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FACULTY OF ARTS

DEPARTMENT OF DEVELOPMENT STUDIES

THE IMPACT OF CLIMATE CHANGE ON FOOD SECURITY IN WARD 8 OF CHIVI DISTRICT

By

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Approval Form

This dissertation, entitled “**THE IMPACT OF CLIMATE CHANGE ON FOOD SECURITY IN WARD 8 OF CHIVI DISTRICT**” by R114420Y meets the regulations governing the award of the degree of BSc Honours Development Studies of the Midlands State University and is approved for its contribution to knowledge and literary presentation.

Supervisor’s signature.....

Date.....

Declaration

I, **R114420Y** do hereby declare that I am the sole author of this dissertation. I also declare that I have followed the proper procedures in all my citations in accordance with the copyright and ethical requirements.

Signature.....

Date.....

Dedication

This research project is dedicated to my parents Mr and Mrs F. K Chitekairo.

Acknowledgements

Seeing only my name on the cover of this dissertation made me realise that many people have also contributed to the accomplishment of this research project. It is a delight to acknowledge those who have supported me through this study.

First and foremost, I would like to thank the Lord Almighty for the gift of life and strength which allowed me to undertake this research project.

To my supervisor thank you for bringing out the best in me. I was procrastinating a lot but you held my hand and pulled me through this piece of work. It was a golden opportunity to work with you! I will forever cherish your patience, guidance and support. May the dear Lord keep on guiding and strengthening you in the great work you do.

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Abstract

The purpose of this study was to improve the brand image and perception of studying music courses. The research was qualitative in nature which encouraged the researcher to carry out an Action Research in the department of Music Business, Musicology and Technology in quest to improve the brand image and perception of studying music courses. The study identified the different perceptions the public have towards studying BSc Music Business, Musicology and Technology Honours degree at Midlands State University. As a course of action the study then implemented a magazine entitled, “Chit Chat” to showcase the nature of this degree program and the various activities which are done in the department. This was so done to; showcase the different musical activities which are done in the Music Business, Musicology and Technology department so as to enlighten the public on what really goes on this department. The study was informed by the brand personality theory, bullet theory and the communication model. Being qualitative in nature, the study utilised face-face in-depth interviews, questionnaires and participation observation guides to gather information. Participants were drawn from the population using purposive sampling and stratified random sampling. The feedback from the public after publishing the magazine was positive, meaning that, marketing music using the print media is an important aspect to implement in music education.

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CHAPTER 1

1.0 INTRODUCTION

This study seeks to identify and discuss the different musical activities which are done in the Music Business, Musicology and Technology department at Midlands State University. A magazine will accompany this write-up. This write up together with the magazine will act as a store house of the Music Business, Musicology and Technology department activities which will eventually assist in the marketing of the department so as to improve its brand image and perception of this department at Midlands State University and the global village we reside in at large.

1.1 Background

During the pre-colonial period in Zimbabwe music was transmitted orally in societies from one generation to another by elders. The elders acted as transmitters of skills and knowledge concerning music. According to Zindi (2004), children learned music informally as they interacted with elders socially and politically. In agreement with Zindi (2004), the advent of Christianity however resulted in formal education, in which white owned schools were introduced in cities where music was taught. During this period, the discipline of music was a preserve for the white children in the country now known as Zimbabwe. Only white children had the access to musical instruments and received lessons on music in what were referred to Group A schools or from Colleges of Music. The music taught in these schools was generally western in nature. On the other hand, African music and musical instruments were not given much attention.

Upon the attainment of independence a lot of changes took place in the area of education. Colleges, especially teachers' colleges and music colleges began to offer music courses at the diploma and certificate level. Also a few schools which were not necessarily group A began to teach music too. Another development was that music was introduced in universities such as Africa University, Great Zimbabwe University, University of Zimbabwe and Midlands State University. Amongst these, the Midlands State University managed to establish the Department of Music and Musicology which has since been rebranded and changed its nomenclature to Music Business, Musicology and Technology (MBMT). It has produced more than three hundred graduates since its inception in the year 2003.

According to the Midlands State University Year Book (2017-2018), the nature of the MBMT degree program is well premeditated to produce exceptional, inventive, globally commended and resourceful graduates for the empowerment of the social order and creation of wealth. The degree program offers value training to students in music technology, performance, marketing and management in an effort to make them worthwhile in the music industry. In addition, the department has got a schedule of quite a number of music ensembles which include the; electric band, choir, folk choir, *mbira*, *marimba*, as well as African traditional and contemporary dance, which enable students to form their own bands/groups and come up with their own recordings. The MBMT department also takes part in music performances such as concerts, fund raising shows, public lectures, graduation ceremonies entertainment, recitals, road shows, talent shows and other social gatherings.

However, the researcher, as a student of this department since 2014, discovered that many people have wrong perceptions about studying the MBMT degree program at the Midlands State University and the same attitude extends to most the societies in the global village we reside in. It seems as if the public has the slightest idea of the nature of the MBMT department that is the curriculum. The public knows nothing about all the activities that are being done by students and staff members in the MBMT department as well as those that have graduated. According to Summer (2004) the implication of the negative perceptions by the public results in poor brand image of a product or service. This might be the reason why the department struggles to enrol fifteen students every semester as the University requires. As a result the department of MBMT needs to implement efficient music marketing strategies which can bring its brand and activities to the public's eye so as to boost its brand image and change people's perception towards the field of music.

According to Summer (2004) the two main factors that bring a musical work to the public's eye or attention are; great talent itself and good marketing strategies which are all unified by one main factor which is dissemination of their different activities through the mass media. According to Baran (2006), mass media is a very important communicating tool that allows for the mass dissemination of information. Harrison (2008) defines mass media as the technology that sends information to a large number of people which consist of the radio, television, books, magazines and just to name a few.

This research sought to promote the brand image of the MBMT department through a magazine as a music marketing strategy tool. The magazine will contain the different events

and activities which are being done by current and former students from the MBMT department at Midlands State University. Therefore, this write-up is going to be accompanied by a magazine as an expose' of the brand and activities that are done in this department.

jStatement of the problem

As outlined in the Midlands State University 2017-2018 year book, the MBMT degree program offers courses in music business, music technology, ethnomusicology, musicology and practical performance. It can also be noted that the department offers entertainment within the college and society at large at different functions. In addition, the different ensembles in the MBMT department host lunch hour concerts, participate in music festivals as well as hosting host seminars. Subsequently, it can be distinguished that students and staff members in the department are always excelling in the music industry by producing music in different genres, winning music competitions as well as representing the university and Zimbabwe worldwide in music festivals. However, all these good works are not fully exposed to the public's eyes such that they can get to appreciate the talent coming from the department. The statement of the problem is; how can the above mentioned activities which take place in the department of MBMT be brought to the public's attention in order to improve its brand image and perception

1.2 Objectives

The study was objected to:

- 1.2.1 Discuss the degree structure of the Music and Musicology department.
- 1.2.2 Identify the musical performances and other activities which are done in the Music Business Musicology and Technology department.
- 1.2.3 Identify notable achievements within the Music Business, Musicology and Technology department.
- 1.2.4 Design a magazine which contain activities and events which take place in the MBMT department.

1.3 Significance of the study

The magazine will be a communication tool in the department of Music Business, Musicology and Technology to the public. Duncan (2000) stresses the point that, communication is the window to success through different mediums such as the mass media. Magazines have revolutionized the music industry; therefore my research will be practically documenting activities in the Music Business, Musicology and Technology department. This

will build and maintain positive relations by other music industry stakeholders such as prominent artist in Zimbabwe. Hence, opportunities might be created for the students and staff members in the department.

Furthermore, the Music Business, Musicology department has the least enrolment of students at Midlands State University. Duncan (2002) says that mass media helps an organization or entity to inform the public of their existence. In agreement with, Impey (1992), magazines play an important role in marketing the music industry, in that, they scope out a larger populace in all geographical confines as printed media or as an electronically published media. The research report and the magazine will help in informing the global village we reside in about the MBMT department such that, some may get interested and decide to study this degree program. This means more numbers will be enrolled and the Midlands State University will have more profits from the fees paid. Again, the music industry will benefit from these large numbers which will enrol to study the degree program, as more professional artists will be groomed.

In addition, the magazine will motivate the students to work hard as those who have appeared in it would want to appear again, and those who have not appeared in the magazine would want to appear as well. Lastly, the magazine may be sold to raise income which can be used to fund other areas in the MBMT department and MSU at large.

1.4 Arrangement of chapters

After this first chapter which introduces the study, the Chapter Two reviews literature related to the study in order to show the gap which the research intended to fill. In addition, theoretical framework is included in this Chapter Two to strengthen the ground on which the study lies. Chapter Three focused on outlining the research methodology of the research that assisted the researcher in data collection. These comprises of the research method, research design, research instruments and population, sample and sampling procedures. Chapter Four presents and discusses the findings of the research or the data that was collected chronologically. This chapter will be making reference to the magazine. The last content is Chapter Five, which outlines the summary of the findings, conclusions and recommendations related to this study.

1.5 Ethical considerations

This study also paid attention to ethical issues as it involves the publication of personal information about people. All the information, photographs used, names and so forth were

asked for from the different participants in the research, this was so done in order to protect their privacy. Dominick (2011) outlines different cases to the offense invading someone's of privacy which include; revealing intimate details of a person's life and taking a true-life situation and fictionalises it as well as using someone's label, name and photographs without that person's direct permission.

