

# MIDLANDS STATE UNIVERSITY



## FACULTY OF SOCIAL SCIENCES DEPARTMENT OF MEDIA AND SOCIETY STUDIES

### Dissertation Topic:

**THE ROLE OF ZBC TV PROGRAMME “*POSITIVE TALK*” IN  
INFORMING AND EDUCATING ON HEALTH RELATED  
ISSUES.**

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## LIST OF ACROYNMS

<b>AIDS</b>	Acquired Immune Deficiency Syndrome
<b>AIPPA</b>	Access to Information and Protection of Privacy Act
<b>BSA</b>	Broadcasting Service Act
<b>FGD</b>	Focus Group Discussion
<b>GBV</b>	Gender Based Violence
<b>HIV</b>	Human-immune Virus
<b>PSI</b>	Population Services International
<b>POSA</b>	Public Order and Security Act
<b>RBC</b>	Rhodesia Broadcasting Corporation
<b>MISA</b>	Media Institute of Southern Africa
<b>MSU</b>	Midlands State University
<b>SAfAIDS</b>	Southern African HIV and AIDS Dissemination Services
<b>SRH</b>	Sexual and Reproductive Health
<b>SRHR</b>	Sexual Reproductive Health and Rights
<b>STI</b>	Sexually Transmitted Infection
<b>UNAIDS</b>	Joint United Nations Program on HIV/AIDS
<b>UNFPA</b>	United Nations Populations Fund
<b>VAN</b>	Video Audio Network
<b>VMCZ</b>	Voluntary Media Council of Zimbabwe
<b>VCT</b>	Voluntary Counseling and Testing
<b>ZBC</b>	Zimbabwe Broadcasting Corporation
<b>ZBC TV</b>	Zimbabwe Broadcasting Corporation Television
<b>ZBH</b>	Zimbabwe Broadcasting Holding
<b>ZNFPC</b>	Zimbabwe National Family Planning Council
<b>ZTV</b>	Zimbabwe Television
<b>ZUJ</b>	Zimbabwe Union of Journalists

## ABSTRACT

This study explores the role of ZBC TV programme “*Positive talk*” in informing and educating on health related issues targeting youths. The study explored the youth’s perceptions on the content of ZBC TV programme “*Positive Talk*” in accounting for the youth’s preferences and pleasures. The possibility of television providing an alternative arena for health discourses. Informed by the need to analyze how health related issues can be enhanced. The study was largely influenced by the development theory. This study looks at how ZBC TV programme “*Positive Talk*” is influencing responses, attitudes and behaviour to reduction of STI’s, unwanted pregnancies including HIV/AIDS among other sexual reproductive health concerns for youths. It was noted in this study that ZBC TV programme “*Positive Talk*” is central to health responses targeting youths as evidenced in this study. This study makes an attempt to localize such understanding so that the role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues is understood within Zimbabwean context of programming or health communication.

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# CHAPTER 1

## 1:1 Introduction

The media are the most important sources of information in today's society and can be used as a channel of communicating on health related issues. In Zimbabwe ZBC TV enjoy the privilege of being the only local television station. Thus this study seeks to assess and find out if ZBC TV programme "*Positive Talk*" is addressing the needs and wants of the society at large in health related issues. This chapter establishes the foundations of the research. The purpose and objectives of the study are also articulated as they give guidance on the path to be followed by the study. Finally the chapter wraps up by discussing the significance of the study and delimitations.

## 1:2 Background of the Study

Broadcasting in Zimbabwe started back to 1941. During the colonial era it was meant for the white community. The Zimbabwe Broadcasting Corporation (ZBC) which in turn had succeeded the Rhodesian Broadcasting Corporation (RBC) in 1979. The new government took over the RBC and renamed it the Zimbabwe Broadcasting Corporation (ZBC) (Moyo 2004).

After independence in 1980 there were plans for a two channel system where TV1 was supposed to be a vibrant entertainment channel for the whole country, while TV2 which was set in 1986, was to be developed into an educational and informative channel with no commercial breaks. However this policy did not work well and TV2 became a repeater of TV1. In 2001 (Professor Jonathan Moyo) posed the ZBC Commercialization Bill which was passed into law (The ZBC Act). The act led to the split of ZBC into two factions, the ZBC which is responsible for production of content and the state controlled Transmedia, a signal transmission service provider. Today ZBC TV is the only main television channel. Being the only broadcaster ZBC in connection with Video Audio Network (VAN) is producing the programme under study "*Positive Talk*" on Zimbabwe television.

Video Audio Network (VAN) was established and incorporated in 1996. A brainchild of three former Zimbabwe Broadcasting Corporation (ZBC) practitioners namely Farai Matambidzanwa, John Phiri and the late King Dube, the institution has evolved over the years growing big and expanding at the same time. Today it is one of the most dynamic production houses in the country and beyond borders with a strong robust background in radio and television production.

Guided by the goal to offer broadcasting services that seek to develop the community VAN managed to secure contracts with many Non-Governmental Organisations (NGO) in the country that work with communities to achieve development. Some of the NGOs include SAFAIDS, ZNFPC, SAHRIT and UNDP among others. This relationship saw VAN producing television and radio programmes on ZBC TV that are aimed at imparting knowledge, which one can safely say VAN operates to provide communication for development. Some of the products that VAN produced includes Just A Date, Adolescents: Our Hope – Our Future, HIV & AIDS: Redirecting Our Responses, Close Shave, Youth for Real and Vashandi Vemumapurazi among other.

Competition also posed a threat to the operation of VAN as the onset of the 75 percent local content a precept of the Broadcasting Services Act (BAZ) led to the establishment of other film producing organization such as Mighty Movies, Mahaka Media and other backyard movie producing organization in order to satisfy the ever increasing market for both television and radio projects. Currently VAN is producing “*Positive Talk*” a half hour television programme which focuses on issues related to the HIV and AIDS epidemic. The project is produced for SAfAIDS and funded by Global Fund. It is screened on the national broad cast television Zimbabwe Broadcast Corporation Television (ZBC TV). Apart from that VAN produces documentaries for in house use for various organisations which are not aired on the national television.

It is from this background that this study will assess the role of ZBC TV programme “*Positive Talk*” in informing and educating youths on various health aspects.

### **1:3 Statement of the Problem**

In a democratic society the media should represent society as it is; it should be universal and impartial. Zimbabwe has got one television as the only local broadcaster hence there is need to understand people's perceptions of the public broadcasters' programmes in informing and educating on health related issues. It is important to find out how competent enough is ZBC TV programme "*Positive Talk*" in informing and educating on health related issues in a country where audiences have optional foreign channels such as SABC and BTV to consume for information and education on health related issues.

### **1:4 Significance of the study**

The role of the media is to inform, educate and entertain the audiences and readers. It is against this background that the research is worthy to study as it seeks to explore the role being played by ZBC TV programme "*Positive Talk*" in informing and educating on health related issues. Carrying out such a study is important as it gives insight on the effectiveness of health strategies in Zimbabwe through the mass communication media. The power of television to be flexible and effective in informing and educating on health issues is fundamental in this study. Parker and Thorson (2009:13) "Effective health communication can significantly enhance health care and public health as well as reduce inequalities in people's access to health information and services". Such a view thus supports the rationale of this study which seeks to probe the role of ZBC TV programme "*Positive Talk*" as a learning platform for young people so that they can change behaviour in increasing access to knowledge in health issues. Consequently the study will inform health communicators in Zimbabwe over the use of image communication tools as helpful to the youths. The research aims also at assessing the role of civil society in shaping an active Zimbabwean Youth citizen who is aware of his or her health rights. These rights in turn make youths live a healthy and productive life. The research is promoting youth development initiatives in Zimbabwe.

### **1:5 Research Objectives**

The objectives of this study are to:

- Establish the role of ZBC TV programme "*Positive Talk*" in informing and educating youths on health related issues.

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- Determine youth's perception of ZBC TV programme "*Positive Talk*" content on health related issues.
- Analyze youth's views concerning ZBC TV on health related issues.

### **1:6 Main Research Question**

- To what extent does ZBC TV programme "*Positive Talk*" create a health education and informative platform for youth?

### **1:7 Sub Research Questions**

- What is the rationale behind the use of television in health related issues?
- How effective is the television in enabling the youth to participate in health related issues?
- In what ways is health related information important to young people in Zimbabwe?

### **1:8 Assumptions of the study**

Leedy and Ormnod (2010:62) "Assumptions are so basic that, without them, the research problem itself could not exist". This study is motivated by the following working assumptions.

- Youths are prone to television programmes hence targeting them through that medium is largely successful.
- The viewing of television being cultivating, negative to youth participation and involvement in any aspect of life and issues to do with health rights are no exception.
- Television programmes offers a platform for youth to share information related to their health.

### **1.9 Delimitations**

The researcher's main focus is on ZBC TV programme "*Positive Talk*" in informing and educating on health related issue from 2009 up to date. More so, how the study is restricted to analyzing the role of the media in informing and educating on health related issues

## **1.10 Limitations**

This study is an academic research and is going to arrive to a conclusion on that single programme role and content in informing and educating on health related issues. Although the same role and content can be found out in other mediums such as newspapers and radio the study is only limited to ZBC TV programme “*Positive Talk*”. The programme on its self is by no means exhaustive in informing and educating on health issues, thus a limitation to this study.

## **1.11 Definition of key terms**

Informing: Imparting knowledge

Educating: Cultivating or enlightening

## **1:12 Structure of the study**

Chapter one is an introductory of the study whilst chapter two explores the literature review and theoretical framework. Methods of data gathering, presentation and analysis will be looked at in chapter three. Chapter four looks at the organizational structure of ZBC TV programme “*Positive Talk*”. The data obtained from the research will be presented and analyzed in Chapter 5. Chapter 6 gives recommendations and concluding remarks to the study.

## **1:13 Chapter summary**

This Chapter served to introduce the research topic and its relevance. It gives the background information to the study and draws attention to the specific issues the researcher intends to address. It outlines the parameters that the research will follow and list the obstacles that will be encountered during the process. The next chapter will look at the theoretical framework and literature review.





## CHAPTER 2

### LITERATURE REVIEW AND THEORETICAL FRAMEWORK

#### 2.1 Introduction

There have been studies and literature that have focused on explaining the role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues. This chapter marries the previous chapter that looked at the background of the study. Literature that has been written before or that has links with the study will also be reviewed in this study. Theories relating to the study will also be used especially those relating to the role of the media.

##### 2.1.1 Literature Review

Literature review is an essential test of the research question against that which is already known about the subject. Various journal articles, theses, dissertations and newspapers have been published which will enrich the research. Schaefer (2006) states that by conducting a review of literature – relevant scholarly studies and information – researchers define the problem under study, clarify possible techniques to be used in collecting data, and eliminate or reduce available mistakes.

Wilson (1992) argues that review of related literature must make readers see why your study is necessary. The ultimate goal of this chapter is to update the reader with current information on how the role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues link to the study under research to what other scholars have written about the topic before.

##### 2.1.2 Interpreting Television: The Nationwide Project

Morley (1970) in his project entitled *The Nationwide Project*: which highlights the centrality of audiences in media texts consumption. David Morley was a researcher who specialized in audience theory which is an element of thinking that developed within academic literary theory and cultural studies.

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In (1978) Morley together with Charlotte Brunson conducted a study of the British current affairs television programme *Nationwide* in *Everyday Television: 'Nationwide'* involved textual analysis of the programme. *The 'Nationwide', Audience* (1980) tried to give an interpretation of how programmes could be shown to relate systematically to socio-cultural background. Morley outlined three hypothetical positions which the reader of a programme might occupy which are:

#### The Dominant (hegemonic) reading

The reader shares the programme's 'code' (its meaning system of values, attitudes, beliefs and assumptions) and fully accepts the programme's 'preferred reading' (a reading which may not have been the result of any conscious intention on the part of the programmes makers).

#### Negotiated reading

The reader partly shares the programme's code and broadly accepts the preferred reading, but modifies it in a way which reflects their position and interests.

#### Oppositional (counter-hegemonic) reading

The reader does not share the programme's code and rejects the preferred reading, bringing to bear an alternative frame of interpretation.

Morley cited in Haralambos and Holborn (2000) argues that members of a given sub-culture will tend to share a cultural orientation towards decoding messages in particular ways. Their individual "readings" of messages will be framed by shared cultural formations and practices. Morley insists that he does not take a social determinist position in which individual 'decoding' of TV programmes are reduced to a direct consequence of social class position. "It is always a question of how social position, as it is articulated through particular discourses, produces specific kinds of readings or decoding. These readings can then be seen to be patterned by the way in which the structure of access to different discourses is determined by social position (Morley 1983:113).

