

Chapter 1

1.0 Introduction

Environmental communication campaigns are not only to generate awareness but also to cause people utilize natural resources in a sustainable manner and also that they develop good attitude towards environmental issues. Through campaigns it is possible to draw attention to environmental problems or encourage participation. The constitutive part helps citizens to comprehend environmental issues as well as help to acquire knowledge. As a result this research is premised upon the notion that the environmental campaigns select a specific tone and diction meant to trigger images in the mind of the audience members in a manner similar to the magic bullet. There are many environmental Acts in Africa alone from which many agencies that deal with preserving the environment were conceived, this study will dwell on the Environmental Management Agency. Particular attention will be rendered to the discourses used in their communication awareness schemes in order to unearth signs and symbols meant to trigger different reactions from various stakeholders.

1.1 Background of the study

The environmental movement arose during the 60s from a techno-scientific to a more popular dimension. Carsons(2002) wrote a book called the “silent spring” which helped to raise and increase the discussion regarding environmental issues. Right from the beginning the discussions concentrated between scientists, chemical industries and governments. Communities affected by pollution started to discuss about air quality, water and soil. Roberto (2011) notes that society started to discuss the importance of a quality environment. Grass roots environmental organizations started to rise up and shape the concept of environmental issues. During the 70s the environmental discourse became more political. For instance, it was the decade of the United Nations Stockholm conference to discuss the human environment. It is also the decade where scientists discussed the population growth. Civil society organizations had the radical conservationist and protection of nature discourse. The next decade is known as the engagement of the business in the green discourse.

The companies decided to join the sustainability discourse, just as well as the media decided to join the green movement in the 90s. According to Hajer (1995:260) the 90s is “the age of ecological modernization which transformed perceptions of environmental problems”.

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Meanwhile civil society organizations have changed from radical and conservationist views to partnership with corporations in environmental responsibility programs and campaigns. Environmental perspectives are social constructed through time and influenced by society interaction with nature. The construction of the discourse has also changed through decade and it was responsible for changes in the policy level. The shift in the society way of thinking and policy is constructed through emblematic issues according to Hajer 1995. Those emblematic issues, for instance Climate Change nowadays help society discuss environmental issues and demand policies which favors the human environment.

Since the end of 2006 climate change has gradually become the hot topic amongst all other environment problems, (Drammond: 2014). A large number of events, reports, movies, among others like the *Stern Review*, *Fourth Assessment Report of the Intergovernmental Panel on Climate Change*, *Conference of Parties 13 in Bali*, *the Live Earth Global Concert* have generated increasing media coverage on climate change issues. Conventional environmental awareness campaigns strongly rely on information to change attitudes. To make climate change communication effective, more sophisticated alternatives are suggested, such as harnessing tools and concepts used by brand advertisers, so as to make being climate-friendly desirable rather than a duty or matter of obedience.

Climate change affects every citizen at every level - local, regional, national, and global. Some authors have looked at the reporting of climate change in the mass media. Results of this analysis show that scientists tend to be associated with an emphasis on environmental problems and causes while politicians and special interests tend to be associated solutions and remedies. A major European Commission survey revealed that “pollution in towns and cities and climate change” are the most frequently discussed environmental topics amongst EU Citizens and this reflects the intense public discussion on these topics. Almost 57% of EU Citizens surveyed placed climate change as the number one issue that “worried them about the environment”. The report states that “this further reinforces the observation that climate change has become one of the top concerns in the environmental debate”.

At the United Nation's Conference on Human and Environment (UNCHE), in 1972 in Stockholm (Sweden), there was agreement that the majority of environmental problems were understood as local phenomena. At this conference, however, their global natures became evident (Corell 1999:33). After that, international and national agencies and the United Nations Environmental Program (UNEP) began holding international conferences and

organizing activities aimed at promoting environmental protection to get effective response from the international community. It has also been recognized as a global challenge associated with environmental issues such as water and air pollution, energy efficiency, habitat loss and climate change.

1.2 Problem Statement

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To understand the representations of environmental awareness communication campaigns: there is need in this study to probe how EMA is portraying issues to do with environmental awareness in Zimbabwe. Marciano (2011) argues that the discourses used to frame environmental communication campaigns tend to be deeply influenced by western diction and often fail to resonate with the local audiences who are primary recipients of the messages. Following this rationale this study problematizes the symbols, concepts and communication strategies adopted by EMA when launching their environmental campaigns. The medium used, timing, framing and discourse go a long way in determining whether the audiences will react as expected. While the environment is arguably central to human existence and many campaigns are made to get Zimbabwean audiences to comply with the agendas set, the portrayal (representation) of EMA's messages play a key role in their effectiveness. As a result particular attention will be dedicated to awareness campaigns led by EMA in Zimbabwe with specific focus being directed to how the issues of the environment are represented by the agency.

1.3 Significance of the study

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The environment is critical to human existence and in a similar fashion this research bears great significance. This is because through studying problems associated with environmental agencies, the researcher draws closer to helping them save the environment. More than that, this research is significant to the student community who stand chances to benefit from understanding the importance of preserving the environment. Policymakers also stand to benefit from this study because it seeks to inform them on how best to preserve the environment through crafting meaningful policies. The Environmental Management Agency may benefit immensely from this research because it will exposes crevices and loopholes in the discourses they use when coining environmental campaigns. The society at large also stands to benefit from such a research as they are the primary target of different environmental communication campaigns funded by different agencies.

1.4 Objectives

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The objectives of this study are to:

- Demonstrate the environmental awareness representations that manifest in EMA communication campaigns.
- Explore the communication awareness campaign discourses created by EMA
- Identify the signs and symbols as well as discourse used in EMA awareness campaigns
- Explain the objectives behind selected EMA campaigns and how they achieved them

1.5 Main Research question

- What environmental awareness representations manifest in EMA communication campaigns?

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1.5.1 Sub research questions

- What communication awareness campaign discourses created by EMA?
- Which images, signs and symbols are used by EMA in their environmental campaigns?
- What is EMA's objective and motive in each environmental awareness campaign?

1.6 Assumptions of the study

This research assumes that:

- EMA is facing challenges in their quest to address problems of environmental management in Zimbabwe
- The campaign discourses created by EMA tend to lack perfection and fail to effect meaningful change.
- EMA tends to narrow its attention to waste management ignoring other environmental issues on their use of semiotics when air pollution, veldt fires, illegal mining are actually taking place
- EMA has not yet achieved their objective and motive of dealing with environmental challenges in Zimbabwe

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1.7 Delimitations of the study

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Harris (2003) postulates that delimitations are set boundaries that clearly define what the research would be focusing on. The research is constricted the issue of environmental awareness campaigns only. The study is concerned primarily with the campaigns created by EMA alone while there are many other funders and creators of environmental campaigns. In this issue, representation is the guiding campus and so aspects associable with the concept take center stage. The campaigns selected for analysis will stem from the year 2016 only although EMA has done other campaigns since its inception. While EMA participates in numerous other activities, this study is only concerned with their environmental awareness campaigns.

1.8 Limitations of the study

This study is limited as its thrust is mostly on EMA although there are many agencies who create communication awareness campaigns. The study also has limitations as it dwells mostly on communication campaigns although there are multifarious other activities undertaken by EMA that may broaden the scope of academic research. The other obvious limitation of this study is mainly geographical because it focuses on environmental campaigns in Zimbabwe, although our regional and international neighbors have devoted more time to the aspect.

1.9 Structure of the study

This research is divided into six chapters. The first chapter introduces the study under this research. Chapter two highlights the literature review and theories used in this research. Chapter three focuses on the investigative methodologies as well as methods which were used in this research. Chapter four analyzes the organization under research. Chapter five reflects data analysis and data presentation. The last chapter brings to light the recommendations and concludes this research.

1.10 Conclusion

The dialogue in this part serves as the prologue to The environmental management Agency and environmental awareness. The chapter also highlighted the objectives, assumptions, limitations, delimitations as well as the questions to be answered in this study. The chapter gave a background of this study as well as problem statement.

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CHAPTER 2

2.0 Introduction

This study adopted a thematic review of literature where scholarly work related to the subject area will be examined and explained. The themes expand the subject matter and bring in other facets of the case study in a bid to shed more light to the issue under discussion. The themes to be raised in this chapter include among others; environmental management, the creation of communication awareness campaigns, representation of environmental communication issues in the media as well as the discourse behind environmental campaigns.

2.1 Literature review

Literature review can be described as the discussion of published and published work on a chosen area of study, (Copper, 1988). Gunter (2009) however argues that the specific task of reviewing literature is to widen the scope of one's arguments with a view to gain a holistic understanding of critical issues raised by former scholars on the research subject. This study will adopt a thematic review of literature where scholarly work related to the subject area will be examined and explained. The themes expand the subject matter and bring in other facets of the case study in a bid to shed more light to the issue under discussion.

