

# **An Information Dissemination Strategy for Government Spokespersons to Minimise Service Delivery Protests in South Africa**

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## **ABSTRACT**

The purpose of this study was to develop an appropriate information dissemination framework for government spokespersons to minimize service delivery protests in South Africa. Of central concern to the study was the positive contribution that government Spokespersons could make in the management of SA's image.

The study was aimed at addressing the concerns and assumptions that many government spokespersons underappreciate the value of effective information dissemination especially in the context of South Africa's volatile service delivery environment. Ineffective information dissemination skills by government spokespersons is a real cause for concern. The inability by government spokespersons to properly disseminate information, is largely regarded as a contributory factor towards the current surge in protest incidences. Disseminating information in a crisis-ridden environment is a complex task that requires unusual information dissemination strategy, skills and experience.

The study followed an interpretivist epistemological trajectory within the qualitative method using case studies as a research strategy. In depth interviews were conducted using semi structured interview guides to obtain rich information regarding the phenomenon in relation to service delivery protests in South Africa. Interviews were recorded in line with ethical standards and subsequent to participants's permissions using an audio recording device. These recorded interviews were transcribed and transformed into data documents that were subsequently analyzed within the method of thematic analysis. Data refinement was treated through the COSTA QDA technique using webQDA software.

Findings confirmed the pre-defined study objectives which indicated the need for heightened and structured approach to information dissemination by government communicators. Further synthesis indicated a requirement for such information dissemination to be structured proactive and responsive to diverse environments. In view of the above, a theory was developed which resulted in an Information Dissemination Framework.

Key Words: Communication, Government Communicators, Communication strategy, Education and Training, Service Delivery Protests

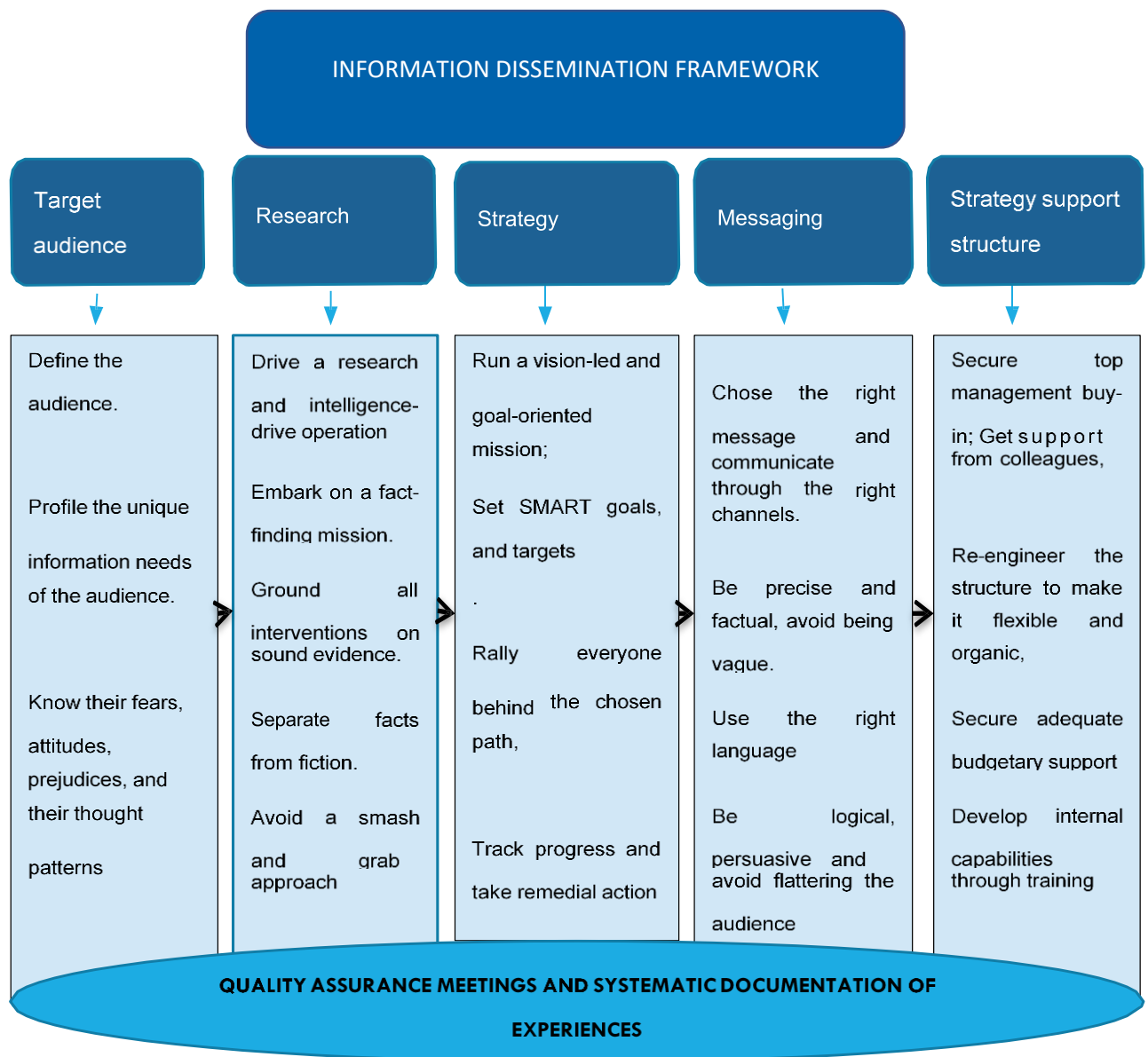


Figure 1: Framework for Information Dissemination

