit during the Federation of Rhodesia and Nyasaland. (ZIS, 2003:1)

ZIS, like other news agencies on the African continent, was established as part of the Organisation of African Unity's strategy to decolonize information dissemination of information geared towards the promotion of development activities.

According to a ZIS Annual Report (2003:1), the department which was under the office of the Republican President from 1964 to 1968 was tasked with informing and educating the country's populace in regard to government policies and development programmes. In 1965, the department was decentralised to ensure increased information outreach to the provinces and districts

Later in 1968, the Ministry of Information and Broadcasting Services (MIBS) was established. It was decided upon that the newly created ministry takes charge of the News Agency. Its responsibility was to inform, and educate the public with regard to government policies and development programmes.

As the main collectors and distributors of information at both national and international levels, ZIS was strategically placed to serve as the core of a country's news gathering and news distribution system.

According to a MIBS report (1995:1), government, in 2005, decided to merge the news agency with its wire service called the Zambia News Agency (ZANA). ZANA was established on the 1st of January 1969. Unlike ZIS, ZANA had branches only in the nine provincial centres of the country with its Headquarters in Lusaka.

It was created to provide news coverage stretching to the remotest parts of the country. Its establishment was to ensure wider coverage of the country, particularly the rural areas which were not reached by the urban concentrated media organisations. (ibid)

The merger saw the creation of the largest media institution in Zambia, with its presence in all the country's districts and providing multi-media service products.

Today, ZANIS is viewed as a public relations wing of government under MIBS and is mandated to interpret government policies and provide accurate and comprehensive information to the public in order to solicit support and participation in national development. (MIBS, 2006:22)

1.2.5 ZANIS Structure

The department is split into three units. These are:

i)   *Editorial*

This unit, which is headed by the Editor In Chief, is responsible for the provision of news and information to both subscribers and the general public. The unit is involved in the production of general news and features and the distribution of foreign and business news both in print and electronic media through its own editorial staff. It also produces printed material on State News highlighting various developmental activities and ensures increased media outreach and access to information, particularly to rural and peri urban communities. Coverage of all presidential assignments locally and internationally is also done by the editorial unit. The Editorial unit is also tasked to subscribe to regional and international news agencies to access international news.

At provincial level, Provincial Information Officers (PIOs), who fall directly under the editorial section, are tasked to receive news from District Information Officers (DIOs). These DIO's are also responsible for coordinating and interpreting government policies in their respective provinces from the grass root through news coverage, public address services and monitoring of community based media institutions.

The news stories, once collected from the districts, are then sent to a ZANIS e-mail account and thereafter edited by the news editors. Once the stories are edited, they are then distributed to various media outlets such as ZNBC, Times of Zambia, and Daily Mail, commercial and private radio   stations.

```
                        ┌──────────────┐
                        │   Director   │
                        └──────┬───────┘
          ┌────────────────────┼────────────────────┐
┌─────────────────┐  ┌─────────────────┐  ┌─────────────────┐
│    Assistant    │  │    Assistant    │  │ Editor-In-Chief │
│    Director     │  │    Director     │  │    Editorial    │
│   Technical     │  │    Research     │  └────────┬────────┘
└─────────────────┘  └─────────────────┘           │
                                        ┌───────────┴───────────┐
                              ┌──────────────────┐  ┌──────────────────┐
                              │    Provincial    │  │   Senior Editor  │
                              │   Information    │  └────────┬─────────┘
                              │     Office       │           │
                              └────────┬─────────┘           │
                              ┌──────────────────┐  ┌──────────────────┐
                              │ Senior Information│  │ Chief Sub Editor │
                              │     Officer       │  └────────┬─────────┘
                              └────────┬─────────┘           │
                              ┌──────────────────┐  ┌──────────────────┐
                              │     District     │  │     Editors      │
                              │   Information    │  └────────┬─────────┘
                              │     Officer      │           │
                              └──────────────────┘  ┌──────────────────┐
                                                    │    Sub Editors   │
                                                    └────────┬─────────┘
                                                    ┌──────────────────┐
                                                    │     Reporters    │
                                                    └──────────────────┘
```
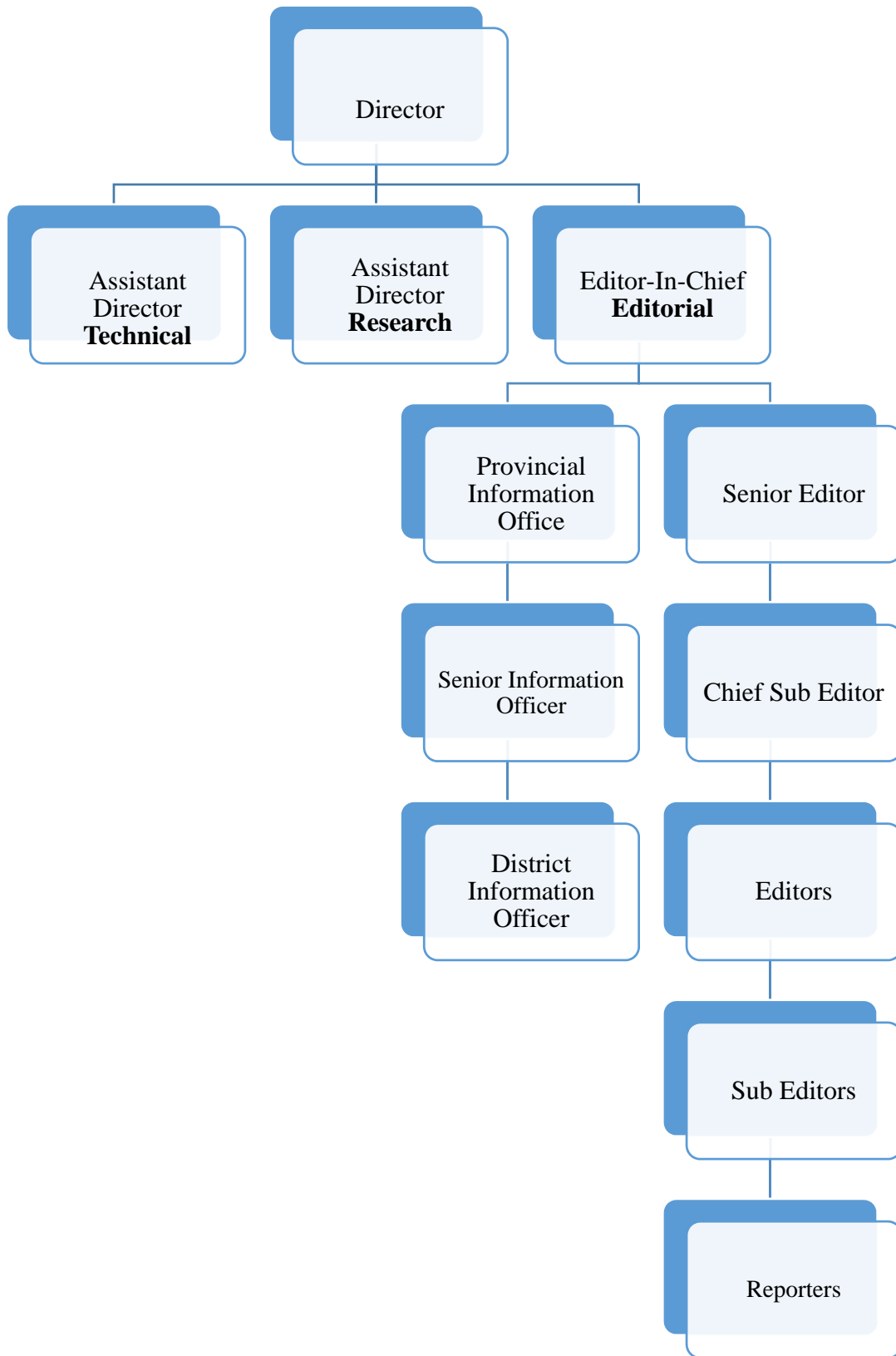
Figure 1: *Editorial chain of command*

ii)   *Technical Services*

This is the technical wing housing the production unit. Under the production unit is the camera section, photographic section, Editing Section and Radio section. The technical section also houses the graphics and maintenance units. Programmes and documentaries are shot in the districts and finally brought to Lusaka for final production. Video clips accompanying news stories are also sent to Lusaka for editing and airing on ZANIS news.Decentralised printing presses and public address systems are also under this technical service.
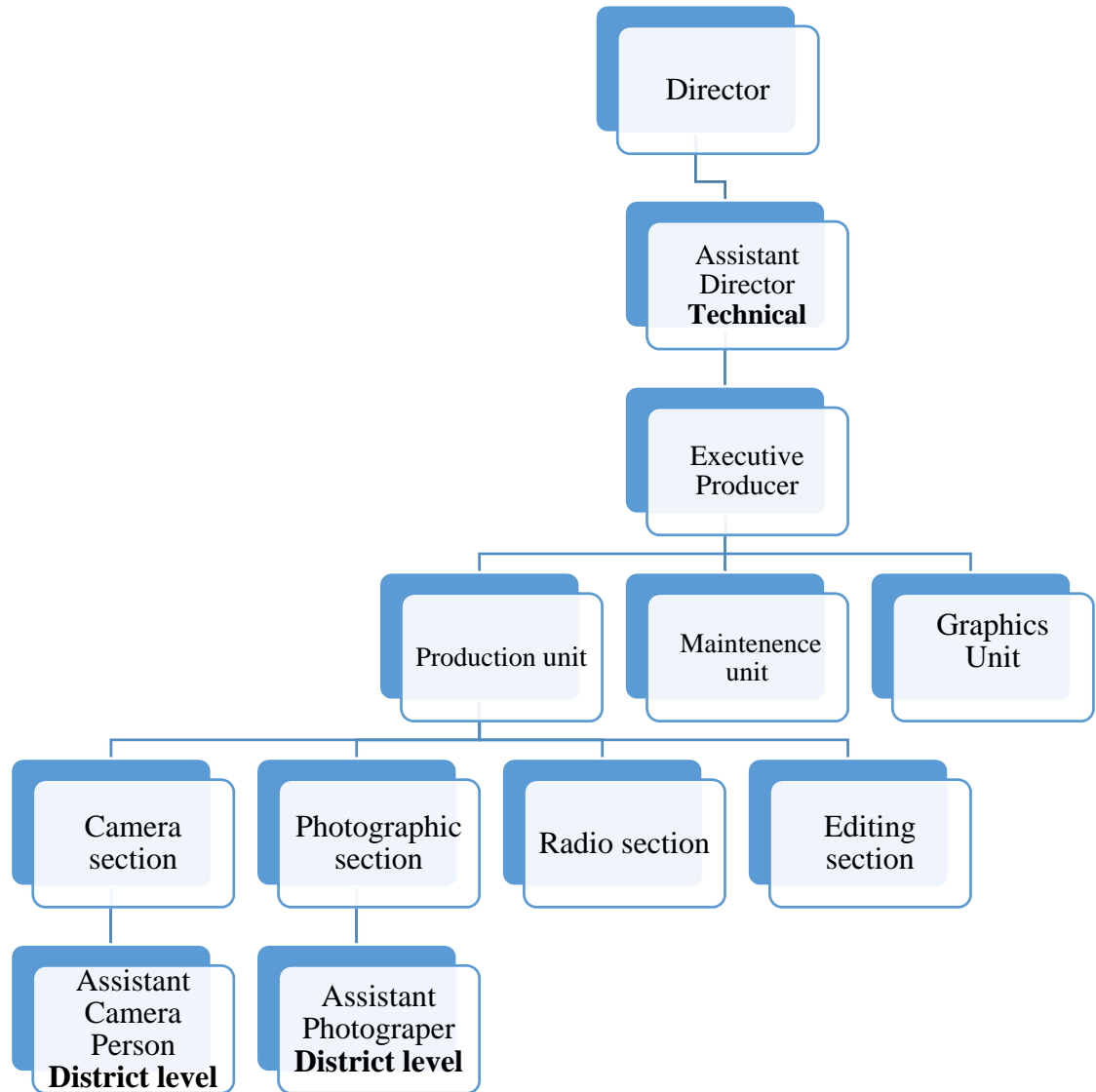
Figure 2: Technical services chain of command

iii) *Research and Public Relations*

The unit is responsible for carrying out the public relations functions of government and media research. The unit is also responsible for the public relations function; communication research; reproductive Health, gender and HIV/AIDS education, production and provision of specialised services. (MIBS, 2007:8-9).