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2.1.1 Environmental management

Almazroui (2012) argues that environmentalists in Asia and Asia Minor are more concerned with sustainable development in the region, given current conflicts and economic marginalization, reduced well-being, and increased stress on the environment and the economy in the absence of a holistic framework of environmental governance. Zubari (1997) notes that regional priorities are examined in isolation from social, economic and institutional priorities, the scope of the diagnoses and the impact of solutions will only be relevant in the

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short term, without lasting effects. AFED (2014) states that achieving effective environmental governance in Asia requires an holistic examination of the nature of regional priorities, and their interdependencies, in order to propose solutions that are relevant, with more permanent outcomes that reflect the seriousness of the region's challenges. Furthermore, sustainable energy requires investment and the continuing use of current energy sources to achieve sustainable energy supply. West Asia has witnessed many cycles of growth and recession, of progress and instability, and, more recently, of peace and conflict. Marine life has also suffered from the conflict, as untreated sewage and other forms of pollution affect the sea, and limitations to fishing have led to overfishing in constricted areas (Dixon and Fitz-Gibbon 2003, Poonian 2003, UNEP 2005, AFED 2008). How energy is produced, transmitted and consumed can have immense cultural, social, political and environmental consequences. A long-term structural change in energy systems towards increasing use of renewable energy sources – the so called 'Energy transition' seems inevitable to tackle contemporary global and local environmental challenges.

Castillo (2002) states that environmental communication is the planned and strategic use of communication processes to support effective policy-making and project implementation geared towards environmental sustainability. De Lorme (2003) notes that the United States operates with a systematic and holistic communication strategy that takes into account people's perceptions and also saves funds is rarely considered - but it could determine the success or failure of a project. Environmental communication activities are often conducted on an ad-hoc and sporadic basis, mainly using top-down mass media while neglecting public participation in community media, (Ray, 1999). Sobel (1995) holds that many decision-makers do not know how to incorporate a communication strategy in their environmental project life cycles and, hence, are not willing to invest in this. Smyth (1995) describes environmental communication as a two-way social interaction process enabling the people concerned to understand key environmental factors and their interdependencies and to respond to problems in a competent way. Perceptions of the environment are to a large extent determined by cultural contexts, visions, lifestyles and value judgments which are acquired through communication, (Herremans, 2002).

Hochstetler (2007) argues that the most pressing topic on the environment is the growing recognition that the success of water, sanitation, and infrastructure projects depends to a large extent upon using communication for development as a facilitating tool in bringing about change processes. Environmentalists in Latin America are concerned with the social process

of dialog, negotiation, and consensus building through the use of a variety of methods and mass and interpersonal means of communication, as well as others, traditional and alternative, (Kooiman, 2005). Larson (2003) states that environmentalists in Latin American states are struggling to foster social, political, and institutional changes at different levels by building trust between governments and citizens, promoting a two-way communication, exchanging knowledge and skills and achieving political incidence with a view to seeking development initiatives that may be sustainable and consistent with reality. According to Miller (2007) environmental communities are working towards overcoming the challenges in terms of infrastructure and the investments required for improving water and sanitation coverage and services, this reality makes it necessary to explore participation mechanisms that may facilitate the involvement of the different social actors in the provision of services. Environmental communication according to Carruthers (2008) plays an important role in the design, implementation, monitoring, and evaluation of water and sanitation programs, especially regarding the creation of a favorable environment for political and public dialog, consultation and participation of different stakeholders, consensus building, knowledge management and dissemination, encouraging changes in attitude and behavior among key target groups, and for the strengthening of governance processes in the sector. According to Zhouri (2010) the interest in the role played by in the water and sanitation sector is increasingly entwined with the processes of reform, above all with regard to stimulating public debate and consultations with the different groups of actors, as well as strengthening community participation processes in order to achieve behavior changes aimed at improving the quality of life of the people.

According to Zimbabwe Environmental policy (2016) the main environmental challenges facing Zimbabwe are: land degradation, deforestation, inadequate quantity and quality of water resources, air pollution, habitat destruction and loss of biodiversity, waste (including toxic waste), natural hazards (mainly recurring droughts), and climate change (including rainfall variability and seasonality). Ganyani (2010) argues that two main issues that stand out are the country's challenge in facing climate change – General Circulation Models (GCM) indicate that most of Southern Africa, including Zimbabwe, is likely to experience temperatures 2.4°C higher in this century compared to the 1961-1990 average – and unregulated infrastructural development and land use that contribute to deforestation, land degradation and habitat fragmentation. According to EMA (2016) in 1992 the Ministry of Environment and Tourism initiated a process of environmental law reforms. The reforms

were also necessary in light of the Rio Earth Summit, which Zimbabwe participated in 1992, (CARE, 2015). Chari (2011) states that this long process involved extensive consultations by the Ministry of Environment and culminated in the passage of the Environmental Management Act (Chapter 20:27), through Statutory Instrument No. 13 of 2002. EMA (2014) uses different media to communicate about the environment through awareness campaigns, against such a background; the discourse and images as well symbols used by this organization to educate and inform the public about the environment will be central to this study.

2.1.2 Environmental awareness

(Curry 2011) notes that an awareness-raising campaign is a broadly organized effort to change attitudes or behaviors based on the ability of stakeholders to communicate the same message to a variety of audiences using a range of approaches,(Arnold, et al. 2009:28). Awareness-raising is understood to be a constructive and potentially catalytic force for change. To raise public awareness of a topic or issue is to inform a community's attitudes, behaviors and beliefs with the intention of influencing them positively in the achievement of a defined purpose or goal Environmentalists in order to encourage awareness can provide both a site to encourage environmentally responsible behaviors and a place for communities of likeminded people to meet” (O’Rourke et al 2011). Awareness campaigns have the power to show sustainability in action, and an attractive by-product of every sustainably produced event is the potential to inspire and motivate others to action” (Jones 2014:12).

In the United States John Moril introduced the “leading by example” by spreading awareness through cutting energy use, encouraging the use of more renewable energy, enhancing green building policy as well as emphasizing on recycling. Through strengthening partnerships with local and regional environmental groups , U.S energy star program and public participatory programmes , they managed to achieve significant rewards for their green initiatives. John Moril emphasized about protection of the environment being everyone’s responsibility as he says that they want to promote a diverse and inclusive world class urban community with secure, attractive.

The lack environmental education and awareness in Africa has hindered local sustainable initiatives. In Africa there is need to improve public awareness and understanding of environmental issues with the aim to promote conservation and sustainable utilization of natural resources at community level. Rural population throughout Africa are the de facto

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managers of renewable natural resources and in order to improve systems of resource management then it is important that local communities actively participate and give support. There is need to establish partnerships at village level with village non-governmental organizations and community meetings to promote environmental education and awareness. In Africa there is need to promote environmental awareness to educate the public that the depletion of natural resources is destroying the prosperity of future generations and as forests disappear, land infertility and water being polluted women and children suffer the most. There is an urgent need to spread awareness on environmental issues with the aim to promote sustainable utilization of natural resources.

In Zimbabwe environmental awareness is becoming a priority with campaigns such as the 2016 anti-littering initiative which demonstrated the media's commitment to protecting the nation. The campaign was spearheaded by the Zimbabwean Union of journalists in conjunction with Zimbabwe Journalists Environmental Association as well as the Environmental Management Agency. This campaign sought to educate societies and the public on how to minimize garbage dumping, littering as well as poor waste management in general especially along the highways. Ganyani (2010) states that the media is playing a vital role in disseminating information on climate resilience which is the new environmental frontier.

2.1.3 Communication Media And Environmental Communication

According to the United Nations Environment Programme (2011) "Music is one of the most powerful media to communicate environmental messages to billions of people worldwide-irrespective of race, religion, income, gender or age" (2014). Using different communication media may lead to events playing a greater role in the future in encouraging sustainable behavior amongst attendees, as well as influencing the behavior of event organizers, in terms of how sustainably they manage their events (Mair and Laing 2012:684). Cohen (2012) notes that communication media include Televisions, Newspapers, Magazines and even the internet that environmentalists can use when maintaining the quality of the environment. Through the continuous use of communication media environmental issues reached an "all-time high priority in the public's eye" (Swan 1971:223). Media critics claim that commercial mass media controlled by a few multinational conglomerates have become an antidemocratic force supporting the status quo (Kellner 2004; Herman and Chomsky 1988; Herman and McChesney 1997; Alger 1998; McChesney 1999; Keane 1991).

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According to Taylor and Francis environmental communication is an international , peer reviewed forum for multi-disciplinary research and analysis assessing the many interactions among communication, media, society and environmental issues. According to Cheryl (2016) in Japan they are actively participating in environmental communication with their customers, governments as well as business partners through advertising, exhibitions, website communication and communication through other social media. In Asia they submit environmental proposals not only to their government but also to governments of other Asian countries. To promote development which is desired by society in Asia the Environmental Agencies are engaged in active participation with stakeholders. The Asian Environmental agencies are communicating environmental impact reduction activities, active participation of stakeholders in countries like Japan, advertising, communication with local communities and environmental education building

Environmental communication centre focused on environmental challenges and issues faced by west Africa and beyond. The centre supports and brings together practitioners, organizations and agencies in ensuring effective communication that solve environmental issues and conflicts and solves problems that triggers them. The centre specializes in training communicators in covering environmental issues, supports research in environmental communication and ensuring risk communication. Risk communication's task according to Sandman (2001) should be "to alert people when the ought to be alerted and to reassure them when they ought to be reassured".

2.2 Theoretical Framework

This theoretical framework is based on three theories, namely; the theory of representation, development communication theory and the agenda setting theory. The three theories are combined to give a holistic explanation of how signs and symbols as well as discourse used in environmental communication awareness campaigns. Doodley (2004) highlights that theoretical framework can also be called conceptual framework, which is a scheme of concepts which the researcher will use in order to achieve the set objectives. The study lays its foundation on these three theories.