1.6 Delimitations

There are different institutions in Zimbabwe which offer music courses like Great Zimbabwe, Africa University and Music crossroads. The study was however focused on the MBMT department at Midlands State University only because that is where the researcher was based as a student in the department. From all the mass communication tools which can be used for music marketing the study opted for the print media specifically a magazine as a strategy to showcase the activities which are done in the MBMT department. The magazine was restricted to report on events and activities from January 2018 to 30 October 2018 only due to the idea of timeliness which makes the activities in this period newsworthy.

1.7 Limitations

As an action research the study required a lot of time, therefore it was difficult for the researcher to balance the research with other lectures and activities at the institution. Interviewees and other informants in the study might have not responded truthfully to the interview questions and questionnaires being asked. In an even worse case, some of the informants who were unenthusiastic to answer some questions as well as allowing their pictures to be used in the compilation of the magazine. As the study involved the establishment of a magazine, high cost were encountered by the researcher to print the magazine.

1.8 Conclusion

This chapter focused on presenting the key studies which the study is grounded on and the gap which it intends to fill. It presents the importance of the MBMT department at Midlands State University and society at large. The chapter also highlighted other aspects of the research like the objectives of the research, research questions, ethical considerations, delimitations and limitations of the study.

CHAPTER 2

2.0 LITERATURE REVIEW AND THEORITICAL FRAMEWORK

2.1 Introduction

This chapter presents related literature to the research project of improving the brand image and perceptions of studying music courses by marketing the MBMT department using a magazine. The literature review seeks to outline the aspects which gave a base this study. Therefore the literature reviewed four main concepts: music education, music branding and marketing as well as mass communication. This chapter also presents three theories which guided the study, which are the; brand personality theory, Weaver and Shannon communication theory and bullet theory.

2.2 Music education

Reimer (2009) views music education as an area of study that deals with the teaching and learning of music in schools and institutions. According to Reimer (2009), students who study music are imparted with knowledge on the; history of music, different cultures and their music, music technology, music business, music therapy, music journalism and above all music performance. In addition he talks about quite a number of careers which one can pursue after studying music courses. These include being a; musician, music therapist, music teacher, stage manager, music promoter, music manager as well being a sound engineer or technician in broadcasting, video and film making

However, Mutukwa (2012:23) says music education is not really considered an academic field of study by the public. In his view, Mutukwa outlines that the public do not see music as a profession rather as entertainment which does not require any form of qualification but rather talent. In an effort to answer to the perceptions people have towards the music field, Mutukwa (2012) outlines that the chief reason of these attitudes towards music education is because the public lacks awareness what is really studied in the academia of music.

In Mutukwa's research paper of 2012 towards music advocacy, he suggested that more strategic promotions should be initiated in music education in order to eliminate the wrong perceptions people have towards studying music. Being informed by Mutukwa's (2012) suggestion, this study focused on implementing a magazine as strategic tool in the MBMT department which showcased some of the activities which are done in the department with the main aim of improving the brand image and perception of music education.

2.3 The branding concept

As noted from section 2.2 above, strategic promotion tools should be put in place to change the negative perceptions people have towards studying music. According to Summers (2004) there is need for the institutions to market their music talent and get it to the public's attention in cost-effective ways so that the brand music and perception of studying it can be improved.

Creating a strong brand is one of the most important things to do in the music industry. A brand is well-defined by Haig (2003) as a name, or design which gives identity to a particular product service. In other word a brand is there to differentiate an organisation's products and services other organisations. Communicating a brand evidently and fairly to the public spreads confidence and goodwill. According to Hapavikwi (2011), the triumph in constructing and attaining a strong brand image depends on an organisation implement of effective marketing strategies.

This entails that for a society to embrace a certain image in their minds of an organisation; they have to be exposed to that particular image all the time. This is why the study seeks to interact with the society by showcasing the different activities which are done in the MBMT department at Midlands State University through a magazine as a marketing strategy in order to improve its brand image and perception in the society.

2.4 Music marketing

Balmer and Greyser (2003) define music marketing as the practice of raising awareness towards one's music. In other words, music marketing involves the action of creating music, and sharing it with the target audience. According to Summer (2004), the main aim of music marketing is to; convey the value of one's music, remind followers of the existence of the music and to show them way to the music, through market communication. Communication is well-defined by Andersen (2001) as the human act of transmitting a message to other people and making it comprehensible in a meaningful way. Andersen (2001) shares the same view with Ottesen (2001) saying that, music marketing makes use of every marketing tool that is essential to promote music.

In principle, Balmer and Greyser (2003) outlines that strategic marketing in music addresses three main concepts which are; what to say, how to say it and who to say it to in order to create a large fan base, thus more sales. According to Balmer and Greyser (2003) a marketing strategy involves plotting out the musician's direction for the future, whether that will be in two, six or ten years. Strategic planning may also expose market threats that the

organisation may need to consider for lasting sustainability. In music marketing, the music artist already has a product ready to go which is his/her music. The music marketing strategies are then implemented to match the musician's music with the target audience in order to attain publicity.

Publicity reinforces cognizance of an artist and what they are all about. It gives the society an opportunity to get to know them a bit better. Statistics has presumed that an average person has to hear and see a band's name eight times before it starts to register in their mind. This means institutions which offer music education should create fan awareness, because if the public domain does not know what they are doing out there, there are no ways the negative perceptions of studying music will change. As Haig (2003) once conveyed; organisations live or die due to the power of their brands. The value of an organisation lies outside, more specifically in the minds of prospective consumers who decide if they will acquire a product based on how they see the brand. This means showcasing the activities and what is being studied in music institutions might help in improving the brand image of music and studying it.

Quite a number of strategies can be implemented in music marketing to attain a large fan base. These include:

2.4.1 Internet websites

Ellison (2008) defines a website as a group of linked web pages with multimedia content, usually characterised by a common domain name, and distributed on at least one web server. Websites can be made and maintained by an individual, group, business or organization to serve a variety of purposes. Summer (2004) outlines that, owning a website as a musician is of paramount importance as it makes the musician look professional and more focused about their career. In addition, Summer (2004) suggests that musicians require a website which will assist them in selling music or merchandising. The website acts as an online store which allows the target audience to buy music and other products that come under the name of the musician. In addition, a website is accessible at any time of the day or night and target audience can access music and other music material from this site.

2.4.2 Live performances

Isherwood (1998) defines a live performance as a live music show which is held by a single musician, musical ensemble in front of an audience. It involves a musician(s) singing, playing instruments or dancing to an audience. Examples of live performances include, concert,

music competitions as well as performing at wedding, party and graduation ceremonies. According to Summer (2004) live music shows allow musicians to have direct contact with their audience which enables them to connect and engage at a more personal level. This is because the audience are able to see the reality as the artist perform.

2.4.3 Exhibitions

According to Belseley and Chadwick (1992) an exhibition is an organised demonstration or presentation of selected items to the public. Exhibitions can be done through, trade shows, workshops and seminars within a cultural or educational setting such as; an arts centre, art gallery, grounds, library and exhibition hall.

Exhibiting different musical works of artists is a great marketing strategy as it is another a way of advertising. Commonly, exhibitions are open to a diverse mass audience that is the general public. They provide a platform to promote music talent and other services to a larger group that may have very little or no knowledge at all about this degree program. Exhibitions can also present a musician with opportunities to create an audience or fan database from the people who visit the display stand.

2.4.4 Social media

Social media involves the use of the world wide web-based social media sites to make contacts in the global village we reside in with customers, friends, family, classmates and client says Ellison (2008). Social networking usually occur for social and business purposes or both through sites or programs such as LinkedIn, Instagram, Facebook, Twitter, YouTube Pinterest and only to mention a few.

Music marketers use social networking for creating and building a following and enrich its relationships with consumers. Bush (2008) asserts that, social networking offers access to and interaction with new, recent and old audience. He adds on saying that, the sharing of images, videos or blog posts and comments on social media platforms enable the audience to react, visit the artist's website and become followers. This means, audiences may compliment the music artist's offerings and encourage each other to follow the musician. In addition, when the audience talk more about a music artist on social media, his/her music becomes a valuable brand to the society. As the brand grows stronger, the following of the musician grows bigger as well. This helps establish a music brand which is valid, authentic and trustworthy.

2.5 The development of magazines in Zimbabwe

According to Benson et al (2014), a magazine is a periodical publication that is printed or electronically published. According to the above mentioned author, a magazine contains feature articles of different topic or subjects which are enhanced by pictures. According to Dominick (2011), the pioneer magazines were printed in America, with the idea of warehouses; which store various literacy materials. Dominick (2011) says that a man called Andrew Bradford made the first magazine publication called the American magazine. This magazine covered both political and economic articles targeted at an intellectual audience.

Subsequently, the publication of magazines became the norm especially among the learned and they urban dwellers. As according to Dominick (2011), this was due to the high increase in the rates of literacy which made the society's starve for knowledge. The starvation for knowledge enabled magazines to become a popular cultural basic worldwide, including in Zimbabwe through colonialism.

According to the Embassy of Zimbabwe (2016), during the colonial period, the print media was small and under the South African British proprietorship like most other institutions. As according to the Zimbabwean Embassy, the Rhodesian media only chartered for the needs of the ruling white minority as compared to the black majority though sometimes it was published for the African elite. However, these were liable to be banned if they were seen to be daring to the white governmental dominance. In the period of 1960 to 1979 the print media was exposed to undisguised suppression such that the Catholic magazine, "Moto" was banned for supporting African majority rule.