Previously, the unit would carry out a lot of reproductive health campaigns with assistance from the maintenance section that would provide mobile video vans. The press office which is under this unit is the front line office of ZANIS that receives assignments from government and other stakeholders for final distribution of news items to various media outlets. It is also the office responsible for accrediting foreign and local journalists for state functions and other important meetings and assignments.

```
                    ┌──────────────┐
                    │   Director   │
                    └──────┬───────┘
                           │
                    ┌──────┴───────┐
                    │  Assistant   │
                    │   Director   │
                    │  Research    │
                    └──────┬───────┘
          ┌────────────────┼────────────────┐
   ┌──────┴───────┐ ┌──────┴───────┐ ┌──────┴───────┐
   │Senior Research│ │Research      │ │Press officers│
   │Officers       │ │Officers      │ │              │
   └───────────────┘ └──────────────┘ └──────────────┘
```

Figure 3: Research & Public Relations chain of command

1.2.6 Study Site

The research was focused on Lusaka district. Lusaka District is among eight districts in Lusaka Province. Each district has a ZANIS office headed by a District Information Officer, an Assistant Cameraperson, Campaign Van Operator and a Reporter. What the district offices produce is then sent to ZANIS headquarters which is based at the Mass Media Complex, Alick Nkhata Road in Lusaka district for airing and distribution to other media institutions. Once the news is received from the districts and sent to ZANIS Head Quarters (HQ) in Lusaka District, It is then edited in preparation for distribution to various media outlets. Below are the districts in Lusaka Province that have ZANIS offices:

1) Chongwe District

2) Kafue District

3) Chilanga District

4) Chirundu District

5) Luangwa District

6) Rufunsa District

7) Shibuyunji District

8) Lusaka District

1.3 STATEMENT OF THE PROBLEM

The role of a news agency such as ZANIS in facilitating development like any other news agency globally is to enrich the newspapers with a wide variety of news events happening around the world. Initially, the agencies were meant to provide the news items only to the newspapers but with the passage of time, the rapidly developing modern mediums such as the radio, television and Internet too adopted the services of news agencies. This informing role has a great bearing on the lives of the general populace through its function of communicating development activities of government to stakeholders, policy makers, and the masses in general.

As the country's largest media with the widest media mix and a countrywide presence at all 105 districts in the country, ZANIS, under its editorial unit, is responsible for gathering, processing and disseminating information on various government engagements and those of stakeholders.

Through its Six (06) local language newspapers which are Imbila in Bemba language; Tsopano in Nyanja language; Liseli in Lozi language, Lukanga in Lenje language; and Ngoma in Lunda, Kaonde and Luvale languages, the department is able to disseminate developmental news to audiences that do not understand English.

The Editorial unit is also responsible for the production of ad-hoc publications such as State News, Cabinet charts, Posters, Pamphlets and Banners which dwell on the specific needs of government.

ZANIS, under its technical section also has a number of services that contribute to fostering development in the country. These include production of radio and television documentaries. The department is well known for providing public address systems for indoor and outdoor activities. For instance, the public address system is used for health sensitisation campaigns in various target communities. This is usually done in partnership with United Nations Agencies such as United Nations Population Fund (UNFPA), Electoral Commission of Zambia (ECZ), and Ministry of Health, (MOH).

Through its Public Address (PA) equipment which includes a mobile video van, the technical section is tasked to conduct Theatre for Development. With this equipment ZANIS is able to educate, inform and entertain the masses mostly in rural parts of the country on issues pertaining to reproductive health, HIV and AIDS, and civic education among other issues.

These and many other communication activities are what give ZANIS the ability to disseminate information and educate the masses and also influence society to bring about development and social change.

However, despite this wide mix of communication activities at its disposal and its wide spread presence in the country, ZANIS' influence in facilitating development has dwindled over the years.

The research took time to investigate why the agency's influence in facilitating development in the country has dwindled.

This is premised on the notion that a media organisation can have a negative impact on its ability to facilitate development if perceived wrongly by the public. For instance, the Post Newspaper once enjoyed the status of being a media that brings out facts without fear or favour through its investigative journalistic approach to reporting. But over the years, the paper has lost its reputation of being objective and is viewed by the public as a paper with a personal agenda. The public have responded to this change in the paper by not buying it any more.

Statistics indicate that between 2000 and 2010 the post newspaper enjoyed an overwhelming paper circulation of about 25000 copies daily. Today, the paper only has a circulation of about 1000 copies.

Therefore, should ZANIS' influence in facilitating development in the country dwindle to its lowest, Zambians will be deprived of having a platform that enables them to be knowledgeable about government activities and also deprive them of participating in government development programmes through such information. Without access to such information, the public will not be able to participate in the governance of the country, depriving them of making informed views on national development.

In response to this problem, the research proposed to investigate, through public perception, why the institutions influence has reduced.

It is this researcher's considered view that if equipped with adequate human, financial and physical resource, ZANIS can win back its former superior status as Zambia's largest supplier of development information. It will also retain its position as the first choice of destination for media houses in their quest to provide quality news that will enable the public to make informed decisions.

1.4 RATIONALE OF THE STUDY

This research was undertaken to provide options for revamping the full potential of the department. To do this, the researcher carried out a research on the public's perceptions of ZANIS' role in facilitating development in order to appropriate the results to policy interventions.

The researcher undertook this study considering the gravity of having an uninformed citizenry that translates into little participation in issues of national development.

The research was worth undertaking as its results would facilitate implementation of policies that can promote development communication at a large scale through the department. The study was beneficial also to ZANIS and the entire government systems as its findings are expected to assist them identify information gaps that can be closed up through deliberate and elaborate planning.

This study will also add to the body of knowledge on ZANIS's role in facilitating development, an area which has not been explored much in Zambia.

There is, therefore, great need for government to come up with measures that will improve upon the operations of this news agency so that the core reason for its existence is realised in bringing about both social and economic development in the country.

1.5 RESEARCH OBJECTIVES

Under this theme, the research looked at the general objective and further went into the specific objectives.

1.5.1 General objective

The general objective of the study was to investigate public perception of ZANIS' role in facilitating development in Lusaka.

1.5.2 Specific Objectives

1. To investigate the opinions of people in Lusaka regarding the role that ZANIS plays in facilitating development.

2. Examine knowledge levels created through communication by ZANIS on development issues among members of the public in Lusaka.

3. To examine the extent to which the members of the public in Lusaka participate in development programmes arising from ZANIS channels of communication.

4. To determine the effectiveness of channels used by ZANIS to communicate development.

1.6 RESEARCH QUESTIONS

1. What are the opinions of people in Lusaka regarding the role that ZANIS plays in facilitating development?

2. What are the knowledge levels that are created through communication by ZANIS on development issues in Lusaka?

3. To what extent do the members of the public in Lusaka participate in development programmes arising from ZANIS channels of communication?

4. How effective are the channels of communication used by ZANIS to communicate development in Lusaka?

1.7 LIMITATIONS OF THE STUDY

The researcher was only able to circulate 100 questionnaires to people in Lusaka due to limited funding and limited time frame.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter of the study shows the literature that was reviewed concerning the role of news media in development programs. Despite the undisputed success of government news agencies bringing unity in most African Countries at independence, today there seems to be a huge gap in terms of these agencies acting as catalysts for development. Not much has been directly written about the role national news agencies play in promoting development. However, there have been attempts by a number of scholars who have talked about these news agencies in relation to information dissemination among other issues.

2. 2 DEVELOPMENT COMMUNICATION

Nwosu (1988:37) in his study argues that "most countries in Africa have rural development as the focus of their national socio-economic and technological development programs. The place of communication in all this is recognised but not given the attention it deserves by governments and other change agents.''

Lajakare, (1997:15-30) also explains why National News Agencies were established. He argues that "agencies in Africa were initially established as a strategy to decolonise information dissemination within and outside the countries. However, the shift of work turned to development and unity. In the Case of Lesotho, there have been many gaps in getting government media agencies to play a major role in development communication."

This research conducted by Lajakare focused on critically discussing the Lesotho News Agency (LENA)'s role in development communication and locates the agency within the wider dimensions of the country's overall development goals and strategies. The research finding for Lesotho was that ownership and/or control have a strong influence on what is reported or not reported.

The research also revealed that National news agencies, including government media, have a credibility problem perhaps mainly because of the way in which they were used in the past by dictatorial regimes to legitimise the status quo.

Hester (I987:63) also reminds us that dictatorial regimes are inclined to turn the energies of the press to maintain themselves in power. He further adds that the goals of national development

become of little importance where the preservation of their power is at stake. "If the press is integral to government institutions, it can be more easily perverted to such efforts," He says. This research focused on the development communication component and not precisely the role of a national agency in promoting development in a country.

To show the importance of the media and free press to foster development, Sen (1999) said that, "in the terrible history of famines in the world, no substantial famine has ever occurred in any independent and democratic country with a relative free press. Thus, showing how important the media is and its freeness to foster development.

The central argument is that national news agencies have not been effective in development communication because they have not been provided with the appropriate socioeconomic space they need to operate effectively. As the main inhibitions to development have been identified as structural rather than informational, structures and relationships that impede development have to be dismantled as a necessary condition of providing that space.

2.3 OWNERSHIP

The United Nations (UN) (2006) states that, "News agencies in communist countries were seen to have close ties to their national governments. Each major communist country had its own national news service, and each news service was officially controlled, usually by the minister of information. The Soviet news agency (TASS) was the principal source of world news for the Soviet Union and its allies; it also made Soviet Communist Party policy known. Communist states outside the Soviet sphere, for instance China and Yugoslavia, had their own state news services, which were controlled in similar fashion. China's Hsinhua, or New China News Agency, was the largest remaining news agency in a communist country by the late 20th century."

Barry (2006) also argues that state ownership of the media was usually beneficial and developmental; however, he expressed concern over the state owned media. He said," The evidence suggests that large-scale state ownership is usually associated with a more restricted and ineffective media. More generally, high levels of ownership concentration are associated with less media effectiveness."

Okwudishu, (1988:12-15) in his study notes that the autonomy for a news agency would mean, at least implicitly, less government interference in its editorial policy and therefore a freer flow of information. He says as long as the agency operates within centralised media systems, however,

the majority of the people to whom development-oriented communication should be directed will remain disadvantaged. Okwudishu further states that the degrees of free flow of information are not only a function of who owns the media but also how much access to information the people have.

Ansah, (1986:13) also asserts that authoritative controls tend to inhibit public discussion and restrict the free flow of information thereby stifling and negating efforts at genuine human development. To contribute meaningfully to the democratic process, the media should be able to criticise government decisions which are not in the best of the people, denounce abuses of power in society and defend human rights.

2. 4 DEMOCRACY

Barrett, (2000:28), in line with democracy and National News Agencies, argues that news agencies deserve scholarly attention not simply because they are agents of construction of what society has come to understand as the domains of the national and of the international limited concepts but more practically, because there are grounds for considering that what agencies do and how they do it is important for the survival of a 'Public Sphere" of democratic dialogue, and also for global as well as for national and regional security.

Barrett says this is because agencies generally serve large numbers of clientele. He asserts that National news agencies tend not to excite the same scholarly or even the same popular attention as the international or 'global' news agencies. Yet both international and national news agencies contribute to the simultaneous processes of localisation and development.

Kasoma, (1992:123) also points out that central to the effective and efficacious use of communication, media seems to be the establishment of adequate communication infrastructures to ensure, a constant two-way flow of information between, in particular, the rulers and the ruled. He further states that it is important for media to have press freedom if they are to act as facilitators of democracy.

The MacBride Report (1980:2531), in underscoring the need for democracy to facilitate free, open and balanced communications, also states that the inherent nature of communication means that its fullest possible exercise and potential depend on the surrounding political, social and economic conditions, the most vital of these being democracy within countries and equal, democratic relations between them. The report also says that it is in this context that the democratisation of

communication at national and international levels, as well as the larger role of communication in democratising society, acquires utmost importance.

Ruijter, (1989:62-63), in his study writes that many journalists find themselves in a social environment in which they have turned into lackeys of the state powers rather than promoters of a democratic exchange of views among different sectors of society. He says the fact that African media have played only a negligible role in moulding public opinion and public decision-making is directly connected to the way African states are being run.

2.5 NATIONAL NEWS AGENCY RELATIONSHIPS

Barrett, (2000:35) in his paper, looks at the relationship national news agencies have with stakeholders such as government. These relationships, he says, can pose a threat to the existence of such organisations. Barrett further posits that the number of major general news international agencies has reduced in recent years, while national news agencies are faced with a broad range of difficult challenges that may threaten the future viability of at least some of them. These challenges, he says, particularly have to do with relations between agencies and media owners, relations between agencies and the state, changes in the composition of the market as a result of growing media commercialisation, concentration and globalisation and new sources of competition in the supply of news.

2.6 THE MEDIA AND TRIBALISM

Kashoki, (2007:p1-4) in his article, suggests that journalists, in so far as tribalism or ethnicity is concerned, may be acting as agents of doom as they may be playing the devil's advocate by advancing the cause of ethnic conflict through being too occupied with issues of 'tribe' and 'tribalism'. He assumes that his article will serve to cause journalists to assume in future a more informed attitude and approach when analysing and discussing issues as complex as those that focus on media and ethnicity.

Kashoki (2007:p4) further points out that most journalists, like the vast majority of others in society at large, tend to operate at a level where they view ethnic group or tribe as constituting sub-national groupings of a supra- national modern state whose primary occupation is normally with national rather than sub-national unity. He states that journalist tend to view these tribes or ethnic groups as fixed, unchangeable entities or as aggregates of people on whom you can pin

unquestionable labels at all times and in all circumstances and situations, whether the labels be that of language, custom, tradition or political organisation.

The writer concludes by challenging journalists to take a critical new look at the role they feel they are expected to play as seekers of truth and disseminators of the truth in bringing about development.

2.7 MEDIA AND DEVELOPMENT

Khan (2000:22-148) also focuses on the role of media in national development and designed his research to establish the relationship between the media and national development.