2.2.1 Representation Theory

Hall (1997) also states that to represent means to stand on behalf of another individual. The media therefore explain, interpret and inform the public about complicated subjects. Hall (1997) goes on to explain the place of the media in the processes of representation. He states

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that the media act as a sieve that determines what people get out of their messages. When an event takes place the media act as the lenses through which audiences will come to know about the event. This theory serves to explain the place of representation in the creation of awareness communication campaigns. Hall (1997) highlights that representation means using language to say something meaningful about, to represent, the world meaningfully to other people. He argues that to represent something is to describe or depict it, to call it up in the mind by description or portrayal or imagination, to place a likeness of it before us in our mind or in the senses.

Hall (1997) states that we cannot communicate meaning of a concept without the second system of representation that is language. Language can include written or spoken words, but it can also include visual images, gestures, body language or music. The Environmental Management Agency uses language through talk shows, road shows, visuals including documentaries, posters, fliers, brochures as well as music to spread environmental awareness. Environmental issues are a podium of representation as they are represented by the mass media. McQuail argues that this representation of issues in mass media exerts an independent effect on issue content and on relative salience in public opinion.

Hall (1997) states that after compiling his research he came to understand that the definition of “text” is less important than its interpretation. In this case the text which is used by the Environmental Management Agency is less effective than the interpretation or what they portray in their awareness campaigns. Representation is political in the largest and smallest sense (Hall, 1997). He further argues that representation is a process of representing a meaning that already exist. The media will always protect the interest of those who control or fund them. In this case The Herald which is state owned reports in support of EMA since it is a government parastatal for instance about the banning of kaylites by the minister of environment, water and climate.

2.2.2 Agenda Setting Theory

The Agenda setting theory was introduced by McCombs and Shaw to reflect the power of the media in telling us issues of importance. It is also linked to Television and newspaper placement of news. In Zimbabwe, The Environmental Management Agency through the media goes on to set an agenda that we are facing challenges in the sustainable utilization of natural resources. Mostly they are thoroughly zoomed in with the aim of emphasizing the state of environmental affairs through emphasizing on climate change patterns, drought and

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deforestation as well as veld fires. EMA use discourse to create awareness but also to call attention to the organization's work. Different goals make the NGOs create different strategies of communication. One of the most used strategies are environmental advocacy campaigns which, according to Cox (2006), has a pragmatic and constitutive part and the objective can be to create awareness, alert, persuade or advocate. The Environmental Management Agency sets an agenda through sending media alerts of what they want audiences to think about to journalists for flighting for instance in 2016 there is an article which was flighted on EMA sponsored page in The Herald which suggested that poor disposal of kaylites have led to illegal dumps in Zimbabwe therefore should be banned. McQuail (1994) notes that the agenda setting theory suggests that viewers or readers think about what they are told.

Perse (2001) highlights that agenda setting is conceptualized as the power of the media to direct audience attention towards certain issues. McCombs and Gilbert (1986) suggest that "agenda setting is more or less the ability of the mass media to structure cognitions and to effect change among existing cognitions". The coverage of any news story corresponds the importance of the message, in spite of many journalists attending the same event or the same function, they will always tackle the stories from different angles since they take in consideration the slants which are promoted within their organizations. The Environmental Management Agency invites journalists from different media houses to the awareness campaigns that they conduct but different stories will be flighted for instance after a road show which was done by EMA in 2016 just before the Easter holiday, The Agency prepared a media alert with a headline "A litter free holiday is possible". The Agency's agenda was to ensure all the conferences and gatherings to be done on Easter holiday will be litter free in a way in a way promoting a clean Zimbabwe. The way The Agency present environmental awareness campaigns have the power to influence prioritization of significance of environmental issues in the audiences' mind.

2.2.3 Development communication theory

The term development communication was coined by Nora C. Quebral in 1972 who defined it as "the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity the larger unfolding of individual potential" (Paterson, 2008). The field of development communication include education, dissemination of information, social

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marketing, behavior change and social mobilization for social change as well as media advocacy. Development communication therefore involves the procedures and strategies of communication to ensure positive change. Development communication is purposive communication intended for target audiences. It is meant to bring out social change. Development communication is communication that leads to the upgrade of the society. It involves audience participation so as to change their community for the better. In this case citizens of Zimbabwe should also participate to promote a litter free, veld fire free, pollution free Zimbabwe. For instance in 2016 The Zimbabwe Republic Police, The Army, secondary and tertiary students were volunteering to do clean-up campaigns where they cleared illegal dumps in Harare.

Communication for development involves the practice of systematically applying the processes, strategies and principles of communication to bring about positive social change. It engages stakeholders and policy makers to establish conducive environment, assess risk and opportunities and promote information exchange to bring about positive social change through sustainable development (Jamias, 1991). This therefore places The Environmental Management Agency at public service on environmental issues since environmental management leads to development in Zimbabwe through sustainable utilization of natural resources. The approach is centered on public participation and this goes hand in hand with The Agency's mandate which is to ensure sustainable utilization of natural resources with stakeholder participation. Freire is of the view that development communication is development for everyone and in fact it is everyone's responsibility to ensure that the environment is well managed and conducive for everyone. From what is suggested by the above scholars, development communication is being aware of the power of effective communication to bring about social development. It is meant to facilitate the sharing of knowledge to bring about social change in development initiatives. There is information dissemination, use of empirical research and two way dialogue amongst stakeholders. In this case development communication is effective since The Environmental Management Agency Flights advertises to say no to veld fires and publishing in print media the veld fire management tips where as the audiences respond by reporting veld fires taking place in their areas on EMA toll free line as well asking more questions about veld fire management.

2.3 Conclusion

This chapter analyzed theories to do with environmental awareness communication campaigns as well as literature of other scholars or great thinkers which is related to this study. The researcher discussed various themes which include environmental management, environmental awareness, marketing campaigns as well as communication media and marketing campaigns. The theories which the researcher discussed above include agenda setting theory, development communication theory and representation theory. The researcher linked the scholarly work with The Environmental Management Agency's representation of awareness communication campaigns.

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CHAPTER 3

3.0 Introduction

The study employed the qualitative method. This chapter highlights the different methods and methodologies which the researcher employed in this study. The methods and methodologies used include sampling, research population and the data collection methods include archival research and participant observation. The research also used data analysis methods which include critical discourse analysis, hermeneutics of interpretation.

3.1 Methodology

Harris (2003) states that a research methodology is the analysis of the principles of methods, rules and postulates used by a discipline. They can also be described as guidelines for solving a problem using specified methods, tools and techniques. Haralambos and Holborn (1995) note, "any academic subjects require a methodology to reach its conclusions. It must have ways of producing and analyzing data so that theories can be tested, accepted or rejected. Without a systematic way of producing knowledge, the findings can be dismissed as guess work or even as common sense made to sound complicated." Blaxter (2002) also holds that "different kinds of research approaches produce different kinds of knowledge about the phenomena under study." Mouton (2006: 56) terms a research design, "a plan or blueprint regarding how one intends on conducting the research focusing on the end product as opposed to the research methodology which focuses on the research process and the kind of tools and procedures to be used."

Mouton (2006: 56) provides more information of qualitative research methods, "qualitative research only uses relatively small numbers of people. Structured questionnaires are not used and the results are not normally open to any kind of statistical analysis. Qualitative research

cannot prove or disprove anything in the way quantitative research may be able to do.” The researcher will bank much of the studies on analytical research as there may be no need to physically interact. Cohen (1994) suggests that qualitative research produces information communicated as text or in words and it is interpretive in nature. This will look in to how society grasp EMA’s presentation of environmental awareness campaigns and the influence of these campaigns on the general public. It should also address how EMA disseminated environmental information to the public and also if the information was significant to the managing nature. Qualitative research will allow the researcher to come up with her own assessment about EMA is working with the media in the representation of awareness communication campaigns with reference to their commitment to societies and making them a party of the campaigns scheme. This study therefore used different tools to gather and analyze data.

3.2 Reflexivity

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Caloran (2003) argues that at a very basic level reflexivity is an attempt to find answers to the questions “what do I know?” and “How do I know it?” Salzman (2002) as he talks about reflexivity refers to social psychologist George Hebert Mead’s reflexions on reflexivity as part of social engagement and meaning making. During my industrial attachment, I was attached at the Environmental Management Agency and was stationed at the head office in Harare in the Environmental Management Services Department under the Environmental Education Publicity unit specifically. I worked for EMA as a communications personnel. I will conduct this research wholeheartedly and I will remain neutral in conducting this research. I will collect data without bias.

3.3 Qualitative Approach

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A research approach is important in any study because it shows the stages undertaken to gather information. Harris (2003) argues that research approach is the methodology used to conduct a research. The researcher will use the qualitative research paradigm for this study because it is concerned with understanding and classifying units of content (McQuail 1994:276). Qualitative research will be appropriate for examining the symbols and images adopted by EMA in creating its awareness campaigns. The qualitative paradigm places

emphasis on epistemology which dwells to the nature of knowing and construction of knowledge especially the relationship between the knower and the known will be made (Trochim, 2006). Primorac (2006:66) notes that, “through physically making one present with the subject/object under study more in-depth and accurate information can be gathered from the field of study”.