However, the independence in 1980 came with the democratic constitution which granted freedom of expression and of the press. Press censorship was no longer acceptable and previously banned were now accessible for the public to read. The new government immediately eliminated foreign control of the print media. This then led to the development of magazines nationwide thus in; schools and colleges. This created the base for the researcher to initiate a departmental magazine in the Music Business Musicology and Technology department.

2.6 Writing magazine articles

Magazines are based on feature articles which render the writer opportunities to write more than just a shallow look at something. It offers the chance to discover the background to an issue, or the behaviour of a person behind a news event. According to Coutler (1998), a

feature story is a form of soft news, whereby a piece of writing has non-fiction writing about news. A feature story differentiates itself from other forms of non-fiction through value writing. The news stories are usually unforgettable because for their reporting is well crafted and they allow economy of expression. Feature articles cover immediate stories and the human-interest story. This is because they seek to notify and update the readers as well entertain and amuse them. A feature is assessed on its intrinsic worth in exactly the same way news story are evaluated, that is; is it newsworthy? Newsworthy is based on the judgements of the editors and reporters on what they think people want or need to know. According to Summer (2004) the judgements of the reporters and editors to take up a story is based on the; timeliness, proximity, novelty, consequence as well as if it is of human interest.

For a story to be called news it has to be new, if a story is being told for the first time, it is new to the readers or listeners and therefore it can be news. Events which occurred days or even weeks before can still be news, as long as that particular event has not been reported earlier. In the Music Business Musicology and Technology department quite a number of events take place and are not reported which makes them newsworthy. Sharing the same view with Dominick (2011), news can be viewed as a baked good that tastes best when served fresh, however, after a while it becomes stale and nobody is intent to the as it has now loosed its taste.

A lot of events are taking place all the time, but not all of them qualify to be news, even when they are being reported for the first time. Says Bush (2008), ordinary and regular things in life do not create news because they are already known and are not rare. Being of the same view with Dominick (2011), the classic definition of news is this: "Dog bites man" is not news; "Man bites dog" is news. However this definition, is biased, because, if dogs are eaten in in a certain community then it seizes to be news when a man bites a dog, as long as it is not raw. What is usual in one particular society may be unusual in another. Therefore, the content news tends to vary from society to another society, although in every society, whatever is unusual is likely to be news.

Events which have not been reported before and are rare may still not be of general interest to the humans. Somebody else's life looks to be interesting to other people because we recognise with other people, and that is part of what renders a story human interest, as an illustration, a fire burning down a ghost building does not have much human interest than a fire that burns somebody's home, leaving a that particular family homeless or even killing somebody. In

addition, people are more fascinated in famous people than in non-famous people, this is why unsung champions every so often remain unsung.

Another element which helps in measuring the newsworthy of an event is the aspect of significance or importance to human life. The information in the story should change lives as well pass the "so what" test, that is how does it matter to human life.

2.7 Theoretical framework

The study was informed by the Brand Personality theory propounded by Aaker in 1997 with main aim of finding out the perceptions people have towards a particular brand. The theory makes use of three main concepts namely; positioning, vision and culture and relationship.

The theory outlines that a brand should be designed well so that it occupies a unique place in the mind of the target audience. According to Kapferer (2008), brand positioning outlines how a particular brand is distinct from other brands of competitors as well as how it is perceived by consumers. This implies that positioning sets away that particular product from competition of other brands.

The brand culture is focused on explaining from where the product is derived so that the consumers will appreciate where it is coming from and where it seeks to be in future. De Chernatony (1999) outlines that, a brand requires a vibrant and clear vision that well-defines the direction of what the brand wants to achieve. This is chiefly done to improve the communication between the consumers and the organisation towards their brand image so as to reduce misunderstandings. Chernatony (1999) explains that an organization needs to review brand culture so that a strategy can be developed for reaching consumers.

Relationship is well defined by Blackston (1992) as the feedback from consumers through their attitudes towards a brand and the brand's attitude towards the consumers. This implies that consumers' opinions play a very significant role in the brand communication process. In support of the view above, Meenaghan (1995) suggests that organisations need to involve brands into the world of the consumer in order to gain a magnetic relationship between them. Moreover, De Chernatony (1999) explains that the relationship and increased interaction can boost the innovation and success for the brands, considering the organisation gain furthered understanding of the consumer.

This implies that, if the MBMT department positions itself well in minds of the audience, have a brand culture and create a relationship with the public it can improve its brand image.

This study is also guided by the Shannon and Weaver model of communication which shows the flow of messages between a sender and a receiver. This model is designed to improve effective communication between a sender and a receiver. The model suggests there are six concepts in the communication process which are; sender, encoder, channel, decoder, receiver and noise. These concepts are shown in the **Fig. 2.1** below:

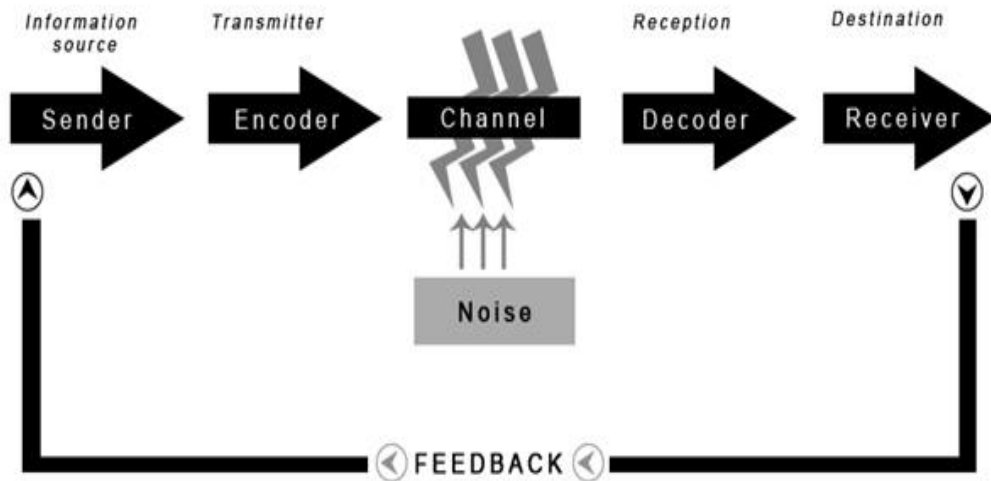


Figure 2. 1 *Shannon weaver model*(source <https://s1.wp.com/i/favicon.ico>)

Sender

It refers to the person who originates the message to be communicated. The sender selects the desired information to be communicated. In this study the sender is the Music Business Musicology and Technology department, which sought to report on the various musical activities it is associated in.

Encoder

This involves the way a suggested message is transmitted. In this particular research project, the message was transmitted through written symbols and photographs.

Channel

The channel in the Shannon-Weaver model is the tool which is used to deliver the message. In this study, the communication device was a magazine.

Noise

According to Weaver and Shannon, in the course of the communication process messages may be disturbed or affected by internal or external noises. These factors affect the communication flow such that the receiver may not receive the correct message which was sent by the sender. In this study, the noises may include typing and printing errors.

Receiver

This is the endpoint of the message from sender. The receiver is the person to whom the sender was trying to communicate. In this study, the receiver encompasses of the following:

- Students in the Music Business Musicology and Technology department.
- Staff members in the MBMT department.
- The Midlands State University at large.
- The global village we reside in at large.

Building up from the Shannon and Weaver communication theory, comes a mass communication theory called the hypodermic needle and beyond. The theory was propounded in the 1920s with the belief that, media messages have strong effects on the audience as they directly inject the meaning of a message strategically in the mind of a person. According to Dominick (2011) the hypodermic needle approach or bullet theory outlines that a sender, designs a message with a specific meaning that is then injected or shot into beings within the mass audience. Usually, businesses or organisations use the mass media channels to send their messages to the consumers in order to directly influence potential customers.

The theory suggests that, the media is very influential in creating meanings for people through the publishing media like magazines. This study was therefore guided by this theory with the aim of injecting positive views towards the Music Business Musicology and Technology department in order to improve its brand image and perception.

2.8 Conclusion

In this chapter the researcher discussed literature centred on improving brand image and perception of an offering in organisation, the need for mass media tools to relay information to the public paying particular attention to a magazine which is the heart of this research. The theoretical framework guiding this study include the; brand personality theory, Weaver and Shannon communication model and lastly the bullet theory.

CHAPTER 3

3.0 RESEARCH METHODS AND METHODOLOGY

3.1 Introduction

This chapter outlines and discusses the methodology which was applied in the study. This includes information about; the research method, research design, research population and sampling technique as well as the research instruments and data representation and analysis method used and why these approaches.

