

**GHANA INSTITUTE OF JOURNALISM**

**ASSESSING THE EFFECT OF STRATEGIC COMMUNICATION USED  
BY INFORMATION SERVICE DEPARTMENT ON RURAL  
DEVELOPMENT: A STUDY OF SOGAKOFE COMMUNITY IN THE VOLTA  
REGION OF GHANA**

**BY**

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AND RESEARCH, GHANA INSTITUTE OF JOURNALISM, IN PARTIAL  
FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF A MASTER OF  
ARTS DEGREE IN DEVELOPMENT COMMUNICATION**

**OCTOBER, 2019.**

## **DECLARATION**

I hereby declare, except for referencing works of other authors and websites, which have been acknowledge, this work is the result of my original work and has not in part or full been presented to another institution for the award of any academic certificate.

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2019

October

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## **SUPERVISOR'S DECLARATION**

I hereby declare that, supervision of the thesis was done by me in accordance with the guidelines of supervision of thesis laid down by the Graduate School of Research of the Ghana Institute of Journalism.

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Dr. Etse Sikanku  
(Supervisor)

October 2019

## **DEDICATION**

I dedicate this work to the Most High God for the strength to go through this research even though it was tough combining work with the research. If not for his Grace I would have abandoned the course midway and would have not come this far.

I also dedicate this work to family and friends who supported me financially and emotionally to come this far, I appreciate you all.

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Unto the Lord be all the glory for great and mighty things He has done and would do.

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## **ABSTRACT**

The study investigated the effect of strategic communication used by the Information Services Department using Sogakofe as a case study. One hundred and twenty (120) respondents were selected using convenience and purposive sampling techniques. The study adopted a quantitative research approach in analysing the study findings where a structured questionnaire was used to gather primary data. The first objective was to identify and examine the communication strategy mostly used by the Information Services Department within Sogakofe Township. Descriptive statistics was used to analyse this objective and the study revealed that Cinema Van was the most used communication approach used by the department. Apart from Cinema Van, radio strategy was the second most used approach by the department. The second objective sought to identify the challenges facing the Information Services Department in the Sogakofe Township. Frequency distribution table was used and the result of the study revealed that lack of finances was the major challenge facing the department. Also, the second major challenge facing the department was poor audience engagement and lack of well-developed ICT infrastructure. The last objective was to assess the effect of strategic communication on rural development. Multiple regressions was used to analyse this objective and the results from the study revealed that effective communication, effective collaboration and effective policy implementation all had a positive effect on rural development with the exception of the use of right instrument which had a negative effect on rural development. The study further recommends that more education should be given on the importance of strategic communication to all staff of the Information Services Department across the country as it is the best approach to help develop rural communities.

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Studies**

It has been established that national development is never complete or achievable without rural development (Age, Obinne and Demenongu, 2012). According to Santucci (2005) one of the challenges facing both developed and developing countries over the past 30 years are rural development. As revealed by most indicators, the quality of life of people living in rural areas is far worse due to the lack of public services. According to the World Bank (2002) the number of people estimated to be living in rural areas is around 1.2 billion. This people earn below a dollar a day and are under severe poverty with little or no access to basic amenities. This situation will persist and become a bane in many economies if these rural communities are not developed. Rural development involves determining the exact needs of the rural people and putting in measures aimed at improving their level on the socio-economic ladder (Acunzo, Pafumi, Torres, & Tirol, 2014).

In order to improve livelihood, some interventions in technology and its relevant input needed to make it usable must be in place. One of the main tools that can enhance rural development is communication that is strategically designed to achieve specific objectives. Strategically, communicating through the appropriate channels accessible to the rural people leads to an increase in knowledge level through learning. The term ‘Strategic Communication’ first appeared in the political parlance and then the corporate world about two decades ago. But what was initially perceived as a ‘fad’ put forward by those specialised in public relations soon became one of the relevant topics which is almost inevitable to modern organisations (Overseas Development Institute, 2009). The complex nature of global communication in view of the ever-changing technological advancement has further

necessitated the need to strategically communicate in order to achieve the needed results. Due to this, many organisations including political parties, multinationals, governments and even non-profit organisations are all using strategic communication in their respective fields. Strategic communication is concerned with the aspects of development that require greater emphasis. For example, investors or the government could decide on improving the social and health conditions, agriculture, or even road construction of the people living in the community. If any of these objectives are not strategically communicated to the beneficiaries in a way they would understand, it will certainly not attract their needed support. Buhmann and Likely (2018), states in their work that, strategic communication involves any determined use of communication to achieve a specified mission and objective. This was emphasized by Hallahan and Holtzhausen (2007) who postulated that strategic communication act as the informational resource, discursive, relational communication and building persuasion in order to achieve a set goal.

#### Profile of the Study Area

The South Tongu District is one of the 260 Metropolitan, Municipal and District Assemblies (MMDAs) in Ghana, and forms part of the 18 Municipalities and Districts in the Volta Region ([stda.gov.gh](http://stda.gov.gh)). The District lies within the wet semi-equatorial and dry equatorial climatic zones, which are very good for livestock production. The Administrative capital of the District is **Sogakofe**. The main river draining the district is the Volta, which runs along its western border, but it is also drained by numerous streams, prominent among them being the Chinni and Todzi, with a large number of lagoons in the southern sector of the District. The District shares boundaries with the Central Tongu District to the north and north-west, the Akatsi South District to the north-east, Keta Municipal to the south and the Dangbe-East District to the west and south-west ([stda.gov.gh](http://stda.gov.gh)). The population of the District according to

2010 population and housing census stands at 87,950 with 40,019 males and 47,931 females (Population and housing census, 2010). South Tongu had an estimated population of 87,766 as at 1994 and this is growing by some 2.5% per annum (stda.gov.gh). This is faster than the regional growth rate of two per cent but lower than the national one of three per cent.

## 1.2 Problem Statement

The role of strategic communication in the overall development of rural communities cannot be over emphasised (Olutimayin, 2002). Nonetheless, lack of effective communication is one of the main factors that have contributed to poor or little development in rural communities such as the Sogakofe community. Although studies have shown that, strategic communication is a predictor of rural development (Rasila & Mudau, 2012) considerable communication gap has been found to exist between rural communities and their development agents (Rasila & Mudau, 2012; Schramm, 1997). Over the years, successive governments have put out policies aimed at improving the living standard of people living in the Sogakofe community which is predominantly a farming community.

One of the agencies set up by the government to provide information to the general public in every community is the Information Service Department (ISD). The mission of the ISD involves; the creation of awareness of government policies, programmes and activities, promoting Ghana's international marketing agenda, providing public relations support to other Ministries, Departments, and Agencies and submitting feedback reports from the public to government, (ISD, 2017). Like in other communities, the Information Service Department also has an office located in Sogakofe with the aim of providing information about government policies to the people.

In spite of this, the community remains poor, lacking some essential social amenities. One of the most worrying issues is their inability to access the right information to enhance their farming occupation. This is because almost all the information provided to them by the Information Department is not strategically communicated but generic in nature. This leads to gaps in the message communicated. According to Lu (2009) the presence of communication gaps in a society negatively affects developmental activities. A clear understanding of the nature of communication being practiced in a society helps to design a strategic communication framework that can lead to the development of the community.