Findings of the research were that the relationship between media and national development was tested and found positive. The research methods used in the research was the statistical and in depth comparative analysis. The methods used in the research were adequate enough to bring out the information needed for the study. The research however did not precisely focus on the government news agencies as catalysts for development. The research was focused on newspapers, radio, Television (TV) and the Internet and not a news agency. Also, the sample size was not stated in the research making it difficult to determine whether it was representative of the general population.

Wilbur Schramm (1964) in his book Mass Media and National Development believed that the mass media has power to easily propagate ideas on social change and development. This, he said, resulted in the call for underdeveloped countries to improve mass communication systems as the UN General Assembly Report in the 1960's stated that 70% of the world's population had inadequate access to information. Schramm said the call came with the need to write a guide on how underdeveloped countries could optimise the power of the mass media for development.

The author further argues that, "the nation-state promoting development is ideal, and that the media can hasten the process. The media entice people to change and emphasises on the important role the media play in campaigns on agriculture, health, literacy and formal education.''

Boyd-Barrett, (1980:205) also states that, "As a government owned news agency, priority of news coverage is bound to favour government officials and while this may be true, it is important that such coverage is conducted in a manner that analyses or assesses government's performance in relation to its mandate from the electorate as part of media's responsibility to promote accountable democratic governance. Barrett further states that a national news agency is an important source

of national news in many countries and is principally news which refers to events of nation-wide significance or relevance."

Payel Sen Choudhury (2007:28) in his research also looks at the media and the role it plays in development. He stresses the need for the media to practically and fully make use of New Technologies such as mobile, website and internet for development communication. Choudhury notes that new technologies are interactive in nature and provide for interactivity, instant feedback and persuasion capability, used to rope in common person into the process of development.

He argues that today governments have different websites and call centers that provide instant information or answers queries to questions of development and that right from its inception, development communication has been pursued by all kinds of media, both traditional and new. However, sadly enough, Choudhury laments that these new technologies have not been put to more theoretical use. He advises that both the strength and weakness of the media and the message and access of people to these medium should be considered to achieve success in real sense and not only in pen and paper.

In his conclusion, Choudhury says the main obstruction in the path to development is that the scope of information is not available to everybody and that development brought through development communication should be equally shared by all section of the society. He also says that opening up of different mass media is necessary so that common people have easy access to them and that availability of information will open up new avenues of development.

Given, the current media scenario, and the needs of the development sector, Choudhury says it is necessary for a development communicator to develop a regulatory framework that shall under the umbrella of public service broadcasting include state owned media as well as non-commercial broadcasting. He says this will encourage non-profit institutions such as community organisations, local bodies and NGOs to participate in development communication.

Barrett (2011) reflects on the New World Information and Communication Order debate of the 1970s when the global domination of four western news agencies was seen as a form of information imperialism. In his essay he points out that in some ways it looks like there had been a further deterioration in the relations of power. "There has been both the significant growth of regional players since the 1970s and the internet since the 1990s." he stressed.

Against the background of the current paradigmatic shift of development communication from state-led to market-led development, and a comparative study of news agencies in China, India and Russia, Barrett argues that there is scope for rearticulating the role and significance of news agencies, even within a flawed, hierarchical system, that is more positive than what the old discourse might have indicated.

Manda (2006) in his research also centres his argument on the role of mass communication/mass media in development, behaviour change and technology awareness and adoption. He classifies development, behaviour change and technology awareness and adoption into three broad categories: strong irresistible effects, limited effects and 'nil' effect.

In his article, he synthesises the debates and reviews the challenges and successes in the area of media effects and development communication before posing questions for further debate.

The author then concludes by acknowledging that mass media are critical in the social development process and that media provide an agenda and public sphere for social development. Manda further asserts that media planners supporting development should always be cognisant of the fact that local and community media have proved to be critical in galvanising people towards projects as such media which are considered relevant and appropriate, culturally and linguistically, by the local people.

The Media Development Investment Fund (2011) in defining the central importance that information plays in sustainable development highlighted how information empowers people to determine their own development path. The Fund stated that development – if it is to be sustainable – must be a process that allows people to be their own agents of change: to act individually and collectively, using their own ingenuity and accessing ideas, practices and knowledge in the search for ways to fulfill their potential. They assert that a plural, independent media plays an essential role in delivering the information people need to participate in the debates and decisions that shape their lives.

The Fund sought to present evidence suggesting that a quality, independent media has a positive impact on society and should be viewed as a critical development outcome in itself. The paper looked at three sections addressing three areas where media can have a positive effect on societies. These areas include governance Impact, economic Impact and Social Impact.

The article presented evidence to suggest that independent media play a critical role in improving governance and reducing corruption, increasing economic efficiency and stability, and creating positive social and environmental change. The fund in its article also asserted that the media provide information to actors throughout society allowing them to participate in the decisions and debates that shape their lives. It further stated that the media also play an important monitoring role in a democracy that enables citizens to hold their governments and elected officials accountable—leading to better policies and service implementation. For these reasons and others, media development should be viewed as a desirable development outcome that underpins all others.

NS Iwokwagh and GE Akogwu (2008) focus their research on the overview of western news agencies and the roles they play in international communication. They argue that most of these roles have some consequences undesirable to the Third World Nations.

Instead of facilitating development of the poor nations of the world, the study reveals that, the major news agencies by their worldwide operations are impeding the development of the under-developed counties. The study therefore, indicts the major news agencies for being a clog in the developmental wheel of Third World Nations, pointing out that they conspire with other impeding factors to render fruitless, the collective developmental efforts of most of the developing countries of Africa, Asia and Latin America.

It attributes to the news agencies such global issues as: the reduction of the world to a "global village", cultural imperialism, ethnocentrism, media imperialism, media dependency, global agenda-setting and the imbalance in world information order. It concludes on a crying call with developing nations to look inward for their re-birth, re-generation, re-discovery and development.

Schramm, (1964) creams it all by emphasising the need for communication to bring about development for all.

"By making one part of a country aware of other parts, their people, arts, customs, and politics; by permitting the national leaders to talk to the people, and people to the leaders and to each other; by making possible a nation-wide dialogue on national policy; by keeping the national goals and national accomplishments always before the public--thus modern communication, widely used, can help weld together isolated communities, disparate subcultures, self-centered individuals and groups, and separate developments into a truly national development."

- "Father of Communication Studies", Wilbur Schramm -

2. 8 NEWS CONTENT

Johnston, J. and Forde, S. (2011) carried out a research on the Australian news agency, Australian Associated Press (AAP), and on its dominance within the Australian news landscape. The research specifically looked at press releases through AAP and into the daily news around the world, while also analysing the media culture that accepts copy from news agencies as "gospel"—a commodity to be used and reused without checking accuracy, and often without attribution. The study was aimed at testing the assertions from the literature and from previous examples about news agency copy which is often reproduced from public relations material, often reproduced verbatim or near-verbatim by news outlets, particularly on online news Web sites belonging to major daily news providers.

The research adopted a case study approach to achieve this, coupled with some key interviews with people involved in the online newspaper environment and some investigations into Australian Press Council (APC) adjudications.

The gap identified in this research is that previous researches conducted on National News Agencies have not centered their research on the role of a news agency in facilitating development. Hardly any research, according to findings, has been conducted on Zambia's news agency, ZANIS. This gives reason to find out the role that this agency is playing in bringing about development in the country.

 Abidi, (1991), also states that 'Knowledge and information', communication and development form an "inseparable trinity" because the three have got to be appropriately combined for effective development to take effect. None of the above factors, he says, can meaningfully stand on their own without their affiliated partners. This calls for serious research into knowing whether Zambia's news agency plays this role of promoting development as other countries have researched on this topic in their own perspective.

2.9 FOREIGN AND LOCAL NEWS AGENCIES

Anatsui, (2014) in his paper focused on the wide gap between the international news agencies and their local counterparts, while considering Public Relations as a bridge to harmonise them. In his paper, Anatsui states that international news agencies operate as worldwide news-reporting services, providing general news coverage, while local news agencies provide national and/or

regional coverage of routine or special news. He notes that others offer specialised services, such as reporting news of particular interest to persons of specific religion or profession.

The paper then concluded that foreign news media have been commended for being one of the major catalysts for national development, owing to their ability to spread information extensively and quickly. However, they are still being criticised for double standards.

2.10 PUBLIC PERCEPTION OF THE MEDIA

Akpan, O Presley (2004) in his paper, 'Public Perception of Media Coverage of the Activities of the Independent Corrupt Practices Commission (ICPC) in Nigeria' set out to investigate the awareness level, attention and attitude of the public towards media coverage of the activities of the Independent Corrupt Practices and other related offences Commission (ICPC). He also considered the appraisal of how the public select, organise and interpret stimuli about the commission.

The study also focused on identifying the factors and variables that define the perceptual frame of the public on media coverage of ICPC's activities. The survey research design was employed in the study while the instruments were the personal interview and questionnaire.

The study confirmed that ICPC has adequately communicated information about itself in the media with the intent of eliciting adequate attention and awareness on its activities which have been discovered to be high.

It was therefore concluded that the public perceived media coverage of the activities of the commission as adequate, necessary, informative and necessary in the fight against corruption but contended that media presentation of the commission is marked different from what the commission actually is.

The study recommended amongst others that the ICPC should not only publicise her activities, but also ensure adequate media coverage directed at specific target groups to achieve adequate communication.

2.11 NEWS AGENCIES AND SOCIAL MEDIA

Griessnor, (2012) in his research looks at the ways news agencies use social media outlets to distribute their news and engage with audiences. In this research, the author focused on investigating how news agencies can generate public value through an appearance on social media or an integration of social media channels and applications on their own websites.

The research also tried to analyse already existing models of some of the biggest international news agencies as well as smaller ones and gave an outlook into the future of the uncertain relationship between news agencies and social media.

The research also looked at the importance of news agencies for other publishers as it is also stressed by Currah, (2013) who thinks that wire agencies are an increasingly critical element of the digital transition as they provide access to a trusted and geographically extensive newsgathering operation, which is adept at generating text, video and photography. This means that the relationship to the wires is becoming one of greater dependence.

The research concluded by calling on News Agencies and news media to be aware of this transition and must try to find or maintain a niche in this new environment where they can focus on their strengths – whether they are new or old.

2.12 NEWS AGENCIES AND GLOBALISATION

Esperanca Bielsa (2008) in his research notes that the global media play a fundamental role in contemporary globalisation, making possible instant communication and promoting an experience of global connectedness. He says the globalisation of the media communications has deeply shaped the modern journalistic field in the last 150 years and at the same time; global news organisations have been instrumental in creating the very conditions that have made globalisation possible. In this article, the author explores the relationship between globalisation and the media and traces the historical development of the field of global news, examining in detail the role and trajectories of its most important players, the global news agencies, and highlighting significant parallels between nineteenth century globalisation and the process that have led to increased global connectedness in the past decades. He further devotes some attention to the more recent developments in the field of global news and the appearance of news types of media organisations.

Kanat Kulshmanov (2014) also looks at the news agency and its role in globalisation. In his article, he deals with features of functioning of news agencies in terms of postmodern situation. He compares traditional and new principles of work, identifies new trends and issues of news, shadow fusion with Public Relations (PR) and advertising in the development of news agencies in the context of challenges of global media.

The system of modern media news agencies, he notes, initially occupy a special place as the main suppliers of information to the media, but with the advent of the Internet have an opportunity of

direct contact with the audience, and many other new features that have significantly changed their qualitative characteristics.

Kulshmanov concludes by asserting that news agencies still remain the main suppliers of news and many of them are successfully developing. At the same time, he notes that it becomes difficult to operate in modern conditions of copyright, hacker attacks, the need for constant search for new ways of functioning and information retrieval, complex financial problems, impoverishment of news sources and frank plagiarism of materials from sites of news agencies.

Thereupon, he says it is necessary to review the basic principles of work of news agencies – the not speed and quantity, but accuracy and quality of the material.

The gap identified in this research is that previous researches conducted on National News Agencies have not centered their research on the role of a news agency in promoting development. Hardly any research, according to findings, has been conducted on Zambia's news agency, ZANIS.

This calls for serious research into knowing whether Zambia's news agency plays this role of promoting development as other countries have researched on this topic in their own perspective.

CHAPTER THREE

CONCEPTUAL AND THEORETICAL FRAMEWORK

3.1. INTRODUCTION

Under this theme, the research identified the underpinning theories that were used for the research. The theme further looked at the conceptual definitions of the research. Its purpose was to give an understanding of how the various terminologies and theories apply to the study which was conducted by the researcher.

3.2 CONCEPTUAL AND OPERATIONAL DEFINITIONS

3. 2.1 Communication

Communication refers to transmission of information from an informed source or sender to the recipient or receiver. However it is worth noting that various scholars have defined and looked at the concept of communication differently.

Mattelart (1996: 28), notes that the term communication is huge and has various meanings. It may also be very categorical. According to Wilder (1995: 13), "Communication is the flow and exchange of ideas, information and opinions through speech, writing, pictures and other communicating symbols." Therefore, communication can be looked at as a process of sharing messages between the source and the receiver through a certain channel with a view to influencing the receiver's thoughts and actions.

It is very clear that communication is simply the transmission of information from the sender to the receiver with the aim of influencing thought and action. It is done to inform so that the receiver can be aware or take action. Communication is said to have taken place if there is a response from the audience and also if there is a change in behaviour and attitudes.

