

1. NEW SCHEDULES

1.1 Socio-economic and demographic (cultural factors) in the communication of information

1. How old are you?

- Below 30 years
- Between 30 years and 39 years
- Between 40 years and 49 years
- Between 50 years and 59 years
- Over 60 years

2. For how long have you been staying at this place?

- Less than two years
- Between two and 10 years
- Between 10 and 18 years
- Between 18 and 26 years
- More than 26 years

3. In which type of dwelling do you live?

4. How many people are in your family (at home)?

5. How many are adults?

6. How many people are working/earning?

7. How many are children?

8. What is your income per month?

- Less than R100
- Between R150 and R200
- Between R200 and R300
- Between R300 and 400
- More than R400

9. What is your level of education?

- Primary schooling
- Middle schooling

- Secondary schooling
- Tertiary schooling
- None

10. What is your literacy level?

- Read and write
- Read
- Write
- None

11. Which language(s) can you speak read or write?

- Sepedi
- English
- Afrikaans
- Others

12. What is your religion?

- Zion Christian Church (ZCC)
- Apostolic
- Christian
- None
- Other

13. If you need information, where do you go?

14. Which type of farming do you do?

15. Did you receive any training with regard to farming?

16. Which type of training did you receive? Workshop or meeting –select one by deleting one which is not applicable

1.2 The cultivation of maize

1.2.1 How does target audience understand the information that is provided

Frame 1	
1. Explain what this pamphlet is about.	
2. What does the text MAIZE mean?	
3. Show me a visual of the sun.	
4. Show me the clouds and the calendar.	
5. What do the white droplets mean?	
Frame 2	
6. What is happening in this visual sign?	
Frame 3	
7. What is this man doing?	
8. Why is he doing this?	
Frame 4	
9. What is happening in this visual sign?	
Frame 5	
10. What is happening in this visual sign?	
Frame 6	
11. How far apart should the furrows be made?	
12. What is the man doing?	
Frame 7	
13. What is the woman doing?	
14. What is inside the can/tin?	
15. What does the numbered line represent?	
16. What does 14m mean?	
Frame 8	
17. What is the man doing?	
18. Why is he doing this?	
Frame 9	
19. What can be used for fertilising the soil if you do not have money to buy fertilisers?	
Frame 10	
20. How far apart should the fertilised furrows be?	
21. How many kernels are put in one hole?	
22. Show me how long 50 cm is.	
Frame 11	

23. Why are these three texts written below each other?	
Frame 12	
24. Why the calendar in frame 12 is different from the one in frame 1?	
25. Read to me the texts "after one month" and show me the month on the pamphlet.	
Frame 13	
26. What is happening here?	
27. After how long should we pick the green maize?	
Frame 14	
28. Why is the man taking the kernels off the cobs?	
29. What are you supposed to do on regular basis?	
Frame 15	
30. What is happening here?	
Frame 16	
31. Explain why should we wait for the maize to dry before storing it in bags?	
32. How is the maize stored?	
Frame 17	
33. What is the cow eating?	
34. What is the remaining cut-off stalk used for?	
Frame 18	
35. In which continent is maize a favourite?	

1.2.2 How does target audience feel about the usability of information that is provided?

1. Have you seen this type of pamphlet before?	
2. What about the pamphlets did you like or not like?	
3. Can you easily grasp what is happening in this pamphlet?	
4. Do you think the pamphlets can assist you?	
5. Tell me about the person who designed this pamphlet?	
6. Are you familiar with all the tools, as presented on the pamphlet?	
7. What problems do you experience when growing maize?	
8. Do you normally use the steps as shown in the pamphlet when you cultivate maize?	
10. What will you do at home with this pamphlet?	

1.2.3 How does the target audience feel about the pamphlets?

1. Do the visuals clearly tell you what is happening?	
2. Can you easily read the texts in the visual signs?	
3. Do you like the size of this pamphlet? (Motivate)	
4. Do you prefer visuals or text in order to understand this pamphlet? (Motivate?)	
5. What do you think about the colours that are used in this pamphlet?	
6. Do all the visual signs represent reality? (Motivate)	

1.3 How to get your soil tested?

1.3.1 How does target audience understand the information that is provided?

Frame 1	
1. What does the square represent?	
2. What does the Xs represent?	
Frame 2	
3. What is the woman carrying?	
4. Why is she doing this?	
Frame 3	
5. How deep should the spade be pressed down?	
Frame 4	
6. What is on the spade?	
Frame 5	
7. At what do the big three arrows pointed?	
Frame 6	
8. What is the man doing?	
Frame 7	
9. What is the meaning of 1kg?	
10. What is being held with two hands?	
Frame 8	
11. What is carried by this man?	
12. Why doesn't the man look happy?	
Frame 9	
13. What is happening here?	
Frame 10	
14. What is he putting in the plastic bag? And why?	
Frame 11	
15. What are these instruments?	
16. What will the instruments be used for?	
Frame 12	
17. What is written on the box?	
Frame 13	
18. What will be done with the box?	
Frame 14	
19. What is happening here?	