"The meaning of the text will be constructed differently according to the discourses (knowledges, prejudices, and resistances) brought to bear by the reader, and the crucial factor... will be the range of discourses at the disposal of the audience. Individuals in different positions in the social formation defined according to structures of class, race or sex, for example, will tend to inhabit or have at their disposal different codes and subcultures"

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Morley (1983:113). Thus social position sets parameters to the range of potential readings by structuring access to different codes.

Whether or not a programme succeeds in transmitting the preferred or dominant meaning will depend on whether it encounters readers who inhabit codes and ideologies derived from other institutional areas (for example churches or schools) which correspond to and work in parallel with those of the programme or whether it encounters readers who inhabit codes drawn from other areas or institutions (e.g. trade unions or 'deviant' subcultures) which conflict to a greater or lesser extent with those of the programme.

The overall objective, according to Morley, was to develop a catalyst that could promote social change. From the start, the media was considered the vehicle whereby information had been and continued to be made accessible, real, and appropriate to the audience.

Morley (1983) cited in Haralambos and Holborn (2004) emphasizes the importance of different sub cultural formations within the same class. "The apprentice groups, the trade union and shop stewards groups and the black college students can all be said to share a common class position, but their decoding of a television programme are inflicted in different directions by the discourses and institutions in which they are situated".

To understand the potential meanings of a given message we need a cultural map of the audience to whom that message is addressed - a map showing the various cultural repertoires and symbolic resources available to differently placed subgroups within that audience. Such a map will help to show how the social meanings of a message are produced through the interaction of the codes embedded in the text with the codes inhabited by the different sections of the audience.

Morley adds that any individual or group might operate different decoding strategies in relation to different topics and different contexts. A person might make 'oppositional' readings of the same material in one context and 'dominant' readings in other contexts.

This review of David Morley Nationwide Project presents this study with a model that is regarded as the best internationally and this will provide a good measure for analyzing the

role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues for Youth in Zimbabwe.

### **2.1.3 Encoding and Decoding Model: Stuart Hall**

According to Storey (1999:76) The publication of Stuart Hall’s (1997) ‘Encoding and Decoding’ in the *Television Discourse* ... is perhaps the moment when British Cultural Studies finally emerges from left Leavisism, ‘pessimistic’ versions of Marxism, American mass-communication models, culturalism and structuralism, and begins to take on a recognizable form of its own.” Hall regards language use as operating within a framework of power, institutions and politics/economics. This view presents people as producers and consumers of culture at the same time.

Hall has become one of the main proponents of reception theory, and developed the theory of encoding and decoding. This approach to textual analysis focuses on the scope for negotiation and opposition on part of the audience. This means that the audience does not simply passively accept a text whether a television programme, book or a film and that any element of activity becomes involved. The person negotiates the meaning of the text. The meaning depends on the cultural background of the person. The background can explain how some readers accept a given reading of a text while others reject it. This theory is also one of the main proponents used to describe audience reception.

Hall developed these ideas further in his model of encoding and decoding of media discourses. The meaning of a text lies somewhere between the producer and the reader. Even though the producer encodes the text in a particular way, the reader will decode it in a slightly different manner — what Hall calls the margin of understanding.

According to Hall as quoted in Gurevitch (1982:78) cultural studies “...defines ‘culture’ as both the means and values which arise amongst distinctive social groups and classes on the basis of their given historical conditions and relationships, through which they ‘handle’ and respond to the conditions of existence”

This review of Stuart Hall encoding and decoding model support this study with a model that is regarded as the another best internationally and this will provide a good measure for analyzing the role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues for youth in Zimbabwe.

#### **2.1.4 Satisfying audience tastes and needs within a public service broadcaster**

In his study Mano notes that addressing a broadcasting conference in Manchester United Kingdom, soon after the transformation of the Rhodesian Broadcasting Corporation (RBC) to ZBC, former ZBC Director General, Tirivafi Kangai and the then Director of Programmes Charles Ndlovu, presented some policy guidelines which Mano (1997:12) cited as follows;

The newly independent nation of Zimbabwe has to be informed and educated in modern methods, including good health and hygiene and broadcasting should mobilize the public for national development through formal and non formal education. It is the duty of the service broadcaster to be the carrier of information between the national leaders at all levels and the masses they lead. Radio and television should play the role that was played by our grandparents, the role of storytelling in the evenings while waiting for supper.

In assessing and scrutinizing Kangai and Ndlovu’s policy outline. Mano (1997) appreciated their announcement introducing a new era which would make politics and programming more transparent and create a public sphere in which everyone would take part in discursive issues.

According to Fourie(2000) cited in Mano(1997) broadcasting should be a facilitator of open dialogue between the dominant classes and the subalterns groups whereby it is believed that consumption of the media results in mobilizing more people for national development.

In Zimbabwe the gap between intention and performance in public service broadcasting pointedly illustrated that service offered by the ZBC in the mid 1980 has changed with the early promises made by the government and the corporation’s policy maker.

Mano (1997:20). Thus argues Mano, there is a huge gap between the broadcasting in the dawn of independence and today’s broadcasting. Today broadcasting on ZBC TV is much concerned with meeting the media obligations that are fulfilling the concept of being a Public Service Broadcaster thus catering for all sectors of the community, reaching all parts of the

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country, regardless of costs, seeking to educate, inform, improve and be prepared to lead public opinion rather than follow it.

This study then takes a backup from these literature reviews to analyze the role of ZBC TV “*Positive talk*” programme in informing and educating on health related issues to reach to the youths.

## **2.2 Theoretical Review**

A theory is defined by Devito (1986) as a general statement or principle applicable to a number of related phenomena; a set of assumptions about the way something operates. Picard (1989) defines the term theory as a group of logical, organized and deductively related law. He asserts that a theory can be perceived as both a tool and a goal. Seib (2009) postulates that, “the function of the theoretical framework is therefore to show where your study fits in the broad debates that have gone before.”

The theories highlighted in this study explain the role of the ZBC TV “*Positive Talk*” in informing and educating on health related issues for youth should be perceived and how they will inform analysis of findings under study. The research study is rooted in the development normative theory of the media, cultivation theory of the media, public sphere, and communication for social change which have been essential in explaining behaviour modeling and marketing as well as development which are key areas for this study.

### **2.2.1 Public Sphere**

Habermas (1962) states that the concept of public sphere is the space in social life where people can get together and freely discuss and identify issues of mutual interest and through discussion influence political and social action on these issues. Habermas (1962) defines the public sphere as a network for communicating information and points of view the streams of communication are, in the process, filtered and synthesized in such a way that they coalesce into bundles of topically specified public opinions.

ZBC TV “*Positive Talk*” contributes towards the attainment of an open public sphere in the country. This stems from the idea of the public sphere a concept by Jurgen Habermas.

Mattelart (1998) points out that the public sphere is an open space between the top and the basis. In this open space the citizens and their leaders engage in discussions of salient issues. ZBC TV “*Positive Talk*” programme qualifies to meet the standards of a public sphere as its products are modelled along the demands of the public sphere. In its programming ZBC TV programme “*Positive Talk*”, just like programmes such as Mai Chisamba, Murimi waNhasi and Talking Business on ZTV, the citizens and their policy formulators’ debate on issues that have to do with the development of the community and the nation with specific reference to health issues. For the nation to develop it needs the contribution of the media in offering a platform in which the top and basis can reach a consensus on how to formulate and implement policies that will achieve development. Representation of minority ethnic and religious groups is also important in society. This is supported by O’Sullivan (2003) who notes that such representation contributes towards identity recognition and resource distribution and nation building.

It is therefore against this background that ZBC TV programme “*Positive Talk*” adopted the concept of public sphere in providing an apt environment for the public to discuss health matters affecting today’s societies.

### **2.2.2 Development theory**

Sibert, Schramm and Peterson (1956) classified the normative theories of the press into four that is authoritarian, the soviet communism, the libertarian and the social responsibility theories of the press. McQuail (1994) goes on to add the last two that is the development and democratic participant theories stating that the normative theories mainly express ideas of how the media ought to be or can be expected to operate under a prevailing set of conditions and values. However, only two of the six will be borrowed in this study and looked at on a critical perspective.

According to McQuail (2000) “The media are expected to maintain a constant surveillance of ideas, events and positions active in public life, leading to the free flow of information and exposing action in public life, leading to the free flow of information and exposing violations of the moral and social order.” The media is thus expected to encourage and provide access and participation by different actors and voices as is appropriate.

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Focusing on the operations of ZBC TV “*Positive Talk*” programme in light of the normative theories, the programme can be categorised as falling under the development theory. According to Oosthuizen (2002:41) the “theory tries to address the third world states continued cultural dependence on the West in particular their dependence on Western mass media content”. This has seen ZBC TV coming up with home grown programmes for broadcasting, with content which is people oriented and so as to improve the status of the country. Proponents of the theory puts across that the media is expected to make a positive contribution to the national development process, provide information about national and cultural issues and the aspect of government control being crucial as it governs the operations of the media.

Oosthuizen (2002) the media is expected to play a positive contribution to the national development process. Such a contribution can only be effective when the media focus on generating content that is positive and dwell on issues that have to see the country moving forward in terms of economic, political and social development. This role in this spectrum can be evidenced in the content that prevails in products such as ZBC TV programme “*Positive Talk*” in this case, *Close Shave* and *Ndodii* which are products of VAN. McQuail (1987:20) notes that “the media are for positive use in issues to do with national development”. Broadly this can be pin-pointed to other nation developmental programmes such as *African Pride* and *Nation Building* that are broadcasted on ZBC TV. These among other products try to address the real issues making development increase in the country. In addition the focus of the “*Positive Talk*” programme is to foster health development through providing content that thrive to achieve an HIV free generation through providing information and knowledge. This breeds a productive generation that will see the country developing economically as some of the resources channeled towards the prevention of new infections and deaths will be used for other pressing issues.

In undertaking the role of advocating for community development the media has to address salient issues through generating local content, that immediately appeal to the targeted audience. Mansell (2007:19) points out that “fostering development in developing nation’s emphasis on local content production has to be strengthened.” The production of local content targeted at local audience plays a crucial role in the development of communities, as

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local content originates from the targeted people themselves and directed to them which can assist in the targeted audience identifying the content with their daily experiences. This can be evidenced by the popular programmes such as Mai Chisamba Show on ZTV. ZBC TV “*Positive Talk*” operations are guided by this element as it allows the camera to tell the story of the people which they can make a point references. The general public crucial time to air their views on the “Positive Talk” programme. All ZBC TV programmes qualify to be in line with this as they are locally produced and distributed through ZBC TV which is the national’s public service broadcaster.

Aspect of language is also important in the development theory of the media. In executing its duties the media has to bear in mind the aspect of language. Mahoso (2002) notes that audience’s concern about language use is note considering as the generated is directed to a nation where three quarters of the population use vernacular language when communicating. In order for the texts to fall within the “dominant reading” of Hall (1997), the texts have to appeal and persuade the audience to do away with other unprefered readings. This in a way entails that when packaging texts media institutions have to bear in mind the language aspect as it is crucial in the development of communities and for development communication. The local language is good as it will be able to stress out points and key issues are addressed in a way that everyone understands. ZBC TV “*Positive Talk*” in ensuring that most of its programmes are fully understood, representations are made in the three major languages spoken in the country that is English, Shona and Ndebele. English subtitles accompany any programme that is done in Shona or Ndebele to assist those who do not understand some of these languages. In addition Youth for Real which aired on Power FM directed at the youth used English as its language so as to appeal to the youth of today who are now familiar and prefer to use the language. Vashandi Vemumapurazi was broadcast in Shona as it was designed to target those who have little or no understanding of the English language in addition the programme was mainly directed to farm workers who most of them are familiar with Radio Zimbabwe which is the channel the programme was aired.

National development in health related issues cannot be achieved when there is no audience participation. In serving the medium and society Merrill (1990) notes that audience participation is central as their contribution contributes in completing the communication

cycle. In addition audience participation serves to guide the media on how they should operate in the development process of the community. According to McQuail (2002) media involvement at grass-root level in the development process entails the media operating with the society as its source of information and guiding principle. In the production of audio – visual content, audience participation on ZBC TV “*Positive Talk*” programme is evidenced in the diversity of opinion leaders and the general public themselves who participate in the production of programmes. As a programme, that strives to attain development in the community “Positive Talk” programme engages audiences and policy formulators in an open platform where they can all participate in addressing issues that affect the society. Development also entails citizen participation on making informed decisions which can see the society developing in its various sectors.