3. 2.2 Channels of Communication

According to Nicklandr (1982: 12-30), communication channels refer to the means by which a message travels either vertically or horizontally from a source to the receiver.

In relation to the study, channels of communication shall refer to books, internet, magazines, radio, TV, mobile video vans and local language newspapers.

3.2.3 Development

In order to understand Development Communication, development shall be defined as a broad term which should not be limited to mean economic development, economic welfare or material wellbeing. It includes improvements in economic, social and political aspects of society as a whole like security, culture, social activities and political institutions. (Tayebwa, 1992:261)

Todaro (1981:56) also refers to development as a multi-dimensional process involving the reorganisation and reorientation of the entire economic and social systems. He continues to argue that development is a physical reality and a state of mind in which society has, through some combinations of social, economic and political process secured the way of obtaining better life.

3. 2. 4 Development Communication

Development Communication is the study of social change brought about by the application of communication research, theory, and technologies to bring about development. Development is a widely participatory process of social change in a society, intended to bring about both social and material advancement, including greater equality, freedom, and other valued qualities for the majority of people through their gaining greater control over their environment.

Servaes, (2008:14)

3. 2.5 News Agency

A News agency, according to Encarta (2008), can be defined as an organisation that gathers information about current events and supplies it to the media. A News agency is an organisation that deals with the collection, transmission, and distribution of news to newspapers, periodicals, television stations, radio and other journalistic and mass communications media. Present-day news agencies and associations vary in form. They are known as worldwide news-reporting services, providing general news coverage. Others provide national or regional coverage of routine or special news, or specialised services, such as reporting news of particular interest to persons of specific religion or profession.

3. 2.6 Media

Ennew and Plateau (2001) define media as the channels of communication that reach out to the large audiences such as newspapers, radio and television. It should be noted that media is plural while medium is singular.

3. 2.7 Perception

Perception is the process of selecting, organizing, and interpreting information. It refers to the way we try to understand the world around us. We gather information through our five sense organs, but perception adds meaning to these sensory inputs. The process of perception is essentially subjective in nature, as it is never an exact recording of the event or the situation. (Robinson, 1994:5)

3.3 THEORETICAL FRAMEWORK

3. 3. 1 Introduction

This section presents the theoretical framework underpinning the study.

3. 3. 2 Development Communication Theory

Development Communication refers to the use of communication to facilitate social development. It engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchange to bring about positive social change via sustainable development. Techniques used under development communication include information dissemination and education, behaviour change, social marketing, social mobilisation, media advocacy and communication for social change.

A recent and more encompassing definition of development communication states that it is:

"….the art and science of human communication linked to a society's planed transformation from a state of poverty to one dynamic socio-economic growth that makes for greater equality and the larger unfolding of individual potentials."

According to the World Bank, development communication is the "integration of strategic communication in development projects" based on a clear understanding of indigenous realities.

The research will employ the Development Communication Theory as a way of understanding the study. The theory states that there can be no development without communication. Under the four classical theories, capitalism was legitimised, but under the Development communication theory, or Development Support Communication as it is otherwise called, the media undertook the role of carrying out positive developmental programmes, accepting restrictions and instructions from the State. Suresh, (2003:P78)

This theory is about creating opportunities and local development in various communities. The theory's objective is to uplift the quality of life of people not only economically but also socially, culturally, and politically through the use of development communication tools. These development communication tools include posters, brochures, documentaries, and drama. The theory is seen to play an important role in the overall development of a country.

3. 3. 3 The Participatory Model

The concept of participation is defined as the mobilisation of people to eliminate unjust hierarchies of knowledge, power, and economic distribution. It is viewed as an addition to the Development Communication Theory. It paved way for the model to be used for social change, development communication and democratic-participant communication theory. The participatory model incorporates the concepts in the emerging framework of multiplicity or another development.

It stresses the importance of cultural identity of local communities and of democratisation and participation at all levels: international, national, local and individual. It points to a strategy, not merely inclusive of, but largely emanating from, the traditional 'receivers'. Paulo Freire (1983:76) refers to this as the right of all people to individually and collectively speak their word: "This is not the privilege of some few men, but the right of every man."

CHAPTER FOUR

RESEARCH METHODOLOGY

4.1 Introduction

This chapter primarily provides information regarding the, design, data collection, methods of data collection and the subsequent sampling procedures.

In conducting the study, the researcher used the mixed approach and triangulated instruments of data collection. The choice to use this methodology was based on the fact that the method compensated for inherent inadequacies that would have come about as a result of not mixing the methods.

4.2 Research Design

The research was descriptive and exploratory in nature. The exploratory approach was the most useful research design for addressing the subject under research as there was need to collect views in depth. It should be noted that hardly any research was conducted specifically on the role of ZANIS in promoting development. The exploratory design, therefore, helped in the research. The research employed the descriptive research design. This design assisted in depicting the participants in an accurate way. More simply put, descriptive research helped describe people who participated in the study.

4.3. Research Methods

This research employed the mixed method approach. The following are the methods that were used in this research.

4.3.1 In-depth Interviews

In-depth Interviews were used to collect data through face to face interaction with individuals who were well informed and knowledgeable. An officer from the Ministry of Health was selected as one of the key stakeholder that work with ZANIS.

The research also targeted four officers from ZANIS who are outlined as follows:

(a) Acting News Editor – Mr. Kaluwe Hanzuki

(b) Production Manager – Mr. Nicholas Phiri

(c) Research & Public Relations officer– Mr. Mubiana Simasiku

(d) Lusaka Provincial Information Officer –Ms. Jackeline Phiri

The objective of the In-depth interview was to supplement data collected through the questionnaire. It had the advantage of following up on the verbal cues from the respondent. This paved way for more data collection and greater clarity on issues raised.

4.3.2 Participant Observation

The researcher was attached to ZANIS where she was able to make observations of how the media department operates. The essence of this method was to provide the researcher with ways of checking for nonverbal expression of feelings, determine who interacts with whom, grasp how participants communicate with each other, and check on how much time is spent on various activities. It also allowed the researcher to check on definitions of terms that participants use in interviews and observe events that informants may not be willing to share. Through this technique, the researcher was able to develop a holistic understanding of the phenomena under study that would be as objective and accurate as possible.

4.3.3 Quantitative Survey

4.3.3.1 Population

The population comprised Lusaka District only.

4.2.3.2 Sample size

A sample size of 100 was drawn from the targeted population. Questionnaires were administered to 100 members of the general public in Lusaka to solicit their views on issues related to the topic of research. The selection was picked from low, medium and high density areas. The researcher felt that a sample from the rural setting would also bring balance to the study. The following areas were selected for the study:

(a)   Northmead – Low Density Area

(b)   Kabwata- Medium Density Area

(c)   Mtendere- High Density Area

(d)   Rufunsa District – Rural Area

A sample of 25 members of the public was selected from the low, medium and high density areas while a sample of 25 was also selected from Rufunsa district, making the sample size a total of 100.

4. 4 REVIEW OF DOCUMENTARY EVIDENCE

This method was used to confirm evidence of the results obtained from the field. In this kind of approach, a variety of literature ranging from minutes of meetings, seminar materials, concept papers, project proposals, official correspondences, brochures to the review of workshop reports relating to the problem being researched were examined.

4.5 SAMPLING PROCEDURE

A multi-stage cluster sampling was used by the researcher to select the sample for the questionnaire. This involved dividing the population into groups (or clusters) in terms of density population. The researcher then clustered the population into rural and urban clusters. From these two clusters, 100 samples were randomly picked. All targeted individuals were selected for participation in the research from this sampling procedure. The selected participants were representative of the entire population.

For the in depth interviews, the researcher purposefully selected four officers from ZANIS. Also, among the various stakeholders that ZANIS collaborates with in terms of disseminating developmental information, one organisation, Ministry of Health (MOH) was also purposefully sampled.

4. 6 DATA PROCESSING AND ANALYSIS

The data was analysed using the Statistical Package for Social Sciences (SPSS). Excel was further used to refine the graphs. The data was then interpreted and analysed by using frequent tables, pie and bar charts.

The study ensured that the anonymity and confidentiality of participants was kept and that all information collected is kept private. The final paper did not at any point expose the privacy of any individual involved in the study.

4.7 STUDY LIMITATIONS

Limitations for consideration during the research were as follows:

- Only one out of the three stakeholders targeted for the research respond
- It was difficult to include the entire Lusaka province in the research due to limited time

CHAPTER FIVE

DATA PRESENTATION

5.1 INTRODUCTION

This chapter of the study showed the presentation of findings. The main objective of this study as stated earlier in the research was to investigate public perception of ZANIS' role in facilitating development in Lusaka. This chapter presented the findings according to the specific objectives stated that included; investigating the opinions of people in Lusaka regarding the role that ZANIS plays in facilitating development, examining the knowledge levels created through communication by ZANIS on development issues among members of the public in Lusaka, examining the extent to which the members of the public in Lusaka participated in development programmes arising from ZANIS channels of communication and determining the effectiveness of channels used by ZANIS to communicate development. Data was presented in graphs, tables as well as in pie charts.

5.2 BACKGROUND INFORMATION

5.2.1 Distribution of respondents by sex

Figure 1: Percentage distribution of respondents by sex
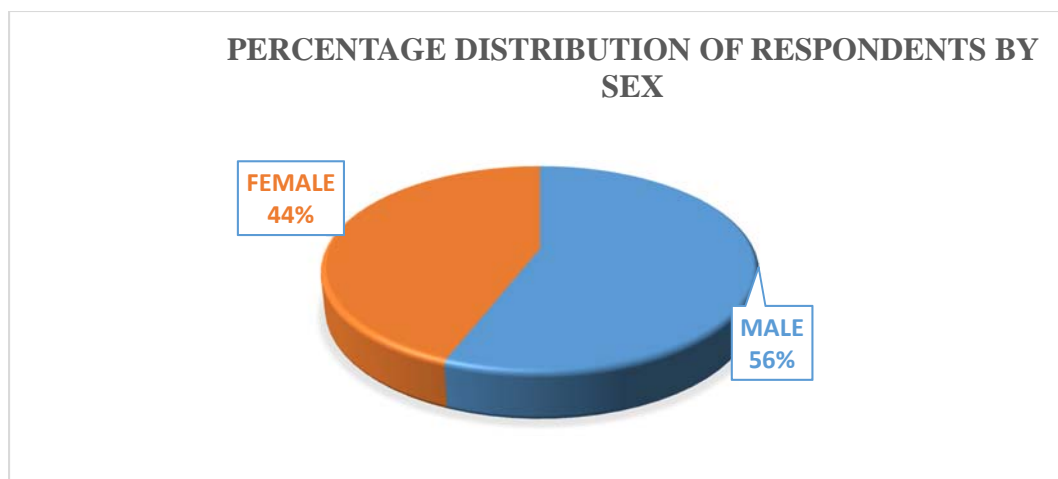
Source: Field work 2016

Figure 1 shows the percentage distribution of respondents by their sex. It shows that about 56% of the respondents were male while 44% of the respondents were female. The chart shows that there were more males who participated in the study considerably.

5.2.2 Percentage distribution of respondents by age

Figure 2: Percentage distribution of respondents by age
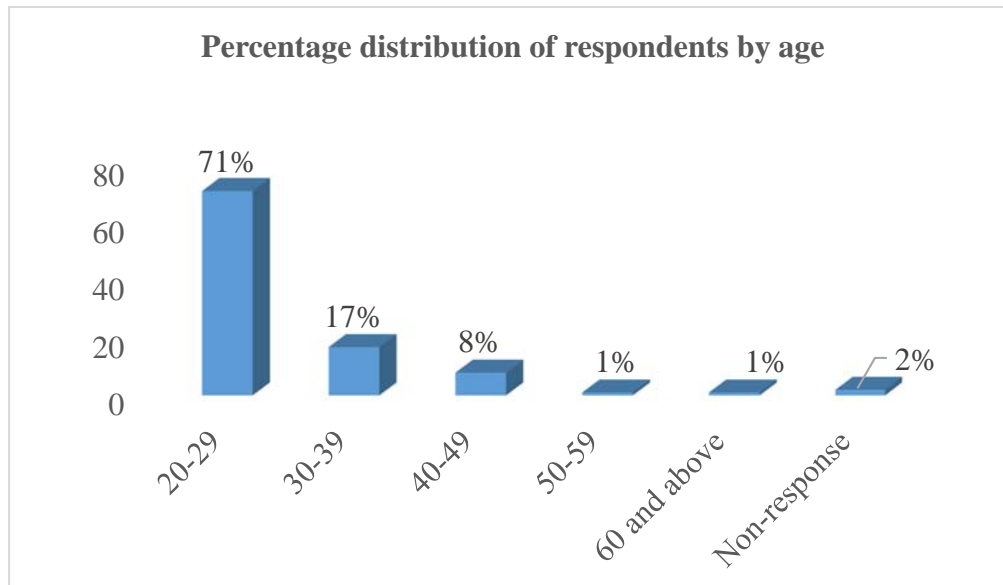
Source: Field work 2016

Figure 2 above shows the percentage distribution of respondents by their age. Respondents were asked how old they were on their last birthday and it was discovered that about 71% of the respondents were aged between 20 and 29, 17% aged between 30 and 39, 8% between 40 and 49, 1% between 50 and 59 and 60 and above years old respectively. The graph also shows that 2% of the respondents did not respond to the question.