Meanwhile, (Rasila & Mudau, 2012) underscores that, strategic communication is crucial in rural development. Again, (Rasila & Mudau, 2012; Schramm, 1997) mention that, the role of development agents, in this case, the Information Services Department is equally essential in rural development. Against the backdrop of the role of strategic communication and development agents and inadequate research regarding the ISD's strategic communication in rural development, this study seeks to examine how the Information Service Department uses strategic communication to develop rural communities, with special reference on Sogakofe.

### **1.3 Research Objectives**

The general objective of the study is to examine how the Information Service Department uses strategic communication in developing rural communities. The specific objectives were:

1. To examine the communication strategy mostly used by Information Service Department within Sogakofe township.
2. To identify the challenges facing Information Service Department in the Sogakofe township.

3. To assess the effect of strategic communication used by Information Service Department on rural development.

#### **1.4 Research Questions**

The study sought to answer the following questions:

1. What is the most used communication strategy used by the Information Service Department within Sogakofe Township?
2. What are the challenges facing the Information Service Department within Sogakofe Township?
3. What effect will strategic communication used by Information Service Department have on rural development?

#### **1.5 Scope of the Study**

The study examines how the Information Service Department uses strategic communication in rural development. The study would have been more interesting if all the major players in government's developmental agenda, the ministry of works and housing, ministry of finance etc. were to be contacted for their input to be made on their views on I.S.D being given a clear mandate to handle government's developmental communications. Based on this, the scope of the study was limited to the Information Service Department within Sogakofe community.

#### **1.6 Significance of the Study**

The aim of the study was to assess the influence of strategic communication used by Information Service Department on rural development. The results of the study would be relevant on several fronts. Firstly, the findings of the study will add to the developing body of

knowledge in the area of strategic communication and its effect on rural development in a town located in a developing country like Ghana. Secondly, the study will inform government representatives and other appropriate authorities on how to strategically communicate government's plans and policies to the people living in the rural areas. When these policies are effectively communicated and well understood by the rural people and applied it will ultimately lead to an improvement in the standard of living. Moreover, the results of this study will enable management of the community radios within the district and the country as a whole to develop strategic communication framework suitable for the rural communities.

### **1.7 Organization of the Study**

This research report comprises of five chapters. The introductory chapter which is chapter one provides information on the background to the study, problem statement, research questions, research objectives, scope, significance and organization of the study.

Chapter two comprises of a review of literature pertaining to the study.

Chapter three detailed the research methodology; the target population, sampling techniques, the data collection methods, and how the data was analysed.

Chapter four constitutes the analysis and presentation of data, discussion of results and findings. Finally, chapter five presents the summary of findings, recommendations and conclusion for the thesis.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This section comprises two parts; Theoretical Literature and the Empirical Literature. The theoretical literature presents and attempts to explain theories that relate to the concept of strategic communication and rural development. The two main theories reviewed are the communication for development theory and the participatory theory. The Empirical Literature on the other hand describes what have been practically observed and validated objectively by some researchers on the effect of strategic communication on rural development.

#### **2.2 Theoretical Review**

##### **2.2.1 The Concept of Communication**

In order for animate creatures to be able to live effectively for survival in their habitat, they need to interact. For instance, the early man communicated through sounds, symbols, gestures, sign languages and even drawings. This form of interaction among other things results in the concept of communication. Communication as a concept is relatively new and was first defined in the late 1970s. The concept of communication has since grown over the years and has gained much attention in contemporary business environment due to the amount of research studies that has gone into it (Puro, 2004). According to Littlejohn (2002), the development of technology has brought about an improvement in communication making it an important element in today's survival. The growth of every community or society is partly dependent on human communication. In order for the concept to be really understood, some definitions of communication are discussed below.

### **2.2.2 Communication Defined**

One of the earliest definitions of communication was given by Udall and Udall (1979). They defined communication as the process by through which information is shared and imparted from a group or an individual to another. In this definition, communication is seen to have really taken place whenever information is disseminated. Verderer (2002) defines communication as “the process of creating and sharing meaning in informal conversation, group interaction, or public speaking. The process includes participants, context, messages, channels, presence or absence of noise and feedback (p.6).” Verderer’s definition covers a broad area situating it on different forms of informal conversation. Seiler and Beall (2005) also refers to communication as using symbols to interact in a meaningful way that people can identify with. These set symbolisms be easily understood by the other party or else there is no communication. In this regard, symbols can be used to communicate in both verbal and non-verbal way.

In the years 2007, Warnock introduced a new dimension to the perspectives on communication. Warnock (2007) defines communication as the ability to make one’s voice heard via information dissemination and their involvement in debates and discussions. Warnock is of the view that no true communication takes when others are heard more than others; dialogue must take place across board. Mefalopulos (2008) later added to it by defining communication as the way by which messages and information are transmitted. The transmission must have a sender and a receiver for communication to be complete.

Similarly, Keytone (2011) advanced the definition of communication to simply mean the process in which common understanding and information is transmitted from one individual or group to another. In this definition, information dissemination must be broken down to the

level where the commoner can understand. Complex form of communication that are understood by just a few are does not lead to effective communication.

Zakaria, Osman, Meeran and Koh (2012) also defines communication as “a process of exchanging information, from the person giving the information through verbal and non-verbal methods, to the person receiving the information” (p. 73).

All the above definitions share some common identities in terms of the flow and nature of the information being communicated. Zakaria et al., (2012) state that verbal communication is the most common way of communicating through a two-way channel using a specific language with expected feedback. Through these, information flows and opinions are exchanged in order to achieve a specific objective. According to Mefalopulos (2008), communication comes in four different types. They are; internal communication, corporate communication, development communication, and advocacy communication. The internal communication is concerned with information that is shared among the staff in an institution or organisation.

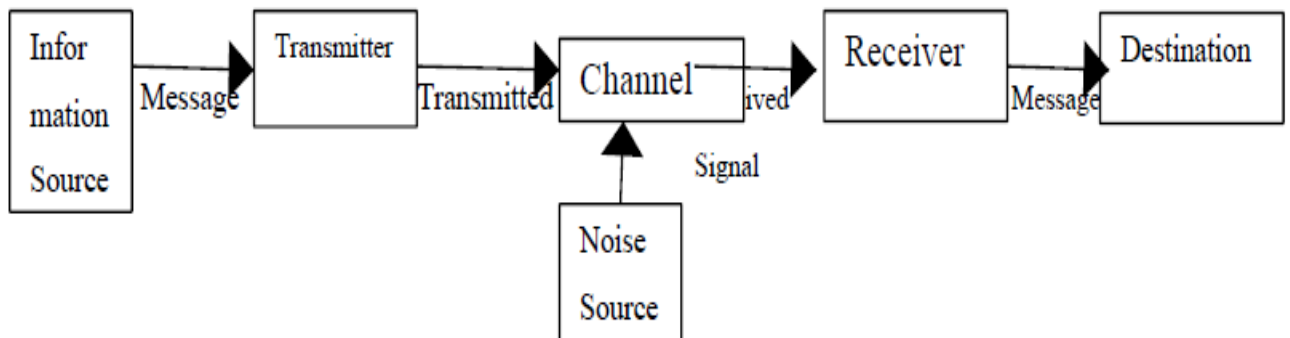
This kind of information equips the staff regarding current issues in the organisation. With corporate communication, the general public are informed from time to time about the mission and other social responsibility activities undertaken by the church. This is usually done through the various media. Development communication on the other hand uses celebrated stakeholders of the organisation to aid in communication change tot eh people. Advocacy communication involves improving people’s lives through the suitable medium best known to them. The effect of this type of communication is usually felt in rural

communities where religious leaders and chiefs are used to disseminate information (Mefalopoulos, 2008).