3.4 Case Study

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This study employed the case study approach. Yin (2005) defines a case study as a research strategy or an empirical inquiry that investigates a phenomenon in its real life context. Case studies are a description of a real event or situation (Saunders et al, 2006). The researcher employed the case study approach in conducting the research. Thomas (2011) suggests that a case study is an analysis of a person, events, decision, periods, projects, policies, institutions, or other systems that are studied holistically by one or more methods. Flyvbjerg (2011) suggests that a major disadvantage of a case study is approach is that it lacks external validity. There are various environmental organizations but the researcher will dwell on the Environmental Management Agency.

3.5 Research Population

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Population allows the study to zero in and pinpoint the subject targeted in the study. Trochim (2006) describes population as “the universe of units from which the sample is to be selected.” Population will also refer to anything enumerable tool used in arriving at conclusions. The researcher will rely on 15 awareness communication campaigns created and conducted by EMA in 2016. The target population for this research includes environment patrons which include EMA individuals which the researcher is interested to collect data from as well as journalists. The researcher will draw one manager from EMA Midlands province out of the ten managers, each per province as well as two environmental officers, one from the Education and Publicity department and another from Planning and Monitoring department. A target population is essential in an every research as it determines how sampling is going to be done and derives the whole methodology (Meredith, 1998). The researcher will use 2 different posters and 3 different fliers on veld fire management, waste management and pollution.

3.6 Sample size

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Every sample needs to have a definite size to be realistic as the whole population of a given country cannot be interviewed. Bryman (2004) describes a sample as a segment of the population that is selected for research or a subset of the actual population. This research will use the 15 awareness campaigns created by EMA in 2016 as the sample size.

3.7 Sampling Methods

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Fraenkel and Wallen (1996) define a sample as, “ a group in a study on which information is obtained or population is selected for observation and analysis.” Trochim (2006) describes sampling as the process of selecting units such as people or organizations from a population of interest so that by studying the sample there maybe generalizations of results back to the population from which they were chosen. The researcher will use nonprobability sampling where there is an assumption that there is an even distribution of characteristics within the population. In nonprobability sampling since elements are chosen arbitrarily there is no way to estimate the probability of any one element being included in the sample. Again there is no assurance that each item has a chance of being included making it impossible to either estimate sampling variability or possible bias, (Bryman, 2004). It is however cheap and quick when gathering items for research purposes.

3.7.1 Purposive Sampling

Comment [s30]: OK

Dawson (2002) suggests that purposive sampling can also be termed judgmental sampling. Purposive sampling is a sampling technique that is mostly used in qualitative research for the identification and selection of information-rich cases that are related to the phenomenon of interest (Patton, 2002). This gives an insight and well understanding of the phenomenon under study. This would be useful for gathering awareness communication campaigns from various media where they were posted by EMA. Creswell and Plato (2011) support this as they noted that purposive sampling involves the exercise of identifying and selecting individuals and groups of individuals. After using purposive sampling the researcher is able to come up with a good reason to make a generalization from the sample that is being studied. This technique base on the judgment of the researcher on the selection of units for instance people, organizations, pieces of data that may be under study (Green and Thorogood, 2004). A suitable data collection method was used by the researcher to come up with findings that

can be measured qualitatively. This would be useful for gathering awareness communication campaigns from various media where they were posted by EMA.

3.8 Data collection methods

Bryman (2004) defines research instruments as measurement tools designed to obtain data on a topic of interest from research subjects. The researcher will use archival research because the campaigns to be analysed were already done a while ago and were therefore archival either online or within EMA filing spaces in their Harare headquarters.

3.8.1 Archival research

Fairclough and Wodak (1997) state that *archival research* can be referred to as the locating, evaluating, and systematic interpretation and analysis of sources found in archives. Archival research uses data “archives”, which are data sets that have already been collected by someone. Data archives come from a variety of sources. All campaigns since January 2017 stored in EMA archives will form the sampling frame and following the foretasted characteristic they will be randomly selected for analysis.

Comment [s31]: OK

3.8.2 In-depth Interviews

The expression “in-depth interviews” is utilized as substitute for individual interviews. It appears in-depth is added to purposely infer that the researcher gets the advantage of utilizing this methodology, which is a method for making a greater understanding on the issue under scrutiny (Mytton, 1999). According to Yin (1994) interviews can take three distinctive structures for example open-ended, focused and structured interviews. In the same way individual interviews give the researcher the benefit of raising certain issues in the research. Likewise in circumstances where the researcher sustains obscurity to the source, individual interviews are instruments to study rather elusive and uncertain issues which might be portrayed by the nearness of a spiral of silence. Mytton (1999) argues that individual interviews are a significant method for information gathering in media and environmental investigation specifically focusing on TV audiences are currently viewed in the media.

Comment [s32]: OK

3.8.3 Participant observation

The researcher employed participant observation whereby she collected data during the time she was part of The Environmental Management Agency. The researcher used the data which she collected through observing as they conducted some awareness campaigns.

3.9 Data analysis methods

Comment [s33]: OK

Data analysis methods are methods used by the researcher to analyze collected data which may include printed articles which were published within the specific period under study data. It involves discovering patterns among the collected data, so as to identify trends that point to theoretical understanding (Babbie, 2004: 284). The researcher will use critical discourse analysis and hermeneutics of interpretation to scrutinize collected information.

3.9.1 Critical discourse analysis

Comment [s34]: OK

The researcher particularly important to my research because it has aspects that are concerned with the analysis language as used in text. Van Dijk (1998) describes critical discourse analysis as a type of analytical research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in the political and social context. Critical discourse analysis is a form of discourse analysis that studies the relationship between discourse and ideology. It has strong links to the study of language and power, (Johnstone: 2008). In most cases critical discourse analysis is an approach to text (whether written or audio visual) that seeks to expose biases towards certain agendas or ideologies.

The researcher will use critical discourse analysis to unpack any symbols and allusions contained in any of the EMA awareness campaigns. The objective of critical discourse analysis is to uncover the ideological assumptions that are hidden in the words of our written text or oral speech in order to resist and overcome various forms of power over or to gain an appreciation that we are exercising “power over,” unbeknown to us (Fairclough, 1989).

3.9.2 Hermeneutics of interpretation

Comment [s35]: OK

Hermeneutics of interpretations particularly crucial to this type of study because much of the language used in Parliament has so many hidden connotations and is historically linked to earlier models of how to conduct Parliamentary debates. Ferraris (1996) defines hermeneutics as “the art of interpretation as transformation” and contrasts it with a view of theory as “contemplation of eternal essences unalterable by their observer.”

Hermeneutic analysis enables one to elicit an in-depth understanding of meanings of human practices, culture, works of art and texts. Bryne (1996) observes that, the “hermeneutic circle”, is the belief that the object under inquiry cannot be fully understood without examining the object in its context. It means in order to adequately understand a story, a brief digging it to its past and related issues may be necessary to come up with a holistic understanding of the matter.

3.10 Data Presentation

Data presentation used themes to lay down any material gathered from the research processes undertaken herein. To a lesser extent and where necessary the study will rely on the use of bar graphs, pie charts and tables to assist in shedding clarity to the subject area. Pie charts and bar graphs save the reader time by placing everything on the surface for first hand evaluations. This methods of data presentation are important for showing quantifiable data for the purpose of analyzing and explaining it in order to arrive at a shared understanding.

3.11 Conclusion

This chapter highlighted the research methods and methodologies used for data collection and data gathering in this research. It also reflected the research techniques as well as all other means that the researcher used to get information and to analyze gathered data. The methods and methodologies mentioned above were used to gather information on The Environmental Management Agency’s representation of environmental awareness communication campaigns taking into consideration the discourses which they employed, the signs and symbols and also the objectives behind selected campaigns.

Comment [s36]: OK

CHAPTER 4

Organizational analysis

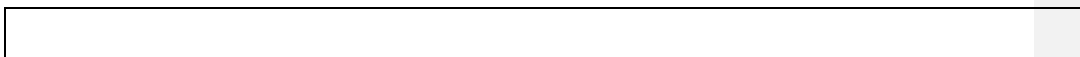
4.0 Introduction

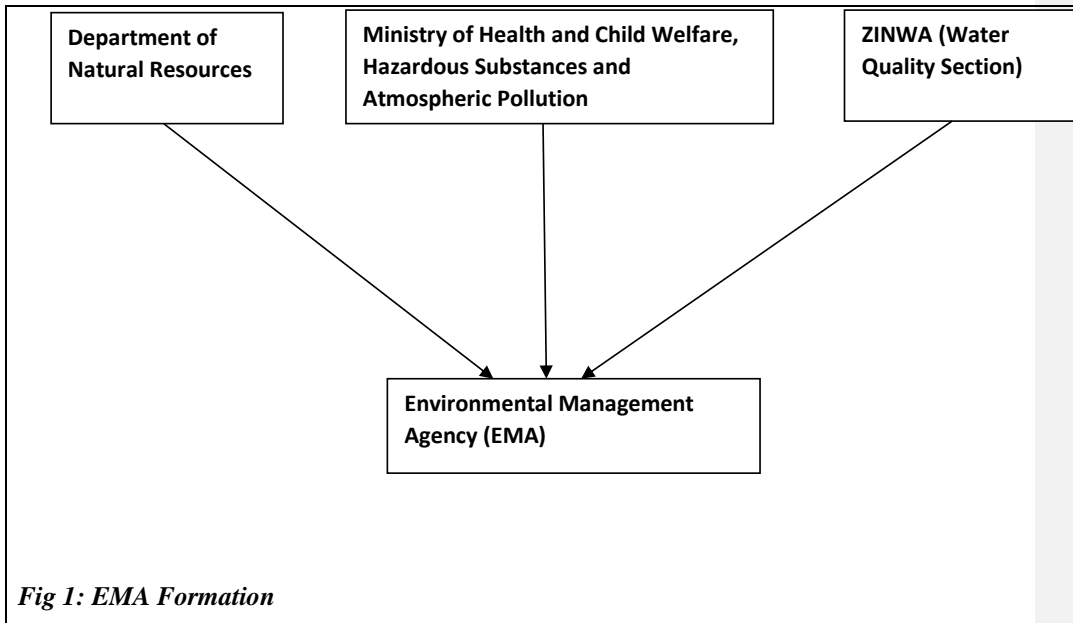
This chapter highlights the Environmental Management Agency's organizational analysis as well as its structure and organogram. It also reflects EMA's mission and goals, funding mechanism and how it runs as a government parastatal. The chapter includes EMA's organogram, its links with other organizations, background of the organization as well as how the organization works with the government as a parastatal.