5.2.3 Distribution of respondents by their residence

Figure 3: percentage distribution of respondents by their residence

Which part of lusaka do you live?

- Non-responses: 3%
- High density area: 24%
- Middle density area: 52%
- Low density area: 21%
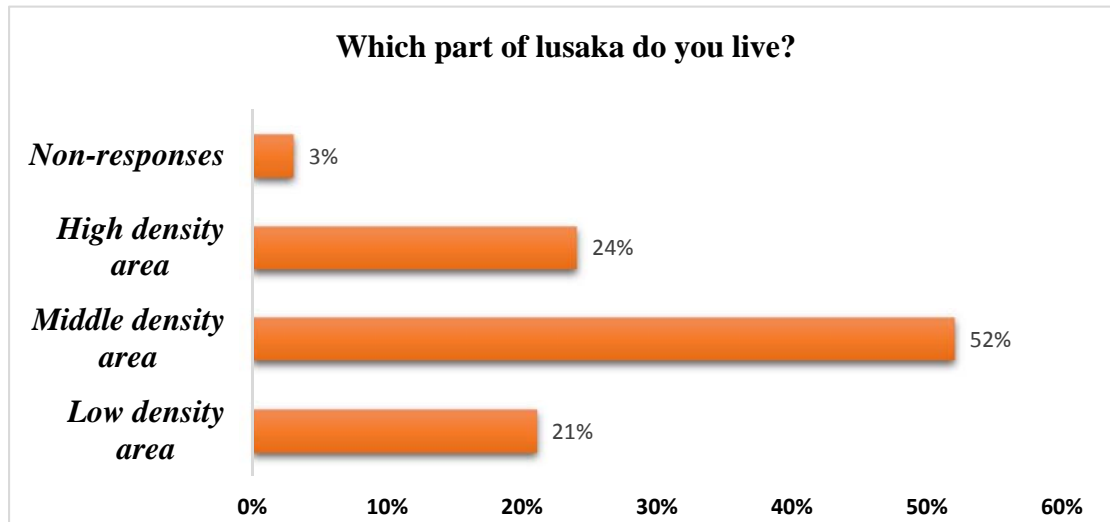
Source: Field work 2016

The figure above (figure 3) shows the percentage distribution of respondents by their residence. It was discovered that 52% came from medium density areas, 24% from high density areas, 21% from low density areas and 3% of the respondents did not respond to the question. Therefore most (52%) of the respondents came from medium density areas, while the minority (21%) came from low density areas.

5.2.4 Distribution of respondents by their level of education

5.2.4.1 Percentage and frequency distribution of respondents by their level of education

Table: 1 Percentage and frequency distribution of respondents by their level of education

What is your level of education?		
Education level	Frequency	Percentage
Grade 12	23	23
Certificate	11	11
Diploma	11	11
Degree	49	49
Master's degree	3	3
PHD	1	1
Non-response	2	2
Total	100	100%

Source: Field work 2016

Table 1 above shows the percentage and frequency distribution of the respondents by their level of education. It was discovered that 23% (23/100) of the respondents reached grade 12, 11% (11/100) of the respondents reached certificate level and diploma respectively, 49% (49/100) of the respondents reached degree level, 3% (3/100) of the respondents reached master's degree level, 1% (1/100) reached PHD level and 2% (2/100) did not respond to the question. Therefore, the majority in this study were degree holders while the minority were PHD holders.

5.2.4.2 Percentage distribution of respondents by their education level

Figure 4: the percentage distribution of respondents by their education level

What is your level of education?
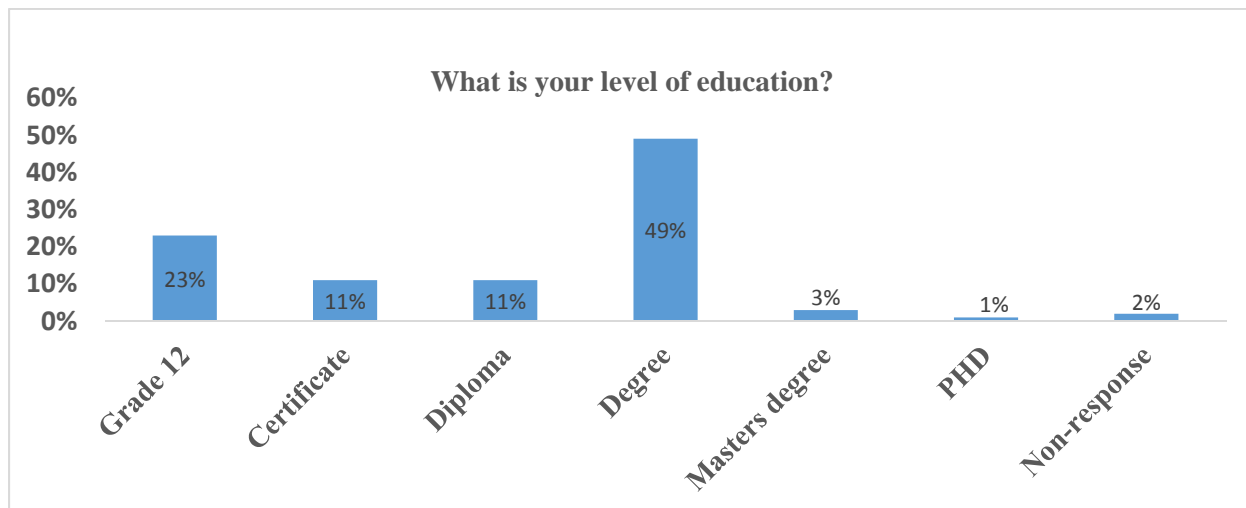
Source: Field work 2016

The graph above summarizes the findings in table 1 above. It clearly showed that degree holders were the majority while the minorities were PHD holders.

5.2.5 Distribution of respondents who heard about ZANIS

Table 2: Frequency and percentage distribution of respondents who heard about ZANIS

Have you ever heard about ZANIS?		
Responses	**Frequency**	**Percentage**
Yes	91	91%
No	8	8%
Non-response	1	1%
Total	100	100%

Source: Field work 2016

Table 2 shows the frequency and percentage distribution of respondents who heard about ZANIS. Respondents were asked whether they had heard about ZANIS. It was discovered that 91% (91/100) of the respondents had heard about ZANIS while about 8% (8/100) had not heard about ZANIS. The table also shows that about 1 person or 1/100 did not respond to the question.

5.3 OPINIONS OF PEOPLE IN LUSAKA REGARDING THE ROLE THAT ZANIS PLAYS IN FACILITATING DEVELOPMENT

The first objective of the study was to investigate the opinions of people in Lusaka regarding the role that ZANIS plays in facilitating development. This section of the study presented data about people's opinions regarding ZANIS' role in facilitating development.

5.3.1 Frequency and percentage distribution of people's perception about ZANIS's performance in carrying out its mandate of facilitating development

Table 3: people's perception about ZANIS's performance in carrying out its mandate of facilitating development

What do you think about ZANIS' performance in carrying out its mandate of facilitating development in the country		
Responses	**Frequency**	**Percentage**
Poor	21	21%
Average	42	42%
Good	25	25%
Excellent	5	5%
Non-response	7	7%
Total	100	100%

Source: Field work 2016

Table 3 above shows the frequency and percentage distribution of respondents by the perception about ZANIS's performance in carrying out its mandate of facilitating development. Respondents were asked about what they thought ZANIS' performance was in carrying out its mandate of facilitating development. It was discovered that most, 42% (42/100) respondents thought it was average, 25% (25/100) of the respondents thought it was good, 21% (21/100) of the respondents thought it was poor and 5% of the respondents thought that it was excellent.

5.3.2 Percentage distribution of Respondent's perception of ZANIS: whether on track in its development agenda

Table 4: Respondent's perception of ZANIS: whether on track in its development agenda

You perceive the organization to be on track in its development agenda because it meets your expectations of: satisfaction for needs of the following:							
Responses	**Percentage distribution**						
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Non response	Total
Provides balanced media coverage	17%	27%	11%	13%	12%	20%	100%
Operates within the confines of its mandate	10%	19%	18%	18%	6%	29%	100%
Paying personal emoluments	3%	6%	30%	23%	5%	33%	100%
Furnishing the organization	0%	10%	22%	19%	13%	36%	100%

Source: Field work 2016

Table 4 above shows the percentage distribution of respondent's perception about whether ZANIS was on track in its development agenda. Respondents were asked how they perceived the organisation, as to whether it was on track in its development agenda because it met their expectations and satisfaction for needs of the mentioned responses in the table that included: providing balanced media coverage, operating within the confines of its mandate, paying personal emoluments and furnishing the organisation. The respondents were asked to rate these responses by stating whether they strongly agreed, agreed, neither agreed nor disagreed and disagreed, strongly disagreed.

Regarding ZANIS providing a balanced media coverage, 17% strongly agreed that it had provided it, 27% of the respondents also agreed, 11% neither agreed nor disagreed, 13% disagreed and 12%

strongly disagreed. The table also showed that 20% of the respondents did not respond to the question.

Whereas regarding ZANIS operating within the confines of its mandate, 10% strongly agreed that it had not operated within its mandate, 19% of the respondents agreed, 18% agreed nor disagreed, 18% disagreed and 6% strongly disagreed. The table also showed that 29% of the respondents did not respond to the question.

It was also discovered regarding ZANIS that it was on track in its development agenda because of paying personal emoluments, 3% strongly agreed that it was on track because of their personal emoluments, 6% of the respondents agreed, 30% neither agreed nor disagreed, 23% disagreed and 5% strongly disagreed. The table also showed that 33% of the respondents did not respond to the question.

And finally, others perceived the organisation to be on track because of the way it was furnished while others disagreed according to the following distribution. 0% strongly agreed, 10% just agreed, 22% neither agreed nor disagreed, 19% disagreed, 13% strongly disagreed and 36% never responded to the question.

5.4 KNOWLEDGE LEVELS CREATED THROUGH COMMUNICATION BY ZANIS ON DEVELOPMENT ISSUES AMONG MEMBERS OF THE PUBLIC IN LUSAKA.

The second objective of the study was to examine the knowledge levels created through communication by ZANIS on development issues among members of the public in Lusaka. This section of the study shows findings about this objective.

5.4.1 Frequency and percentage distribution of respondent's awareness about communication activities that ZANIS carries out in facilitating development.

Table 5: frequency and percentage distribution of respondent's awareness about communication activities that ZANIS carries out in facilitating development.

Awareness about communication activities that ZANIS carries out in facilitating development		
Responses	**Frequency**	**Percentage**
Aware	24	24%
Not aware	64	64%
Non-responses	9	9%
Total	**100**	**100%**

Source: Field work 2016

The table above shows the frequency and percentage distribution of respondent's awareness of the activities that ZANIS carried out in facilitating development. It was discovered that 64% of the respondents were not aware while 24% were aware of the activities ZANIS carried out to facilitate development. It also showed that 9% of the respondents did not respond to the question. Therefore, the majority (64%) of the respondents were not aware of the activities that ZANIS carried out to facilitate development while the minority (24%) were not aware.

The respondents were also asked to mention some of the activities that they were aware of that ZANIS carried out to facilitate development. The following table summarized the findings.

5.4.2 Frequency and percentage distribution of respondent's specification of the activities done by ZANIS to facilitate development

Table 6: Frequency and percentage distribution of respondent's specification of the activities done by ZANIS to facilitate development

If aware of the communications activities by ZANIS, specify some of the communication activities carried out		
Responses	Frequency	Percentage
Bringing news to people about the developmental projects government is carrying out	13	13%
Alerts media houses about news assignments	7	7%
Non-responses	16	16%
Not applicable	64	64%
Total	100	100%

Source: Field work 2016

Table 6 above shows the frequency and percentage distribution of respondent's specification of the activities done by ZANIS to facilitate development. The findings show that there were 2 activities that respondents were aware of. 13% or 13/100 of the respondents were aware of ZANIS Bringing news to people about the developmental projects government is carrying out while 7% or 7/100 respondents mentioned that ZANIS alerted media houses about news assignments. About 16% of the respondents did not respond the question and 64% of the respondents did not find the question applicable to them because they mentioned that they were not aware of any activities done by ZANIS to facilitate development. Only 20% of the respondents in total mentioned that they were aware of the development activities that ZANIS facilitated.

5.5 MEMBERS OF THE PUBLIC'S PARTICIPATION IN THE DEVELOPMENT PROGRAMS ARISING FROM ZANIS CHANNELS OF COMMUNICATION

The third objective of the study was to determine the extent to which members of the public in Lusaka participate in development programs arising from ZANIS. This section presented the findings.

