

**An explorative investigation into the  
communication media used by the government  
departments of Health, Social Welfare and Labour  
in Lesotho when communicating with local  
communities.**

submitted by

**Lebohang Letsie**

(Student number: 23031612)

in partial fulfilment of the requirements for the degree

**MA in Development Communication**

in the

**Department of Information Science**

**Faculty of Human Sciences**

**University of Pretoria**

**Study leader: Prof. Maritha Snyman**

## ACKNOWLEDGEMENTS

I want to sincerely thank all those who contributed and supported me to complete this study.

My sincere gratitude goes to:

My supervisor, Prof. M.E. Snyman whose expert supervision, patience, positive criticisms and comments made this dissertation a reality;

The management of the Lesotho College of Education for allowing me the opportunity to continue with my studies;

The government of Lesotho for funding the studies;

Mrs. S. Qhobela who made every effort to help me cope with administration difficulties at the University; and

All my friends and colleagues who helped in one way or another.

The support I received from my family could not go unnoticed. They accepted to live under unbearable conditions just for me to be able to continue with my dream. **Kea leboha Bakoena, le ka moso.** The coming into this world of my granddaughter and namesake (Lebohang junior) gave me a reason, strength and energy to work harder.

I would lastly but not least remember my late parents, whose wishes had always been to see me prosper and become educated. To them I say I am just about to fulfil your wish of becoming a Doctor.

## ABSTRACT

The words “communicate” and “communication” are familiar and frequently used in our everyday lives. Yet, these words are difficult to define and they imply a complex process. This study investigates one element that is crucial in the communication process, namely the channel or medium that is used to transfer messages. Its focus is on information disseminated by the government departments of Health, Social Welfare and Labour in Lesotho when communicating with local communities.

A qualitative research method was employed in this explorative study. A purposeful sample of three participants from each of the Departments under study was selected. Data from the respondents was collected by means of in-depth face to face interviews.

From the collected data, the study found out that the use of the traditional media of communication (radio, print, interpersonal and television) was common in all the three Departments, except that the Department of Health also use other media such as videos and audio-visuals.

Based on the above observation, the study concluded and recommended that, the Departments need to improve the means of communicating with the local communities, and should consider the use of different types of media so that they can reach different types of audiences. The study further recommends that a follow up study on the effectiveness of the types of media that are currently used, should be considered in future.

## **TABLE OF CONTENTS**

Acknowledgements	ii
Abstract	iii
Table of contents	iv

### **CHAPTER 1          BACKGROUND OF THE STUDY**

1.1	INTRODUCTION	1
1.2	STATEMENT OF THE PROBLEM	3
1.3	OBJECTIVES OF THE STUDY	3
1.4	RESEARCH QUESTIONS	3
	1.4.1 Sub-questions	3
1.5	RATIONALE OF THE STUDY	4
1.6	LITERATURE REVIEW	5
	1.6.1 Information for development	5
	1.6.2 Development communication	7
1.7	RESEARCH DESIGN	9
	1.7.1 Introduction	9
	1.7.2 Data collection methods	9
	1.7.3 Selection of research population	10
	1.7.4 Method of analysis	11
1.8	DEFINITION OF TERMS	11
	1.8.1 Introduction	11
	1.8.2 Communication	11
	1.8.3 Information	12
	1.8.4 Medium/Channel	12
	1.8.5 Communicator	12
	1.8.6 Recipient	13
	1.8.7 Development Communication	13
	1.8.8 Local Government	13
	1.8.9 Developing Community	14
	1.8.10 Development Messages	14

1.9	SUMMARY OF CHAPTERS	14
1.9.1	Introduction	14
1.10	SUMMARY	16
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	
2.1	INTRODUCTION	17
2.2	INFORMATION , DEVELOPMENT AND COMMUNICATION	17
2.2.1	Information	17
2.2.2	Development	20
2.2.3	Communication	23
2.2.4.	Models of communication	25
2.3	DEVELOPMENT COMMUNICATION	28
2.3.1	Introduction	28
2.3.2	Participatory communication	30
2.4	COMMUNICATION MEDIA	32
2.4.1	Introduction	32
2.4.2	Media defined	33
2.4.3	Role of the medium in the communication process	33
2.4.4	Types of the media	34
2.4.5	Appropriate media for development communication	36
2.4.6	Media selection	37
2.4.7	Message design	39
2.4.8	Media design	39
2.5	CONCLUSION	43
2.6	SUMMARY	43

**CHAPTER 3            METHODOLOGY**

3.1	INTRODUCTION	45
3.1	RESEARCH METHODS	45
3.2	DATA COLLECTION	46
	3.3.1 Primary data collection: Interviews	46
	3.3.2 Secondary data collection: Documents Analysis	47
3.3	POPULATION SAMPLING	48
3.4	RESEARCH PROCESS	49
	3.5.1 Interviews	49
	3.5.2 Document analysis	52
	3.5.3 Problems encountered during data collection process	53
3.5	DATA ANALYSIS	54
3.6	SUMMARY	56

**CHAPTER 4            FINDINGS**

4.1	INTRODUCTION	57
	4.1.1 Results obtained from the in-depth interview	57
4.2.	DEPARTMENT OF HEALTH	58
	4.2.1 Types of Media	58
	4.2.2 Types of messages communicated	60
	4.2.3 Media selection	61
	4.2.4 Role players in media selection and design	62
	4.2.5 Perceived effectiveness	63
	4.2.6 Future plans	64
	4.2.7 Summary of findings: Department of Health	65
4.3	DEPARTMENT OF SOCIAL WELFARE	66
	4.3.1 Types of media	66

4.3.2	Types of messages communicated	67
4.3.3	Media selection	67
4.3.4	Role players in media selection and message design	69
4.3.5	Perceived effectiveness	69
4.3.6	Future Plans for improvement	69
4.3.7	Summary of findings: Department of Social-Welfare	70
4.4	DEPARTMENT OF LABOUR	70
4.4.1	Types of Media	70
4.4.2	Types of messages communicated	71
4.4.3	Media selection	72
4.4.4	Role players in media selection and message design	73
4.4.5	Perceived effectiveness	73
4.4.6	Future Plans for improvement	73
4.4.7	Summary of findings: Department of Labour	74
4.4.8	Summary of findings based on interviews	74
4.5	FINDINGS OF DOCUMENT ANALYSIS	74
4.5.1	Results of document analysis	74
4.5.1.1	Department of Health	75
4.5.1.2	Department of Social Welfare	77
4.5.1.3	Department of Labour	78
4.5.2	Conclusions: document analysis	80
4.6	INTERPRETATION OF DATA	81
4.8	SUMMARY OF CHAPTER	82
 <b>CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS</b>		
5.1	INTRODUCTION	83
5.2	RESEARCH QUESTIONS ANSWERED	83

5.2.1	Media used	83
5.2.2	Procedures for selecting the media	84
5.2.3	Role players in the communication	
	Process	85
5.3	CONCLUSIONS	85
5.4	RECOMMENDATIONS	87
5.5	LIMITATIONS OF THE STUDY	87
5.6	SUMMARY OF CHAPTER	87

## REFERENCES