3.2 Research design

This study employed the action research design inquest to answer to the chosen purpose and research question. According to Yin (1994), an action research involves an organization or institution initiating a certain concept with the aim of improving their strategies, practices and knowledge of the environments within which they operate in. This study is introducing a magazine as a course of action in the Music Business Musicology and Technology department at Midlands State University so as to improve the brand image and perception of studying music courses by exposing the different activities they undertake in the department. Kurt Lewin in 1944 coined action research and described it as a social response approach in which an action is initiated to fill a certain gap. In his paper Kurt Lewin suggested that an action research uses spiral of steps which is composed of a sphere of planning, action and fact-finding about the result of the action. The spiral steps are shown in fig 3.1 below:

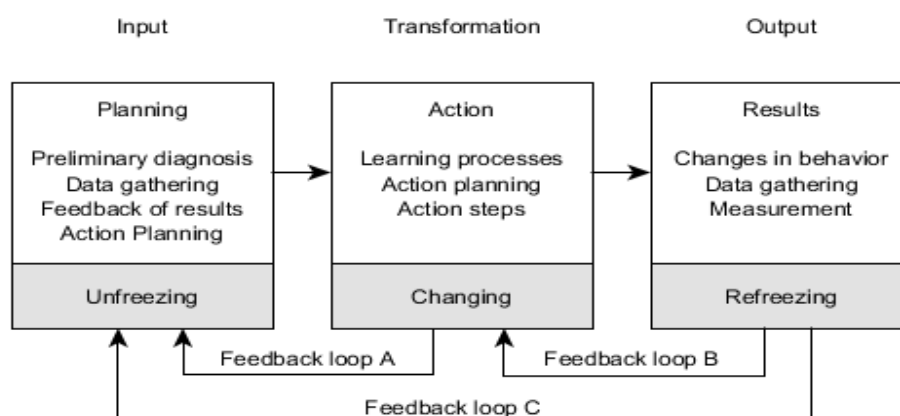


Figure 3. 1 Action research spiral steps

[https://upload.wikimedia.org/wikipedia/commons/9/97/SystemsModelofActionResearchProce
ss.png](https://upload.wikimedia.org/wikipedia/commons/9/97/SystemsModelofActionResearchProce
ss.png)

According to Fig 3.1 above, the action research spiral or cycle begins with a sequence of planning actions. Yin (1994) says that, the key features of this stage include an initial diagnosis of the problem, data gathering, feedback of results, and joint action planning. Sharing the same view with Kurt Lewin (1994), this is an unfreezing phase whereby the researcher becomes cognizant of problems in the organization and understands it may need an action initiative to bring change. This study identified a problem and gathered data concerning the poor brand image and perception of the Music Business Musicology and Technology department in the public's eye and provided recommendations on how to solve it.

The second stage in the spiral steps of action research is the action itself as shown in Fig 3.1 above. According to Kurt Lewin, this is the transformation stage because it involves the initiation of an action to the problem identified in the first stage. The action which was initiated in this study was to showcase or expose some of the different musical activities which are done in the Music Business Musicology and Technology department through this write up which is accompanied by a magazine. This action is meant to improve the brand image and perception of this department in the public's eye.

The third stage of action research is the output or results phase as shown in Fig 3.1 above. This stage embraces the actual changes in problem resulting from the action which was implemented. According to Yin (1994) it is the feedback which shows how the action implemented was successful. This research is gaining feedback from this write up and magazine through. The author of this study identified a gap in the Music Business Musicology and Technology department as outlined and above and decided to act on this gap and see the results from it.

3.3 Research method

This study made use of the qualitative research method to show how the brand image and perception of the Music Business Musicology and Technology department can be improved by exposing some of their musical activities to the public. According to Bryman and Bell (2007), a research method is the way in which researchers choose to tackle a research problem. In principle, Bryman and Bell (2007) outlines that, there are two typical angles which can be used to conduct a research; qualitative and quantitative research. The easiest difference between the two is that the quantitative research makes use of measurements and qualitative research does not.

This study is non-numeric research as it involves gathering information. As according to Bryman (2012) qualitative research method is a more appropriate approach to use when collecting data because it is focused on evaluating data gained from data collection. However Mack et al, (2005) outlines that, qualitative research is criticized for its dependence syndrome on partiality, generalization and its lack of transparency due to the point that academics and their sample choice and data gathering methodologies are not continuously clear. However, the research qualitative research is an appropriate approach for this study because the research does not deal with numbers but rather tries to improve the audience's attitudes and perceptions of studying music courses.

3.4 Research instruments

The study made use of questionnaires, face-face in depth interview guide, participant observation guide to collect data from the population mentioned above.

3.4.1 Questionnaire

In this study, a questionnaire was used to obtain the different perceptions of people or the public towards studying Music Business Musicology and Technology degree program. The questionnaires laid a foundation for the in-depth interviews. The results which were obtained from the questionnaires influenced the areas which were covered in the magazine as the articles tried addressing these attitudes and perceptions.

The questionnaires included mostly closed-ended questions with a follow up of some open-ended questions. The researcher was interested in knowing the public's view towards studying music courses Therefore, the questionnaire presented closed-ended questions with response alternatives of a "YES" and "NO". These typical questions were regarded most suitable for the study by the researcher because the questionnaire was handed out to a large number of people, thereby allowing the collection of quite a number of views towards studying music courses. Making considerations to the time frame of the study, questionnaires were most appropriate because they made it easier for the researcher to collect the data and analyse it. The open-ended questions which were included as a complement to the questionnaires, gave respondents the opportunity to express opinions, beliefs and attitudes. This provided the study with supplementary information about the Brand image of the Music Business Musicology and Technology department and made it easier to identify gaps.

3.4.2 Interview guide

The study made use of the interview guide to carry out face -face in depth interviews as a way of gathering detailed information to use in writing features for the magazine which helped in showcasing the various activities which are done in the department of MBMT.

In depth interviews were carried out face to face in order to create rapport between the interviewer and the interviewee. The participants determined where they wanted to be interviewed. Most of the participants were interviewed at the university premises. This created a favourable atmosphere for the participants as they responded to the research questions freely. In addition, it allowed the researcher to take note of the non- verbal cues which comprehended the discussions. The non-verbal cues included the body movements, body orientation, tone of the voice, facial expressions and even the way one is dressed.

3.4.3 Observation guide

This study also made use of the observation guide to collect or gather data. The observation enabled the researcher to observe students and staff members perform at different events in their natural settings as a participant observer. Collecting data using the observation guide was quite an advantage to the researcher because she was involved in some activities, which presented her with the background context and a greater understanding of what's being studied.

3.4.4 Documents

This research also made use of different documents like public records, personal documents and physical evidence to collect data. According to Bowen (2009), documents are very good tool for collecting qualitative data as they give the researcher a voice and meaning around a particular area.

3.5 Procedures for data collection

3.5.1 Population

The targeted population for this study comprises of students and staff members in the Music Business Musicology and Technology department at Midlands State University as well as alumni students from the MBMT department. According to Du Plooy (2009) a target population is an audience to which the researcher wants to draw outcomes from. All analysis elements which were used in the research are part of the research population.

3.5.2 Sample

As outlined in the section above, the research had three target populations: current students in the MBMT department, alumni students from the department as well as staff members. These three populations were however viewed to be too broad to be encompassed in the study. Sharing the same view with Dariush (1999), a sample should only be utilized if the populace is too large, because a sample loses its validity of the outcomes. Subsequently, due to financial and time limitations it was unmanageable to carry out a research including the entire population. Therefore, the author chose to use a sample for the three population using different sampling techniques outlined in the section below.. Bryman and Bell (2007) outlines that sampling starts with defining the population and thereafter deciding on the sample size

3.5.3 Sampling Technique

This study made use of the simple random sampling technique to collect the different perceptions people have towards studying the BSc Music Business, Musicology and Technology Honours degree. Being informed by Welman et al (2005), in random sampling each member of the entire population have the same chance of being selected as sample. Therefore, the different people around the MSU campus had the same chance of being selected. Fifty questionnaires were responded to by different people and eight in-depth face to face interviews were carried around campus to collect the views of people towards studying the MBMT degree program.

The study also used purposive sampling during the course of the action to gather information to compile magazine articles. According to Saunders et al (2007), purposive sampling is used when a researcher seeks to examine certain aspects and reaches out research participants who certainly cover that full range of perspectives.

The study applied both the probability non probability sampling techniques to collect data. However, the research was chiefly centred on non-probability sampling as it saves money and time since a few are chosen to represent the whole. Du Plooy (2009) outlines that there are two main approaches in sampling which are probability and non-probability sampling. He defines probability sampling as a method of using every single participant of a populace to represent the target people. Furthermore, he defines non probability sampling as the approach which chooses a part of the populace to represent the whole target population.

3.6 Data analysis and presentation

In this study, the data gathered during research was presented and analysed qualitatively in a way that showcases some of the musical activities in the Music Business Musicology and Technology department in order to improve the brand image and perception of this music department. Parahoo (2006) defines data analysis as a means of generating sense from information before presenting it in a comprehensive manner.

This study presented the musical activities which are done in the Music Business Musicology and Technology through a magazine which has articles enhanced by photographs. As according to Parahoo (2006), presenting data encompasses of the pictorial illustrations of the data by using graphs, charts, maps and other techniques. These techniques assist the visual aspect to data which makes it much more comfortable and quicker to understand.

3.7 Conclusion

This chapter provided a detailed explanation of each step conducted in the study. It included information on everything from the researcher's logical approach to data collection to analysis and presentation.

CHAPTER 4

4.0 DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The main aim of this chapter is to answer the research questions stated in chapter one, as well as to meet the objectives of this study. Therefore, the chapter presents the background of the MBMT department which includes the development of the department, student requirement process, nature of its curriculum, various achievements which are being experienced in the department. In addition the chapter presents the different perceptions which people have towards studying The Music Business Musicology and Technology. The chapter further to improve its brand image and perception in the public's eye. The last section of this chapter presents the editorial policy of the magazine.