5.5.1 Percentage distribution of respondent's reasons for support of the activities done by ZANIS

Table 7: Percentage distribution of respondent's reasons for support of the activities done by ZANIS

You support activities done by ZANIS because:							
Responses	**Percentage distribution**						
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Non response	Total
You are aware about the organization	18%	32%	13%	9%	6%	22%	100%
Of your needs	4%	20%	24%	15%	4%	33%	100%
Of your expectations	11%	27%	15%	13%	3%	31%	100%
Of your perception	3%	22%	18%	21%	2%	33%	100%
Of your attitude	6%	15%	19%	18%	10%	32%	100%

Source: Field work 2016

Table 7 above shows the percentage distribution of respondent's reasons for the support of the activities done by ZANIS. Respondents were asked how they could rate the reasons for the support of the organisation based on the responses in the table that included: being aware about the organisation, their needs, their expectations, their perception and their attitude. The respondents were asked to rate these responses by stating whether they strongly agreed, agreed, neither agreed nor disagreed and disagreed and strongly disagreed.

Regarding ZANIS being supported because of being aware of it, 18% strongly agreed that they had supported it because they were aware of it, 32% of the respondents also agreed, 13% neither agreed nor disagreed, 9% disagreed and 6% strongly disagreed. The table also showed that 22% of the respondents did not respond to the question.

Whereas regarding ZANIS being supported because of the needs of the respondents, 4% strongly agreed that it had been supported because their needs were met, 20% of the respondents agreed,

24% neither agreed nor disagreed, 15% disagreed and 4% strongly disagreed. The table also showed that 33% of the respondents did not respond to the question.

It was also discovered regarding ZANIS that it was supported because the expectations of respondents were met. About, 11% strongly agreed that it met their expectations that's why they supported it, 27% of the respondents agreed, 15% neither agreed nor disagreed, 13% disagreed and 5% strongly disagreed. The table also showed that 31% of the respondents did not respond to the question.

And others supported because of their perception of the organisation. 3% strongly agreed that they had supported the organization activities because of the way they perceived it, 22% just agreed, 18% neither agreed nor disagreed, 21% disagreed, 2% strongly disagreed and 35% never responded to the question.

Finally, those support of the organisation distribution of the respondents as a result of their attitude was as follows: 6% strongly agreed that they had supported the activities done by the organization because of the attitude towards the organisation, 15% just agreed, 19% neither agreed nor disagreed, 18% disagreed, 10% strongly disagreed and 32% did not respond to the question.

5.6 THE EFFECTIVENESS OF THE CHANNELS USED BY ZANIS TO COMMUNICATE ABOUT DEVELOPMENT

The fourth objective was to determine the effectiveness of the channels used by ZANIS to communication development. This section of the study presented the findings.

5.6.1 Frequency and percentage distribution of respondent's thinking about whether the public was adequately informed on development

Table 8: Frequency and percentage distribution of respondent's thinking about whether the public was adequately informed on development

Do you think the public is adequately informed on development issues through ZANIS channels of communications		
Responses	Frequency	Percentage
Yes	54	54%
No	39	39%
Non responses	7	7%
Total	100	100%

Source: Field work 2016

Table 8 above shows the percentage distribution of respondent's thinking about whether the public was adequately informed on development. The respondents were asked about whether they thought the public was adequately informed on development issues through ZANIS channels of communications. It was discovered that 54% (54/100) of the respondents thought that the public was adequately informed while 39% (39%) thought it wasn't. The findings also showed that about 7% (7/100) of the respondents did not respond to the question. Therefore, the majority (54%) of the respondents thought that the public was adequately informed while the minority (39%) thought they were not.

5.6.2 Summary of the findings on the public's adequate information on development

Figure 5: summary of the findings the public's adequate information on development

**Do you think the public is adequately informed on development issues through zanis channels of communications?**

Non-response 7%

No 39%

Yes 54%
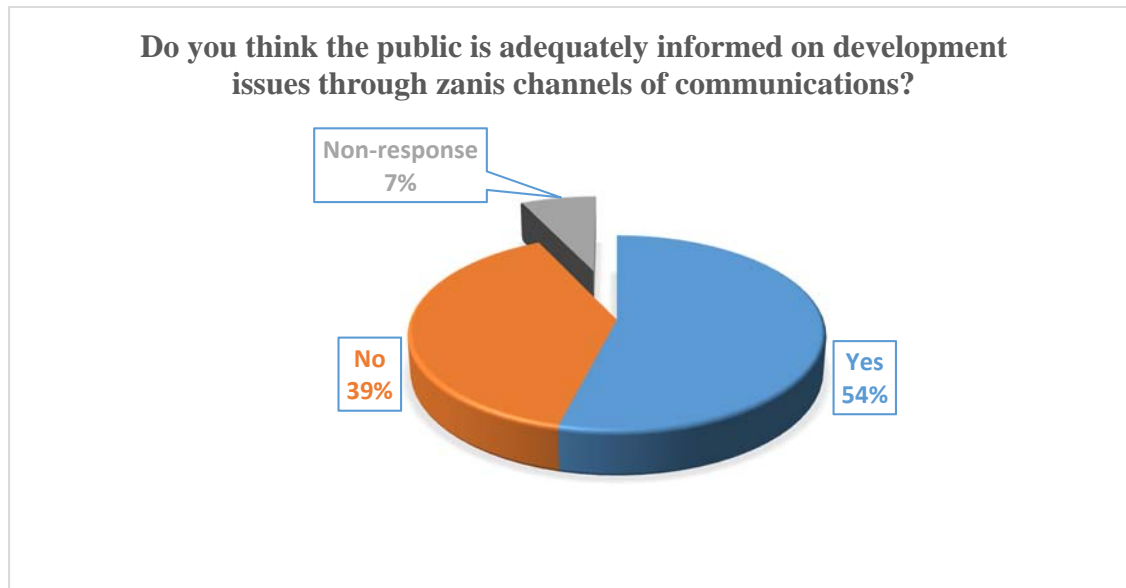
Source: Field work 2016

Figure 5 above summarizes the findings in table 8 above about whether the public was adequately informed on development. The findings showed that most (54%) respondents thought the public was adequately informed while the minority (39%) thought the public was not adequately informed. 7% of the respondents as noted above did not respond to the question.

5.7 IN DEPTH INTERVIEWS

5.7.1 Summarised responses of in-depth interviews

Table 9: summary of findings from in depth interviews of ZANIS' production manager of technical services, acting news editor of the editorial unit, research officer of the research unit and the Lusaka provincial information officer in table form.

Summary of the in depth interviews		
Objective	Questions	Responses
To investigate the opinions of people in Lusaka regarding the role that ZANIS plays in facilitating development.	1. What is ZANIS' mandate?	Its mandate is to interpret government policies and programs in order to solicit public support for government. ZANIS was created after two departments under Ministry of Information and Broadcasting Services (MIBS) were merged.
To examine the knowledge levels created through communication by ZANIS on development issues among members of the public in Lusaka	2. What are the main functions of ZANIS in terms of facilitating development in the county?	The main functions of ZANIS are news gathering and disseminating of information. ZANIS has its presence at grass root level making it possible for the agency to play an important role to project the needs of the people and also bring out what government is doing for the people

To determine the extent to which members of the public in Lusaka participate in development programs arising from ZANIS	3. Does ZANIS collaborate with various institutions and what kind of collaboration do you have with them?	The institution cannot stand alone to fulfill its mandate. It collaborates with a lot of institutions. For example, the topical issue which is the elections that are coming forth- ZANIS is collaborating with ECZ to get latest information on the voter registration. How many people have been registered in the recent mobile registration voter exercise? ZANIS was also involved in the verification exercise where people were verifying their details in the voters register. The interviewees said they are collaborating with ECZ and also are starting the nomination exercise. ZANIS is also accrediting journalistsso that it can fully cover the nomination exercise.
To determine the effectiveness of the channels used by ZANIS to communication development	4. What communication channels do you use to disseminate information under the editorial unit and how often is the information communicated to the public?	ZANIS still acts as an news agency. We do not publish except through the local language newspapers which are not so frequent and through the ZANIS news bulletin which comes three times in a week. All the stories are given to the newspapers, both private and public, also radio stations, both private and public, commercial radio stations, community radio stations eve in the deepest district. Wherever there is a community radio station, ZANIS enter into an agreement and then provide them with the news that it publishes. They're all on our mailing list. Also the TV stations such as CBC, ZNBC, they get our news that it produces every day, the news which is on video and they broadcast.

Source: Field work 2016

5.7.2 Full responses of in depth interviews

Below are the full responses of the five officers who responded to the in-depth interviews:

Four officers from ZANIS, when asked about the mandate of ZANIS, responded by stating that ZANIS is a PR wing of government and is mandated to interpret government policies and programmes in order to solicit public support for government. They stated that the department was created after two departments under Ministry of Information and Broadcasting Services (MIBS) were merged which were ZANA and ZIS. They said ZANA was a news agency collecting news, processing it and disseminating it to the subscribers within and outside the country and was created somewhere 1968/1969 to provide news to the newly independent country and sending that news to other institutions abroad. They explained that, later on, it was discovered that ZANA and ZIS were duplicating their roles in terms of disseminating information and therefore the decision by government to merge the two departments into one.

In response to what the functions of ZANIS are in terms of facilitating development in the country, the four ZANIS officers said the department was responsible for news gathering and disseminating of information. They added that ZANIS has its presence in almost all the districts of the country including the newly created districts. They noted that each district has a District Information Officer who goes out in the district to collect news, process it and finally send it to the headquarters in Lusaka where it is edited and sent to all the subscribers.

ZANIS production manager, Mr. Nicholas Phiri, explained that under his section which is the technical section, ZANIS provides public address system, video and still cameras, editing facilities, sound and graphic facilities. Mr. Phiri stated that officers from the section go out in the field to film and produce documentaries on developmental projects country wide. He further stated that the section also provides still picture for newspapers and designs graphic arts material for government as and when required.

The acting news editor, Mr. Kaluwe Hanzuki also elaborated on their role of the editorial section in producing stories every day for various media outlets. He said the section also produced pamphlets that highlight development in the country. Mr. Hanzuki said it was also the responsibility of the newsroom to produce local language newspapers in terms of content and to

provide feature stories to public newspapers, such as Daily Mail and Times of Zambia, on development.

The Lusaka Provincial Information Officer Jackeline Phiri also said that her office fell under the editorial section and therefore had the same functions. She said the only difference was that their focus was on reports around the districts in Lusaka Province.

The Senior Research Officer, Mr. Mubiana noted that under his section, research, on various developmental issues, is carried out throughout the country. The officer said the section also works hand in hand with the production unit in sensitising the masses through the use of video mobile vans which portray government image. He said the Unit was also responsible for receiving news items for the media diary which is distributed to media houses every day.

The four ZANIS officers also said the institution was fulfilling its mandate on average because of its great commitment to bringing out what is happening in the communities around the country.

Ministry of Health Public Relations Officer, Ms. Pauline Mbangweta said that ZANIS had the potential to influence development in the country though currently that is not the case to a greater extent. She said the institution was limping in terms of development which made it difficult for them to fulfill their mandate of facilitating development in the country.

All five officers, during the in depth interview said ZANIS does collaborate with some institutions. They said the institution was not able to stand alone to fulfill its mandate. They noted that it collaborates with a lot of institutions such as the Electoral Commission of Zambia (ECZ). They cited an example where ECZ engaged ZANIS in the sensitisation elections and voter registration.

Production Manager Mr. Phiri said under the technical section and research unit, ZANIS also collaborates with the Ministry of Education where they introduced local language teaching methodology in primary schools. He said ZANIS was in the forefront of sensitising communities' so that they could understand what government was doing. Mr. Phiri noted that they collaborate with UNFPA in the promotion of reproductive health issues. He also said they work with Ministry of Health in their various campaigns such as the sensitisation of communities on cholera through their public address system.

Ms. Pauline Mbangweta also stated that the Ministry of Heath collaborates well with ZANIS in sensitising the communities on health issues.

The officers also commented on the aspect of communication activities that ZANIS used to conduct a few years ago and were no longer conducting them. The Acting news editor, Mr. Hanzuki responded by stating that, ZANIS under editorial unit was an active producer of local language newspapers such as Liseli, Intanda, Tsopano among other local language newspapers. He went on to explain that the institution almost stopped producing these local language newspapers but was revived. Mr. Hankuki said it was still relevant for the local language newspapers to be produced because not everyone could read English.

On the communication channels used by ZANIS to disseminate information, production manager Mr. Phiri said the institution uses TV, radio, PA system and newspapers. He explained that there was a radio programme running on ZNBC radio 2 every Thursday called Zambia Today while ZANIS news ran on ZNBC TV 1 on Tuesday, Thursday and Saturday.

The five government officers were of the same view that ZANIS had to a certain extent lost its influence over the years. They explained that the time it was ZIS, the department used to go out into the communities, showing video shows to the public about what was happening around the country in terms of development. Documentaries translated into local languages were viewed by the local communities. This enabled government to get feedback from the communities concerning government developmental programmes. The officers however noted that this activity died out over the years.

The officers also noted that years back, a film crew under the film unit would go and capture developmental projects, edit and produce a documentary that would be aired every Thursday at 18:00hrs on ZNBC on a programme called the Zambian challenge. The officers said that when these documentaries were produced, assigned officers from ZIS would then go round the districts showcasing what government had achieved or was planning to do through video mobile shows. These shows were referred to as *bascopo*. The officers said people appreciated the role of ZANIS at the time but is now no longer the case.

The officers also noted that ZIS, in the past, used to be highly funded by ECZ to sensitise people on the electoral processes such as the issue of the referendum. They lamented over the fact that this was no more as the Commission resorted to hiring the councils and friends to the

disadvantage of government. The officers said people are no longer well informed because of the way things are being done today.

