

**COMMUNICATION-MEDIA AS AN INSTRUMENT FOR COMMUNITY
EMPOWERMENT: A CASE STUDY OF BUSHBUCKRIDGE COMMUNITY
RADIO IN MPUMALANGA PROVINCE**

by

BELLAH DINIWE NYATHI
STUDENT NUMBER: 11514255

Mini-Dissertation submitted in partial fulfilment of the requirement for the Degree of

MASTERS OF PUBLIC MANAGEMENT

OR TAMBO INSTITUTE FOR GOVERNANCE AND POLICY STUDIES

UNIVERSITY OF VENDA

Supervisor: Prof. M.P Khwashaba

Co- Supervisor: Mr. E Mahole

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ABSTRACT

The focus of the study is about communication media as an Instrument for Community Empowerment: A case study of Bushbuckridge Community Radio, Area of Mpumalanga Province. Bushbuckridge community radio station is broadcasting its programmes in three languages, which are spoken in the community and are as follows: Xitsonga, Isiswati and Sipulane (Sotho). Macdonald (1993:118) contends that community radio is aimed at minority interests whom the network and the local station cannot accommodate. Community stations are aimed at Rasters, London, country and western music fans and old age pensioners.

The researcher used a mixed research methodology by using both Qualitative and Quantitative Research methodology. A qualitative research design permits close interaction between the researcher and the respondent and quantitative design permits the researcher to be able to qualify the number of occurrences in each theme. The population of the study was obtained using a descriptive survey whereby data was gathered from a defined population with the aim of studying characteristics, perceptions and intensions of that Population. The Participants were Station Manager, Programmes Manager, News Reader, News Reader, Technical Manager, Board Member, Presenters and Community Members.

The major findings of the study are:

- Majority of the respondents were aware that Bushbuckridge community radio has talented presenter.
- Majority of the respondent agreed that staff ad Bushbuckridge community radio receive training regularly.
- Majority of the respondents were aware that Bushbuckridge community radio is able to manage multiracial communities.
- Majority of the respondents were not sure whether Staff at Bushbuckridge community radio gets opportunities for personal development.

The recommendations of the study were:

- The researcher recommends that Bushbuckridge community radio should continue to search more talented Presenters,
- It is also recommended that the staff at Bushbuckridge community radio should receive training regularly.
- As the Communities surrounding Bushbuckridge Community the fore the radio should manage multiracial communities.
- It is again recommended that the opportunities for development should cater the staffs at Bushbuckridge community radio.