4.2 Development of the MBMT department

“Midlands State University started offering the BSc Music and Musicology Honours Degree in 2003”, as indicated by one of the longest serving lecturers in the department. According to the Midlands State University year book (2017-2018), the BSc Music and Musicology Honours program was well developed to produce outstanding, innovative, universally commended and resourceful graduates for the development of the music industry and the global village we reside in. The Music and Musicology degree program was designed to offer quality training to students in music technology, performance as well as marketing and management courses. Later on, the department curriculum started to incorporate music ensembles or bands which included the; electric band, choir, folk choir, mbira, marimba, as well as African traditional dance.

In 2012, the Music and Musicology department considered rebranding the degree program so as to enhance the skills and knowledge of students in the field of music. According to one of the staff members in the department a rebranding comity was formed in order to come up with ideas on how to rebrand the department. The chief reason of rebranding the Music and Musicology degree program to MBMT was to adapt to the ever growing and changing aspects of the music field and technologies. In addition, rebranding the name of the Music and Musicology department was meant to improve the degree's reputation and image. According to Summer (2004) a fresh new brand to a curriculum can also bring a positive energy to an institution both inside and out. Fortunately, in 2015 the Zimbabwe Council for

Higher Education (ZIMCHE) approved the rebranding of the BSc. Music and Musicology Honours degree to BSc. Music Business, Musicology and Technology Honours degree which started operating in the 2016 March intake.

4.3 Recruitment process

According to the 2017 Midlands State University Year book, the University and Faculty of Social Science degree has three models of entry which applicants should meet for them to be enrolled to study the BSc Music Business Musicology and Technology Honours degree. The first one is the normal entry which requires an applicant to have at least five Ordinary Level passes including English language and any two Advanced level passes in the arts, commercial or science subjects. The second one is the special entry; it requires the applicant to have a diploma in music or an equivalent qualification. Such candidates may be exempted from certain modules at the discretion of the department. According to one of the lectures in the department, the special entry model is the one which makes the department enrol large numbers.

Mature entry is the third model which is used to enrol women applicants who are above the age of twenty-three and male applicants who are above twenty-five to study MBMT. The model requires candidates to have at least five Ordinary passes with including English, applicants are then shortlisted and called for an interview at the University. This is done to consider if the applicant is suitable for admission into the Midlands State University to study a Bachelor of Music Business, Musicology and Technology Honours Degree.

4.4 Structures in the MBMT department

The department of Music Business, Musicology and Technology department has a functional organizational structure which allows easy circulation of information and flow of activities such as task allocation and supervision. The functional organizational structure of the MBMT department is meant for the achievement of the department aims. According to Weber (1948) the term organizational structure refers to the way people are grouped in an organization with clear channels of hierarchy. The MBMT organisational structure encompasses of the chairperson, full time and assistant lecturers, technicians, secretary, society and the rest of the students. Refer to page 6 of appendix A for the current staff members and their positions in the MBMT department.

The Chairperson is the overseer of the MBMT department, who acts also as a primary representative of the music discipline in the Faculty of Social Sciences. Reimer (2004) sees a chairperson as manager in a specific area of study who strives to attain the set objects and goals of the department. A chairperson is responsible for driving the department curriculum, by supervising if the proper curriculum is being implemented in lectures. The chairperson is also responsible for communicating departmental needs and desires to the Dean in the Faculty of Social Sciences. According to Reimer (2004) a chairperson should also act as a supervisor to the department budget, record keeping, and the request of supplies, equipment and any other instructional materials which make the teaching and learning process possible.

The secretary is the individual behind every single administrative schedule organized in the department. The secretary schedules the various MBMT meetings between the community, institution and other internal and external stakeholders. According to Hall (2016) a secretary undertakes all general office duties like responding to telephone inquiries, record keeping, mail and journal entries. The secretary also organizes suitable documents for communication within the department. In addition, students collect their registration forms at the secretary's office. In general the secretary is there to ensure that the MBMT department operates in a constantly organized way every day.

Full time lecturers and assistant lecturers are the teachers of the MBMT curriculum. Furthermore, the department has technicians who are responsible for installing, monitoring, repairing and replacing different music equipment and materials as well as the up keep of lecture rooms and the music recording studio.

To enable proper channels of communication between the students and the staff members, the department of MBMT has a student society which is advised by one of the staff members. The elections for a new committee are run at the beginning of each year to fill in the posts of patron, president, vice-president, secretary, treasurer, publicity officer, work related officer as well as two committee members. The students choose a patron from the lecturers and the rest of the committee from any student in the department who they feel they can represent them well. To see the current running society of the MBMT department turn to page 7 of Appendix A.

4.5 The nature of the MBMT curriculum

The curriculum of the MBMT degree program is well developed to offer courses in music technology, music business, music education, music performance, musicology and ethnomusicology. In addition, the curriculum has co-curricular activities called musical ensembles, which encompasses of the choir, electric band, marimba, mbira and traditional dance. Moreover, student and lecturers in the MBMT department are encouraged to form their own clubs or musical group as a way of initiating into practice the knowledge and skills they would have acquired during the learning process

4.5.1 Music technology

Quite a number of modules are offered in the field of music technology in the MBMT department. According to Brown (2000) music technology involves the use of technological devices by musicians or composers to create perform or analyze music. The different music technology modules in the MBMT are concerned with the use of technology devices to; create new sounds, perform, record, program sequencers as well as to mix and reproduce music. To enhance the teaching of the different music technology modules, the Music Business Musicology and Technology have managed to set up a music recording studio, in order to enable students to acquire practical skills as well.

Brown (2000) defines a music recording studio as a specific facility that is used for musical sound; recording, mixing, audio production of instrumental as well as vocal musical performances. According to one of the music technology lecturers Dr. R. Muranda, renovations have been made to the MBMT music recording studio in order to deal away with the acoustics of sound when recording which affect the general output of sound to be produced. Images showing the structure of the studio can be found on page 20 of the magazine.

Runstein (2014), points out that, music technology programs should train students for professional careers in; computer music, sound engineering, mastering as well as audio-visual production and post-production. The MBMT department has managed to train viable individuals to work in the field of music technology in the above careers mentioned by Runstein (2014). To see some of the individuals who are doing well in the music industry, in music technology field and were trained in the now called Music Business Musicology and Technology department, refer to page 12 of the Advocacy magazine.

4.5.2 Music business

It said by Summer (2004) that, musical talent alone is not certainly enough for one's success in the music industry. This is because the musical talent has to reach the public using the most cost-effective ways which will make the musician attain high revenues. This means that, a musician should be business minded in addition to the music talent. According to Haig (2003), the two main concepts in the music business; are music management and marketing.

One of the lecturers in the department said that the degree program seeks to impart students with the best knowledge and skills in music management and marketing as they are the spine of successful musicianship. This is because the different modules in music business are concerned with teaching students to unite musical talent, culture so that the general public promotes music brands. Music management modules equip students with knowledge on how to deal with the negotiation of business deals with different stakeholders in the music business like publicists and record labels. Students are also imparted knowledge on how to organize and coordinate activities like administration, live shows management and booking musicians in order for the music artist to achieve defined objectives.

Modules to do with music marketing are also offered in the MBMT department. Students are given knowledge on how to raise awareness of an artist's musical works to the public. According to Balmer and Greyser (2003) a music marketing strategy is a marketing plan aimed at increasing the knowledge and sales of an artist's music to the public. It can be noted from the above definitions that, music management and music marketing work hand in hand as they are the basis of music business.

4.5.3 Music performance

The field of music performance in the MBMT deals with the learning of various African and Western instruments. Music performance seeks to teach students to present a piece of music, dance or both for entertainment, teaching others as well as a form of expression. The different modules in the field of music performance are meant to teach students how to play musical instruments, sing and dance. These include marimba, mbira, voice, recorder, keyboard, piano, saxophone, violin and viola. In addition, there is a module which teaches different traditional dances of Zimbabwe. Students are given basics of these different musical instruments in the first year and first semester of second year. Students then choose one major and minor instrument in second year from the African and Western instruments they would have learnt.

4.5.4 Musicology

According to Solie (1995) musicology refers to the academic study of music in its historical setting, composition aspects and listener's view. The different modules in the field of musicology cover the study of different; music genres from all over the world, musical forms and the development of music notation, elements of music and music theory, composers, musicians and performers as well as how music is perceived by different audiences.

4.5.5 Ethnomusicology

The MBMT degree program also offers quite a number of modules in the field of ethnomusicology. Nettle (1954) defines ethnomusicology as the study of all aspects of music and music making process from a cultural and social angle of the people who create it. The modules in the field of ethnomusicology are concerned with imparting students with knowledge on the different music cultures of the world. In addition, these modules seek to enlighten students on the interrelationships between a society, culture and music. According to Barret (2004) careers in the field of ethnomusicology include working as; museum curators, archivists, music historians, music librarians, cultural anthropologists, cultural affairs directors and arts council directors.

4.5.6 Music education

The MBMT department also offers courses associated with the teaching and learning of music in schools and different institutions. According to Reimer (2003), music education deals with the acquisition of musical knowledge, development of musical skills and music appreciation and sensitivity. Music education relates to all the fields of study in music like music technology, music business and musicology. Music education involves one sharing their passion for music, with other people like children and young adults Barret (2004). To thrive in the field of ethnomusicology one should have a broad knowledge of music in order for them to share with others the knowledge in the most efficient ways. Through study, the researcher found out that, the MBMT department has managed to train students to pursue different careers in the field of music education. These include being a public school music teacher, private school music teacher, music lecturer, choral director, band director, private music instructor as well as being a music director only to mention a few.