All four ZANIS officers acknowledged that ZANIS was still acting as a news agency which was nonprofit making in nature. They noted that ZANIS did not own any medium through which it would disseminate its media products. They said the only newspapers they produced were the local language newspapers which are not up to date in terms of production and the ZANIS News bulletin which was aired on ZNBC TV1 three times in a week. The officers further explained that all their stories were disseminated to the media for final dissemination of the stories. They said all media houses, both private and public, were on their mailing list for dissemination of their stories.

All the ZANIS officers including an officer from the Ministry of Health Ms. Pauline Mbangweta noted that ZANIS was facing a lot of challenges especially in the districts where equipment was obsolete. They said the districts did not have vehicles to help them reach far flung areas. The government officers also said that it was difficult to carry out various developmental activities because their funding was obtained from the provincial administration which rarely gave them their share of funds.

The officers said there were a number of things that needed to be done to help improve the operations of the department. The officers recommended the following points:

- ❖ More research should be done to ensure that government gets the needs of the rural areas so that the old services that were being provided can be resuscitated. If they need to be improved upon, an improvement should be done and then continue providing all the services that are needed.
- ❖ There should be adequate funding so that all the services that are supposed to be carried out by ZANIS are revived and carried out effectively.
- ❖ There should be no political interference. The civil servants should be left to do their job and the politicians should listen to the needs of the department.
- ❖ Government should stop contracting outsiders to do work which ZANIS is mandated to do
- ❖ There needs to have political will on the part of government and appreciate ZANIS' role in facilitating development

- ❖ ZANIS needs to operate outside the environment in which it is perceived to be a tool of whoever is in Power. It should serve government and not the ruling party.
- ❖ ZANIS offices, throughout the country, should be funded directly and not as it has been through provincial administrations to allow them to fully make use of their money.

CHAPTER SIX

DISCUSSION OF FINDINGS

6.1 INTRODUCTION

This chapter presented the discussion of findings. It discusses the findings that were presented in chapter five above. The main objective of this study was to investigate public perception of ZANIS' role in facilitating development in Lusaka. To do this, the study set four specific objectives and these included: investigating the opinions of people in Lusaka regarding the role that ZANIS plays in facilitating development, examining knowledge levels created through communication by ZANIS on development issues among members of the public in Lusaka, examining the extent to which members of the public in Lusaka participated in development programs arising from ZANIS channels of communication and determining the effectiveness of channels used by ZANIS to communicate development.

6.2 FINDINGS

6.2.1 BACKGROUND

The findings show that the majority of respondents were male while the minorities were female which reflected the level of interest in men being high regarding developmental issues.

With regard to age, the research revealed that the majority of respondents that took part in the research were youths while those in the minority were between the ages of 40-60. These findings showed the lack of interest the respondents in the bracket age of 40-60 had in terms of developments issues in relation to ZANIS.

The finding also revealed that the majority of respondents were from medium density areas as opposed to respondents from low density areas that were in the minority.

It was also discovered that those with PHD and Master's qualifications were in the minority with a representation of 1%. The majority of respondents held degree holders and grade 12 certificates.

The findings also revealed that the majority of respondents knew about ZANIS which reflected that they at one point or the other were exposed to ZANIS.

6.2.2 Opinions of People in Lusaka Regarding the Role that ZANIS Plays in Facilitating Development

The opinions of people generally about ZANIS' role in facilitating development according to the findings were good. This was because most respondents felt that ZANIS' role in facilitating development was average, good and excellent while only a few respondents felt that it was poor. Table 3 above showed these findings. Further analysis of these findings showed that most respondents felt that ZANIS' role was average. This was to indicate that their services were good but not very good. However, those who rated it as poor were very few compared to those who said it was average, good, as well as excellent. To authenticate these findings, the production manager of technical services, acting news editor of the editorial unit, research officer of the research unit and the Lusaka provincial information officer were interviewed and they said that ZANIS was fulfilling its mandate by interpreting government policies and programs in order to solicit public support or government.

With reference to some of the literature reviewed in the research, it was discovered that most research conducted revealed that most news agencies are appreciated for the role they play in facilitating development to greater extent as opposed to a lesser extent. It can be said that the perception that the public hold of ZANIS as a facilitator of development is not far from the views of the literature reviewed in the research. The literature reviewed did not just focus specifically on ZANIS as an institution.

6.2.3 Knowledge Levels Created Through Communication by ZANIS on Development Issues among Members of the Public in Lusaka.

Regarding knowledge levels created through communication by ZANIS on development issues among members of the public in Lusaka, the findings showed that on a larger extent, ZANIS did not do well. This was because about 64% of the respondents were not aware of the development communications that ZANIS facilitated while the minority (24%) said that they knew about the development communications that ZANIS facilitated which they mentioned. They reported that ZANIS brought news to people about the developmental projects government is carrying out as well as alerting other media houses about news assignments which encouraged development and enhanced knowledge to instill development on the public through reliable information. The chief editor in an interview, as shown above, also stated that main functions of ZANIS were to facilitate news gathering and disseminating information. ZANIS had its presence at grass root level making it possible for the agency to play an important role to project the needs of the

people and also bring out what government was doing for the people thus creating high knowledge levels at all levels in the country.

Some literature reviewed during the research also indicated that the knowledge levels, created through communication by the media, particularly news agencies, were quite low. The literature revealed that the main obstruction in the path to development was the scope of information that was not available to everyone.

6.2.4 Public's Participation in Development Programs arising from ZANIS Channels of Communication

The extent to which members of the public in Lusaka participated in development programs arising from ZANIS channels of communication was also assessed. It was discovered that the public supported the organisation because they knew about it, because their needs were fulfilled, their expectations were met as well as because of their attitude towards the organisation. Most of the respondents agreed that they supported the activities of the organisation because they knew about the organisation. ZANIS Production Manager for technical services also revealed that the institution cannot stand alone to fulfill its mandate but needed public support. He stated that ZANIS collaborated with a lot of institutions such as ECZ to get latest information on the voter registration and many people have been registered in the mobile registration voter exercise. The officer also revealed that ZANIS was involved in the verification exercise where people were verifying their details in the voters register as well as the accreditation of the media covering the elections.

Hardly any literature during the research indicated Public's Participation in development programs arising from the media.

6.2.5 The Effectiveness of Channels used by ZANIS to Communicate about Development

The research findings also revealed that the effectiveness of channels used by ZANIS to communicate development was fair. It was discovered that most people in Lusaka thought that people were adequately informed about development through the channels that ZANIS used even though the difference was minimal. Thus the, the effectiveness of channels used by ZANIS was fair. The editor also reported that ZANIS used TV stations such as CBC, ZNBC which aired their news as and when required. In line with the effectiveness of channels used by a news agency or any other medium to communicate development issues, hardly any literature was found.

CHAPTER SEVEN

CONCLUSIONS AND RECOMMENDATIONS

7.1 INTRODUCTION

This chapter gives the conclusion and recommendations of the entire investigation into public's perception of ZANIS' role in facilitating development in Lusaka. Recommendations are made for Central government and other stakeholders that interact with ZANIS.

7.2 Opinions of People in Lusaka Regarding the Role that ZANIS Plays in Facilitating Development

The opinions of people generally about ZANIS' role in facilitating development according to the findings were good. This was because most respondents felt that ZANIS' role in facilitating development was average, good and excellent while only a few respondents felt that it was poor.

7.2.1 Conclusion

The awareness of the public about ZANIS as a media facilitator of development is a positive indicate of the institutions role in the development process of the country. It also shows that the public is made aware of development projects that government undertakes around the country through ZANIS.

7.2.2 Recommendation

Government through ZANIS should continue to come up with activities that can facilitate development.

7.3 Knowledge Levels Created through Communication by ZANIS on Development Issues among Members of the Public in Lusaka.

The knowledge levels created through communication by ZANIS on development issues among members of the public in Lusaka reflected poor performance on the part of ZANIS. This was because about 64% of the people living in Lusaka were not aware of the development communications that ZANIS facilitated while the minority (24%) said that they knew about the development communications that ZANIS facilitated.

7.3.1 Conclusion

The knowledge levels created through communication by ZANIS on development issues among members of the public in Lusaka being low can be attributed to few communication activities being carried out by ZANIS.

7.3.2 Recommendation

ZANIS should expand its communication strategy to bring on board more activities that can engage the grass roots in developmental projects.

7.4 Public's Participation in Development Programs arising from ZANIS Channels of Communication Channels

It was discovered in the study that ZANIS brought news to people about the developmental projects government was carrying out as well as alerting other media houses about news assignments which encouraged development and enhanced knowledge to instill development on the public through reliable information.

7.4.1 Conclusion

Most people in Lusaka who supported activities done by ZANIS did so because they knew about the organisation as well as due to the fact that their needs and expectations were met

7.4.2 Recommendation

ZANIS should consider having its own channel that presents news and developmental programmes such as the BBC channel. This is because people would continue to be informed about everything that is happening in terms of the development of the country.

7.5 The Effectiveness of Channels used by ZANIS to Communicate about Development

It was found that the effectiveness of channels used by ZANIS to communicate development in Lusaka was fairly good.

7.5.1 Conclusion

The researcher recommends that ZANIS should come up with more communication activities that will broaden their spread of information.

7.5.2 Recommendation

ZANIS should continue to improve on its objectivity when presenting news about the development issues taking place in the country by reporting also about the areas that haven't yet been developed. There should also be adequate funding so that all the services that are supposed to be are carried out by ZANIS are revived and carried out effectively. There should be no political interference. Civil servants should be left to do their job and the politicians should listen to the needs of the department.

7.6 RECOMMENDATIONS FOR FURTHER STUDIES

It was recommended that further research should be done on how ZANIS could improve on its services.

REFERENCES

Abidi, S. (1991): *Communication, Information and Development in Africa*. Kampala: Bano Abidi Publications.

Anatsui, T. (2014): *Comparative Analysis of Foreign and Local Agencies: PR approach in restoring the image of the local media for national development.* .Babcock University. Ogun State, Nigeria.

Ansah, P.V.A. (1986). *African Responses to the NWICO debate*. In Lee, P. (ed.), Communication. Madhya Pradesh: Orbis Books

Barrett, O. (1980). *International News Agencies*: Sage Publications. London. Constable.

Barrett, O. (1999). *Globalization of News*: Sage Publications. London

Barrett, O. (2000). *National and International News Agencies*: Sage Publications. London

Bielsa, (2000). Global Media Playing fundamental role in Cotemporary Gloalisation

Choudhury, P. S. (2011). *Media in Development Communication*. Global Media Journal. 2 (2)

Ennew J. and Plateau, D. (2001): *Child labour – Getting the message across. A manual to strengthen the production and use of information about child labour in Asia*. - Regional Working Group on Child labour

Griessor, (2012). *News Agencies and Social Media.*

Hester, A. (1974). , *The news from Latin America via a world news agency Gazette*.

Inagaki, R. (2007). *Communicating the Impact of Communication for Development: Recent Trends in Empirical Research*, World Bank, Washington DC

International Commission for the Study of Communication Problems, (1980). *Many voices One World: Towards a New More Just and More Efficient World Information Order*. Kogan Page, London

Johnston, J. & Forde, S. (2011). *The Silent Partner: News Agencies and 21st Century News*. Bond University
Kulshmanov, K.

Kasoma, F. P. (1992a). *The Rural or Community Press in Africa. Africa: Implications for Developmen*t. Nairobi: WACC-Africa Region.

Lejakane, L. (1997). *The Role of the News Agency in Development (Support) Communication: A Case Study of Lesotho*. Copyright: University of Natal

Manda, P.A. (2006). *State of ICTs in LIS curriculum in Tanzania*. A paper presented at the IFLA

workshop on integrating ICTs in LIS curriculum in Africa, Windhoek Namibia

Matterlart, M. (1996). Economic Development and its Challenges. Toronto: WBX Inc.

Ministry of Information & Broadcasting Services, (1995) *Annual Report*. Government Printers.
      Lusaka.

Ministry of Information & Broadcasting Services (MIBS). (2006). *Zambia Media Policy*.
Government Printers. Lusaka
Ministry of Information & Broadcasting Services, (2007) *Annual Report*, Government Printers.
      Lusaka.

Ministry of Information & Broadcasting Services, (2012) *Strategic plan 2013-2017*, Government
      Printers. Lusaka.

Nicklandr, A. (1982). *Developing Communication Strategies and programmes; A Systematic
      Approach,* UNICEF. Sage.

Nordenstreng, K. (2011) *Lessons learned from the NWICO process*. CUC Modern
      Communication Article.

Nwosu, I. E. (1988).   *Effective Reporting of Rural Africa: Towards Improved Strategies and
      Practices*. Africa Media Review, 2(3).

Nwosu, I. E. (1990).   *An Overview of the relationship between Communication and
      Rural/National Development. In Nwosu, I. E. (ed.), Mass Communication and
      National Development Perspectives on the Communication Environments of
      Development in Nigeria*. Enugu: Frontier Publishers Limited.

Okwudishu.   C. (I988). *Patterns of Ownership and Accessibility to Information and Media
      Facilities in Democratizing the Media in Nigeria.*   Africa Media Review, 3(l).