Comment [s37]: Introduction too short

4.1 Organizational background

EMA was established under the Environmental Management Act (Cap 20:27) on the 17th of March 2003. This is a statutory body responsible for ensuring sustainable utilization, management and protection of Zimbabwe's environmental goods and the prevention of pollution and environmental degradation. It was formed through the merging of three different departments and units, which include the Department of Natural Resources and ZINWA Water Quality Section, as well as functions from other departments such as Ministry of Health and Child Welfare Hazardous Substances and Atmospheric Pollution Section.





The Agency has offices in all the 10 provinces and in 62 districts countrywide and they all report to the head office in Harare situated at Bluff Hill Industrial Park.

Comment [s38]: Nice diagram

Subject to the Environmental Management Act under section 1, the functions of the Agency are:

- To formulate quality standards on air, water, soil, noise, vibration, radiation and waste management.
- To assist and participate in any matter pertaining to the management of the environment; and in particular.
- To develop guidelines for the preparation of a national plan, environmental management plans and local environmental action plans;
- To regulate and monitor the collection, disposal, treatment and recycling of waste;
- To regulate and monitor the discharge or emission of any pollutant or hazardous substance into the environment;
- To keep records in the form of registers of all licences, and permits issued under this Act;
- To regulate and monitor the control of invasive alien species;

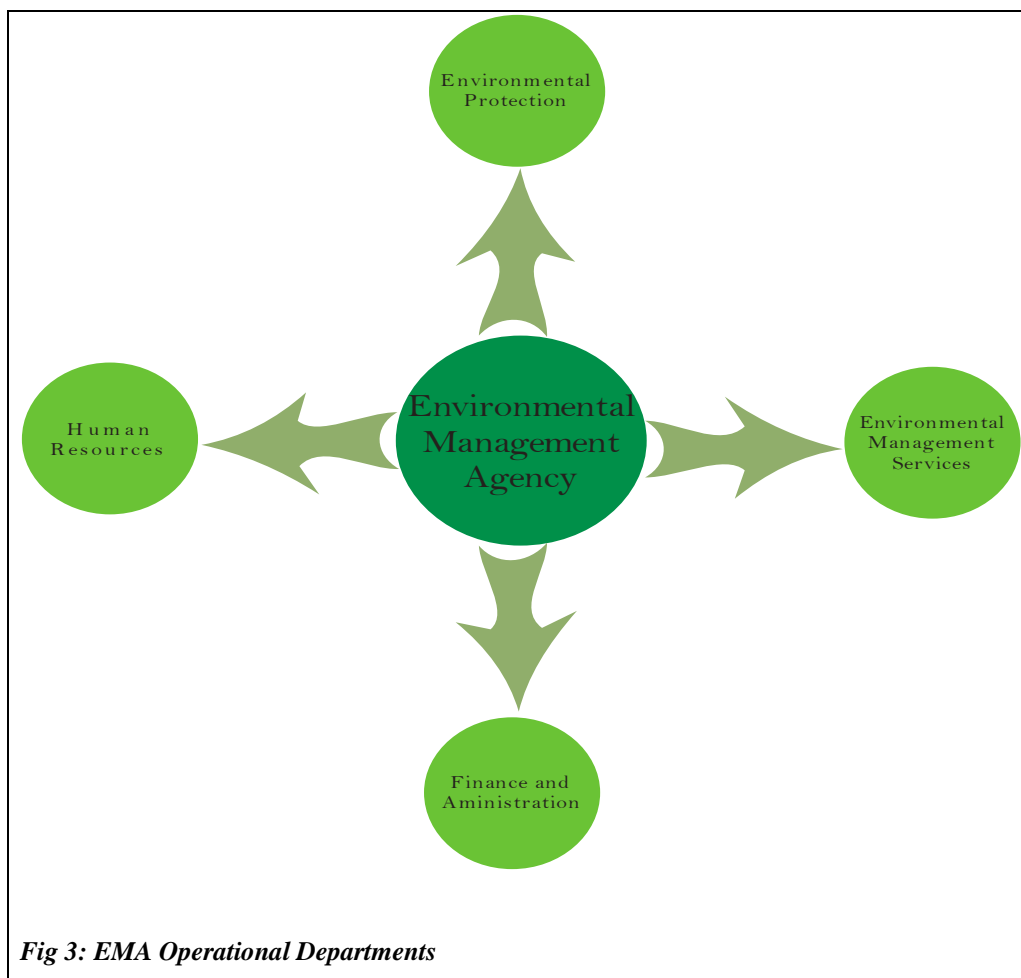
- To regulate, monitor, review, and approve environmental impact assessments;
- To regulate and monitor the management and utilisation of ecologically fragile ecosystems;
- To make model by-laws and to establish measures for the management of the environment within the jurisdiction of the local authorities;
- To develop and implement incentives for the protection of the environment;
- To co-ordinate the production of a report on the state of the environment every five years for the purpose of paragraph (c) of subsection (1) of section
- To undertake any works deemed necessary or desirable for the protection or management of the environmental where it appears to be in the public interest or where in its opinion an appropriate authority has neglected to do so;
- To serve written orders on any persons requiring them to undertake or adopt such measures as are specified in the orders to protect the environment;
- To carry out periodic environmental audits of any projects including projects whose implementation started before the fixed date for the purpose of ensuring that their implementation complies with the requirements of this Act

4.2 Environmental management agency's objectives

- To create an enabling legal framework for improved environmental management.
- To provide a reliable and easily accessible environmental information system for improved decision making.
- To be an effective, efficient and dynamic self-sustaining organization
- To ensure a clean, safe and healthy environment and the sustainable use of natural resources.
- To make EMA a financially viable and self-sustaining organization that is effective and efficient
- To promote environmental stewardship at all levels.

4.3 Organisational structure and set up

The Environmental Management Agency is composed of four operational departments namely: Environmental Protection, Human Resources, Environmental Management Services and Finance and Administration as illustrated in Figure report for each department is presented.



4.3.1 Environmental management services (EMS)

The Environmental Management Services Department offers Environmental Education and Publicity and Environmental Planning and Monitoring services to support environmental

compliance. The department is the information core of the Agency. It establishes environmental baseline records, constructs the aptitude of stakeholders' participation in environmental issues, and broadcasts environmental information through education and awareness campaigns and programmes for effective and competent natural resources protection and management.

4.3.2 Environmental protection unit (EP)

Environmental Protection Section (EP) is the law enforcing component of the Environmental Management Agency that ensures compliance with environmental regulations. EP is made up of two units the Environmental Quality (EQ) and Ecosystems Protection (EP) units.

4.4 Waste management

This is the unit responsible for managing waste from a merchandise's point of production, storage, collection, transportation until it reaches its disposal sites. The Agency monitors different types of waste which are medical waste, electronic waste, metals, glass, paper, and plastics. Under this section new waste management strategies were formed, of the new ones include that of prohibiting the manufacture and use of flimsy plastics in retail shops in Zimbabwe and the encouragement of the manufacture of shopping bags, thicker plastics, paper bags, shopping baskets and bio-degradable plastic bags which can be re-used. The section is therefore there to monitor and regulate the collection, disposal, treatment and recycling of waste. This section also issues out waste licenses to those who want to import, export waste and operate a waste disposal site or to generate any waste of approved quantity. The Waste Management Unit also carries out anti-litter activities for example clean-up campaigns and in supporting various Community Based Organisations (CBOs) in executing and implementing their waste reduction projects like manufacturing goods from waste as well as collecting waste for recycling and reuse.