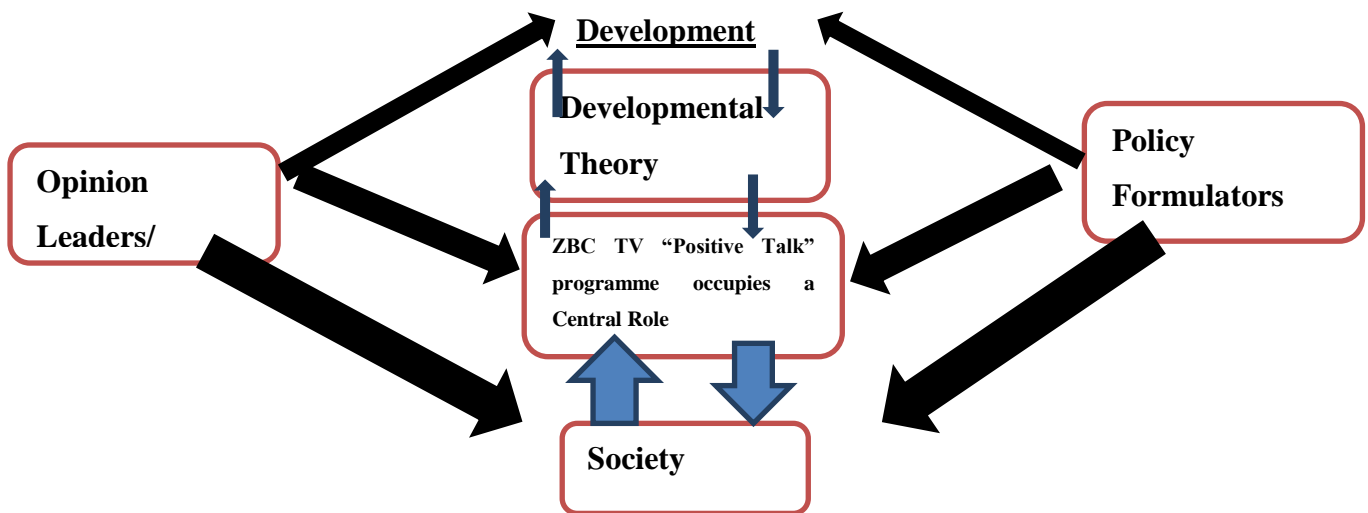
Oosthuizen (2002) notes that “preferential media coverage should be given to information about national, cultural and language issues” Such coverage represents the importance of media in nation building as the coverage given to salient issues will assist in giving the audience what to think about as set by the Agenda Theory which is defined by Baran (2004) as a theory that claims that the media tells what the people what to think about. Such parameters can be witnessed with ZBC TV programme “*Positive Talk*” as the issue of HIV and AIDS is a national issue which is affecting the development of the nation. The aspect of preferential media coverage can be noticed in programmes such as HIV and AIDS: Redirecting Our Responses, which are two way communication programmes that represent the aspirations of policy formulators and the society at the other side to foster development.

The media according to Oosthuizen (2002) are to avoid publishing information that can lead to violence or social disruption or information that can offend ethnic or religious minorities. Media institutions should provide content that will see the society progressing without any disturbances. ZBC TV through the editor and its stated values ensure that such material is not published. Media practitioners are urged to produce articles that contain views from all angles and that are based on solid evidence were applicable and avoid content that might lead to undesirable actions in the society. In this case ZBC TV programme “*Positive Talk*” abide to health related issues that do not cause social disruptions or information that can offend ethnic or religious minorities. Thus it is expected to report accurately in a manner that is

informative, truthful, accurate, objective and balanced in accordance with the social responsibility theory. The programme is expected to disseminate information and provide education on health related issues.

The development theory according to McQuail (1992) cited in Oosthuizen (2002:42) allows government interference in the process of gathering and disseminating information. The latter proposes that “the state should be able to restrict the media if economic interests and the development needs of the society are at stake.” This justifies the role of the state in monitoring the operations of the media, in overseeing that personal interests of the media do not override the interest of the development process. In Zimbabwe the media has intervened through laws such as AIPPA, BSA, POSA and the Censorship and Entertainment Act. Ethics also matter in the process of communication for development in health related issues. The country has voluntary media organisations which craft ethics that are aimed at ensuring that the media do execute its duties guided by moral principles that are acceptable and do not lead to a clash between the media and the served community to achieve development. Some of the organisations include VMCZ, ZUJ and MISA. ZBC TV “*Positive Talk*” programme thrives to conform to the demands of the regulations set up by the government as noted by its compliance to AIPPA under section 10 of 27 which makes it a mandatory for every mass media operator to be registered with the Media Commission. Even the guidelines set by VMCZ and MISA among others are being employed by VAN through ZBC TV to provide content that the society does not condemn through the “*Positive Talk*” programme.

The development theory notes that media practitioners have responsibilities and liberties when they obtain and distribute information. Here ZBC are regarded as mediators who are supposed to have a sense of responsibility. Through the use of visual and audio visual representation “*Positive Talk*” programme aims to have a knowledgeable citizen.



**Fig 1: Showing the nature of the development theory on ZBC TV programme “Positive Talk”**

**Source : ( Authors Compilation: 2013)**

What ZBC TV programme “Positive Talk” for youths has sought to do is to engage youths in platforms and forums where they can discuss their concerns and challenges in health related issues. This development theory would be relevant to this study in assessing what levels of development and behavioural modification the programme had imparted to the society.

### **2.2.3 Democratic participant theory**

The democratic participant media theory supports the right to relevant local information and the right to answer back. Of importance in this theory is the feedback aspect .The two way flow of information aspect that does not allow a top down flow approach of information. This theory argues that the people have the right to participate in the dissemination of information. This could be summed up as, the media having a role of sending information to the public at the same time opening back for feedback from the recipients of the sent messages.

More so, the democratic participant theory focuses on the aspects of plurality and diversity. In this regard ZBC TV programme “Positive Talk” contributes in two ways. Firstly ZBC TV programme “Positive Talk” contributes to diversity in the media landscapes itself. McQuail (1992) refers to this as “channel diversity” that is looking at the number of media players and how they are different. Again this qualifies the nation as conforming to the provisions of

media conventions such as the African Charter on Broadcast of 2001 [Article 3] which promotes equality in the media, free flow of ideas and information. In addition to the Windhoek Declaration of Human Rights of (1991) [Article 17] emphasize on the three tier system of the media that is the public, community and private media and freedom of expression of the African Commission of Human and Peoples rights.

In addition ZBC TV “*Positive Talk*” also contributes to the plurality and diversity in content that the nation will receive. The presence of many players implies the diversity in what the citizens will receive. This enables the nation to make informed decisions that will see progressive social change. Plurality also entails having a wide range of views and equal representation in the media as seen by the inclusion of subalterns in the media. Youths from Murehwa, Gutu and other countryside areas come and share their social and health related issues affecting communities they live. McQuail (1992) put forward that minority ethnic groups should be given equal and enough representation and coverage. In the process of gathering and disseminating ZBC TV “*Positive Talk*” programme consult and represents the views of a variety of ethnic groups in the country. As this is not enough ZBC TV programme “*Positive Talk*” is different from other programmes on television such as *Zvavanhu* and *Face the Nation* where only organic intellectuals and elites like Tichafataona Mahoso, Mararike and Nathaniel Manheru dominate the media as every ‘Tom and Jerry’ participant freely in ZBC TV programme “*Positive Talk*”.

Furthermore, ZBC also strives to curb media and cultural imperialism in the country through producing home grown products. Products produced locally are initiatives of the countries own citizens and directed at the nation of Zimbabwe. This is in line with the Indigenization and Empowerment Policies that the country currently is obsessed with. In addition to that the products represent the contributions of the citizens themselves. This assists in developing vibrant media in the country. Home grown products also assist in curbing dependency of the nation from foreign media for content that seek to develop the nation or that offers communication for development in health related issues.

What ZBC TV programme “*Positive Talk*” for youths has sought to do is to engage youths in platforms and forums where they can discuss their concerns and challenges including those of

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health issues. This theory would be relevant to this study in assessing what levels of behavioural modification.

#### **2.2.4 Cultivation theory**

Cultivation theory (sometimes referred to as the cultivation hypothesis or cultivation analysis) was an approach developed by Professor George Gerbner. He began the 'Cultural Indicators' research project in the mid-1960s, to study whether and how watching television may influence viewers' ideas of what the everyday world is like. Cultivation research is in the 'effects' tradition. Cultivation theorists argue that television has long-term effects which are small, gradual, indirect but cumulative and significant. Cultivation research looks at the mass media as a socializing agent and investigates whether television viewers come to believe the television version of reality the more they watch it.

This theory supports media practitioners in their argument that long-term projects that allow for repetition of the messages and deeper discussion are more effective than one shot, single topic campaigns. This theory suggests that if people are exposed over and over to important social messages over a long period of time, the theory suggests that media can change people's perception of those issues.

Through the use of the television as its advocacy tools: ZBC TV '*Positive Talk*' programme aims to have a knowledgeable citizen, through spreading messages of awareness. The role of the television programme seeks to teach the society using video representation. This is also in line with Mayer (1946) who points out that film provide a means of teaching the society about itself. Without information a society will be like people travelling without a compass. They cannot progress as knowledge and information empowers the people as noted by Mansell (2006). For the television programme "Positive Talk" is the major advocacy as it is accompanied by audio and motion images. This can be said to be in line with Johnstone (1950:52) who refers to the audio visual industry as "ambassadors of goodwill" as they make use of all senses, making it easy to educate and archive desired actions. The same can be witnessed in programmes such as "Talking Farming, Talking Business and Mai Chisamba Show which informs and educates on agriculture, economy and social issues affecting the nation and communities respectively thereby cultivating the nation mind on development.

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More over through the cultivating power of the media ZBC TV programme “*Positive Talk*” contributes towards the development of the nation through providing communication for community development. Through the production of audio and visual programmes designed to inform and educate the citizens of Zimbabwe, the programme according to Oosthuizen (2002) is contributing to the nation building process. The programme disseminate information that educate the nation in matters of health, culture and economic. This is achieved through producing messages of awareness identified by Mhiripiri (2010) as focusing on HIV and AIDS, teenage pregnancy and women rights, so as to archive behavioural change. Such a role qualifies ZBC TV programme “*Positive Talk*” as an important programme that so wishes to see the nation progressing in terms of health and culture.

According to Curran (2002:56) the “media are said to have three central functions in a democratic climate that is to inform, provide a forum for debate and to represent the public.” In such a scenario the media plays a crucial role in imparting knowledge in order for the society to make informed decisions. McLuhan (2004) cited in Haralambos (2004) are of the view that the “media... themselves alter our social world.” Such power of the media defines the position of ZBC as an institution that exerts control in society to such an extent to effect behaviour change towards a particular subject. ZBC TV programme “*Positive talk*” strategically fits in this criterion of producing content that is aimed at achieving social change and development through behavioural change. This role is noted by Fisher (2010) cited in Masuku (2009) who points out issues such as inheritance laws, teenage pregnancy, women rights, stereotypes and HIV and AIDS hinted by the shared objective of educating the African public in ways that may assist the social and economic growth of nations.

This shift in perspectives within audience research is represented by James Halloran’s phrase, “we must get away from the habit of thinking in terms of what the media do to the people and substitute for it the idea of what the people do with the media.” This can be evidenced through adverts such as the “*Pinda MuSmart*”- Get Circumcised campaign advert where Winky D and Oliver Mutukudzi are informing and educating youths to go and get



circumcised and programmes which encourage people to go and get tested. They oblige and they go to get tested.

The theory is crucial to this study, equipped with this theory; the researcher is able to assess the role and impact of the programme in people's lives in health related issues.

### **2.3 Chapter Summary**

This chapter has reviewed the major literature and theories central to the role of the ZBC TV programme "*Positive Talk*" in informing and educating on health related issues. It presented the major studies that have been done and the theoretical framework that will shape the analysis of this study. The following chapter will outline the major methods and methodologies that are to be used in all processes throughout this study.

## CHAPTER 3

### RESEARCH METHODS AND METHODOLOGY

#### 3.1 Introduction

The chapter explains the issues at hand in terms of the study, the study unit and the population. The study defines the sampling methods employed. The researcher also gives the relevance for selecting a specific sampling method. Moreover, the chapter pinpoints the organization and design of the questionnaire as well as the methods of data collection and data analysis. Finally the chapter examines the validity of the results as well as the limitations in the data gathering process.