4.6 MBMT department ensembles.

The curriculum of the Music Business Musicology and Technology department is also lined up with different musical ensembles. The general techniques are imparted within lectures

such that ensembles come in to reinforce the learnt techniques. In other words, the foundations of music are taught in lectures and are given practical application in an ensemble setting. This allows students to be more interested and engaged to further their techniques and musicianship.

Each ensemble has a fixed one hour session every week on the department's timetable. "Attending a fixed rehearsal on time each week contributes positively to any performance and it fosters within students organization", says one of the lecturers in the MBMT department in interview. According to Summer (2004) an ensemble performance is more than the sum of its individual parts. This means that working as ensembles encourages effective communication within participants to create music as a team. In addition, playing as an ensemble enables students to develop team spirit as one sacrifice their ego to benefit the team. The different music ensembles in the MBMT department perform at different functions for entertainment from graduation, party and wedding ceremonies to seminars and workshops in and outside the Midlands State University. The ensembles also compete in various music competitions locally and internationally.

4.6.1 Choir ensemble

One of the ensembles in the MBMT department is the choir. According to Sharp and Floyd (2002), a choir is a group of singers performing together singing both classical and popular music repertoires. The choir ensemble discovers the best in choral works from all times as maintained by the patron of the choir ensemble. Membership is compulsory to all students in the MBMT department and is also open to students from all other departments at Midlands State University. The students from other departments are selected to join the choir through auditions at the commencement of each semester, paying much attention to their interest, flexibility of their schedule and level of experience. The Choir ensemble rehearsals are done from Monday to Wednesday at 1200hrs at the Music Centre at Midlands State University.

Apart from offering entertainment at graduation ceremonies of the Midlands State University, the choir has seen itself participating in South Africa's biggest choral music competition the Old Mutual National Choral Festival (NCF). The Old Mutual National Choral Festival is a competition of different choirs who compete in classical music pieces written by various composers around the world. The Old Mutual National Choir Festival cultivates talent in order to enable positive futures. In addition the choir ensemble has seen itself being invited to

sing at burial services of quite a number of heroes and heroines of Zimbabwe. To see the choir ensemble in pictures turn to page 22 of the appendix A.

4.6.2 Electric band ensemble

The electric band ensemble is comprised of students from the MBMT department and the band is open to students from other departments at Midlands State University. The electric band practices from 1600hrs to 1700hrs every Wednesday. The electric band ensemble is the most outgoing ensemble in the department as it is always invited to offer entertainment at different functions within and outside the University. The electric band plays different musical instruments from guitars, drum, congas, keyboards as well as the brass section

4.6.3 Mbira ensemble

The mbira ensemble rehearsal runs every Tuesday from 1600hrs to 1700hrs at the Music Centre at Midlands State University. The band plays three karimba hybrids with a lead (Nhetete), rhythm (Duriro) and bass (Nhovapasi). This special karimba hybrid was innovated by Dr. P. Matiure one of the lecturers in the department of MBMT in conjunction with Mbira Dzenharira. These hybrids were developed from the nyunga-nyunga mbira such that some keys were added to come up with three karimba hybrids. The mbira ensemble performs at different functions within and outside campus. Membership is open to every student in the. Below is Fig 4.1 showing the special type of hybrid mbira is used by the mbira ensemble.

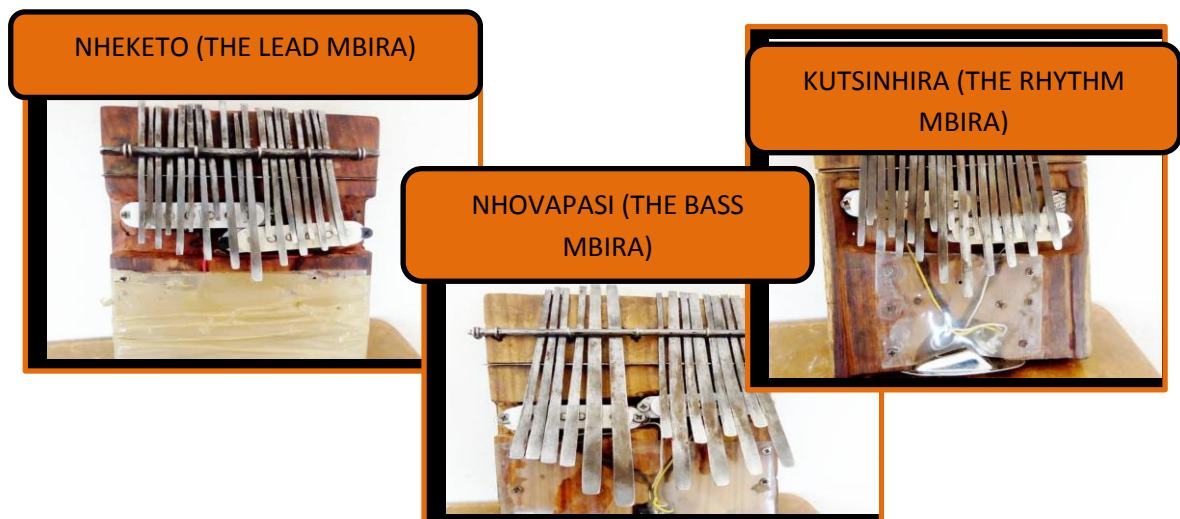


Figure 4. 1 showing the types of mbira which are used in the ensemble (picture by the author)

4.6.4 Marimba ensemble

This ensemble plays standard kwanengoma marimba fused together with a drum set. Marimba is a percussion instrument which is made up of a set of wooden bars with resonators suspended on the bars to amplify sound says bailey (2007). The wooden bars are hit by rubber mallets to produce musical sound. According to bailey (2007), the standard kwanengoma marimba is a set of six marimbas; two sopranos, two tenors, one baritone and one bass with rounded fibre glass resonators. Below is fig 4.2 which shows an image of a typical standard set of the Kwanengoma marimba:



Figure 4. 2 showing marimba ensemble performing at the Midlands State University open day 2016 using the typical kwanengoma marimba (picture by Takudzwa Matata)

Marimba ensemble band practices every Thursday from 1600hrs to 1700hrs. The ensemble has the second largest number of participants including students from other department.

4.6.5 Traditional dance ensemble

The traditional dance ensemble focuses on performing various traditional dances of Zimbabwe which play a very important role in the learning and preservation of Zimbabwean culture. These traditional dances include dinhe, mbakumba, muchongoyo, jerusarema, mhande, isitschikitsha, amabhiza, chinyamera and gumboots dance only a few to mention. One of the ensemble leaders of the traditional dance has this to say, “We perform Zimbabwean dances for religious, social and ceremonial purposes. Traditional dance also teaches us our social values and history.” (Interview 1 September at the Music Center MSU)

Traditional dance ensemble rehearsals are done on Monday from 1600hrs to 1700 every week at the Music Center.

4.7 Other Clubs

According to one of the lecturers in the department of MBMT Dr. W. Maguraushe, the department has seen a lot of music lovers from within and outside the MBMT department form different musical groups. These people usually share the same musical interest and will end up forming bands which they make music together, added Dr. W. Maguraushe. The formed groups then register with the Midlands State University student affairs as clubs and start to operate under that board as they are nurtured in the MBMT department. Among these clubs are Rimba Resonance Vibes, Mbira resonance, Footprints, Chord Groovers, Those guys and Zvirimudeze. For articles on these different clubs refer to pages 16-18 of the Magazine.

4.8 Current strategies which are being used to market MBMT department

Different marketing strategies like the use of a website, social media platforms, live performances, word of mouth and flyers are being used in the MBMT department to market its brand.

4.8.1 Website

The Midlands State University website: www.msu.ac.zw is one of marketing strategies in the MBMT department. On this website one can acquire an insight of the department that is; the entry requirements to study the program, a well-written bio of the staff members in the department of MBMT and sometimes reports on different events which are attended by the music department as well as contact details. The advantage of Midlands State University website is that it reaches a wider audience because it can be accessed anywhere in the world and at any time of the day with a person who has internet. However, the Midlands State University website does not specifically work on marketing the MBMT department but rather the whole system of the University. This limits the full potential of the MBMT department to personally use the website to market their own musical activities all the time because they will be other important notices or reports on other areas which have to reach the public's eye.

4.8.2 Live performances

The music department ensembles are invited to attend different functions and events each and every semester within and outside the Midlands State University. These include festivals, music competition, workshops, seminars, funerals as well as wedding, party and graduation ceremonies. As outlined in chapter 2 section 2.2.2, live performances are a very important in

music marketing strategy as they allow musicians to have a direct connection with the audience. Refer to pages 6,7,12 and 18 for some of the live performances the different ensembles and clubs were involved in this year.

However, the disadvantage which is coming with this music marketing strategy is that, after attending these various functions and events, nothing is written about their performances such that people who attended the event are the only ones who are aware of the department's existence. This implies that, the different performances should be reported on so that they also reach the audiences who were not part of the gathering performances. In addition, reporting on these performances will assist the audiences who part of the gathering to remember the performance.