Fig 5: Waste Management

4.4.1 Environmental Impact Assessment (E.I.A) Section

Environmental Impact Assessment (EIA) is an essential tool for integrating environmental and economic considerations in the planning process. The tool is also used to define, quantify and evaluate the potential, possible and known impacts of human activities on the ecosystem. The law requires that the assessment be conducted prior to the commencement of the project for all prescribed developments and the EIA process also regulates developmental activities in order to ensure sustainable utilisation of natural resources is recognised. The Agency after assessing the project’s environmental impacts is responsible for deciding whether to grant an EIA Certificate or not. For an E.I.A certificate to be issued to an individual or a company, first he or she or they must declare their willingness to meet the requirements needed to remedy the effects of their activities in causing environmental degradation or pollution and those of minimizing further deterioration of the environment

4.4.2 Ecosystem Protection Unit

The Ecosystems Protection unit centres on the issues which affect the environment due to human activities from the exploitation of natural resources. Throughout every year, the ecosystems protection activities concentrate on issues of veldt fires, deforestation, brick moulding, sand and clay abstraction, sand transportation, land degradation, wetland protection and stream bank cultivation in order to maintain healthy ecosystems

4.4.3 Environmental Quality Unit

The Environmental Quality operations consist of inspections that monitor air quality, water and effluent, solid waste, hazardous substances, whilst the laboratory provides the analytical service.

4.4.4 Ambient Monitoring

The Agency monitors the quality of ambient water in the country and the water monitoring points were established to enhance uniformity in sample collection and to establish water quality trends in rivers over a period of time. The water is then analysed in the EMA Laboratory (EMAL) to identify the indicators of pollution

4.4.5 Water, Air, Soil Quality and Effluent Disposal

This section is accountable for the drafting of standards of emissions of ambient air quality, effluent disposal, noise, vibration. It therefore comes up with conditions and procedures for air pollution control for both immobile and mobile sources. The unit also carries out soil sample tests for various clients who require information about the amount of contamination within their farms or residential areas, some for the water which they will be drinking and so on. Clients through the Effluent Disposal section are given licenses to dispose their effluent, whether its residue from an abattoir or a factory producing fruit juices and so on.

4.5 The Environmental Management Laboratory (EMAL)

The laboratory is a well-designed national institute for support and device on all aspects of water quality such as analysis, research, treatment studies and environmental quality information. The laboratory carries out both microbiological and chemical analysis.

4.5.1 Communication and Information Systems

In order to improve communication and information sharing with the Agency and it includes the department of Information and technology which has developed the EMA-Management Information System (EMA-MIS). This is software which is developed in house to manage all operations countrywide as well as environmental databases in all sections of EMA.

There has been provision of internet across provincial offices for easy and quick communication with the head office and research and each EMA station has local Area

Network (LAN) for file sharing. Some of the EMA offices have been networked using VSAT technology; this technology links the provincial offices departments directly with the head office and has helped in information sharing and communication. Networking has improved the efficiency and smooth running of the Agency in carrying out its duties and activities.

The Agency has also developed a database for managing and storing large amounts of data from all the departments whereby information from each and every section is fed into the database which is updated regularly. This has resulted in improved operations within departments and their transparency.

The Environmental Management Agency has come up with a web site, face book page, toll Free and WhatsApp account in order to improve communication and visibility with the global community. This in turn allows the Agency to communicate with the general public about the environmental issues affecting them and also their views and comments at a zero cost especially to the toll free line. Communication with external clients is done through circulation of files, where all the issues are first addressed to the Director General who then delegates the work to the responsible officer.

4.6 EMA's vision, mission and core values

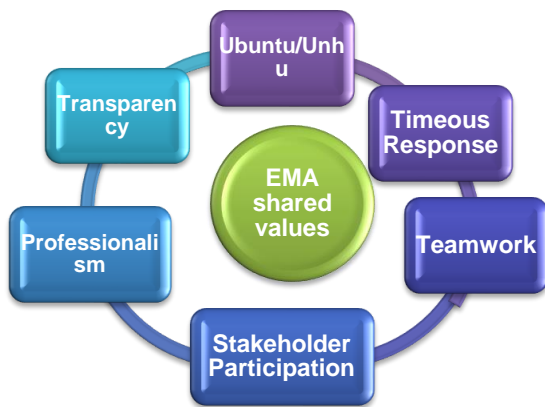
EMA revised its super-ordinate goals, being the vision statement, mission statement and shared values, so that they are fully aligned and applicable for the planning period.

EMA vision

VISION

A safe, clean and healthy environment supporting an empowered society and growing economy.

EMA core values



4.7 FUNDING MECHANISM

EMA is a government parastatal and it tends to have fewer funds to carry out its activities in the way as compared to non-governmental organisations like Environment Africa. This results in the scenario that when the visit communities for awareness campaigns and information dissemination, the meetings tend to have few people in attendance as compared to NGOs that provide fire beaters, bins to those who attend. Therefore if the campaigns are held the same day, NGOs tend to have a high turnout as compared to EMA due to this strong financial gap. EMA has got international funding partners which include Global Environment Facility (GEF) and Climate Change Adaptation Fund (CCAF). These fund EMA community projects for instance the consolidated gardens which they funded in 2016 in Chivi, Gokwe as well as Gwanda to mention but a few. GEF and CCAF also funded environmental projects which are natural resource based projects and they are embarked on as way of reducing the local people's over reliance on natural resource. GEF AND CCAF funded the projects which were implemented by the Agency and these include the small grains project, wetland protection, gully reclamation, waste management as well as bee keeping and consolidated garden projects. The Agency also has local funding partners which include UNDP through capacity building projects as well as Green Climate Fund (GCF). Green Climate Adaptation Fund, funds climate adaptation initiatives that is greening of the economy. EMA engaged UNICEF and managed to secure sponsorship for its schools debate competitions. UNICEF is supporting EMA by co-financing EMA debate competitions through providing money which caters for venue hiring, prizes, food, accommodation as well as fuel for participating schools. The money is disbursed through their implementing partner, POVO Africa.

4.7.1 Discussion

Funding in an organisation is crucial especially in environmental protection organisations so as to be able to deal with environmental challenges which may include illegal mining, land degradation, veld fires, poor waste management as well as water and air pollution. There might be a need for machines to close open pits, machines to stop fires, bins to place litter as well as chemicals to treat polluted water. The importance of funding in environmental organisations is supported by Resor (1997) and Curtis (1998) when they argue that in the years leading up to and immediately following the 1992 United Nation conference on Environment and Development, national environmental funds were seen as potentially important financing mechanisms for the implementation of environmental action plans and agendas. Starke Meyers (1995, 1997) Environmental plans are also said to offer new possibilities for public-private partnerships and decentralisation of decision making (Starke 1995; Meyers ;1997). According to GEF (1999) findings GEF which also funds EMA, is said to be one of the most important sources of financing in world wide.

4.8 LINKS WITH OTHER ORGANISATIONS

EMA's mandate is to ensure protection of the environment with stakeholder participation therefore EMA has extensive links with various organisations within Zimbabwe and outside. The Agency works with other organisations in ensuring protection of the Environment which include Forestry commission (FC), Allied Timbers, Zimbabwe Parks and Wild Management(ZIMPARKS), Zimbabwe National Water Authority(ZINWA), Meteorological Services Department (MET) as well as Food Agriculture Organisatio (FAO). Organisational links provide for diversity, new ideas and better thinking. Moreover we are now living in a global village where distance and space has been collapsed, so it is in the best interest of the organisation not to work in isolation, in this shranked world. EMA spokesperson Steady Kangata said that EMA works with different organisations which include churches, schools, industries as well as mines. In schools EMA is spearheading environmental educational debates funded by UNICEF. The Agency is also working in partnership with National Art Gallery of Zimbabwe Tavatose/ Sisonke visual art exhibition which is a project where by schools are invited from all provinces in to assist their students to create art works that reflect the theme of making use of waste. The exhibition is organised by the National Art Gallery of Zimbabwe with sponsorship support from EMA. The exhibition 's aim is to promote artistic

talent at a young age whilst focussing on specific areas of concern for the nation as well as to develop greater awareness of the importance of the causes of degradation in Zimbabwe.

4.8.1 Discussion

The information and communication department of The Agency creates and reinforces these links as it is the electronic media that has created the “global village”, which suggests that electronic media collapse the world into a village where we are aware of what is going on all over the world, all the time. EMA is part of the legal global village, where it enjoys various strategic partnerships. Organisational stakeholder relationships are important and it is also crucial to keep good relations in organisational-stakeholder relations as supported by Morgan and Hunt (1994) when they say that we should acknowledge that the central focus of studying any organisational relationship is the establishment, development and maintenance of relationships between exchange partner. Dwyer (1987) also supports the importance of keeping good relations in organisational-stakeholder relationships as he argues that an assumption has been made in much of the empirical and conceptual work that developing and maintaining relationships are desirable goals for both the stakeholder and the organisation. EMA ensures good relations with its stakeholders as it provides bins and brooms to churches when they have conferences or gatherings. The Agency’s public relations practitioner Joyce Chapungu also ensures good and mutual relations with the media as she prepares media alerts and send them to journalists for publishing and also invites journalists to their events which may include roadshows, Environmental days, clean up campaigns as well as environmental meetings and hearings.