Presley, G. (2004). *Public Perception of Media Coverage of the Activities of the Independent
Corrupt Practices Commission in Nigeria.*

Robinson, H. (1994). *Perception* (London: Routledge).paperback.

Ruijter, J.M. (1989). *State and Media in Africa*-A Quarrelsome though Faithful Marriage.
      Gazette.

Shramm, W. (1964). *Mass Media and National Development: The Role of Information in the
      Developing Countries:* Stanford University Press.

.Sen, A. (1999). *Development is Freedom,* (1st ed). New York, oxford university press.

Servaes, J. (ed.) (2008) *Communication for Development & Social Change*. India: Sage
      Publications

Suresh, K. (2003). *Journalism and Mass Communication*. Chapter 2: Theories of Communication.

Retrieved May, 2015, from

Tayebwa, B. M. B, Basic Economics. Kampala: Simplified Text Books Agency.

Todaro, M. P. (I98I). *Economic Development in the Third World.* University of Michigan: Longman Publishing Group

Wilder E. (1995). *The economy from a glance: Environmental Issues*. Paris: YDA Press.

Wilson, S. R. (1986). *The New World Information and Communication Order and International Human Rights*. Boston College International and Comparative Law Review 9 (1).

Zambia Information Services (2003:1). *Annual Report* .Lusaka.

APPENDICES
Research Instrument 1

APENDIX A: QUESTIONNAIRE FOR THE PUBLIC ON THEIR PERCEPTION OF ZANIS ROLE IN FACILITATING DEVELOPMENT

RESIDENTAL AREA:…………………………………….   RESPONDENT CODE: …………………………………………

Dear respondent,

My name is Chisha Mutale, a second year Masters student at the University of Zambia (UNZA).

I am conducting a survey on public perception on the role of ZANIS in promoting development. The purpose of the survey is to gather information on the views the public have on the role ZANIS plays in promoting development in Lusaka. The results of the study will be strictly used for educational purposes.

Your household is among the 100 that were randomly picked during the sample exercise that I conducted. It is imperative that you complete and return the questionnaire for the results to be representative of all the chosen households and ultimately the success of the study. I would therefore, urge you to return questionnaire by 20th May, 2016. The undersigned will collect the questionnaire on May 22nd ,2016.

I guarantee that your response will remain confidential. Furthermore, I will ensure that I do not mention your name anywhere in the process.

For any enquiries on the study, please call or email on the following:

Phone: 0976167397

Email: chishaamutale@yahoo.com

Your cooperation and support is appreciated.

Sincerely,

Chisha Mutale (Ms)

Student Number

UNIVERSITY OF ZAMBIA

Section A   BACKGROUND INFORMATION

1. What is your sex?

    ☐ Male
    ☐ Female

2. What is your age?

    ☐ 20 -29
    ☐ 30 - 39
    ☐ 40 – 49
    ☐ 50 - 59
    ☐ 60 and above

3. Which part of Lusaka do you live in?

    ☐ Low density area
    ☐ Middle density area
    ☐ High density area

4. What is your level education?

    ☐ Grade twelve
    ☐ Certificate
    ☐ Diploma
    ☐ Degree
    ☐ Master's degree
    ☐ PHD

    Others specify……………………………………………………………………

5. What is your marital status?

    ☐ Single, never married
    ☐ Married
    ☐ Widowed
    ☐ Divorced
    ☐ Separated

6. What is your employment status?

    ☐ Unemployed
    ☐ Employed
    ☐ Self employed
    ☐ Retired

Section B   PUBLIC'S KNOWLEDGE LEVELS ON ZANIS ROLE IN FACILITATING DEVELOPMENT

7.   Have you ever heard about ZANIS?

☐   Yes
☐   No

8.   How did you know about ZANIS?

☐   Through radio
☐   Through TV
☐   Through internet
☐   Friends

Others specify……………………………………………………………………………

9.   What kind of news do you think ZANIS mostly disseminates to the public?

☐   Political news
☐   Economic news
☐   Developmental news
☐   Sports

Others specify……………………………………………………………………………

10. What do you think about ZANIS performance in carrying out its mandate of facilitating development in the country?

☐   Poor
☐   Average
☐   Good
☐   Excellent

11. Are you aware about any communication activities towards development that ZANIS carries out?

☐   Yes
☐   No

12. If yes, kindly specify some of the communication activities that ZANIS carries out in facilitating development.

……………………………………………………………………………………………………
…………………………………………………………………………………………………...
……………………………………………………………………………………………………
……………………………………………………………………………………………………

13. Do you think the public is adequately informed on development issues through ZANIS channels of communication?

☐   Yes
☐   No

14. If not, what do you think ZANIS should do to improve on its role in facilitating development through its communication activities?

………

………..

………

………

Section C

PUBLIC'S ATTITUDE TOWARDS ZANIS COMMUNICATION ACTIVITIES IN FACILITATING DEVELOPMENT

For each of the following statements (15-18) circle one of the options to indicate how you feel.

SA = Strongly agree (with statement)   1

A   = Agree (with statement)   2

N   = Neither agree or disagree (with statement)   3

D   = Disagree (with statement)   4

SD = Strongly disagree (with statement)   5

15. You support activities done by ZANIS because:

	1	2	3	4	5
You are aware about the organisation	SA	A	N	D	SD
Of your needs	SA	A	N	D	SD
Of your expectations	SA	A	N	D	SD
Of your perception	SA	A	N	D	SD
Of your attitude	SA	A	N	D	SD

16. You do not support activities done by ZANIS because:

	1	2	3	4	5

You are not aware about the organisation	SA	A	N	D	SD
Your needs are not satisfied	SA	A	N	D	SD
Your expectations are not met	SA	A	N	D	SD
Of your perceptions about the organisation	SA	A	N	D	SD
Of your attitude towards the organisation	SA	A	N	D	SD

17. You support the organisation because of your need for ZANIS to:

	1	2	3	4	5
	SA	A	N	D	SD
Support government activities	SA	A	N	D	SD
Other programmes outside government activities	SA	A	N	D	SD
Personal emoluments	SA	A	N	D	SD
Furnishing the organisation	SA	A	N	D	SD

18. You perceive the organisation to be on track in its development agenda because it meets your expectation of: satisfaction for needs of the following:

	1	2	3	4	5
	SA	A	N	D	SD
Provide balanced media coverage	SA	A	N	D	SD
Operates within the confines of its mandate	SA	A	N	D	SD
Paying personal emoluments	SA	A	N	D	SD
Furnishing the organisation	SA	A	N	D	SD

Thank you for your help!

Research instrument 2: In-Depth Interview Guide:

I. Introduction

Part 1

- Thank the participants for coming
- Explain the purpose of the study
- Assure them that the discussion will be kept confidential
- Ask for their consent to participate and explain that their participation is voluntary

Part 2

- Explain the purpose of the Interview
- Tell them the amount of time the interview is expected to last
- Introduce the moderator (yourself), the note taker and explain what each one will be doing
- Remind the participant that anything which is said in the interview should not be talked about outside.
- Explain that a voice recorder will be used since the note taker cannot write down everything
- Explain that there is no right or wrong answers and that their opinion is important and respected.
- Have participants introduce themselves and share something about themselves (their name, occupation and name of their organization).

Study purpose:

The researcher is interested in learning about how the public perceives ZANIS as an agent that facilitates development.

Research instrument 3. In-Depth Interview Questions

(Questions for Assistant Director – Technical Services)

Name……………………………………………………………………………

Position…………………………………………………………………………

Organization……………………………………………………………………

Date………………………………………………………………………………

1. What is ZANIS and when was it established?
2. What is its mandate?
3. What are its major functions of the technical unit?
4. What forms of Development communication activities do you undertake as ZANIS under the technical unit?
5. What is your perception of ZANIS's role in facilitating development in the country?
6. Do you think the technical unit under ZANIS is fully achieving its goals of facilitating development in the country?
7. What type of information is ZANIS under the technical unit giving to the public?
8. What institutions does ZANIS partner with in trying to facilitate development?
9. Are there any communication activities that the technical unit under ZANIS used to conduct 15 years ago and is no longer implementing them?
10. What communication channels do you use to disseminate information and how often is the information communicated to the public?
11. How effective are the communication channels used?
12. What is the public's response toward the information communicated to them on developmental issues?
13. What do you think are some of the reasons for the public's involvement in health and civic developmental activities?
14. What challenges do you face when it comes to communicating information on development to the public?
15. What do you think needs to be done in order to ensure that there is adequate and accurate dissemination of information of developmental issues to the public?

16. Do you think ZANIS still has the influence it used to enjoy 20 years back facilitating development?

17. If yes, why do you think you are still influential?

18. If no, why do you think you are no longer influential?

Research instrument 4. In-Depth Interview Questions

(Questions for Editor-In-Chief – Editorial Unit)

Name……………………………………………………………………………

Position……………………………………………………………………………

Organization………………………………………………………………………

Date………………………………………………………………………

1.   What is ZANIS and when was it established?

2.   What is its mandate?

3.   What are its major functions of the Editorial section?

4.   What forms of Development communication activities do you undertake as ZANIS?

5.   What is your perception of ZANIS's role under the editorial unit in facilitating development in the country?

6.   Do you think the Editorial unit under ZANIS is fully achieving its goals of facilitating development in the country?

7.   What type of information is the Editorial unit under ZANIS giving to the public?

8.

9.   What kind of institutions does ZANIS collaborate with in trying facilitate development?

10.   Are there any communication activities that the editorial unit under ZANIS used to conduct 15 years ago and is no longer conducting them?

11.   What communication channels do you use to disseminate information under the editorial unit and how often is the information communicated to the public?

12.   How effective are the communication channels used?

13.   What is the public's response towards the information communicated to them on developmental issues?

14.   What do you think are some of the reasons for the public's involvement in health and civic developmental activities?

15.   What challenges do you face under editorial when it comes to communicating information on development to the public?

16.   What do you think needs to be done in order to ensure that there is adequate and accurate dissemination of information of developmental issues to the public?

17. Do you think ZANIS still has the influence it used to enjoy 20 years back facilitating development?

18. If yes, why do you think you are still influential?

19. If no, why do you think you are no longer influential?

Research instrument 5. In-Depth Interview Questions

(Questions for Assistant Director – Research & public relations)

Name……………………………………………………………………………

Position…………………………………………………………………………

Organization……………………………………………………………………

Date………………………………………………………………………

1.   What is ZANIS and when was it established?

2.   What is its mandate?

3.   What are its major functions of the Research unit?

4.   What forms of Development communication activities do you undertake as research under ZANIS?

5.   What is your perception of ZANIS's role under the research unit in facilitating development in the country?

6.   Do you think the Research unit under ZANIS is fully achieving its goals of facilitating development in the country?

7.   What type of information is the research unit under ZANIS giving to the public?

8.   Does the research unit under ZANIS collaborate with institutions like ECZ and MOH on health and civic mobilisation sensitization programmes?

9.   If yes what type of information do you disseminate to the public?

10.   Are there any communication activities that the research unit under ZANIS used to conduct 15 years ago and is no longer conducting them?

11.   What communication channels do you use to disseminate information under the research unit and how often is the information communicated to the public?

12.   How effective and efficient are the communication channels used?

13.   What is the public's response towards the information communicated to them on developmental issues?

14.   What do you think are some of the reasons for the public's involvement in health and civic developmental activities?

15.   What challenges do you face under research when it comes to communicating information on development to the public?

16.   What do you think needs to be done in order to ensure that there is adequate and accurate dissemination of information of developmental issues to the public?

17. What has been the publics' response towards the information communicated to them on development?

18. What do you think are some of the reasons for publics' involvement in developmental activities?

19. What challenges do you face when it comes to communicating information on development to the public?

20. What do you think needs to be done in order to ensure that ZANIS disseminates information that facilitates development in the country?

21. Do you think ZANIS still has the influence it used to enjoy 20 years back facilitating development?

22. If yes, why do you think you are still influential?

23. If no, why do you think you are no longer influential?

Research instrument 6. In-Depth Interview Questions

(MOH official)

Name……………………………………………………………………………

Position……………………………………………………………………………

Organization…………………………………………………………………………

Date……………………………………………………………………………

1. What forms of Development communication activities do you think ZANIS undertakes?

2. What is your perception of ZANIS's role in facilitating development in the country?

3. Do you think ZANIS is fully achieving its goals of facilitating development in the country?

4. What type of information is ZANIS giving to the public?

5. To what extent does ZANIS collaborate with your institution on civic mobilisation programmes?

6. What was your relationship with ZANIS 15 years ago as compared to today in terms of carrying out sensitization campaigns in the country?

7. How effective do you think ZANIS communication activities in facilitating development in the country?

8. What is the public's response towards the information communicated to them through your sensitisation campaigns?

9. What do you think are some of the reasons for the public's involvement in civic developmental activities?

10. What challenges do/did you face when communicating information on development to the public?

11. What do you think needs to be done in order to ensure that there is adequate and accurate dissemination of information of developmental issues to the public?

12. Do you think ZANIS still has the influence it used to enjoy 20 years back facilitating development?

13. If yes, why do you think you are still influential?

20. If no, why do you think you are no longer influential

LIST OF TABLES

LIST OF FIGURES