#### 3.2 Research Design

Churchill (1999) defines research design as simply the framework or plan for a study used to guide in collecting and analysing data. It is a detailed blue print used to guide a research study towards its objectives. A case study approach was selected in order to fill the gap that seems to exist in terms of research evidence on youth perceptions on the role of ZBC TV “*Positive Talk*” programme on health related issues.

The study sought to investigate in detail information about how youths observe the role of ZBC TV programme “*Positive Talk*” so that programmers enhances their effectiveness especially within the background of health challenges that are being faced. The analysis in this study is owned by the youths and students in tertiary institutions in particular. The researcher in this study was only a facilitator in the study and allowed the youths to control the assessment of approaches to the study.

#### 3.3 Population

The population is the target group from which the researcher draws the subjects or sample. This definition is supported by Bless (1995:85) who defines population “as the entire set of objects and events or group of people, which is the object of research and about which the researcher wants to determine some characteristics is called the population or universe”. The

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researcher population for analysis comprises tertiary and polytechnic institutions youths that are exposed to ZBC TV programme “Positive Talk”. Nevertheless for actual results all participants will be youths between 18-30. The gender compositions of population will be included so that attitudes or findings could be generalized across gender lines. The choice of subjects can be justified as follows:

- The subjects have a television set.
- The subjects have access to ZBC TV programme “*Positive Talk*” which is the programme under study.

### **3.4 Research Units of Study**

Malhotra (1996:24) defines a unit of study, “as individuals or group of people and collection of information that describes their abilities, opinions, attitudes, beliefs, attitudes and their knowledge of a particular topic or issue”. In media research, the most unit of analysis is usually individuals as most studies are keen to explore people’s media behaviour, consumption towards the media. In this study the unit of analysis being analyzed is the youth audiences who consume ZBC TV programme “Positive Talk”. These include tertiary and polytechnic students. It was important to study these as they view ZBC TV programme “*Positive Talk*” and their reception levels varied depending on their perceptions towards it.

### **3.5 Sample size**

Martins (1999:262) assert that “the correct sample size in a research is rooted on the nature of the population and the purpose of the study”. The sample size usually depends on the population to be sampled. In this research the sample size will be between 40 and 60 youths.

#### **3.5.1 Sampling**

“No study can involve everything or everyone” (Mark 2005:101). For this study to be authentic there was needed to sample. In this study the researcher used both probability and non probability techniques. The researcher used probability sampling. The relevance of the technique was to give the whole audience a chance to be selected for the study. On probability technique, convenience sampling was used to complement the selected probability techniques. The research also used non probability sampling because the research

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can be administered using the case study and this tend to be less complicated and less time consuming.

### **3.5.2 Convenience Sampling**

The research used convenience sampling technique. This is a form of non probability sampling techniques. Convenience sampling technique involves selecting respondents at the convenience of the researcher. This relevance of this technique in this study was selecting youth audiences to interview to get their perceptions and role of ZBC TV programme “*Positive Talk*” The researcher used this method in capturing data for the study as it was convenient and easy to conduct and respondents were enthusiastic to cooperate.

### **3.5.3 Quota Sampling**

In this research, quota sampling was employed. This sampling was selected because the study sought to provide the position of students from different types of institutions and these ranges from Universities as well as Polytechnics. This sample provided a representative sample of students and youths from different background because students from these institutions vary in their perceptions of ZBC TV programme “*Positive Talk*”. In line with this ,the relevance of this technique lies in that there was selection of youths from various colleges so as to produce a well informed result oriented research that have little information cluster.

## **3.6 Methods of data gathering**

In this study both the qualitative and quantitative methods were used in gathering, presentation and analysis of information in order to shed more light into the issue under study. The use of both methods gave the researcher an advantage to have an in-depth understanding of youth’s perceptions towards ZBC TV programme “*Positive Talk*”. The qualitative method will be taken as the best method in this study. It allows descriptions, interviews and analyses to be done.

### **3.6.1 Direct Observation**

This study employs direct observation which has been defined by Save the Children (1995) as observing objects, events, processes, relationships or people’s behaviour systematically and

recording these observations. During the direct observation one of the objectives was to assess how ZBC TV programme “Positive Talk” enhances participation of youths on health issues. The researcher was able to analyze the level of participation, the levels of feedback and retention of issues discussed as a way of analyzing the role of ZBC TV programme “*Positive Talk*”. The relevance of this method was that the researcher ensured that he took notice of anything that was relevant to the study and these include things like levels of engagement of youths during ZBC TV programme “Positive Talk”.

### **3.6.2 Participant Observation**

This method of research assisted to identify the general line of the programme under study. This is possible when the researcher becomes part of the programme and therefore familiar with the operations. This method is important and relevant to this research because the researcher is a fan of ZBC TV programme “*Positive Talk*” and he is also a member of the SAYWHAT programmes on HIV and AIDS which is also implementing programmes to reach out to youths around the country. Thus this made the researcher to understand clearly various perceptions of the youths on the role of the programme in informing and educating on health related issues.

### **3.6.3 The Questionnaire**

Macmillan and Schumaker (1989:528) define the questionnaire “as a written set of questions or statements that access attitudes, opinion, beliefs and biographical information”. Krippendorff (1980) points out that questionnaire are an inexpensive way to gather data from a potentially large number of respondents. The research used 40 questionnaires because it was necessary to obtain similar information from all respondents. The questionnaires were distributed to students in tertiary and polytechnic colleges to fill in.

The researcher used questionnaires with simple language that could be understood by the entire target group. On certain issues the questionnaire gave explanatory examples. The questions avoid yes or no answers so that there was enough understanding of the responses. The questionnaires were structured in a way where respondents were asked to follow up questions to their responses to fully understand their reason for responding in a particular

way. This enabled the gathering of data easy, minimized bias responses and the study objectives meet. The administering of questionnaires among students was not a challenge as the researcher belongs to the same community.

### **3.6.4 In depth Interviews**

The researcher used in depth interviews. The interviews were directed at the youth audiences, probing the role of ZBC TV programme “*Positive Talk*” in health related issues at large. In depth interviews contributed strongly towards getting much information as possible from different audiences.10 respondents were interviewed. The relevance of the interviews was that the researcher wanted to find how the youth’s regard to the programme and how the programme is contributing in informing and educating them on their health social life.

### **3.6.5 Focus Group Discussions**

This is whereby the researcher selects between (8 and 12) respondents and forms a group. This method has one strong advantage in doing research which is saving time and energy and youths may also get together and make meaning among them. The researcher facilitated 4 focus group discussions in groups of 9 students to assess the role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues. The relevance of focus group discussions in this study was to create an informal environment to allow youths to feel at ease and relaxed. Moreover more information came out through a consensus opinion and through debates.

### **3.6.6 Ranking and Scoring**

The study employed the ranking or scoring method by making youths place their ranking of educational value and informative value of ZBC TV programme “*Positive Talk*”. The Scoring sheet is part and parcel of the questionnaire that was administered. It sought to compare the youth’s perception and role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues.

### **3.6.7 Second data collection methods**

The research depended also on second data. Second data is said to be data that exists and can be used by the researcher in his/her study. The study used the internet research as secondary research source and library search. This research method requires one to visit written texts that have already been done similar work on the work under study, dissertations and textbooks will be used to assess the role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues.

### **3.7 Methods of data analysis**

The following section presents in detail the methods of data analysis. The research employed content analysis, critical discourse analysis and response analysis. Content analysis is used primarily to interrogate ZBC TV “*Positive Talk*” role in informing and educating on health related issues. Response analysis focused on analyzing the findings from questionnaires, focus group discussions and in-depth interviews that were carried under this study.

#### **3.7.1 Content Analysis**

Content analysis is important for carrying out analysis in this research. The researcher used this method to analyze the programmes content and viewer’s suggestions, proposals, concept papers and other reports on health related projects. The content that was analyzed was only that was under the identified unit of study.

#### **3.7.2 Critical discourse analysis**

Discourse is simply put as expressing oneself with words. In this research, the researcher tries to identify ideas, views, roles and attitudes of youths towards ZBC TV programme “*Positive Talk*”. The researcher tries to answer questions such as how the discourse helps us understand the issue under study, how youths construct their own understanding of ZBC TV and the programme “*Positive Talk*”. Therefore discourse analysis becomes an instrument for assessing results from the research.

### **3.7.3 Triangulation**

The researcher triangulates all the research methods discussed in this chapter in arriving at research finding and conclusions. Du Plooy (1995) contends that triangulation is an attempt to include multiple sources of data collection on a single research project in order to increase the reliability of the results, and compensate for the limitations of each method. Under this study the researcher was able to triangulate findings from direct participation, focus group discussions, interviews and questionnaires that were administered during the study. This was able to put together the data and provide a critical and fair analysis.

### **3.8 Validity/Limitation and Constrains**

This study is valid because it was able to access the opinions of youths within their free desire and there were no incentives to participation that could have brought biases to responses. All participants in this study understood the objectives of the study and participated with full heart. The data gathering in this study was not a walk in the park. Despite all the challenges the research was successful conducted and all the challenges dealt with accordingly. The constraints faced in the research pertain to resources and this limited the researcher to only work with few youths in this study.

### **3.9 Chapter Summary**

This chapter outlines the major methods and methodologies that were used in all processes throughout this study. The methodologies presented here are important in analyzing the research findings and outlining the research area for this study. The following chapter will give a detailed analysis of ZBC TV programme “*Positive Talk*” which is the television programme under study.



## CHAPTER 4

### ORGANIZATIONAL ANALYSIS

#### 4.1 Introduction

This is a brief analysis of the organization behind the ZBC TV programme “*Positive Talk*”. The chapter provides an assessment tracing the core business of Video Audio Network (VAN) and its link with ZBC as a way of enhancing understanding on how the programme is implemented and produced. This will provide an analysis of the programmes role in informing and educating on health related issues for youths in the country.

#### 4.2 Structure of ZBC TV Programme “*Positive Talk*”

ZBC TV provides the much sought for air play to flight Video Audio Network (VAN) product “*Positive Talk*” on the national broadcaster. This has positively contributed to the fulfillment of VAN’s core business of fostering development through development communication as the content produced is now reaching its targeted audience through ZBC TV. In addition this has also contributed towards the operation of VAN as it gets publicity as well through the airing of its products attracting other organizations to seek services offered by VAN. VAN is a privately owned film and broadcasting media institution that is in the production of mass media products. The institution is registered under Section 10:27 of AIPPA to qualify it as a registered mass media institution. In its operations VAN is guided by media laws that govern the operations of the media in the country.

#### 4.3 History of Video Audio Network (VAN)

Video Audio Network (VAN) was established and incorporated in 1996. A brainchild of three former Zimbabwe Broadcasting Corporation (ZBC) broadcasters namely Farai Matambidzanwa, John Phiri and the late King Dube, the institution has evolved over the years growing big and expanding at the same time. Today it is one of the most dynamic production houses in the country and beyond borders with a strong robust background in radio and television production.

The company started operations in 1996 in the city of Harare at number 4 Kennedine Court, Corner 7<sup>th</sup> Street Central Avenue in Harare. When VAN started operating it had three Directors who happen to be the founders named above, who had vast knowledge and experience in broadcasting and filming. Driven by the desire to cover development issues in the community with specific targets of marginalized communities conforms to Mansel (2006) view that the media has a major role in the providing information that thrives to develop communities through disseminating knowledge and information.

With revenue gathered from various projects entered into VAN, managed to construct its own complex at number 2815 Lavernham West, New Bluffhill, Harare in late 1996. The facility comprises of an Editing suite, board room, rooms which can be used for shooting and two radio studios currently under construction. The completion of the complex saw VAN relocating to its new complex in December 1996.

Guided by the goal to offer broadcasting services that seek to develop the community VAN managed to secure contracts with many Non-Governmental Organisations (NGOs) in the country that work with communities to achieve development. Some of the NGOs include SAfAIDS in this case the organization sponsoring ZBC TV programme, “Positive Talk”, ZNFPC, SAHRIT and UNDP among others. This relationship saw VAN producing television and radio programmes through ZBC TV that are aimed at imparting knowledge, which one can safely say VAN operates to provide communication for development. Some of the products that VAN produced includes *Just A Date*, *Adolescents: Our Hope – Our Future*, *HIV & AIDS: Redirecting Our Responses*, *Close Shave*, *Youth for Real* and *Vashandi Vemumapurazi* among other.