4.8.3 Social media

The Music Business Musicology and Technology department has managed to create only one social media platform, which is Facebook. The Facebook page is called Music and Musicology Society and has two hundred and six (206) members. The page is not very much active, such that when the researcher visited the page on the 23rd of October the last post was sent on the 11th of September with only three people who responded to the post. In addition, no efforts have been made to rebrand the page since the Music and Musicology was rebranded to Music Business, Musicology and Technology. This does not bring good publicity to the department because their activities remain unknown in the public's eye. According to Ellison (2008), social media platforms reach a very wide audience as they can be accessed from anywhere in the world. This implies that by not actively using the Facebook page the MBMT department is depriving itself of a wide follower's base. Below is Fig 4.3 which shows an image of the MBMT department Facebook page

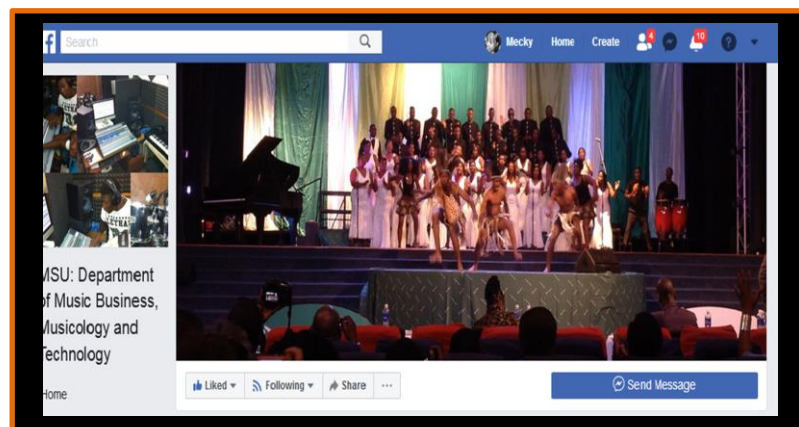


Figure 4. 3 Showing the MBMT Facebook page

4.8.4 Word of mouth marketing

According to Summer (2004) word of mouth marketing is also known as viva voce. Summer defines word of mouth marketing in music as the passing of information about a musician from person to person by oral means of communication. One of the lectures in the department said:

Sometimes when I am on a journey and I am sitting next to someone else, I introduce myself and start telling them about the MBMT department. I also belong to quite a number of WhatsApp groups, where I sent messages informing people about the department. Recently, I got a permanent slot on Midlands 98.4 FM radio station; definitely I will be saying one or two words about the MBMT department at Midlands State University. (Interview held on the 1st of October 2018, NSB 35 MBMT studio MSU)

Students and staff members in the MBMT department play a very important role in informing the public about the department, their various performances and musical activities that they are engaged in using word of mouth.

4.8.5 Flyers

The MBMT department also uses flyers to market the department. A flyer is a soft or hard copy of an advertisement intended for wide distribution and typically posted or distributed in a public place. It can also be handed out to individuals or sent through the mail. Below is Fig 4.4 which shows an image which shows the MBMT department flyer:



Figure 4. 4 showing a flyer which is used to advertise the MBMT department

4.9 The brand image and perceptions of studying the MBMT degree program by the public.

People have different perceptions of studying music courses which build up the brand image of the MBMT department. According to quite a number of participants in the research, music is a creative field which does not require any academic qualification. In their view, the music field follows a simple route which only requires talent. One of the participants in the research said:

We have so many trained musicians and producers in Zimbabwe who are doing just fine without any academic training. Why should I waste my money to send someone to study music formally when he/she can do it without any academic qualifications? (Interview 1 August 2018, Civic Centre Gweru)

Some participants said that they looked down upon the MBMT degree program because they have not heard about any music students who are making a difference in the music industry as they see students from other programs do. In their view, the MBMT department is failing to produce viable students who can make a huge difference in the industry. In addition some said that the music industry is full of drama and scrutiny by the media such that one can barely live their own life without the public being involved. Therefore, they wouldn't like to study music and then later become.

Other participants outlined that, music education is only for the rich people because they could not access it in the primary and secondary education as it was only done in group "A" schools. One participant had this to say:

I am passionate about music and studying music has always been my dream. I however chose to study Human Resources and Management because I did not have the background knowledge in music. I never did any musical activities in my primary and secondary education so for me I opted to study HR because I believe music should be taught from childhood so that when going to the university it's all about advancing. (Interview 5 September 2018, MSU Great Hall).

4.10 Marketing the department using a magazine

In order to answer to the various perceptions the public have towards studying the MBMT degree program. The research chose a magazine as an action that will assist the MBMT to improve its brand image and perception in the public's eye.

As outlined by Dominick (2011), magazines have a visual feature that tends to be exceptional. This is because they are printed on high-quality paper with colourful pictures enhancing the message. Therefore the magazine worked best for showcasing the activities

which are done in the MBMT department, because it was in colour such that the reader is kept captivated.

In addition, with the development of the digital industry, one can access the Chit Chat magazine online through Facebook, Instagram and twitter social media platforms. According to Dominick (2011), digital magazines are those publications that are electronically accessible to readers which allow the reader to both read and save the different versions of magazines available.

The different perceptions people have towards the department informed the researcher on the name of the magazine, which is, “*Chit Chat*” which means literally means to talk. The main aim of the study was to creatively enlighten the public about the MBMT department in other words to talk with the public, hence the name *Chit Chat*

CHIT CHAT MAGAZINE EDITORIAL POLICY

MISSION STATEMENT

The Chit Chat magazine seeks to enlighten, engage, inspire and entertain a diverse readership which encompasses of students and staff members in the department, alumni, Faculty of Social Sciences, Midlands State University at large and the global village we reside in at large. By maintaining the respect and interest of its readers, the Chit Chat magazine seeks to talk about the programs, history, musical performances and social life of the MBMT department in order to strengthen its brand image and perception. The magazine presents intimate, timely and honest image of the MBMT department. The Chit Chat magazine also seeks to mirror the values and quality of the Midlands State University at large.

EDITORIAL TEAM

The editorial team of the Chit Chat magazine is shown in Fig 4.5 below:

POSITION	NAME
Editor in chief – Head of all departments of the Chit Chat magazine. The editor in chief is the magazine’s	Memory Chitekairo

leader who has final responsibilities of its operations and policies.	
Coordinating Editor -responsible for editing articles	Dr. P. Matiure
Reporters - article writers	Memory Chitekairo, Ngonidzashe Shumba and Edmore
Designer	Memory Chitekairo
Staff Advisor	Dr. R. Muranda, Ms. V. B. Butete
Photographer	Jada Luka Godwin

EDITORIAL CONTENT

The chief editor of the Chit Chat magazine is responsible for all the decisions concerning the content of the magazine. In choosing the content of the magazine, the chief editor works in consultation with the staff advisors and with other members of editorial team. The chief editor accepts suggestions concerning the content but cannot make guarantees regarding the use of the suggested material.

In covering different topics, the Chit Chat magazine will make great efforts to offer balanced reporting and representations of opinions. This is however guided by the respect for the Midlands State University and its values. All articles are subject to editing by the advisors. The magazine contains articles on:

Background

It clarifies the social and historical background of the MBMT department at Midlands State University and the nature of its curriculum. This article is meant to make the public to understand news in societies and cultures with which readers are unfamiliar with.

Personality profiles

The articles will be presenting personal information about certain students and staff members in the department so that the public get to appreciate them and their music because they would get to know them on a personal level.

Educational

These cover innovations and other learning and teaching materials that enhances the MBMT curriculum

Fashion

The articles cover the different fashion trends of students and staff members the MBMT department as musicians.

4.11 Conclusion

Chapter 4 presented data which answered the research questions of this study. It presented the background of the MBMT department from its history, to the admission qualifications to the organisational structure and the nature of the MBMT curriculum. It also outlined the different perceptions the public have towards music education and how the magazine is going to be initiated in order to showcase the different musical activities in the MBMT department so as to improve its brand image and perception.

CHAPTER 5

5.0 SUMMARY CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The main aim of this study was to improve the brand image and perceptions of the public towards studying the BSc MBMT Honours degree at MSU through showcasing the various activities which are done in the department using a magazine. This chapter will summarise the findings which the researcher attained during the data collection procedure. Furthermore, the chapter will draw conclusions from the findings and then finally outline recommendations basing on what was discovered.

5.2 Summary

The data collection procedure revealed that the public does not know much about music as an academic field. In their minds, it only takes talent to be successful in the music industry.

Subsequently, the research discovered that the MBMT department has a well-structured curriculum which covers different areas in the field of music like music technology, music business, music performance, musicology and ethnomusicology as well as music education. In addition, the MBMT department curriculum is lined up with different ensembles like choir, traditional dance, mbira, electric band and marimba. The theory which is learnt during lectures is practically applied in these ensembles. It was also discovered that, the department of MBMT has groomed quite a number of clubs like the footprints band, mbira resonance vibes, rimba resonance vibes, chord groovers and those guys.

The study also discovered that, there are quite a number of marketing strategies which are being implemented by the department to showcase its different activities to the public. These include the use of a website, social platforms, live performances, word of mouth and flyers. However, it was discovered that these strategies do not fully suffice the marketing of the MBMT department. This then led the researcher to initiate a magazine as a course of action that would assist the MBMT department to showcase its various activities to the public.

5.3 Conclusion

In light of what was discovered by the researcher, it can be concluded that music education is a quite a broad field with different disciplines which can nurture students into different

careers. Therefore, the perceptions people have towards studying music courses is quite biased as they do not really know what exactly is offered in the academic field of music.