### 2.2.3 Models of Communication

Adler and Towne (1978) states that, every human accomplishment and all the things that would ever be accomplished by humans will of necessity consist of communication with others. Lack of effective communication between people is one of the root cause of problems in organisations (Jossey-Bass, 1998). One of the earliest models of communication that has served as the foundation for many other models is the communication models by Shannon and Weaver (1949). Because the model involves the transmission of signals for communication it earned the name Transmission Model. This is shown in figure 2.1 below.

**Figure 2.1 Transmission Model**



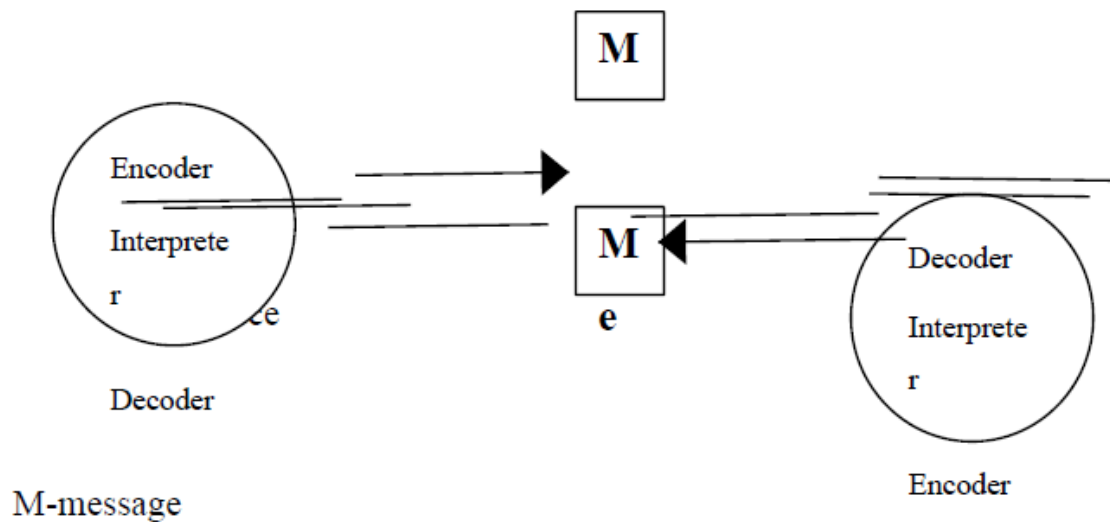
Source: Shannon and Weaver (1949)

As seen from the figure above, the whole communication process begins with an information source. This information could either be a written or spoken word transmitted through an appropriate channel to the receiver. An inverse operation is then carried out by the receiver in order to understand the message. Errors or disturbance in the form of noise is also introduced

in the model. This therefore, calls for the need to eliminate noise or anything that will tend to distort the information as fast as possible.

In trying to improve on the earlier model, Charles Osgood's (1954) also came up with a new communication model (Figure 2.2). It shows the dynamic process whereby the receiver and the sender of the message engage in an interactive relationship. Anyone who engages in this process of communication process receives and also sends messages through decoding and encoding in order to interpret.

**Figure 2.2 Communication Model**

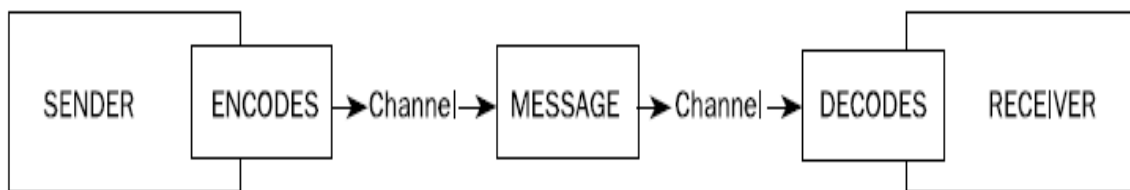


*Source: Charles Osgood (1954)*

This model has been found to be more useful in instances where the physical presence of the receiver and the source is established. A typical example is the kind of communication that goes on between a teacher and his students where interaction takes place through questions and answers from both ends.

Adler and Towne (1978) latter built a new communication model using Shannon and Weaver’s model as the foundation (1949). They describe communication as involving two people; a person (sender) who wants to communicate with another (receiver). This usually occurs through mental images that are encoded in a meaningful way. This is clearly shown in figure 2.3 below, depicting Adler and Towne’s (1978) communication model which consists of six main process; the *sender* who *encodes* a *message* through a *channel* to be *decoded* by the *receiver*.

**Figure 2.3: The Communication Model**



*Source: Adler and Towne (1978)*

### **2.2.4 Components of Communication**

A report by UNICEF (1999) indicates that three main strategic components are needed for effective communication to take place. These components are; behavioural change, advocacy and social mobilization. Several definitions of these components are seen the UNICEF’s community development field. The first component is the Behaviour Change Communication. *According to the* UNICEF (2008) behaviour change communication entails having a dialogue (face-to-face) with groups or individuals with the aim of solving a particular problem or providing some form of motivation in order to bring about a positive change in behaviour. The International Labour Organization (ILO) (2008) on the other hand defines the behaviour change communication as the development of approaches and

messages using the appropriate communication mix channels through an interactive process with the goal of encouraging positive behaviours.

The Labour Organisations further states that, behaviour change communication is no more limited to communication programmes, information and education but has evolved into greater dialogue and more customised messages so as to attain sustainable results. The main assumption underlying this component is that a person's behaviour or attitude can voluntarily change through the effective use of messages and persuasion techniques. Behaviour Change Communication emphasises on bringing about new practices and attitude instead of just creating awareness (UNICEF, 1999).

The next component of communication is Social Mobilisation. It refers to the process of mobilising selected stakeholders to increase the need for a sustainable developmental project. This component implores the community networks, religious and social groups and other institutions to help strengthen local level participation through the use of other resources and their membership (UNICEF, 2008). In determining which religious, political or social entity to highly influence the primary participants, the community is consulted. According to the Centre for Development and Population Activities (CEDPA) (2000) "Social mobilization involves planned actions and processes to reach, influence, and involve all relevant segments of society across all sectors from the national to the community level, in order to create an enabling environment and effect positive behaviour and social change (p:2)".