Frame 15	
20. What is happening here?	
21. What is the man carrying (wearing white shirt?)	
Frame 16	
22. When should the carrots be grown?	
23. Why do these people look happy?	

1.3.2 How does target audience feel about the usability of information that is provided?

1. Is it always necessary to test soil?	
2. Have you ever tested the soil?	
3. Do you think the soil that is tested produce better plants than that which is not tested?	
4. Can you grow something without first testing the soil?	
5. Do your crops grow well even if the soil is not tested?	
6. Can you grow anything on any soil?	
7. Which problems do you experience with your soil?	
8. Do you understand this procedure on how to take soil samples and how to get soil tested?	
9. Do you find this information helpful?	

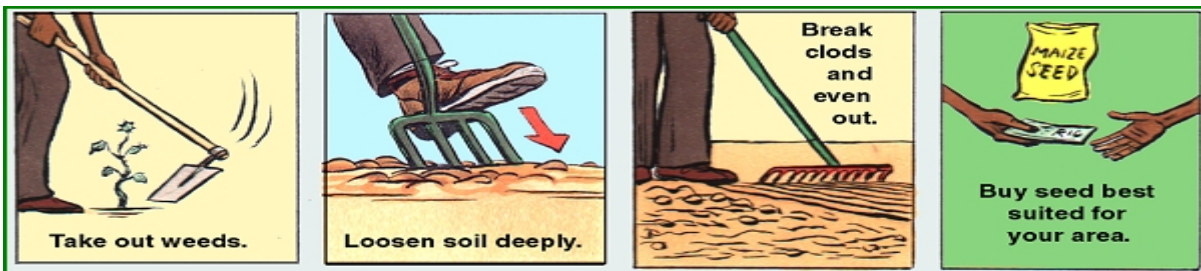
1.3.3 How does the target audience feel about the pamphlets?

1. Do the visuals clearly tell you what is happening?	
2. Can you easily read the texts in the visual signs?	
3. Do you like the size of this pamphlet? (Motivate)	
4. Do you prefer visual signs or verbal text in order to understand this pamphlet? (Motivate?)	
5. What do you think about the colours that are used in this pamphlet?	
6. Do all the visual signs represent reality? (Motivate)	
7. Are the texts visible enough to read?	
8. Are the visuals visible enough to see and understand?	
9. Are you familiar with all the visual signs on the pamphlet? (That is, did you see it in real life?)	