Another area which VAN seeks to satisfy is the commercial sector through the creation and execution of commercial on the national broadcast. Some of the clients that VAN has produced commercials for include the Reserve Bank of Zimbabwe (RBZ), University of Zimbabwe (UZ), Grain Marketing Board (GMB) and Altfin.

Competition also posed a threat to the operation of VAN at the onset of the 75% local content a precept of the Broadcasting Services Act (BAZ) led to the establishment of other film

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producing organization such as Mighty Movies, Mahaka Media and other backyard movie producing organization in order to satisfy the ever increasing market for both television and radio projects.

A sad development happened in March 2012 when one of the Directors Mr. King Dube passed away. This left the institution with two directors. Mr. King Dube was one of the characters with unique and a vast of unimagined creativity which saw him being identified as the major scripts writer at VAN.

Currently VAN is producing “Positive Talk” a half hour television programme which focuses on health issues relating to Sexual Reproductive Health and Rights education ,Gender ,HIV and AIDS epidemic. The project is produced for SAfAIDS and funded by Global Fund. It is screened on the national broadcast television Zimbabwe Broadcast Corporation Television (ZBC TV) every Monday at 7.00pm to 7.30pm. Apart from that VAN produces documentaries for in house use for various organisations which are not aired on the national television.

#### **4.4 Organizational Governance Structure**

“*Positive talk*” has an advisory Board which is appointed by SAfAIDS. The Board plays an advisory role to the youths who manage and implement the programmes for the organisation. The Board is also the custodian of the ZBC TV programme “Positive Talk” assets. In all the Institutions that ZBC TV programme “*Positive Talk*” operates in, there are Local Coordinating Committees (LCC’s) that do the planning and coordination of activities at institutional level. The Secretariat is employed by the SAfAIDS to do the day to day administration of the institution while students will be committed to their studies.

“*Positive Talk*” secretariat is headed by the Executive Director who is responsible for coordinating the running of the institution. The director is the focal person who provides the link between the different arms of the institution which includes the Board, The NCC to which he is the secretary and the Secretariat. The Executive Director is the chief administrator of the project to whom everyone reports to. All “*Positive Talk*” programmes are directly managed by the Programmes manager who directly coordinates and monitors three

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officers who include the Information and Advocacy Officer, the Gender Officer and the SRHR and HIV Officer. The programmes manager and the officers ensure that all activities of the organisation are carried as planned and are documented. The officers are the ones responsible with implementing programmes at college levels these include peer education trainings and other edutainment and infotainment programs. The organization also has a Finance Officer who is responsible for administrating the finances of the organization, the roles of the finance officer include composing budgets in consultation with the programmers and managing the institution's financial resources and coordinate auditing. The administrator is responsible for ensuring all logistical requirements of the institutions are catered for to ensure the smooth running of the institution.

These findings prompted the organization into further research and it also discovered that the lack of information and education in sexual reproductive health and rights education programmes was reducing the popularity of such programmes amongst the youths. Students' in tertiary institutions normally have commitments and programmes targeting them should have a significant exchange value that is beyond the obvious which in "*Positive Talk*" case is information and knowledge for they have high knowledge levels but it is their behaviour that needs to be addressed. Television then was identified to be that part that could enhance the participation of youths and also act to attract and retain their interest in their educational programmes.

To-date ZBC TV "*Positive Talk*" programme has managed to package Sexual Reproductive Health and Rights Education programmes that puts the education and information value at the centre so that the interest of youths is captured and retained for sustained impact. The organization also carry-out *Drama Advocacy* which is a programme that seeks to allow youths to express their understanding on SRHR issues through drama which is expressive and which can be better understood because it is rooted in the realities of youths. Other approaches that have been developed by the institution included *discussion forums*, *quiz competitions* and *tribunals* which all are educative and informative for behavioral marketing in SRHR education.

In order to achieve the organisational objectives the organisation has to establish mutual lines of communication within its departments. Mooney(1983) notes that organizational coordination at departmental level is important as it ensures smooth flow of activities and unity of action in the pursuit of a common purpose. Neyer (1997) identifies the primary functions of organisational communication as compliance gain, problem solving, decisions making, motivating staff and negotiating innovation. It is against this background that organisations establish lines of communication within department so as to achieve easy flow of activities. At VAN the best way to describe the direction of communication is diagonal communication which is explained by Wilson (1992) as communication between managers and workers located in different divisions. Interaction at VAN includes floor workers engaging in conversations with the directors on matters that have to do with business.

#### **4.4.1 Directors**

The directors are the ones who have the final say and are the ones responsible for making decisions that have a bearing on the operation of VAN. They are the link between the different departments that make up VAN. Currently the directors are F. Matambidzanwa and J. Phiri. The Directors receive information from heads of the various departments. The Directors oversee the whole institution and they also organize meetings. Proposals for funding and scripts are submitted to the Directors for approval. Information flow exists between the Directors and Heads of Departments every day. With heads of departments updating the directors on what has and is transpiring within the organization. The signing of contracts is also done by the Directors.

#### **4.4.2 Administrative Finance Department**

This department is the one that is responsible for availing funds and approving purchase requests. Cashing in and cashing out of the organizational finance is done by this department. The head of the Administrative Finance department also reports to the Directors updating them on how the finances of the institutions look like. The department provides and maintains the financial records of the institution. Various departments have to submit cash and purchase requests to this department so that funds are availed for different uses. Such requests include finance for fuel to travel to scenes of shooting, video tapes, software

purchase, bread, tea and tissues among other things. The department also consults other departments to ensure that whatever needed to enable smooth flow of business is achieved is available.

#### **4.4.3 Creative Department**

The Creative department is the one that is responsible for designing programmes and commercials for clients. Developing the theme and layout of commercials is done by this department. Crucial to the operations of VAN the Creative department works hand in hand with the Administrative Finance department, Directors and Production department to ensure that standards set by the clients are met. Programme introductions and conclusions are visually produced by the Creative department which gives the impression of the institution to the outside world and determine the impact the visuals will play in attracting the audience.

#### **4.4.4 Production Department**

The Production department secures contracts for VAN. After securing contracts the department lease with other departments to produce the required products for the clients and society. The Production department also conducts researches in the community to identify areas that need to be addressed and achieve national development. After researches the department then reports to the Directors and other departments in order to produce products that foster development in society. It also works hand in hand with the Administrative Finance department to ensure that funds are availed.

### **4.5 VAN Mission Statement, Goal, Vision and Values**

#### **Mission Statement**

As information gatherers, we aim to produce Radio and Television Programmes that promote Human Rights, Democracy, Popular Participation, Cultural Identity, Ethnic Grouping, Gender Equity, Peace and Development.

#### **Goal**

Production of Radio and Television Programmes on key development issues affecting Zimbabwe and the Southern African region

## **Vision**

Working on environment where Broadcasting changes from a means of distribution to a means of communication

## **Values**

Responsible Journalism, Networking, Sincerity, Accountability, Objectivity and Impartiality

### **4.5.1 Organization Core Business**

The organization core business is the production of television and radio programmes on key development issues affecting Zimbabwe and the Southern Africa region. These key issues are represented for in both the television and radio. “Media institutions are part of an organised system of communication that intends to serve both the medium and society” through the use of the television and radio (Merrill 1990:23). Some of these include health communication, women and children’s rights.

### **4.5.2 Health Communication**

As one of the topical issues in the country, the HIV and AIDS pandemic has affected the country negatively economically and socially, VAN saw the need to assist in curbing the epidemic. In fighting against new infection of the HIV virus and increase awareness VAN through ZBC TV undertook to employ the “*Positive Talk*” television programme to negotiate with society in curbing new infections through producing awareness programmes for mass distribution. Such programmes are designed to achieve behavioural change and Zero new HIV infections. Such an initiative is geared towards the development of the country through curtailing the working population and young generation from succumbing to the HIV and AIDS pandemic.

### **4.5.3 Communication for Children’s Rights**

The organization has also been part of the fight against child abuse in the country. Such actions can be classified into (Schaeffer 2004:14) words that “social change can be achieved to a certain extent when the media plays the role of an advocate.” The process of development in the community requires the media taking place in the production and dissemination of developmental issues which are directed at informing the society about areas

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that need attention and adjustments. This has seen VAN producing a 55 minute video documentary looking at the implementation, challenges and success of a community based child rights programme in Murehwa. Some of the documentaries bring out the harsh realities of child abuse and the need to assist in stopping child abuse.

#### **4.5.4 Communication for Women Development and Empowerment**

VAN through ZBC TV has also engaged in the fight for women's rights and advocate for a community that recognises the role of women in the community. This has been done so by producing programmes that represents the concerns of women. By doing so, a positive contribution is being made towards the betterment of the female position and roles in the community. By providing communication for development VAN through ZBC TV Programme "Positive Talk" is aiding the government in its endeavour to empower women in the country.

#### **4.6 VAN's Products**

Over the years VAN has managed to produce more than 100 programmes both for public consumption and in house use for different organisations using the television as its advocacy tool. This conforms to the African Charter on Broadcast of (2001) that views the television as a medium for development and McLuhan (1964) who named the television the "timid giant" implying that it is capable of attracting any one's attention. Products include dramas, advocacy videos, short films, talk shows and corporate and individual videos. The product portfolio of VAN reflects its tireless efforts in thriving for development in the community. This part will focus on only a few products among the bulk products the institution has produced that tackle social issues.

##### **4.6.1 *Positive Talk*" (PT)**

"Positive Talk" is a half an hour television magazine looking at TB, HIV and AIDS in Zimbabwe today. The programme is currently being screened on the local national television ZBC TV on every Monday between 1900 hours and 1930 hours. The programme tackles issues that are related to the HIV and AIDS pandemic and thrives



to educate the nation on issues to do with the epidemic. The programme is produced for SAFAIDS and is funded by Global Fund.

#### **4.6.2 HIV & AIDS: Redirecting Our Responses**

This one is a 13 x 60 minute television documentary series looking at the relationship between poverty and the spread of HIV and AIDS in Zimbabwe. The series traces the origins of the population's vulnerability to the pandemic. Based on field interviews/research findings, the series also makes recommendations on how the nation can redirect its responses to the pandemic.

#### **4.6.3 Adolescents: Our Hope – Our Future and Youth for Real**

These two programmes focus on today's youth and how they can make a positive contribution towards the fight against new HIV infections and Sexual Reproductive Issues today. They are a television and radio programme respectively.

#### **4.6.4 Vashandi Vemumapurazi**

The programme was a radio programme aired on Radio Zimbabwe. It represented the views of farm workers and it was a platform on which the workers could air their views and concerns. Through this programme wage issues, living and working conditions were addressed.

**Table 1: VAN's Product Portfolio**

Name of Product	Medium	Channel Name
1) Youth for Real	Radio	Power FM
2) Vashandi Vemumapurazi	Radio	Radio Zimbabwe
3) Positive Talk	Television	ZBC TV
4) Fragments	Television	ZBC TV
5) Close Shave	Television	ZBC TV
6) Just A date	Television	ZBC TV
7) Adolescents: Hope - Our Future	Our Television	ZBC TV
8) Just A Date	Television	ZBC TV

**Source: (VAN: 2013)**

#### **4.7 Funding Mechanism**

For media organizations to operate they need funding to undertake the role of gathering and disseminating information. Costs to be covered during the process include scripts, personal, props, electricity, recording tapes and DVD's. Besides capital to fund these operations the media organizations also operate to acquire profits thus coining the words "media are now big business" (Curran 2002:7). The bulk of revenue for VAN's operations is from contracts entered into with NGO's which contracts the institution to produce developmental programmes. Besides contracts with NGO's, VAN also gets revenue from commercials for various organisation's and productions for individuals.