The third component identified is Advocacy. This is involves targeting communication at some influential leaders and the powers that be in order to cause them to support special programmes objectives. Political, social and national level leaders are all targeted. The

UNICEF (2008) states that, the advocacy component motivates and inform leaders to show special interest for programme by participating in public discussions and speaking enacting policies that supports programme activities

### **2.3 Strategic Communication**

According to Stenberg (2012), communication as a concept was first used in international relations and military theory. As a professional practice and a field of research, strategic communicating has a short history. Unlike other theories, strategic communication does not pre-date way back into the 20<sup>th</sup> century (Falkheimer & Heide 2014). The rising attention in strategic communication could be seen as something that developed as a result of modernity from the social theory view. Falkheimer and Heide (2014) further states that “In line with this thinking, strategic communication is an expert system used by organizations and individuals to achieve or enforce legitimacy in relation to different publics, institutions or stakeholders” (p:128)

According to Vuori (2012), the main principle underlying strategic communication is the focus of information communicated to the targeted audience in a way that the ultimate goal will be reached. Sewestianiuk and Voitovici (2013) state that “when referring to strategic communication we need to mention that it recognizes power and leadership as a fundamental purpose of the organizational communication. The term strategic is associated with power and decision-making, implying all the management functions of communication practices and tactics” (p. 7). Over the last decade, several definitions of strategic communication have been put forward by various scholars. Vasquez and Taylor (2000) Refers to it as the communication that exist between the general public in a community and the organization whereas Clampitt et al. (2000) refers to it as “the macro-level choices and trade-offs

executives make based on their organisational goals and judgement about others' reactions'' (p.41). Hallahan, Holtzhausen, van Ruler, Verčič, and Sriramesh (2007) define strategic communication as "the purposeful use of communication by an organization to fulfil its mission" (p.3). The authors based their definition on the assumption that people will deliberately try to engage in some form of communication for one particular cause or another. Argenti et al., posits that strategic communication is "communication aligned with a company's overall strategy to enhance its strategic position" (p.83).

The Overseas Development Institute (2009) also definition strategic communications as a set of images, messages, corresponding actions, and signals meant to persuade or inform targeted audience to strongly participate in a particular national objective. So, in setting the national agenda, certain issues of national importance are strategically positioned in the media in order to attract the required stakeholders. Falkheimer and Heide (2014) adds that "A fundamental starting point in strategic communication is that communication is not a simple tool for transmitting information and knowledge between people in an objectified world, but is the very means for producing and a resource that produces the social world" (p.132). In this regard, strategic communication can be likened to a form of a system through which mind-set are reshaped in order to attain a desired national goal or objective. To buttress this, Zerfass and Huck (2007, p. 108) states that that strategic communication is needed for safeguard organisations against unforeseen contingencies.

Sandhu (2009) refers to strategic communication as an act or deliberate communication which multidisciplinary which needs a determined actor, deliberate and rational decision making. Murphy (2009) took a different turn in describing strategic communication in terms of behaviour; the composition of words, images and actions to create cognitive information

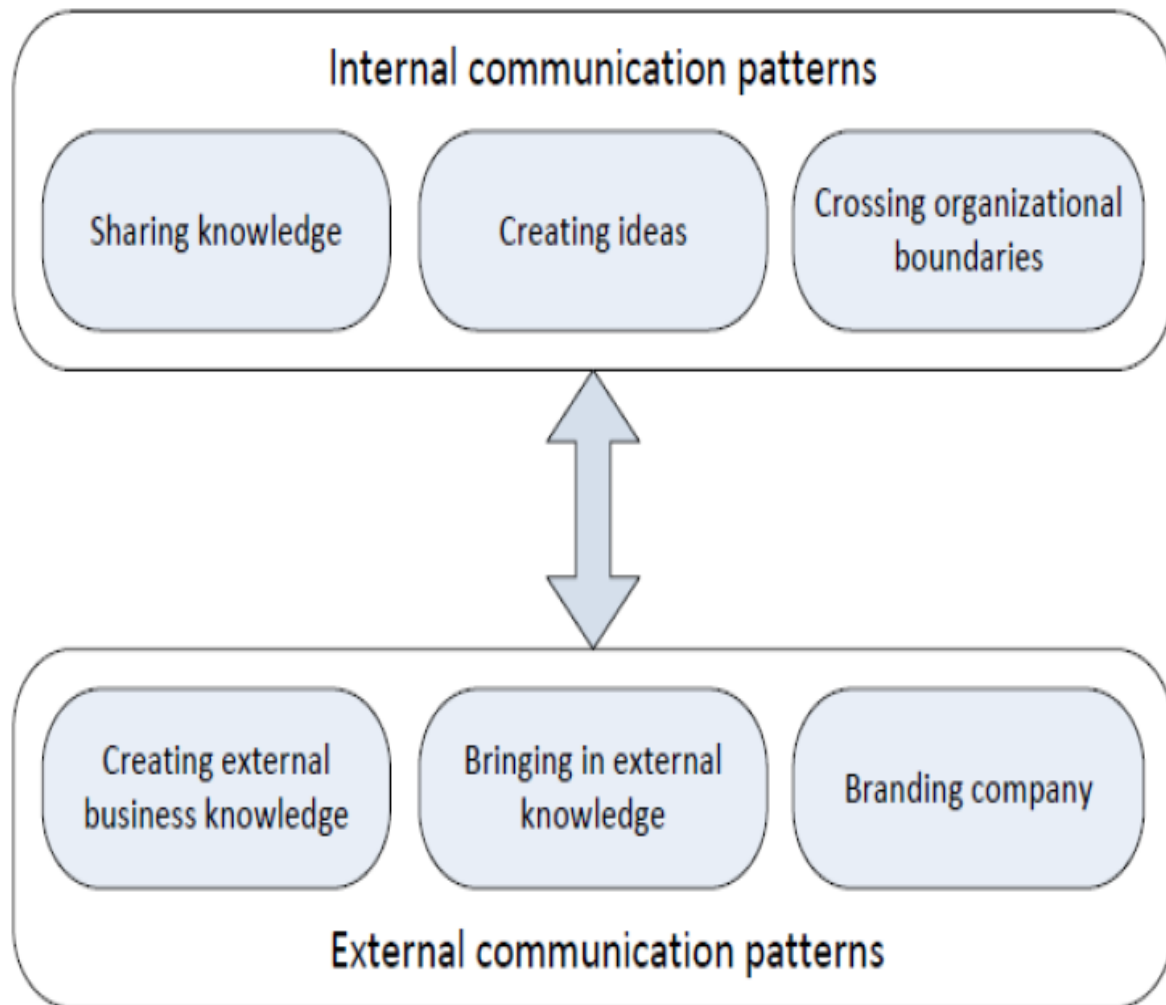
effect (Murphy, 2009: p.105). In other words, strategic communication should make an impression on the behaviours of the recipients no matter the symbol that was used to communicate. In terms of the scope of strategic communication, it becomes very significant when it moves from functional tactics and goals to business units or corporate levels (Cornelissen, 2005). According to Grunig (2006) strategic communication is a ‘bridging activity’ between the stakeholders of an organisations and the organisation as a whole. The information gap that exists between stakeholders and organisations are practically bridged by strategically communicating information from the organisation to the stakeholders and receiving feedbacks. Mahoney (2011) summarises strategic communication by stating that it is “concerned with leadership, management and counselling. They counsel management about responses to political issues, reputation protection, crises, and long-range organisational positioning. Their concerns with communication disciplines and their associated tactics are directed at how they advance top-level strategic goals and objectives, rather than in implementing tactics” (Mahoney, 2011; p.146).

A more recent definition by Holtzhausen and Zerfass, (2013) defines strategic communication as “the practice of deliberate and purposive communication that a communication agent enacts in the public sphere on behalf of a communication entity to reach set goals”. This latter definition synergizes with previous ones by other authors. Since strategic communication is not the usual way an organisation communicates to its stakeholders, it must be purposive and deliberate as stated in the definition. Holtzhausen and Zerfass (2015a) later added that “the ultimate aim of strategic communication is to maintain a healthy reputation for the communication entity in the public sphere” (p. 5).