Figure 1: The cultivation of maize



Frame 1

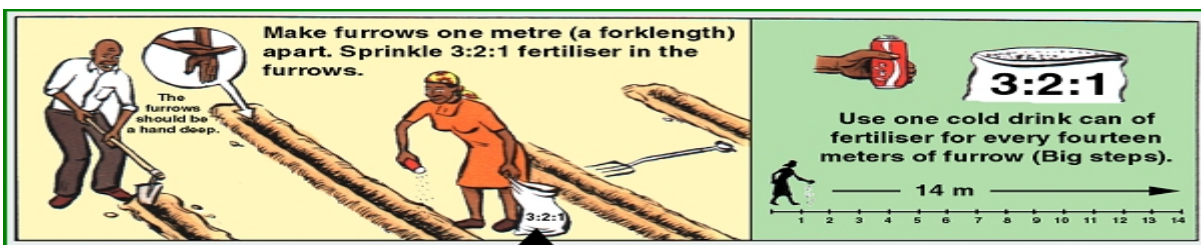


Frame 2

Frame 3

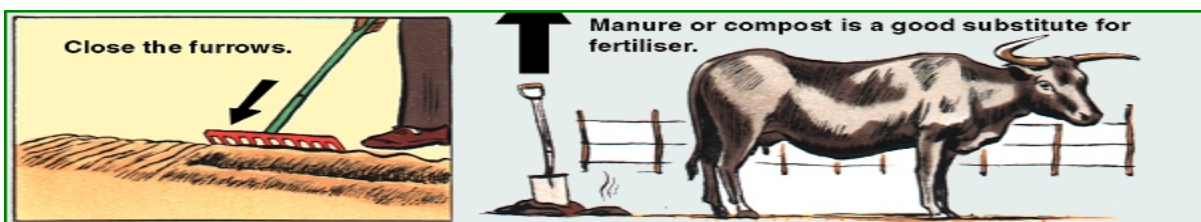
Frame 4

Frame 5



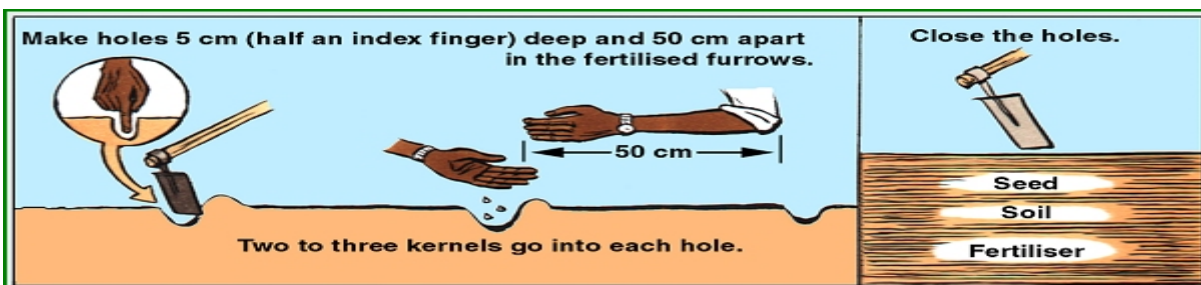
Frame 6

Frame 7



Frame 8

Frame 9



Frame 10

Frame 11



Frame 12

Frame 13



Frame 14

Frame 15

Frame 16



Frame 17

Frame 18

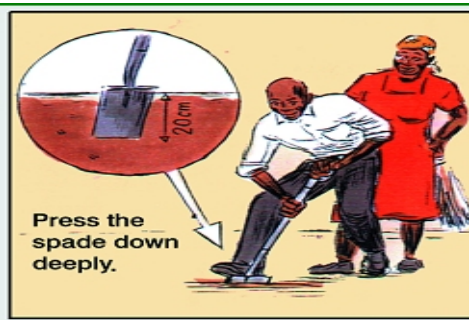
Figure 2: How to get your soil tested?



Frame 1



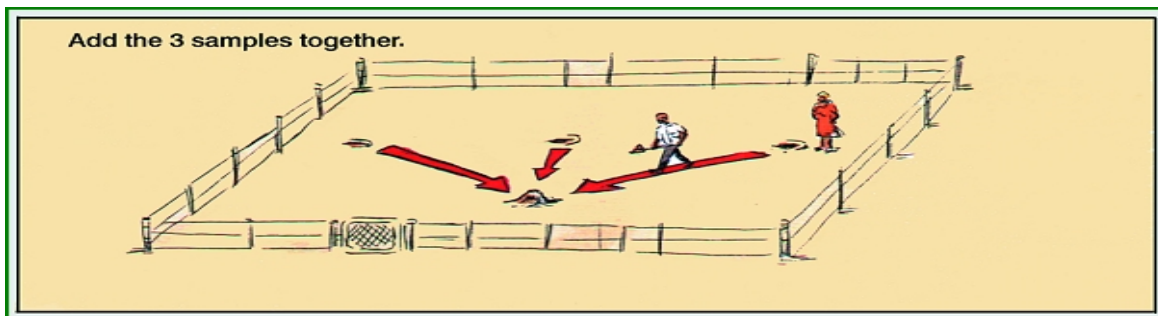
Frame 2



Frame 3



Frame 4



Frame 5



Frame 6



Frame 7



Frame 8



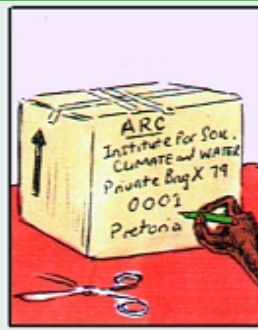
Frame 9



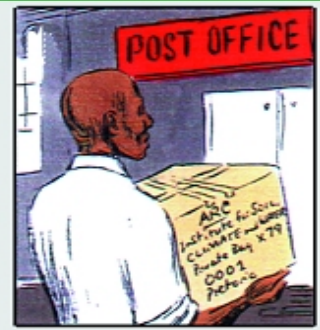
Frame 10



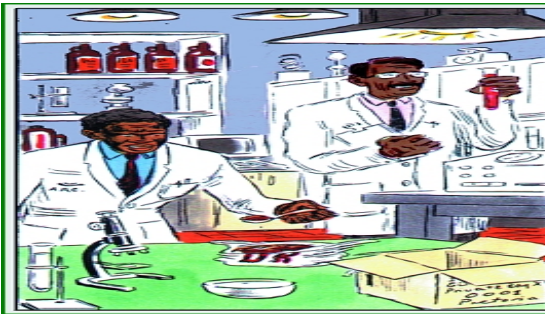
Frame 11



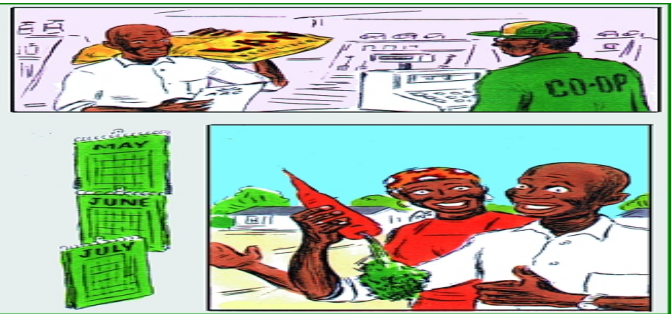
Frame 12



Frame 13



Frame 14



Frames 15 & 16