##### **4.7.1 Contracts with NGO's**

NGO's provide the bulk of funding for VAN to produce and distribute various programmes which fall under communication for development. Due to lack of funds coming from government for content generation, NGO's took the role of rolling out funds for the purpose of communication for development. Mahoso (2000) cited in Fisher (2010) notes that European and American NGO's funded the production of pedagogically oriented documentaries and fiction films dealing with human rights, in relation to issues such as HIV

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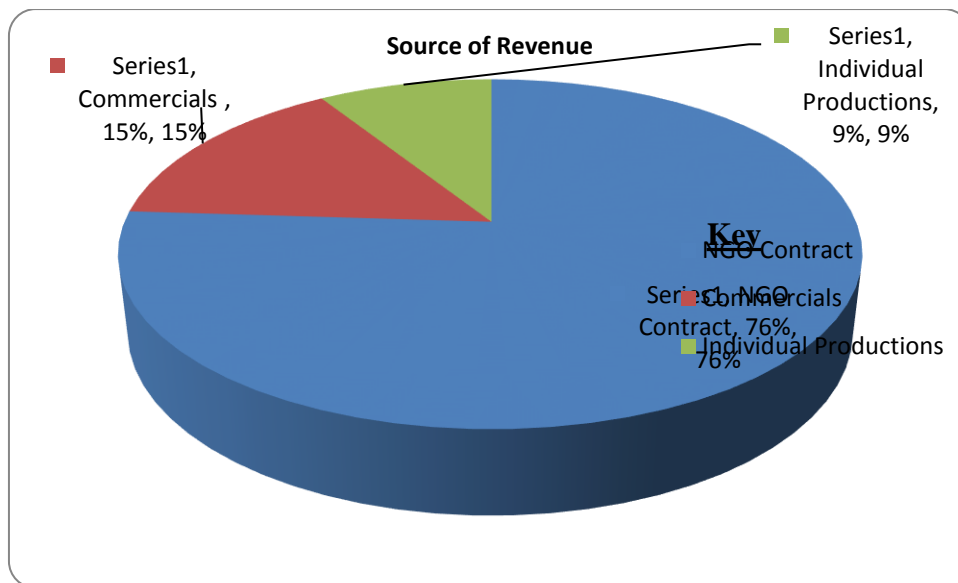
and AIDS and teenage pregnancy. Some of these NGO's include SAFAIDS, UNDP, ZFNPC, SAHRIT, PRF and USAIDS which fund the production of programmes such as *“Positive Talk”*, Youth for Real, Ndodii and Close Shave among others. Contracts are sought by the directors and the production manager who then decide on whether to take up the contract based on the outcomes of their discussions. Programmes are charged depending on their length and amount of work expected to be done before coming up with a finished product.

#### **4.7.2 Commercials**

Advertising has been noted by Picard (1989) as the driving force behind the operations of the media. Both radio and television commercials are produced at VAN. The Creative department is the one that is responsible for generating content and visual graphic for adverts. Costs charged include the production and air time to air the commercial. Commercials rate ranged from US\$200 to US\$1500 depending on the length and choice of medium preferred by the client. Over the years it has been in operation VAN managed to produce commercials for big corporate organisations such as RBZ, GMB, UZ and Altfin among other organisations. The table below reveals some of the rates charged on commercials depending on their length and medium.

#### **4.7.3 Individual Productions**

Another stream of revenue for VAN originates from productions done for individuals and small local organisations. Production for these clients include music videos, launches funerals, parties and weddings. However, even though such productions are not done often they do contribute towards the financial coffers of VAN when they are produced. The Chart below shows statistics of major revenue contributors.



**Fig 2: Statistics of Major Sources of Revenue**

Source: (VAN: 2013)

## 4.8 Medium Contributions

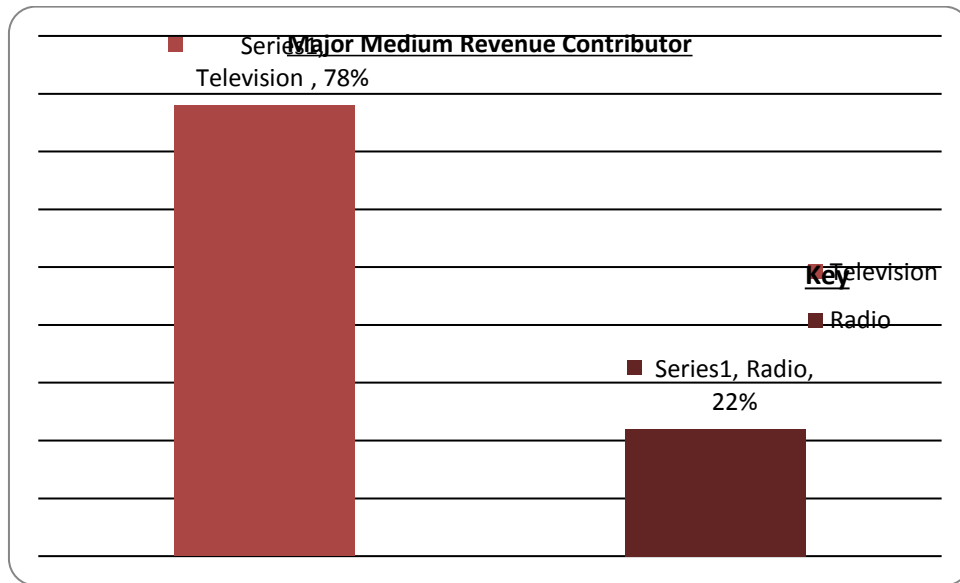
### 4.8.1 Television

Audio visual programmes for NGO's and other organisations provide a lot of revenue for VAN. This stems from the idea that the television is viewed by many as an interesting medium that is capable of attracting the attention of the viewers. This is also supported by Gerbner (1969) and McLuhan (1964) with the latter referring to the television as a "cold medium" and a "timid giant" due to its engaging characteristic as it applies to our senses and even body movements such as gestures reflecting its capability to control the mind of the average person. This explains the reason why most NGO's prefer to use the television as a medium to advocate for social change in terms of attitudes and opinions of the citizens to yield community development. Such programmes such as ZBC TV "Positive Talk", HIV & AIDS: Redirecting Our Responses and Adolescents: Our Future Our Hope used the television as their advocacy tool to go a long in educating the community.

### 4.8.2 Radio

Unlike the television, the radio do cut across boundaries it is able to transmit to area that the television cannot reach as noted by Mills (2004). This has led to the radio being preferred for

certain programmes which usually cater for the rural community which receives little television transmission. Programmes that VAN did produced employing the radio as the advocacy tool include Vashandi Vemumapurazi and Mopani Junction which were designed to cater for the rural community and they also used local languages. These programmes were again funded by the Donor Community to foster development and they did contribute a portion to VAN's funds.



**Fig 3: Medium Revenue Contribution**

**Source: (VAN: 2013)**

#### **4.8.3 Links with Other Organizations [Publics]**

VAN's operations are guided and concluded by the influence of other organisations that are termed "publics" by Jefkins (1998). Some of the public's include NGO's, its staff Universities and colleges and the Government under its various departments such as ZBH, ZESA, ZIMRA, ZMC and the City Council. Some of the organisations that VAN operates with include voluntary media organisations such as VMCZ, MISA and ZUJ. McQuail (1987) notes that in serving the public interest media organisations do interact at various levels in order to improve on content generation and presentation.

NGO's are part and parcel of the public's who have their interests in VAN as it is an institution that is engaged in communication for community development. This segment can

be viewed as VAN's clients as NGO's supply funds for the various productions produced. Among these NGO's there is SAFAIDS which is sponsoring the production of the television programme Positive Talk. There are also other organisations such as PRF, ZNFPC, USAID, UNDP and UNESCO. These NGO's provide funds for the production of developmental projects which enable VAN to achieve its set goals and objectives. This implies that mutual lines of communication have to be established and maintained as the relationship is reciprocal.

Voluntary Media Based Organisations. This segment comprises of organisations such as VMCZ, MISA and ZUJ. The interaction between VAN and these organisations positively contributes towards the attainment of VAN's goals and objectives. The main thrust of such a relationship is to produce mass media products that are objective and do not offend the society's moral values. Educational workshops and seminars are organised by these organisations which involve media practitioners in order to share ideas on how to improve ways of gathering and disseminating information.

Of relevance importance in the operations of VAN is the government through its various departments. These departments include ZESA, City Council, ZIMRA and ZMC. ZESA and the City of Harare provide essential services such as electricity and water respectively which are used in the day to day operations of VAN. For instance electricity is needed as it is a source of power for the equipment used in the production process. In turn VAN pay for these services. The ZMC authorizes the operations of mass media institutions under section 27 of 10 of AIPPA. The registration process through the ZMC has enabled VAN to execute its duties without fear of attracting the wrath of the legal system.

ZBH provides the much sought for air play to flight VAN's products on the national broadcaster. This has positively contributed to the fulfilment of VAN's and ZBC TV core businesses of fostering development through developmental communication as the content produced is now reaching its targeted audience through ZBC TV. In addition this has also contributed towards the operation of VAN as it gets publicity as well through the airing of its products attracting other organisations to seek services offered by VAN.

Universities and colleges provide interns for the institution as they will be making an input and contributing towards the production of content. VAN accommodates students Universities such MSU, NUST and UZ and colleges such as CCOSA and Harare Polytechnic College.

However, VAN does not operate in a vacuum it operates with other organisations that may act as competitors. Van can be said to be operating in an Oligopoly market structure which Albarran, (1996) notes that there is more than one seller of a product and the products may be either homogenous or differentiated.

VAN operates with other organisations competing for customers. As alluded in the page above VAN operates in an Oligopoly market structure, where companies compete for contracts. The media landscape of Zimbabwe has seen a significant growth in the number of producing firms. VAN has made use of various strategies in order to wad of competition. The table below gives an outline of some of the competitors VAN competes with.

**Table 2: VAN Competitors**

<b>Competitor</b>	<b>Well known Production</b>
Media for Development Trust	Neria
Mahaka Media	
Mighty Movies	Chibuku Adverts
Chisamba Productions	Mai Chisamba

**Source: (Author Compilation: 2013)**

#### **4.9 Chapter Summary**

This is a brief analysis of VAN and ZBH the organizations behind the “*Positive Talk*” programme and the work that the organizations does including their mandates and visions. The chapter was able to trace the core business and oscillations that the organizations had gone through as a way to implement and analyze the role of ZBC TV “*Positive Talk* programme” on health related issues. The next chapter will present how “Positive Talk” has

conceived its role in informing and educating on health related programmes through the presentation of the main research findings of this study.

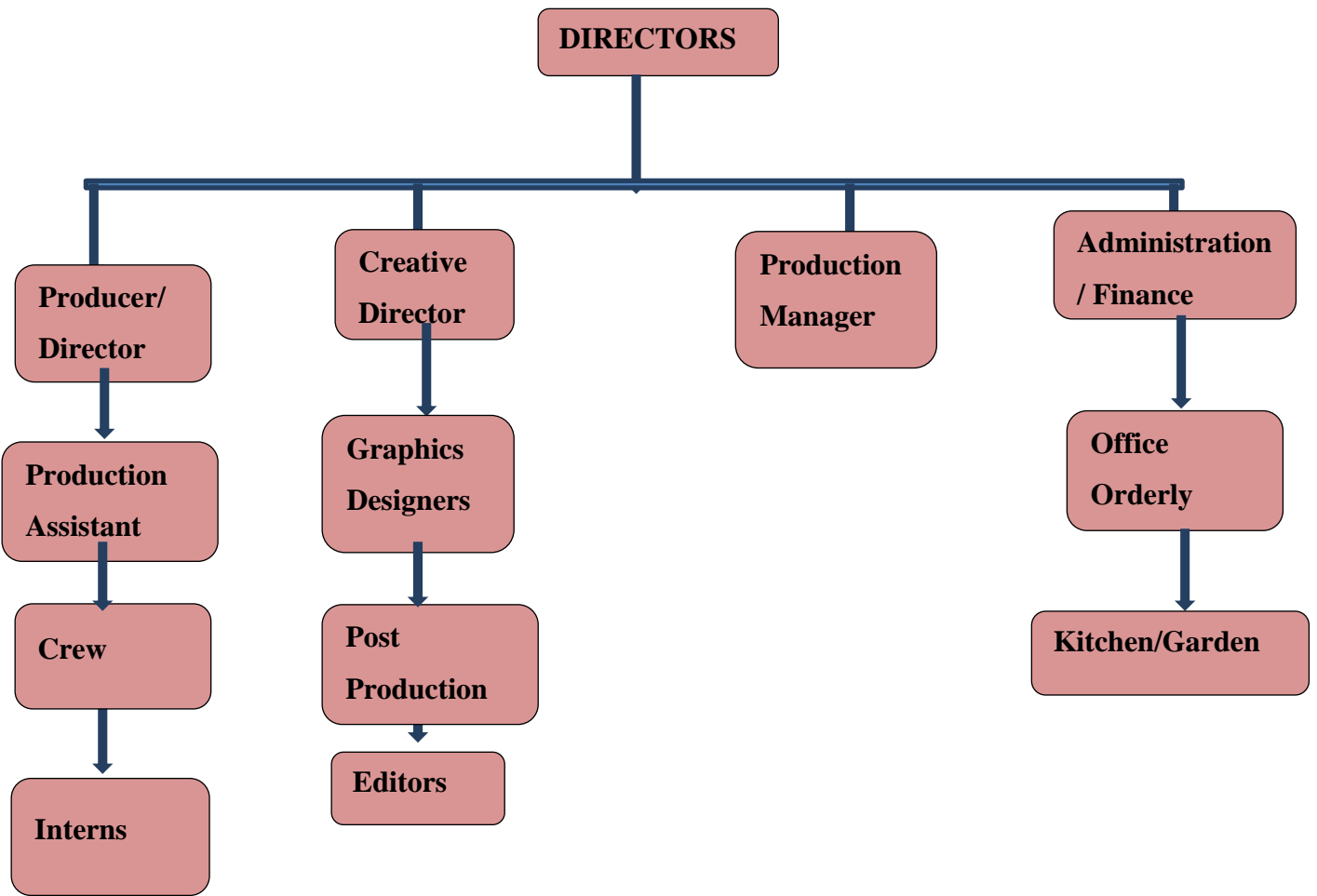
**Fig 4: Video Audio Network logo**

**Source: (VAN: 2013)**





### Video Audio Network Organogram



**Fig 5: Administrative Structure**

Source: (VAN: 2013)

## CHAPTER 5

### DATA PRESENTATION AND ANALYSIS OF RESEARCH FINDINGS

#### 5.1 Introduction

The analysis of data study marries the findings from questionnaires and interviews that were carried in this study. This chapter presents the role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues for youths giving particular reference to how the ZBC TV programme “*Positive Talk*” has fulfilled its role of informing and educating on health issues.