### **2.3.1 The Model of Strategic Communication**

Mazzei (2010) proposed a strategic communication model based on the external and internal communication practices of an organisation. The model (figure 2.4) highlights the importance of creating ideas and sharing knowledge together when it comes to internal communication (Sewestianiuk & Voitovici, 2013). This is done through the use of innovative communication tools that enhance internal communication. According to Sewestianiuk and Voitovici (2013), “The sum of internal communication patterns can be exemplified in the outcomes of external communication: in the creation of external business knowledge, bringing in external knowledge which helps with the development of the company’s business vision and branding the company on a regional and global market (p:13). The external communication however consists of the creation of external business knowledge, bringing in external knowledge and branding.

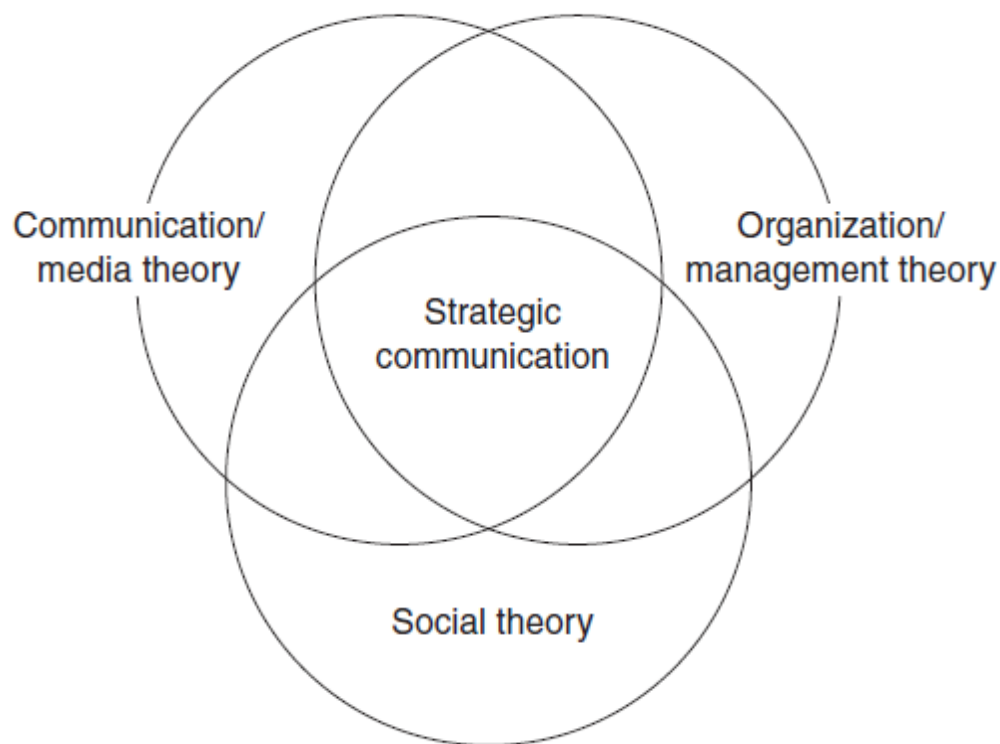
#### **Figure 2.4: The Model of Strategic Communication**



*Source: Sewestianiuk and Voitovici (2013)*

Another model put forward by Falkheimer and Heide (2014) shows the foundations of strategic communication. The model shows “how strategic communication may be viewed as a field that is emerging at the intersection of communication and media theory, organizational and management theory and social theory” (Falkheimer & Heide, 2014; p.133). This model is shown in figure 2.5 below.

**Figure 2.5 A Model of the Relationship Between Strategic Communication and its Nearby Fields**



*Source: Falkheimer and Heide (2014)*

From the figure above, strategic communication is seen as being an integration of social, management and communication theory. This way of integrating strategic communication comes with its own challenge. One main disadvantage is possibility of having inaptness among all media. Falkheimer and Heide (2014) states that:

It is clear that the integration trend has arisen from a desire to be faster and better, and to more effectively reach different audiences with the same message. Integrated communication aims to present a clear and unambiguous image of what the organization stands for in all its messages, symbols and strategies. This leads to organizational integration of all media and messages, and thereby may seem to avoid incongruity. But because humans think and act according to their own beliefs and understandings, the idea is that a strong brand, which is the concept of an organization, should

be the foundation of a successful organization (Falkheimer & Heide, 2014; p.134).

## **2.4 Participatory Communication**

Participatory communication is one of the main theories on which strategic communication hinges. The main idea behind this is to make people the centre of the process (Sow, 2014). In line with this Freire (2010) states that, communication for development ought to be deep-rooted in a participatory approach. Freire (2010) argues for people's dialogue, participation, consciousness and knowledge to act in order to change oppressive and bias relations. The participatory approach has been discussed by scholars from divergent viewpoints proposing frameworks and definitions of participatory communication. According to Dagon (2001) "Participatory communication is fragile; it is often contradictory—which conspires against the ready-to-replicate model exercises, but in the end, is as live as the communities that use it as a means to promote dialogue and networking on issues that are important for the community life: development, yes, but also culture, power and democracy" (p. 70-71).

Tufte and Mefalopulos (2009) defines participatory communication as the kind of interruptive communication which promotes the sharing of opinions, perception and information between stakeholders and those who are marginalised. The bases of Participatory communication do not only lie in the exchange and transmission of importation and experiences but also helping bring solutes to certain problems through the generation and exploration of advance knowledge. The participatory paradigm has led to many works being done on communication for developing over the years. A major paradigm shift occurred in the late 1970s when existing communication practices had to automatically give way to the fast-developing participatory way of communicating which was yielding much better results

(Galway, 2000). This new approach was highly erased since it gave room for the voice of the least majority to be heard. According to Galway (2000), participatory communication aims at empowering every individual regardless of your location to have full control of their lives.

In order to achieve and effectively sustain community development, the 9th UN Roundtable on Communication for Sustainable Development held in Rome in 2004 found participatory communication to be one of the ways to achieve that objective (FAO, 2005). Mefalopolus (2008) states that, effective communication is not complete until both the sender and the receivers are fully involved. In other words, communications should enhance meaningful participation at all levels, this will lead to knowledge gain through the sharing of ideas and ultimately lead to problem solving. A survey organised by the World Bank in 1999 indicated that the need to have a voice or to be heard was one of the answers with the highest responses (World Bank 1999). To this, Warnock et al (2007) note that what poor people wish for the most is their ability to be heard through effective communication.

Four main types of participation were identified by the World Bank (1999). These are collaboration, consultation, empowerment and sharing. Collaboration and empowerment were superior to consultation and sharing. However, Mefalopulos (2003) identified different types of participation to be participation by consultation, passive participation, empowered participation and functional participation. Although these are different from those ones identified by the World Bank, they virtually have the same meaning. In participation by consultation, the view of stakeholders is sought for but they are not included in the final decision making. Empowered participation on the other hand gives stakeholders the liberty to fully participate and their thoughts and inputs are factored in the final decision making.