It can be concluded from the study that print media is a very efficient strategy for showcasing or marketing musical activities. This is because it can be made to target a specific group. In addition, print media have a long life and can be passed on from reader to another. can be advocated for using quite a number of strategies. Overall, it can be noted that mass media is an essential tool for music marketing as it can reach quite a number of audience as well as foster a positive image in the minds of the people.

5.4 Recommendations

This study recommends that:

- The MBMT department should adopt the Chit Chat magazine and make it a constant marketing strategy by publicizing it every year. This will allow the department to expose their activities in a way that engages the audience.
- The MBMT department should sell the magazine to the public in order to gain income which can be used to fund other areas in the MBMT department and MSU at large.
- The MBMT department to efficiently make use of the other already existing music marketing strategies. well
- The MBMT department should distribute this magazine using social media platforms as well.

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Appendice A

Appendice B

Interview guide for senior lecturer

This interview guide was meant to obtain background information about the Music Business, Musicology and Technology department from the chairperson or any other lecturer who has an insight of the program.

QUESTIONS

- Can you please tell me a brief background of the Music Business, Musicology and Technology Department?
- What courses does the degree program offer?
- What distinguishes the program from other music courses being offered in other institutions in Zimbabwe?
- What qualifies one to study this program?
- How many students are enrolled per semester?
- Are you satisfied with the numbers of students which you enroll every semester?
- What means do you use to inform the society about the degree program?
- Can you say the music industry is a better place for one to be and why?
- Do you anticipate the music students you grooming to bring a better change in the music industry? (PROB why do you say so)
- How many staff members are in the department?
- What are the main objectives of the department?
- What challenges do you face in the department and how are you dealing with them?

This questionnaire is meant to capture the view students studying other programs have towards the Music Business Musicology and Technology Honours Degree program.

Tick in the boxes

1. WHICH DEGREE PROGRAM ARE YOU STUDYING?

.....
.....

2. WHAT MADE YOU CHOOSE THAT PROGRAM?

- Passion
- Talent
- Somebody chose it for me
- The institution offered me that program
- It was my only option

3. DO YOU LIKE WHAT YOU ARE STUDYING?

- No
- A little bit
- Yes

4. BEFORE YOU CAME TO MIDLANDS STATE UNIVERSITY, DID YOU KNOW THERE WAS A PROGRAM CALLED MUSIC BUSINESS, MUSICOLOGY AND TECHNOLOGY?

- Yes
- No

NB. If yes please specify how you came to know of this degree program?.....
.....
.....

.....
.....

**5. IF YOU GIVEN THE CHANCE TO CHOOSE ANOTHER PROGRAM,
WHAT WILL BE THE PROGRAM AND WHY?**

.....
.....
.....
.....
.....
.....

**6. IF YOU WERE TO STUDY MUSIC BUSINESS, MUSICOLOGY AND
TECHNOLOGY, WOULD YOUR PARENTS SUPPORT YOU?**

- Not at all
- Yes
- I wouldn't know
- Maybe

7. HOW QUICKLY DO YOU ACT ON YOUR DECISIONS?

- Extremely quickly
- Very quickly
- Somewhat quickly
- Not so quickly
- Not at all quickly

ENSEMBLES OBSERVATION GUIDE OBSERVATION GUIDE

This guide contains questions the researcher seeks to explore through observations at events attended by students from the Music Business, Musicology students department like graduation ceremonies, weddings, and festivals.

EVENTS (GRADUATION CREMONIES, WEDDINGS, FESTIVALS, PARTIES)

- Date, time and location of the event
- Which ensemble(s) or band(s) are taking part?
- Number of performers
- Nature of the event
- How are the participants behaving?
- What are they performing?
- How are performers interacting with the learning environment?
- How the performance is organized?
- How much time is used during the performance?
- Roles and responsibilities of performers
- Reaction of the audiences

INTERVIEW GUIDE FOR ENSEMBLES

- What's the name of your ensemble/band?
- Can you please give me a brief background about your ensemble/band?
- What genre of music do you consider your work to be?
- How many are you in the ensemble/band?
- Please list the name and respective instrument of each band member?
- Who writes your songs?
- What are the main themes or topics for most of your songs?
- What inspires you to make the music together?
- Where do you perform?
- What are your favourite and least favourite venues?
- Do you have any upcoming shows?
- What are your rehearsals generally like? Do you have a set time each week in which you practice or your rehearsals more spontaneous?
- What has been your biggest challenge as a band? Have you been able to overcome that challenge? If so, how?

- How can fans-to-be gain access to your music?
- How can one join your ensemble/band?
- What advice do you have for people who want to form their own bands?
- Any last words?

QUESTIONNAIRE FOR ENSEMBLES

This questionnaire seeks to obtain the insight of the ensembles through the ensemble members.

Tick in the boxes

1. WHICH ENSEMBLE DO YOU BELONG TO?

Electric band

Dance

Mbira

Folk choir

Choir

Marimba

None

NB. If you ticked none, specify

why?.....

.....

.....

2. HOW TALENTED ARE THE MEMBERS OF YOUR ENSEMBLE?

Extremely talented

Very talented

Somewhat talented

Not so talented

Not at all talented

3. HOW PROFESSIONALLY DO THE MEMBERS OF YOUR ENSEMBLE BEHAVE?

Extremely professionally

- Very professionally
- Somewhat professionally
- Not so professionally
- Not at all professionally

4. HOW HONEST WITH EACH OTHER ARE THE MEMBERS OF YOUR ENSEMBLE?

- Extremely honest
- Very honest
- Somewhat honest
- Not so honest
- Not at all honest

5. HOW WELL DO MEMBERS OF YOUR ENSEMBLE SHARE RESPONSIBILITY FOR TASKS?

- Extremely well
- Very well
- Somewhat well
- Not so well
- Not at all well

6. HOW WELL DOES YOUR PATRON/ENSEMBLE LEADER WORK WITH CLIENTS?

- Extremely well
- Very well

Somewhat well

Not so well

Not at all well

7. HOW EFFICIENTLY ARE THE ENSEMBLE'S MEETINGS CONDUCTED?

Extremely efficiently

Very efficiently

Somewhat efficiently

Not so efficiently

Not at all efficiently

8. HOW OFTEN DOES YOUR ENSEMBLE MEET ITS DEADLINES?

Always

Most of the time

About half the time

Once in a while

Never

9. HOW QUICKLY DOES YOUR ENSEMBLE ACT ON ITS DECISIONS?

Extremely quickly

Very quickly

Somewhat quickly

Not so quickly

Not at all quickly

10. SHOULD YOUR ENSEMBLE BE LARGER THAN IT IS, SMALLER THAN IT IS, OR IS THE SIZE ABOUT RIGHT?

- Much larger
- Somewhat larger
- Slightly larger
- About right
- Slightly smaller
- Somewhat smaller
- Much smaller

11. DOES EVERYONE GET A CHANCE TO PARTICIPATE IN THE ENSEMBLE ?

- Fair enough
- No
- Yes

INTERVIEW GUIDE FOR INNOVATIONS

1. MUSICAL INSTRUMENTS (Dr. M. Matiure)

- How do you feel about your musical instrument innovations?
- What motivates you to do these innovations?
- How many musical instruments have you innovated up to date?
- Tell me about the last two you did?
- Do you hire any people to assist you in the construction process?
- Of all the innovations you have made, which one has excited you most and why?
- What do you do with the innovations after constructing them?
- Do you do workshops of constructing musical instruments?
- What are the disadvantages of this line of work?
- Where do you see these innovations taking you in five years?
- What is your advice to the music students out there and other people in the music industry, concerning this line of work?
- How do you balance your work and constructing music instruments?

2. SINGLE TRACK RELEASES (Tinashe Mukwamuri, Batsirai Shasha, Monalisa Mpofu)

- Can you please briefly tell me a little bit about yourself?
- What is your music background?
- How many songs have you recorded and released so far?
- What type of recording process did you use?
- Who produced your recording?
- Have you affiliated with a performance rights organization?
- What motivated you to record and release your own music?
- Do you write your own music? (Discuss the songwriting process in detail.)
- What are your songs about?
- Who are your musical influences?
- How do you describe your music to people?
- Who is your fan/customer?
- Have you created a career, marketing, or business plan?
- How do you sell your music?

- Have you had any previous print or broadcast media exposure or reviews?
- What are your long-term career goals?
- How would you define the word “success”?
- Do you have any personal contacts in the music business?
- Are you looking for an independent label deal or a major label deal? (Why?)
- What live performance experience have you had?
- How do you rate your live performance ability?
- Do you have a business license? (City, state, federal?)
- What is your current “business form”? (Sole proprietor? Corporation? Partnership?)
- Who handles your daily business activities? (Bookings, promotions etc.).
- How do you balance your music and school?

INTERVIEW GUIDE PERSONALITY PROFILE

COURAGE GWEZHIRA

- Could you give some personal background (name, surname, level, age, instruments you can play)
- How would you describe yourself?
- What is the inspiration behind the way you dress?
- Do you have any specific designer clothes you wear?
- What is most rewarding about your dressing style; what makes it all worthwhile?
- What is the best compliment you've ever received
- Do you have incident were you have been criticized for dressing the way you do?
- Do you have any advice to offer to the people in the music industry about the way one should dress