#### 5.2 Data presentation

The analysis of data in this study will outline the role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues. This section presents the findings from the Interviews, Questionnaires and focus group discussions that were done in this study.

##### 5.2.1 ZBC TV programme “*Positive Talk*” Reach

The table below shows the consumption pattern of ZBC TV programme “*Positive Talk*” by the universe under study. About 40 percent of the universe consumes the programme.

**Table 3: Consumption Patterns of ZBC TV programme “*Positive Talk*”**

Target respondents	Number of respondents	Actual % of targeted respondents
Consumers	4	40
Non consumers	6	60
	10	100

**Source: Raw data**

From the research as illustrated on Table 3 above, a large number of respondents do not consume ZBC TV programme “*Positive Talk*”. As such “Positive Talk” programme aired on ZTV is only effectively reaching 40 percent of the universe under study.

Although ZBC TV “*Positive Talk*” programme is targeted at addressing the whole population, the coming in of new media, such as satellite television, has brought about a competitive environment for ZBC TV programmes with foreign media taking the edge in the country’s media industry. The fact that ZBC TV broadcasts much local content in its programming coupled with its poor transmission has seriously jeopardized the public service broadcaster’s reach and its relationship with the audiences.

About 91 percent of the respondents have satellite TV at their homes. Apparently more respondents do not favour ZBC TV programmes, implying that they favour programmes such as SABC, BTV and those that watch ZBC TV programmes watch it for a limited time.

One respondent went on to say he does not watch ZBC TV programme “*Positive Talk*” because ZTV they are a failed project that has failed to meet the obligations as a public service broadcaster.

### **5.2.2 Perceptions of audiences about ZBC TV programme “*Positive Talk*”**

Those who have access to the programme regardless the extent they consume it were asked during interviews to explain the role of the programme in informing and educating on health related issues. Many responds were noted by the researcher that focuses on the programmes repetition, relevance and bias among other things. Some of them had outright oppositional responses to the programme while others appeared to be moderate and very positive. One interview described the programme as not informative as it always repeats same issues for example issues of HIV/AIDS yet they are other health issues. Most of the interviewees note that the programme is very informative and educative in its content. They also demand that the programme should be given more time to broadcast on ZBC TV. One of the respondents had this to say:

Many youths today are not aware how important the programme is. They need to be taught, informed and educated on health related issues lest they will perish.

Nevertheless respondents to the questionnaires highlighted the programme to be promoting a healthy youth Zimbabwe.

### 5.3 Content levels of ZBC TV programme “Positive Talk”

The consumption rate of the programme strongly impacts on its content levels. In accordance to the universe found to be consuming the programme 40% (4) of the respondents, as illustrated on Table 4 below, watch the programme. However, 60% (6) indicated that they are not aware of this programme which means that they do not watch ZBC TV. On the other hand, interviews with some of the respondents indicated that they consume the programme but do not like the content of the programme. However, the main goal of the study is to assess the role of ZBC TV programme “Positive Talk” on health related issues. Most respondents admitted knowledge impartation, information and education role of ZBC TV programme “Positive Talk”.

**Table 4: Knowledge levels of ZBC TV programme “Positive Talk”**

Target respondents	Number of respondents	Actual % of targeted respondents
Those who know ZBC TV “Positive Talk” programme	4	40
Those who do not know	6	60
	10	100

**Source: Raw data**

### 5.4 Role of ZBC TV “Positive Talk” programme

Respondents felt that ZBC TV programme “Positive Talk” just like Mai Chisamba Show and Murimi wanhasi that were aired on ZBC TV is a programme that is both educative and informative. One of the respondents had this to say:

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The role of ZBC TV “Positive Talk” in informing and educating on health related issues

Personally I found ZBC TV programme “*Positive Talk*” both informative and educative. I really enjoy the programme and I also want to say keep the good work to ZBC TV programme “*Positive Talk*” producers for addressing health issues that affects our society and our Zimbabwe.

However some of the interviews highlighted that the programme has failed to meet its obligations of informing and educating as some episodes are repeated and in that regard the programme should adjust if ever it wants to win the hearts and minds of its audiences. One of the interviews had this to say:

I don’t think “*Positive Talk*” programme should be regarded with high esteem because it has totally failed to inform and educate us. Some episodes of the programme, the signals and quality will be down and the content not informative and educative.

Although the youths acknowledged the effectiveness of ZBC TV programme “*Positive Talk*” its role in this country is not coordinated and not documented and this has rendered the programme almost insignificant because there is no direct impact that can be attributed to this programme exclusively. Discussions with respondents noted that there is need to craft a mechanism of providing a coordinated approach to the practices of programming and this could be done through borrowing from other successful projects interventions like that of Mai Chisamba Show.

### 5.5 Perceived quality and content of the ZBC TV programme “*Positive Talk*”

**Table 5: Perceived quality levels of ZBC TV programme “*Positive Talk*”**

Target respondents	Number of respondents	Actual % of targeted respondents
Those who regard ZBC TV programme “ <i>Positive Talk</i> ” as poor quality	6	60
Those who appreciate the quality of ZBC TV programme “ <i>Positive Talk</i> ”	4	40
	10	100

**Source: Raw data**

The research highlighted that 60 percent (6) of the audiences perceived satellite channels as offering better programmes as compared to ZBC TV. For instance one of the respondent commenting on SABC 1 highlighted:

That on SABC 1 each week I get exposed to a variety of programmes on health related issues that show thematic variety. These programmes are not homogenized and monotonous as compared to what ZBC TV programme “*Positive Talk*” and I recommend ZBC TV programme “Positive Talk” follow suit.

Furthermore, 60% (6) of the respondents who asserted that they don’t watch the programme preferred viewing other foreign channels for example SABC 1-3. When the respondents were asked where they get information on health related issues other than ZBC TV programme “*Positive Talk*”, they would generally respond. “...from satellite TV and the internet”. Satellite TV and the internet are better than ZBC TV programme “*Positive Talk*”. One of the respondents had this to say:

Satellite TV and the internet produce better and best informative and educative programmes on health related issues. This may be connected to the fact that viewers pay to view thus they are inclined to rate them higher.

One of the respondents elaborated during the quantitative interview on where she got most of the information on health related issues:

When I go to satellite channels, these channels offer programmes not limited as compared to ZBC TV. Their programmes are not only limited to HIV/AIDS but they cater for the society’s needs as they educate, inform and entertain.

However (40%) of the respondents perceived ZBC TV programme “*Positive Talk*” to be of high quality as it tries to address issues that are seen every day affecting each and every youth. Through repetition the programme tries to give the message depth and consistency.

One of the respondents has this to say:

ZBC TV programme “*Positive Talk*” is a high quality programme. Through repetition with variation the programme contributes to learning and persuasion. Since communication is unending and the message must be consistent.

More so, the ranking and scoring sheet cemented the informative and educative quality of the programme, as respondents through the scoring sheet which was part of the questionnaire scored the programme to be both informative and educative.

## **5.6 Analysis of Research findings**

This section of the study will present an analysis of the data that has been triangulated in this study. It will seek to provide an overview of the role of ZBC TV programme “*Positive Talk*” in informing or educating on health related issues relating them to theoretical tenets and how they relate to the way the television programme is perceived.

### **5.6.1 ZBC TV programme “*Positive Talk*” As a Public Sphere: Giving a platform to youths**

Youths as represented by students in tertiary and polytechnic institutions in this study, believe that ZBC TV programme “Positive Talk” is able to empower them into realizing certain issues more than other approaches to health related issues because ZBC TV programme “Positive Talk” depicts real issues especially on television. A respondent during a focus group discussion comments that:

The programme makes us see through our lives, it is like looking inside a mirror and seeing your own reflection, it enables us to comment on challenges we face every day through characters depicted in the programme.

ZBC TV programme “*Positive Talk*” has perceived television as a method that creates youths’ opinions on various issues on health; the programme has shown that youths share experiences and issues that they can identify without fear of being excluded.

### **5.6.2 ZBC TV programme “*Positive Talk*”: Inspiring Youth into Positive Action**

Most youths acknowledged that ZBC TV “*Positive Talk*” programme is responsible for some changes in their attitude on health issues particularly sexual reproductive health. The action that the programme inspires mostly relates to changes of attitudes, behaviour and

understanding of health issues as an important aspect in their lives that has to be addressed.

There are comments such as:

The programme has shown how I should relate to people infected and affected with HIV/AIDS. Moreover, how I should protect myself from STI's, unwanted pregnancies and other health related issues.

Similar comments run through the evaluation forms which were administered.

### **5.6.3 ZBC TV programme “*Positive Talk*” as Informative**

ZBC TV programme “*Positive Talk*” has been sighted especially by respondents under this study as a vehicle to health education and information that allows programmers to consult the youths on their perceptions over certain issues. ZBC TV programme “*Positive Talk*” providing a platform where youths are able to relate and willing to naturally open up and discuss over issues. In this way ZBC TV “*Positive Talk*” programme presents a public sphere where youths consult each other informally on what forms of behaviour or attitudes can be accepted by the significant others who are their peers.

### **5.6.4 ZBC TV programme “*Positive Talk*” as Educative**

Most youths have indicated that ZBC TV “Positive Talk” programme have an impact on their behaviour. The programme influence positive behaviour, at the same time increasing knowledge levels. This study can safely conclude that ZBC TV programme “Positive Talk” is adequate in addressing behavioural issues. The conclusion that ZBC TV programme “Positive Talk” can increase knowledge level has been identified from the interaction within the boundaries of this study. ZBC TV programme “Positive Talk” has been noted to have some form of cultivating effect where continuous exposure to it does not only provide new knowledge or information but instills a sense of competence amongst youths.

However, it was noted in this research that educative and informative programmes on health related issues depending on how they are practiced have been blamed for imposing some way of thinking about health issues which is solely designed by experts without the consultation of youths. This applies mostly to television programmes which sometimes are produced from foreign countries and its context might not relate to the target audiences and so it appears to

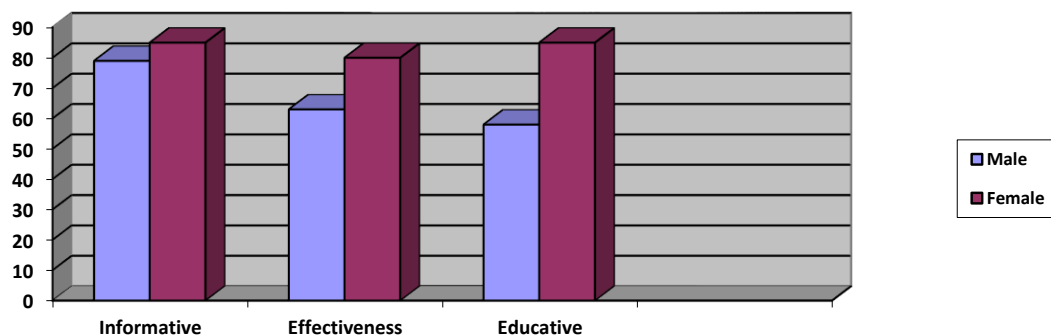
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be imposing some way of thinking that is foreign. It has been discovered in this study that recently educative and informative health related programmes including television has realized the need to put beneficiaries at the centre of the production of such materials. The need for such efforts is to address the fear that health related programmes appears to be imposing.