Functional participation allows stakeholder to participate in certain aspects of decision making. Lastly, passive participation is when stakeholders are only given information during meeting (Mefalopoulos, 2003).

## **2.5 Development Communication**

Development communication is one of the key ingredients in rural development. It has multiple benefits for every community (Currin, 2002). These include improving living standards through the speedy transformation of people from poverty. According to Srampickal (2006) development communications attempts:

“At informing, creating awareness, educating, and enlightening the people so that they can better their lives in every way. Development communication includes participatory action for learning and sharing of powers: social (human rights and the emergence of the civil society), economic (egalitarian society) and political (democratization), within specific cultural contexts” (p: 122).

Quebral (2006) as cited in Srampickal (2006) looks at development communication as the process of “disseminating new knowledge related to rural environments. “Development communication is the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfilment of the human potential” (p:41). Furthermore, Agunga (1997) states that, development communication enhances socio-economic and political information flow. It supports a two-pronged approach to communication. In this case, communication occurs between the centre

and the periphery, which are development partners and beneficiaries or communities respectively. Such information exchange, leads to participatory decision making, which is in itself part of empowerment.

Development communication emphasizes interactive and participatory communication and is pegged on the mission of "empowerment through knowledge" (Boeren and Epskamp, 1992). There are some common characteristics that integrate communication and participation to be two words sharing the same meaning. Gumucio (2001) argues that for there to be communication, both parties namely the sender and receiver must actively participate in that crucial exchange of information. In development communication, feedback is from both parties as they engage each other in the endeavour to solve societal issues and ensure development.

## **2.5 The concept of rural development**

Rural development has become one of the special fields in research, policy and practices over the last decade. This came about as a result of the new development planning strategy put forward by the UN agencies and the World Bank. According to Harriss (1982), the new development planning strategy was necessitated by thy dissatisfaction of the previous development planning approaches. Harriss (1982) defined rural development as “‘a distinct approach to interventions by the state in the economies of underdeveloped countries, and one which is at once broader and more specific than agricultural development’” (p.4). In this definition, the emphasis is on the special provision of interventions by governments or investors. In this aspect rural development covers a wider aspect rather than limiting it to only agricultural development. The specificity of rural development is on improving living standards and other inequalities.

Harriss (1982) states that:

Although there is a substantial overlap between the field of conventional agricultural economics and the concerns of Rural Development, the kinds of study required to understand the factors affecting Rural Development are not contained within the discipline of agricultural economics. Not only does Rural Development include attention to other aspects of rural economies as well as agriculture, but the analysis of distributional issues demands an inter-disciplinary approach in which the broader social and political factors interacting with economic processes are subjected to examination (Harriss 198; p. 15). Rural development could also involve bringing change to government's effort to bring change to societies in other areas rather than agriculture. Rural development is defined by the World Bank (1975) as the way of enhancing the living standard of people living in rural areas and putting appropriate measures in place that will sustain development.

According to Sen (1999) rural development is the building of individual capacities in order to for them to take control of their lives. The aspect of capacity building should include a qualitative change in their cultural, economic and social lives. When all these three pivot areas of the rural people are enhanced, it will automatically lead to high sense of self-awareness, self-consciousness and positive approach to development. In Madhu (2000) view, rural development is concerned with empowering the total abilities of individuals by improving the socio-economic and spatial environment of rural areas. In this two definitions given by Sen (1999) and Madhu (2000), the central idea is giving individual the ability to improve their lives. The Asian Centre for Development Administration (ACDA, 2004) also defines rural development as "a process which leads to a continuous rise in the capacity of rural people to control their environment accompanied by a wider distribution of benefits resulting from such control is rural development" (ACDA, 2004: p.3).

Certain indicators for rural development were identified by Asian Centre for Development Administration (ACDA, 2004). They include:

1. A growth in productivity, especially agriculture
2. Growth in rural employment
3. High involvement in decision making and power
4. Public facility accessibility and the elimination of social barriers
5. Indicators of welfare like mortality rate, schooling, electrification, literacy, level of nutrition, and rural roads.
6. Beliefs, values and attitudinal change

In order to have a successful implementation of programmes for rural development, some few suggestions were made by the United Nations (1996). First of all, every organization needs to enhance cooperation and collaboration through institutional arrangements. The cooperation and collaboration must be promoted among vital agencies and stakeholder by building consensus, local resource mobilisation and public education. Secondly, to have successfully implement developmental of programmes the “think globally, act locally” concept must be adopted. Thirdly, by ensuring accountability through the solidification of industry and business involvement. Lastly, by encouraging women to fully participate in decision-making, and lastly to facilitate the dissemination of information.

### **2.5.1 Models of Rural Development**

Until recent times, the exogenous model of rural development was highly used. This model has since changed to approaches motivated by endogenous models (Galdeano-Gómez, Aznar-Sánchez & Pérez-Mesa, 2010). The main assumption of the endogenous model is that the sustainable development of an area highly depends on the own resources such as their cultural, human, and natural resources. The exogenous approach on the other hand is

concerned with using technical skills and physical structure modernisation to overcome the inequalities in rural communities (Shucksmith, 2000). This model is represented in table 1 below.

**Table 1: Exogenous and Endogenous Models of Rural Development**

	Exogenous development	Endogenous development
Key principle	Economies of scale and concentration	Harnessing local (natural, human and cultural) resources for sustainable development
Dynamic force	Urban growth poles (drivers exogenous to rural areas)	Local initiative and enterprise
Functions of rural areas	Food and primary products for expanding urban economies	Diverse service economies
Major rural development problems	Low productivity and peripherality	Limited capacity of areas and groups to participate in economic activity
Focus of rural development	Agricultural modernisation: encourage labour and capital mobility	Capacity-building (skills, institutions, infrastructure): overcoming exclusion
Criticism	Dependent, distorted, destructive and dictated development	Not practical in contemporary Europe

Source: Buchenrieder *et al.* (2007).

## 2.6 Empirical Literature

Several empirical studies have been conducted on how strategic communication is used for rural development. The study reviews some of these studies such as:

Falkheimer and Heide (2014) conducted a study on strategic communication and public relations and its influence on rural development. The study aimed at describing and showing the institutionalization and development of public relation research and education in Sweden and also to establish which of the two is more relevant and valid. The study used secondary data collected from public relations organisations. The study revealed that, strategic communication helps to improve organisational process leading to improvement in rural

communities. Also, the study found out that strategic communication is more relevant and valid than public relations (Falkheimer & Heide 2014).

Johnston (2012) conducted a study on the influence of cultural selection on strategic communication. The purpose of the study was to explore how the development of strategic communication through collaborative efforts is confined by assumptions and shared values. The study used the progressive contextualisation technique to analyse and compare data from two cultures. The findings revealed that, strategic communication is a vital ingredient needed to understand an organisation's social ecology and its development.