4.9 Overall discussion

Eatwell (1987) says that offering a conceptual point of view, a dictionary of economic terms tells us that “political economy is the science of wealth” and “deals with efforts made by man to supply wants and satisfy desires”. The dictionary of modern economics defined political economy as the theory and practice of economic affairs. Stone and Harpham (1982) suggest that for political purposes, political economy is inseparably intertwined with many other branches of social philosophy. EMA cannot be excluded from the impacts of government policies and measures since it is a government parastatal under The Ministry of Environment, Water and Climate. The operations of the organisation are controlled by the government

through the Ministry of Environment under The minister Oppah Muchinguri. The government has enforced a reduction in the Environmental Impact Assessment fees (EIA). EIA is an essential tool for integrating environmental and economic considerations in the planning process. This indeed affected the organisation as a whole since this is where part of EMA's financing come from. The government law requires that the assessment be conducted prior to the commencement of the project for all subscribed developments and regulates developmental activities in order to ensure sustainable utilisation of natural resources is recognised. The Agency depends on donors for funding but now due to the government-donor associations are not able to fund developmental projects. Donors have reduced their support in EMA's projects and that's unfavourable. Developing countries, Zimbabwe included have put first infrastructural development for economic growth and poverty lessening than bio-diversity conservation hence government parastatals such as EMA are allocated insufficient capital base by government.

4.10 Conclusion

This chapter focussed on The Environmental Management Agency's organisational structure highlighting its historical background, funding mechanism thus how EMA gets financing, links with other organisations including all stakeholders as well as other companies, core business, mission, vision, mandate as well as government policies in relation to EMA. In this chapter the researcher also revealed the political economy of EMA, looking at ownership patterns as well as how EMA as a government parastatal works in conjunction with the government.

CHAPTER 5

5.0 Introduction

This chapter focuses on data presentation as well as data analysis through exploring how The Environmental Management Agency sent messages to the target audience, examining the discourse used in environmental campaigns, exploring how EMA portrayed issues to do with environmental awareness, signs and images used in awareness campaigns as well as investigating the objectives behind selected EMA campaigns and how they achieved them. The researcher analyzed 12 awareness communication campaigns which were conducted by EMA from 18 March to July 2016, some were published in The Herald and Chronicle EMA sponsored pages. The researcher highlighted this through themes which were drawn from research questions and linked this chapter with chapter 2 which include views according to other scholars.

5.1 Waste management, an issue of concern in Zimbabwe

Comment [s39]: Ok here

Comment [s40]: Numbering of themes

Comment [s41]: Theme is OK

EMA faced challenges in representing environmental awareness campaigns whereby they invited journalists from all media houses when they conducted awareness communication campaigns on waste management, veldt fire management, wetlands protection, air pollution, water pollution as well as land degradation. The circumstance that the media do not take environmental issues at heart is one of the challenges, these campaigns were only flighted in The Herald and Chronicle EMA sponsored pages in which they were published every Wednesday in the Herald and Thursday in Chronicle. The researcher investigated roles played by the media in particular, the norms of different media houses in coining campaigns will come under spotlight. Waste management in the streets of Harare since there no bins in the streets. EMA spokesperson Steady Kangata mentioned on an antilitter awareness campaign which was conducted in Harare that waste management has been an issue of concern in Zimbabwe for the past decade, particularly in the urban areas, growth points and rural areas. On this campaign EMA instructed vendors and shop owners to pick waste at the front of their work places but the challenge was that there were no bins to place the litter. This resulted in the creation of illegal dumps all over the streets of Harare with the largest illegal dumps being at fourth street rank, Copacabana rank as well as Charge office rank. EMA conducted 3 awareness campaigns in the month of March. The first one was a cleanup campaign by EMA in conjunction with ZRP and University of Zimbabwe on the 5th of March, the second one was conducted on the 11th of March “zero tolerance to litter campaign” in quadrant and the last one was zero tolerance to litter in buses which was conducted on the 27th of March. All of these campaigns were waste management campaigns, not even one of the campaigns conducted addressed the issue of water pollution which is one of the pressing environmental issues in Harare since Lake Chivero, Shagashe as well as Manyame river are badly polluted.

5.1.1 Discussion

The researcher needed to know the representation of environmental issues by EMA while the goal of this research is to assess the feasibility of solving environmental issues through awareness communication campaigns in Zimbabwe. The circumstance that the media do not take environmental issues at heart is one of the challenges, these campaigns being only flighted in two newspapers as a result environmental awareness only managed to spread in urban areas where there are people who have access to newspapers and afford to buy. Media as a force can play an active role in alerting people about environmental damages, corporate failure to meet its legal obligations, truthful analysis of new legislations and steps for protection and preservation of environment. Studies conducted by Arcury et al (1987);

Comment [s42]: OK

Ostman and Parker (1986, 1987); Brothers. Al. (1991); Hausbeck et al (1992); Chan (1996, 1999); Prathap and Ponnusamy (2006); and Kappor (2011) had also emphasized the importance of different types of media such as newspapers, radio, television, electronic or print in creating environmental awareness among the people of different communities belonging to urban and rural areas.

5.2 Zero Tolerance to Litter -EMA

Comment [s43]: Good theme

EMA covered a lot of environmental issues in Zimbabwe which include veldt fire management, wetlands protection, waste management, land degradation, air and water pollution. In a bid to explore the facets of the kind of symbolism and signs used by EMA on environmental awareness campaigns the researcher perceived they used jingles in their awareness campaigns. EMA spokesperson Steady Kangata revealed on an interview, “before we conduct the awareness campaigns, we made use of the road show vehicle around the areas which we will be based, playing environmental music “*Chengetedzai Nharaunda Igogara Yakachena*” meaning that “ensure protection and cleanliness of the environment”. The researcher needed to know the type of communication EMA engaged in awareness campaigns. EMA used 2 way communication whereby they gave room for feedback by providing EMA contact details in the jingles including their toll free for the audience to call for free when they have complaints especially when they urgently need EMA officers. From the observations which the researcher made by the time she was part of EMA, the campaigns were dominated by the use of music. Environmental music composed by the musician Dereck Mporu was used effectively on awareness campaigns. The songs include “*Marara Mumabhini*” meaning place litter in a bin, “*Mwari akasika miti*” meaning God created trees. Music thus edutainment was being used more effectively than talk shows on campaigns to spread environmental awareness since it was easier for audiences to keep the message in the minds after listening to an entertaining song than to someone involved in a serious talk. EMA jingles were Shona and English dominated. EMA also made use of slogans in their campaigns for instance “*Marara pesepese kwete kwete*” meaning no to litter everywhere. There is repetition of the word “*kwete*” which means “no” to emphasize zero tolerance to litter and poor waste management.

5.2.1 Discussion

The study perceived that EMA used different discourses and style in environmental information dissemination through awareness campaigns. Considering that EMA covered a lot of environmental issues in Zimbabwe which include veldt fire management, wetlands protection, waste management, land degradation, air and water pollution, the researcher discovered that it is necessary indeed that they make use of different discourses. Kazakova and Hwata scrutinize the discourse and power play of words used in environmental communication awareness campaigns. According to Wijetunge (2005) the developing world needs to acquire an awareness and sensitivity to the total environment and its allied problems. Communication programs may develop different strategies for helping people begin or strengthen environmentally friendly behaviors, or stop environmentally unfriendly behaviors. This is seconded by (Webb 2000, SCONUL, 1999 and Shrestha, 2002) each awareness strategy may require a different set of motivators, depending upon the context. The use of jingles by EMA in their awareness campaigns were used to emphasize the issue of protection of the environment being everyone's responsibility and also everyone's right. The domination of English and Shona jingles in EMA campaigns reflects lack of diversity and as a result they only reached Shona and Ndebele people when Zimbabwe comprise other dialects which include Nambia, Venda, Tonga as well as other races which include the Chinese, Indians as well as Afrikaners.

Comment [s44]: Use scholars and theories here

5.3 'Naming and Shaming' as an Environmental Management Principle

The researcher through participant observation during the time she was part of EMA, witnessed the use of signs, symbols as well as images in awareness campaigns. EMA made use of banners in all the 12 campaigns which the researcher used to conduct her research. They placed the waste management, pollution, contact details as well as veldt fire management banners around the venue of the campaigns. The banners were used effectively since the audiences could easily recognize them and attend the campaigns. EMA spokes person revealed that they employed what they described as "naming and shaming" whereby they made use of images of litterbugs and gold panners who got arrested for littering and illegal mining. They displayed litterbugs images as they addressed the students on 5 talk show campaigns which were conducted at Maranatha High School on the 11th of April, Churchill Boys High on the 23rd of April, Mabelreign Girls High on the 2nd of May, Budiriro High School on May 11 as well as Tynwald High School on the 28th of May. They also

Comment [s45]: OK, theme is good

posted images and videos through documentaries of arrested gold panners on social media thus on their facebook page labeled “Produce your Environmental Impact Assessment (EIA)” when they conducted climate resilience campaigns through community trainings in Mazowe. A total of 100 posters on veldt fire management and 100 fliers on waste management were distributed on each of the campaigns which were conducted in Warren park on June 5, in Kuwadzana 2 on June 12, in Kambuzuma on June 26 and Mfakose on July 9. It is intriguing that nothing was done to address the issue of water pollution which is one of the most pressing issues in Harare while concentrating on veldt fires in Harare urban when veldt fires are actually taking place in the rural areas which include Dombosahava, Bhora as well as Zvimba. EMA tends to narrow its attention to the urban and per urban centers while giving too much attention to waste management when there are other environmental issues which also need attention which include wetlands protection, water pollution as well as air pollution.