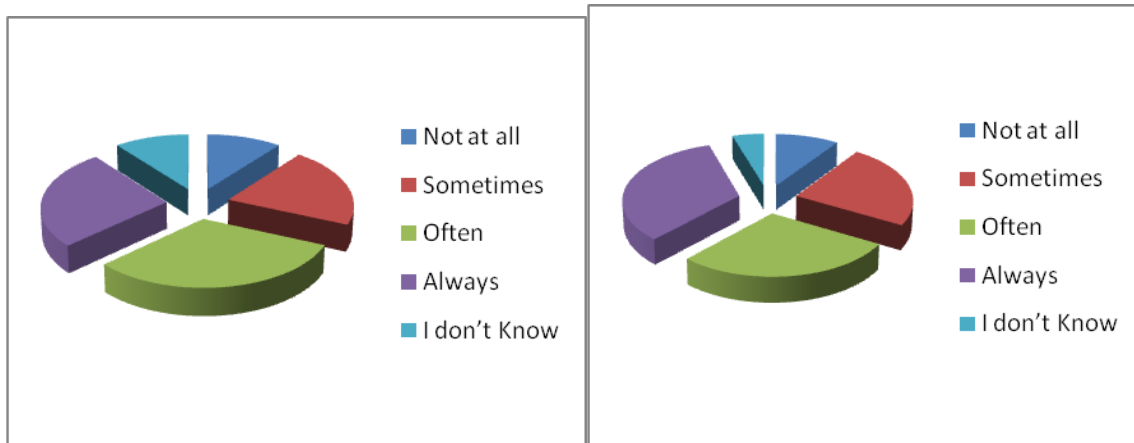
### 5.7 Interpretation of key findings



**Fig 6: Showing the role of ZBC TV programme “Positive Talk” amongst youths**

**Source: Raw data**

The above graph provides a summary of the findings of the key issues for this study. The conclusions that can be drawn from the graph are that most youths understand what ZBC TV programme “Positive Talk” does with a high percentage 79% and 85% among male and female respondents respectively. The graph also shows that ZBC TV programme “Positive Talk” is highly perceived among youths. It is also from the above graph that we can conclude that television is the most preferred health related approach amongst youths.



**Males**

**Females**

**Fig 7: Showing the role of ZBC TV programme “Positive Talk” on health related issues among males and females.**

**Source: Raw data**

The above pie charts indicate that the majority (represented by green) of both males and females are often educated on health related issues through ZBC TV programme “Positive Talk”. Also the second biggest number is that of those who acknowledge that they are always educated through “Positive Talk” programming. Overall it can be noted that ZBC TV programmes “Positive Talk” plays an important role in educating and informing the majority of youths on health related issues. Only a small percent of 10.5% and 9.5% of the respondents are never educated through ZBC TV programme “Positive Talk” as illustrated above on Fig 7. It is also important to note that the above chart indicates that more females learn more from ZBC TV programme “Positive Talk” than their male counterparts. This reason can be explained on the bases that television is the most popular approach cited in this study and a lot of studies on media and society have concluded that women consume more of television than man.

The ideology of a masculine and feminine world of activities and interests and the separation of those gender specific interests is never more explicitly expressed than in the women’s reactions and responses to television programmes. Hall (1980) cited in Gray (1992).

## **5.8 Overall Analysis**

The research has arrived on the conclusion that ZBC TV programme “Positive Talk” is highly educative, informative and perceived by the youth and as an approach that could influence behavioural change on health related issues. ZBC TV programme “Positive Talk” is an important health education programme whose informative value in Zimbabwe lack documentation thus its impact is not clear. ZBC TV programme “Positive Talk” is central in attracting and retaining the participation of youths but for increased effectiveness ZBC TV programme “Positive Talk” should engage and capture rural youths for them to benefit also on the programme.

## **5.9 Chapter Summary**

This chapter provided the main research findings and data analysis which sought to explain the role of ZBC TV programme “Positive Talk” in informing, educating for youths. The next chapter will draw conclusion and recommendations from this data analyzed here.

## CHAPTER 6

### CONCLUSIONS AND RECOMMENDATIONS

#### 6.1 Introduction

The research has been able to explore the role of ZBC TV Programme “*Positive Talk*” in informing and educating on health related issues for youths. This chapter will focus on the main conclusions of this study and give recommendations to ZBC TV “*Positive Talk*” programme, VAN- the organization behind the programme and other youth health programmes that intend to inform and educate on health related issues. There are possible loopholes that have been identified in the course of this study and it is these that shall be presented as areas that need further research.

#### 6.2 Conclusions

ZBC TV “*Positive Talk*” programme has been rated differently by the youth audience. Many youths perceived ZBC TV “*Positive Talk*” programme role to be informing and educating in health related issues. Some youths reported negatively towards the programme’s role pointing out the programme repetition of health issues and its failure to reach other youths in the rural areas. Thus it ought to avoid repetition of issues and reach all youths in the country. ZBC TV programme “*Positive Talk*” has been noted as an essential vehicle for collective behaviour change as well as social mobilization among youths. This mobilization is central in sustaining meaningful participation among youths on health related issues and other developmental issues.

The youths have also noted that the role of ZBC TV programme “*Positive Talk*” have been significant in changing their behaviours on issues related to HIV/AIDS and Sexual Reproductive Health.

The nature of our society in which women do most of their work around the home has made television and film in particular a medium for women and related to this study is the fact that it is mostly females that are benefiting more from the ZBC TV “*Positive Talk*” programme.

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Programmes such as ZBC TV “*Positive Talk*” should continue to consider the drive of youths. Youths are a dynamic group whose tastes and preferences are always changing.

The research was guided by the following research questions so as to come up with a comprehensive study that was well informed and attributed to how different youths perceive ZBC TV programme “*Positive Talk*”.

-To what extent does ZBC TV programme “*Positive Talk*” create a health education and informative platform for youths?

-What is the rationale behind the use of television in health related issues?

-How effective is the television in enabling the youth to participate in health related issues?

-In what ways is health related information important to young people in Zimbabwe?

### **6.3 Recommendations to ZBC TV “Positive Talk”**

ZBC TV programme “*Positive Talk*” should continue with its health education and information dissemination but should increase its reach. The researcher found out that ZBC TV ought to upgrade its public service broadcasting in order to be at a competitive advantage. The researcher recommends the programme to create platforms where youths can engage to share issues that they want to be discussed. The educative component of ZBC TV programme “*Positive Talk*” should not be compromised by entertainment and therefore there is continued need for integrating information and education. In this way the programme will be meeting its obligations.

To add on there is need of ZBC TV to give more broadcasting time to the “*Positive Talk*” programme as eluded from the responses of this research. In order to regain its informing and educating role, the researcher recommends that ZBC TV programme “*Positive Talk*” avoids repetition of ideas and look at health issues on a wider spectrum for example health issues to do with hygiene and environment not only HIV/AIDS and Sexual Reproductive Health Education

The research notes that producing programmes that lacks quality results in lack of relevance to the youth audience and it contributes to negative attitudes towards ZBC TV. Thus the researcher recommends the programme to produce programmes with quality.

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#### **6.4 Recommendations to the organization behind ZBC TV programme “Positive Talk”:**

##### **VAN**

The following recommendations are made to Video Audio Network (VAN) so as to give the organisation a competitive advantage over its rivals.

VAN should establish a website which will assist in making online visibility of the organisation. This mainly because the internet has now become a platform which many people are now familiar with and use on a daily basis.

The organisation should develop product support systems such as cross promotion to assist in marketing the institution products to the wider citizen of the country. Programmes produced for example in this study ZBC TV programme “Positive Talk” would be of use if they are to be written as books that can be included in schools curriculum as they assist in developing the nation through imparting knowledge and information.

There is need for VAN to conduct some market research on how some of its competitors are developing new models of programmes.

#### **6.5 Areas for further study**

The research focused on the role of the ZBC TV programme “Positive Talk” in informing and educating on health related issues. However, it is therefore important that other studies should focus on the role played by other programmes or other mediums for example radio, advertisements and newspapers in informing and educating on health related issues. This will be necessary in coming up with a comparison of Zimbabwe’s media programmes and channels and weigh the impact of these channels or programmes in informing and educating on health related issues.

## **6.6 Conclusion**

This research provides an insight into the role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues. What is clear from this study is the role of ZBC TV programme “*Positive Talk*” in informing and educating on health related issues. ZBC TV programme “*Positive Talk*” has made headway in educating and informing youths on health related issues and what is left is clear documentation and crafting of even more comprehensive and coordinated health related programmes.

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## Appendix 1: Questionnaire



### Questionnaire Targeting Youths in Tertiary and Polytechnic Institutions

I am a fourth year student at Midlands State University studying for a Bachelor of Science Honours Degree in Media and Society Studies. I am currently on a research in preparation for the writing of my dissertation on **The role of ZBC TV programme “Positive Talk” in informing and educating on health related issues**. I am therefore appealing for your assistance in responding to the questions below. Material from your response will be treated with confidentiality and will be used for no other purpose save for writing of the dissertation.

#### Instructions for Completion

Please indicate the applicable response by ticking or marking the boxes next to that response and filling in the space provided.

#### Section A: Demographic Data

1. Sex

- Male
- Female

2. Age

- Below 18
- 18-24
- 25-30
- Over 30

**Section B: The role of ZBC TV programme “Positive Talk”**

3. Do you know what ZBC TV Programme “Positive Talk” does?
- Yes
  - No
4. Do you find ZBC TV “Positive Talk” programme informative?
- Always
  - Often
  - Sometimes
  - Not at all
  - I don’t know
5. Do you find ZBC TV “Positive Talk” programme educative?
- Always
  - Often
  - Sometimes
  - Not at all
  - I don’t know
6. After watching and listening to ZBC TV “Positive Talk” programme are you:
- A lot more informed than before the screening
  - A little more informed than before the screening
  - Same as before the screening
  - A little less informed than before the screening
  - A lot less informed than before the screening
  - I don’t know
7. What impact has ZBC TV programme “Positive Talk” had in your community?
- Very positive impact
  - Positive impact
  - Very negative impact
  - Negative impact
  - No impact
  - I don’t know

8. To what extents have ZBC TV programme “Positive Talk” improved your behaviour regarding HIV/AIDS and other health issues?

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

9. If “a little”, “moderate” or “a lot” describe the ways in which your behavior has improved?

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

10. How would you rank the effectiveness of ZBC TV Programme “Positive Talk” in health education?

Approach	Comments	1	2	3	4	5	6	7	8	9	10
Information dissemination											
Education dissemination											

**THANK YOU FOR TAKING YOUR TIME TO FILL THIS QUESTIONNARE**

## Appendix 2: Interview Guide



### Interview Guide for Youths in Tertiary and Polytechnic Institutions

Please provide accurate Information.

1. How do you perceive the content and quality of ZBC TV Programme “Positive Talk” in informing and educating on health related issues for youths?
2. How educative do you find ZBC TV programme “Positive Talk”?
3. How informative do you find ZBC TV programme “Positive Talk”?
4. What have been the levels of participation of youths in ZBC TV programme “Positive Talk”?
5. What has inspired this?
6. Where do you find health related information other than ZBC TV programme “Positive Talk”?
7. What forms of challenges that you have faced in consuming ZBC TV programme “Positive Talk”?
8. What has been the impact of ZBC TV programme “Positive Talk” on health issues?
9. What are the perceptions of youths on ZBC TV programme “Positive Talk” on health related issues?
10. What are your key recommendations to ZBC TV programme “Positive Talk” on health education?

Respondent.....

Institution.....

Date.....Signature.....

## Appendix 3: Focus Group Discussion Guide



### Focus Group Discussion Guide Targeting Youths in Tertiary and Polytechnic Institutions

1. Are you aware of any programme being broadcasted on ZBC TV “Positive Talk” (The programme include health issues but is not limited to issues of peer education, HIV/AIDS, gender issues, condom use and contraceptives, STIs etc)?
2. What forms of information do you prefer on ZBC TV programme “Positive Talk”?
3. How effective do you perceive ZBC TV programme “Positive Talk” for health related issues?
4. What do you think should be done to improve ZBC TV” programme “Positive Talk in informing and educating on health education for youths?
5. How would you rank the effectiveness of ZBC TV Programme “Positive Talk” in health education?
6. To what extents have ZBC TV programme “Positive Talk” improved your behaviour regarding HIV/AIDS and other health issues?
7. What could you recommend ZBC TV programme “Positive Talk” so that they are reflective of the needs of youths?