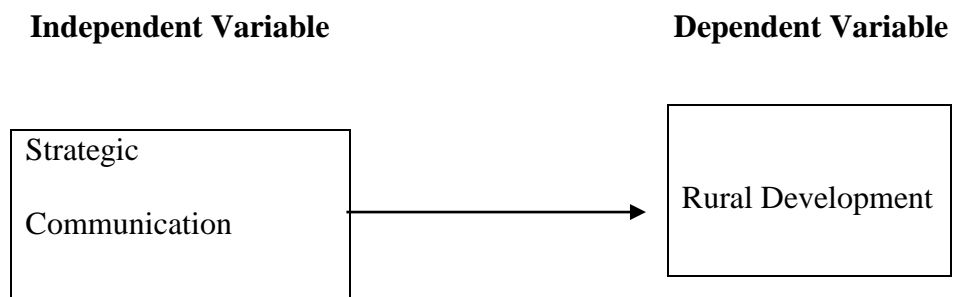
Koivisto (2017) conducted a study on the strategic communications of a Finish start-up aiming for international markets. The purpose of the study cantered on having a good understanding strategic communications of start-ups. The study was conducted using the mix-method in research. Findings of the study revealed that, corporate communication methods are applicable in start-up business. Furthermore, although strategic communication is key to start-up businesses, the techniques need to be revised from time to time due to the tense competitive business environment.

Another study was conducted by Sewestianiuk and Voitovici (2013) on managing strategic communication and community development. The authors investigated the various channels of internal communication strategy practiced by the Ericsson Göteborg. Community members were interviewed on their preferred internal communication channel through interviews and survey questionnaires. Findings revealed that, community members get actively involved in any developmental project when information is strategically communicated to them.

## 2.7 Conceptual Framework

This study sought to assess the effect of strategic communication used by Information Service Department on rural development. It is hypothesised that strategic communication will predict an improvement in rural development. Below is a figure representing the conceptual framework of the study variable.

**Figure 2.6. Conceptual Framework**



Source: Researcher's Construct

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

This chapter presents a description about the research design and approach, target population, sample size and sampling techniques. In addition, the chapter provides an account of the instruments that were used to collect data and its validation, reliability of the instrument, data collection procedure and data analysis techniques.

#### **3.1 Research Design**

The primary objective of the study was to assess the effect of strategic communication used by Information Service Department on rural development. Creswell (2011) confirmed that the objectives of a study should be taken into consideration when making choices for the type of research approach to be used. In view of this a cross-sectional survey design with standardized questionnaire was used in this study. It enables a researcher to collect and analyse data as they exist in the field without manipulating any variables. It also focuses on conditions on opinions, effects, relationships, trends and events that bother on an issue. Survey research utilises both small and large populations, select study samples from the population to discover the relative incidence, distribution and interrelations of variables (Osuala, 2005). The choice of this design is therefore necessitated by the objective and the research questions of the study

#### **3.2 Population**

The target population of interest for the study comprised of all community members and staff of the Information Service department within Sogakofe in South Tongu District. There are about 268 houses with a total population of 1,1875 (Population and Housing Census, 2010).

### **3.3 Sample Size**

Sample size can be defined as the proportion of the sample that is representative enough of the entire population and whose findings can be generalized to the entire group (Hayes, 2008; Salkind, 2011). Due to the large size of the population of the study coupled with time constraints, the researcher sought the need to select a sample out of the population. Based on this, the sample size for the study was one hundred and twenty (120). This sample size was deemed appropriate based on the recommendations made by Hair and Lukas (2014) which specifies that for a sample to be representative it should be preferably greater than 100. Therefore, the sample size of 120 respondents more than satisfies the recommended sample size for the study.

### **3.4 Sampling Technique**

The study employed a multi-stage sampling technique (purposive and convenience) to select respondents. Firstly, purposive sampling technique was used to select five (5) management staff from the Information Service Department. Purposive samplings are the process of selecting people with the required knowledge or experience and are willing to provide needed information (Bernard, 2002; Lewis & Shephard, 2006). Also, Convenience sampling technique was used to select hundred (115) community members from Sogakofe township. Convenience sampling is a technique used to obtain sample as per ease of access, readiness and availability at a given time slot of the respondents (Bhat, 2018).

### **3.5 Data Collection Instrumentation**

Self-administered structured questionnaire was developed to collect data for the study. The questionnaire was divided into two main parts A and B. Part A focused on collecting demographic data such as age, marital status, gender, educational level and years of staying

in that community. Part B on the other hand focused on collecting data on how strategic communication has helped in community development.

### **3.5.1 Validity of the Instrument**

Validity is the degree of accuracy of a scale measures what it is intended to measure (Collis & Hussey, 2009). Validity comes in two forms: content and construct validity. For the purpose of this study, the researcher used face validity. Face validity involves using the right instrument by asking people who have the skilfulness and the knowledge in the field to find out whether the measure reflects the concept. Based on this, the researcher presented the questionnaire to supervisor at Ghana Institute of Journalism who made a review of the items measuring the individual constructs to ascertain whether they measured the exact constructs they were required to measure.

### **3.5.2 Reliability of the Instruments**

To ensure reliability of the instrument, the questionnaires were pretested before the main survey was done. Reliability ensures that the instrument being used should be able to reproduce the same results at different occasions. Hayes, (2008) also opined that reliability measure the extent to which measuring instrument are far from random-error variance. The reliability was calculated using Cronbach's alpha to obtain the internal consistency reliability coefficients. Hair et al., (2010) recommended that instruments used in basic research have reliability value of about 0.70 or better in order to be acceptable to show internal consistency. Nunnally and Bernstein (1994) regard a value of 0.6 and above as satisfactory.

### **3.6 Sources of Data**

The main source of data of the study was primary data. Primary data refers to the form of data which are collected from the field under the surveillance of the researcher. This primary data was collected from the participant through the questionnaires administered to them. Also, secondary was used. Secondary data was obtained from articles, journals, books, newspapers and internet.

### **3.7 Data Collection Procedure**

Before commencing survey, an introductory letter was taken from Ghana Institute of Journalism which was attached to the questionnaires and sent to the Information Service Department office to notify them of the purpose of the exercise and its relevance to the field of academic work. The questionnaires distribution and retrieval period lasted three (3) weeks as there were several instances where additional questionnaires were redistributed to replace missing or misplaced ones in order to achieve the targeted sample size.

### **3.8 Data Analyses**

The study has two main variables being investigated; strategic communication and rural development. The purpose of the study was to assess the influence of strategic communication on rural development. The study made use of Statistical Package for Social Science (SPSS) software in conducting the analysis. Frequency distributions tables, descriptive statistics and regression analysis were used to analyse the objectives. The datasets collected was first coded and imputed into the SPSS (Statistical Package for Social Science).

### **3.9 Ethical Consideration**

With reference to ethical principles regarding the use of human participants for research purposes the study thought it necessary to apply some ethical principles. The APA enshrined some ethical standards in order to serve as a guide for most of the situations psychologists face in conducting research. As indicated in the ethical code, researchers are supposed to make known to participants the purpose of the research, how long it is going to take as well as their freedom to either participate or decline from the study. In other words, no form of coercion should be employed by psychologists in getting their participants to partake in the study. In accordance to the guideline stipulated above, the current study applied methods to ensure that these were duly followed. That is, participants concern was ought and the overall purpose of the research explained to them to help them make informed decisions about their participation. They were also made aware that their participation was voluntary and that any information provided by them is held confidential and would not be shown to any third party but rather would serve the purpose of the research study only. This ensured that the names of participants were not written and management staff was guaranteed that they would not be made to the authorities. In conclusion, the phone number of the researcher was made available to participants to call should they have any enquiries to make about the study or concern for privacy of information.