5.3.1 Discussion

Comment [s46]: OK

The signs and symbols were used effectively thus posters, banners to mention but a few, since the audiences could easily recognize them and attend the campaigns. Kazakowa (2016) argues that symbols are representations used only because people create them to be and the meaning is not physical, but abstract. The one who uses symbols knows what they mean; the one who receives them understands what they stand for, in other words, symbols are meaningful, they are not simply responses, but have meaning to those who use them. Images of the “naming and shaming campaign” of litterbugs were used effectively at the talk show campaigns done in the schools mentioned above to instill fear of getting arrested in students so that they practice waste management. Scholarly work from Kwashirayi (2012) and Collins (2009) dwell on the place of social media in the creation of awareness campaigns. The obtainable point of view being that, the discourse and symbols used in the creation of awareness campaigns differs depending on the medium used. Social media may require a more stylized and modernized communication pattern as opposed to something crafted for rural folk. The argument in this theme is that the medium used influences the message and the medium used defines its own target audience, in the above mentioned case the images of gold panners were not effective enough to instill fear in audiences since people continued to practice illegal mining due to high EIA fees charges by EMA as well as hunger which is caused by climate change in Zimbabwe.

5.4 Assessment of Environmental Impacts

Comment [s47]: OK, theme is fine

EMA wanted to achieve certain objectives through the selected awareness campaigns which they conducted. By conducting an EIA campaign in Mazowe, EMA intended to identify the environmental impacts of the development project and to clearly outline the measures to mitigate the negative impacts caused during the project construction and implementation. EMA spokesperson Steady Kangata said, “we did an EIA campaign to evaluate the project and determine its impact on the environment and human health and to set out the required environmental monitoring and management procedures and plans”. He also revealed that they also wanted to achieve the desired balance between development and environmental impacts before they occur. EMA had another objective of protecting the environment for the benefit of present and future generation and to participate in the implementation of the promulgation of reasonable legislative policy and other measures that prevent pollution and land degradation; The waste management campaigns which were conducted had an aim of ensuring minimization, reuse, recycling, energy recovery, incineration as well as disposal in a properly lined landfill. They were also meant to ensure stakeholder participation including retailers. Waste management campaigns were conducted with the intention of reducing negative impacts of non- biodegradable solid waste which include land and water pollution, harbors pathogens and vectors which promotes the spread of diseases such as cholera and typhoid as well as blockages of water and sewer drains causing flash floods in urban areas. EMA achieved some of the above objectives. They managed to ensure stakeholder participation through encouraging retailers to adopt the cradle to the grave principle thus the responsibility a company takes for the entire life cycle of a product, service or program to disposal or termination. They also encouraged them to organize regular cleanups to keep shopping centres clean as well as to form community based organizations and regularly cleanup residential frontage. However the challenges were that there are no bins in the streets of Harare, they continued conducting veldt fire management awareness campaigns in Harare Urban while veldt fires are actually taking place in the rural areas.

Comment [s48]: This needs to be discussed first, then

Provide an overall discussion section

5.4.1 Discussion

Jones (2014) however notes that environmental issues are affected by lack of economic viability so that continuous improvement in environment performance is supported by concurrent economic incentives. The Environmental Management Agency considered the

effects of illegal mining on the environment as well as risk of people's lives due to open pits left by illegal miners as they mine without EIAs and decided to come up with solutions to deal with this environmental problem in a way achieving their goal of ensuring protection of the environment. AFED (2014) further notes that any effort to reduce environmental risks to public health must consider the effects of continued urban development on the quality of the environment and on human health. The encouragement of stakeholders by EMA to conduct clean up campaigns during the campaign was to achieve EMA's mandate which is to ensure protection of the environment with stakeholder participation since it is everyone's responsibility to ensure a clean environment. Schramm (1964) cited in University Centre for International Studies (2003) that, communication can be used for social change which reflects that the environmental challenges being faced by the country which include veldt fires, poor waste management, illegal mining, water and air pollution can be solved through dialogue.

5.6 Overall Discussion

The Environmental Management Agency ensures protection of the environment through educating citizens of Zimbabwe about environmental issues through conducting campaigns. CARE (2009) points out that issues of the environment are being targeted from an educational angle, the goal is to instill in learners the knowledge about the environment, positive attitudes toward the environment, competency in citizen action skills, and a sense of empowerment. This is seconded by Mutakyahwa (2006) who argues that environmental education is a process of developing a world population that is aware of and concerned about the total environment and its associated problems, and which has the knowledge, skills, attitudes, motivations and commitment to work individually and collectively toward solutions of current problems and the prevention of new ones. The Agency's presentation of environmental awareness campaigns set agenda for the audiences' discussion and organize their world. This goes hand in hand with the agenda setting theory which highlights the pervasive role of the media in public systems. EMA influences how people think about a message through inclusion and exclusion and putting emphasis on certain environmental issues.

5.7 Conclusion

This chapter examined the different communication campaigns crafted by EMA and identified the signs and symbols as well as discourse used in EMA awareness campaigns. It

also highlighted the objectives behind selected EMA campaigns and how they achieved the objectives.

Chapter 6

6.0 Introduction

This chapter summarizes and concludes what the research has made the researcher to believe. It gives the summary of the findings of this study as well as the recommendations with reference to the problem of the research and objectives. Efforts have been made to collect data on EMA and environmental awareness communication campaigns. Different methodologies were used to assess the representation of environmental campaigns.

6.1 Evaluations and conclusions

In developing countries such as Zimbabwe, the nation is exceedingly dependant on natural resources and this dependence disturbs sustainable utilization of natural resources. This is evidenced by the existence of gold panners in Mazowe who are trying to earn a living through illegal mining as EMA spokesperson revealed, “we did an EIA campaign in Mazowe to evaluate the project and determine its impact on the environment and human health and to set out the required environmental monitoring and management procedures and plans”. In Zimbabwe the failure to give enough attention to environmental issues has led to a dramatic increase on environmental risk. After conducting this study the researcher came to the conclusion that the covering and representation of environmental issues in the media and also by EMA ought to be in a way that can it be effortlessly understood. The aim of the study was to examine the efforts made by EMA in environmental awareness campaigns, taking into account the discourses employed, signs and symbols used as well as the motive behind selected EMA campaigns as Steady Kangata revealed that they used different discourses in communication campaigns when he said “before we conduct the awareness campaigns, we made use of the road show vehicle around the areas which we will be based, playing environmental music “*Chengetedzai Nharaunda Igogara Yakachena*” meaning that “ensure protection and cleanliness of the environment”, as supported by Scholarly work from Kwashirayi (2012) and Collins (2009) when they suggest that the obtainable point of view being that, the discourse and symbols used in the creation of awareness campaigns differs depending on the medium used. The study uncovered that the Agency gives much attention to waste management and as result other environmental issues which include veldt fires, water pollution, wetlands protection as well as land degradation are being left out. Findings also revealed that organization addresses the issue of veldt fires through conducting awareness campaigns in Harare urban when veldt fires are actually taking place in rural areas. The use of music thus edutainment in awareness campaigns was more effective than serious talks by EMA officers. Also the use of symbols through on social media through the “naming and shaming” were also effective to generate awareness. This is supported by Kazakowa (2016) as he argues that symbols are representations used only because people create them to be and the meaning is not physical, but abstract. The one who uses symbols knows what they mean; the one who receives them understands what they stand for, in other words, symbols are meaningful, they are not simply responses, but have meaning to those who use them. Due to the use of only 3 dialects, EMA has failed to reach the rest of the nation thus the other 13

Comment [s49]: Use scholars and direct quotes from findings here

Comment [s50]: Scholars and directs quotes from findings

languages. The research also uncovered that shortage of resources is also restricting EMA in generating awareness since they only have company cars at provincial level while veldt fires at most take place in the rural areas where there are EMA officers at district level. The study revealed through interviews that over the past decade, veldt fires have been one of the environmental challenges in Zimbabwe and have destroyed over a million hectares of land each year.

6.2 Recommendations

Based on the findings of this study the researcher came up with recommendations to the Environmental Management Agency, the government as well as to the media so as to come up with solutions to deal with environmental issues in Zimbabwe. The Environmental Management Agency should identify awareness barriers, the organization should get funds for research and now with global development, new communication platforms such as the internet should be prioritized to promote research and growth therefore, EMA should introduce more funded projects to ensure diagnostic research. EMA should partner with the media to ensure sound and excellent representation of awareness campaigns. As an organization they should also pay enough attention to all environmental issues instead of focusing more on waste management. There is need for the Agency to address the issue of veldt fires in the rural areas which is where they are actually taking place. The Agency should share company cars amongst all offices including at district level. The organization should have more sponsored pages besides in The Herald, Chronicle as well as more sponsored programs besides on SFM. The government and EMA should reduce Environmental Impact assessment fees to reduce illegal mining. There is need for the government to provide bins to the nation as a whole, in order to reduce illegal dumps.

Comment [s51]: OK but surprisingly too long

6.3 Suggestions for the study

Considering that there are so many environmental challenges Zimbabwe is facing which include water pollution, veld fire management, poor wetlands protection as well as land degradation, it could be of interest to explore the reasons why EMA is focusing much on waste management when conducting awareness campaigns.

Comment [s52]: OK

6.4 Conclusion

This chapter summarized the research and gave recommendations to The Environmental Management Agency, the media as well as the government thus suggesting what the researcher suggests should be done in order to improve the representation of environmental awareness campaigns in Zimbabwe. The chapter also gave suggestions for the study thus what the researcher suggests could be of interest to those who would want to study the representation of environmental awareness communications campaigns in Zimbabwe.

Comment [s53]: OK

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