**CHAPTER FOUR**  
**ANALYSIS AND DISCUSSION OF FINDINGS**

**4.1 Introduction**

This chapter presents the results of the study after exploring respondents' reactions to questions regarding the effect of strategic communication used by the Information Services Department on rural development. The study discussed demography of respondents, examined the communication strategies used by the Information Services Department within Sogakofe township, identified the challenges facing Information Services Department in the Sogakofe township and assessing the effect of strategic communication used by Information Services Department on rural development. The data was presented by the use of frequency distributions tables, descriptive statistics and regression analysis.

**4.2 Demographic Characteristics of Participants**

This chapter described the participants in this study with respect to their gender distribution, age distribution, level of education, years lived in the community. A summary of the characteristics of the respondents are presented in the tables below:

**Table 4.1: Gender of Respondents**

Gender	Frequency	Percentage (%)
Male	40	35
Female	75	65
Total	115	100

*Source:* Field Data, 2019

Table 4.1 above present gender distribution of respondents, it was found that 75 of the respondent representing 65% were females' whiles 40 (35%) were males. The justification

for obtaining this information was to find out the ratio of male to female in terms of community development.

**Table 4.2: Age of Respondents**

Age Range	Frequency	Percentage (%)
18-25	48	42
26-39	28	24
40-55	24	21
56 years above	15	13
Total	115	100

*Source: Field Data, 2019*

Table 4.2 above showed age distribution of respondents. Findings revealed that 48 of the respondents with the highest percentage 42% were between 18-25 years, 28 (24%) of the respondents were between ages of 26-39 years, 24 (21%) of them fell within 40-55 years while 15 (13%) of the respondents were above 56 years. This implies that from the ages of 18 to 45 years are the most active workers due to the fact that they are economically active and also easily adaptable to change.

**Table 4.3: Marital Status of Respondents**

Marital Status	Frequency	Percentage (%)
Married	20	17
Single	65	57
Divorced	30	26
Total	115	100

*Source:* Field Data, 2019

Marriage is one of the most significant social institutions in Ghana and has been accorded much respect since time immemorial. As such it is believed that marital status can transform one's perceptions and attitudes toward situations in life. In this light, marital status was investigated. The table above presents the result of the respondents' marital status. From the table, 20 respondents representing 17% were married, majority of respondents 65 representing 57% were single while 30 respondents representing 26% were divorced.

**Table 4.4: Respondents level of education**

Educational Level	Frequency	Percentage (%)
G.C.E. O & A Level	10	9
JHS	35	30
WASSCE	40	35
HND	7	6
Bachelor Degree	18	16
Master's Degree	5	4
Total	115	100

*Source:* Field Data, 2019

The study also sought to find out the educational level of respondents within the community. It was revealed that 10 respondents representing 9% were having G.C.E.O/A level certificate. 35 (30%) respondents had JHS certificate. Majority of the respondents 40 representing 35% were having WASSCE certificate. 7 (6%) of the respondents were having HND while 18 (16%) of the respondents were having first degree. 5 (4%) respondents had master's degree.

**Table 4.5: Years spent in the community**

Years in community	Frequency	Percentage (%)
1-5	18	16
6-10	45	39
11-19	29	25
20 years above	23	20
Total	115	100

*Source: Field Data, 2019*

The number of years respondents have stayed in the community were obtained. Out of the 115 respondents, 18 representing 16% had stayed in the community between 1 to 5 years. Majority of the respondents 45 representing 39% had been in the community for almost 10 years. Also, 29 (25%) respondents had been in the community between 11 to 19 years whilst 23 (20%) respondents had been in the community for more than 20 years.

**Table 4.6: Respondents occupation**

Occupation	Frequency	Percentage (%)
Trader	10	9
Farmer	35	30
Driver	10	9
Banker	4	4
Teacher	21	18
Nurse	13	11
Entrepreneur	22	19
Total	115	100

*Source: Field Data, 2019*

The occupations of respondents were enquired. From the table, 10 (9%) respondents were traders, 35 (30%) were farmers, 10 (9%) of the respondents were drivers. Also, 4 (4%) of the respondents were bankers, 21 (18%) of the respondents were teachers. 13 of the respondents representing 11% were nurses whilst 22 (19%) were entrepreneurs starting their own business.

**Table 4.7 Demographic Characteristics of ISD Management***Frequency statistics for managers N=5*

<b>Data Variables</b>	<b>Items</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	Male	2	40
	Female	3	60
<b>Age</b>	18-25 years	0	0
	26-39 years	3	60
	40-55 years	1	20
	Above 56 years	1	20
<b>Level of Education</b>	Diploma/HND	2	40
	Undergraduate	1	20
	Masters' Degree	0	0
	PHD	0	0
	GCE/ O Level	2	40
<b>Marital Status</b>	Married	4	80
	Single	1	20
	Divorced	0	0
<b>Years of Experience</b>	1-5	3	60
	6-10	0	0
	11 and above	2	40
<b>Staff Category</b>	Manager	1	20
	Senior Staff	0	0
	Junior Staff	4	80

*Source: Survey data, 2019.*

Table 4.7 shows demographics of management at Information Services Department at Sogakofe. The table revealed that majority of the respondents 3 representing 60% were females whilst 2 respondent representing 40% were a female. Also, 3 of the respondents representing 60% were between 26 to 39 years, 1 (20%) respondent was between 40 to 55 years whilst 1 respondent representing 20% was above 56 years. The table also revealed that 2 (40%) respondent had Diploma/HND certificate. 1 respondents representing 20% was having First degree certificate whilst 2 (40%) were respondent were having GCE certificate. None of the respondents had PHD certificate. For marital status, majority of the respondents 4 representing 80% were married whilst 1 (20%) respondent was single. In terms of years of experience at the information service department, 3 (60%) respondents had been with the department between 1 to 5 years. 2 (40%) had been with the organization for more than 11 years. Also, there was 1 (20%) head, and the rest, 4 (80%) were junior staffs within the information service department at Sogakofe.

### **4.3 Preliminary Analysis**

Before the main study analysis was tested, a number of preliminary statistical analyses were carried out to describe the sample selected for the study. The data predictor variables were inspected for Multicollinearity, besides, issues of outliers and validity was also examined. Finally, the researcher also addressed how missing data was handled in the study and their impact to the overall findings of the study.

#### **4.3.1 Handling Missing Data**

A total of 120 respondents answered the questionnaire for measuring the influence of corporate governance and strategic leadership. After a detailed inspection of the questionnaires, it occurred that four (4) respondents left out an average of two questions on

the questionnaire. However, the overall missing data was very minimal. Since each respondent's rating was computed based on an average of the items on the scale, any missing value was replaced with an average of the questions of respondents on that particular item (Warner, 2008; Williams, 2015). Therefore, the missing data challenge faced did not affect the analysis and results of the study.

#### **4.3.2 Data Examination: Checking for Errors, Outliers and Testing Normality**

Upon resolving issues of missing data as outlined above, other issues such as outliers needed to be inspected and sought out. One of the most important activities that should never be neglected in data analysis is data examination. Haier (2001) explained that though data examination could take much time, it enables the researcher to deal with the impacts of possible outliers, missing data due to wrong data entry or respondents' unwillingness to fill some part of questionnaires which could otherwise affect the results in some data analysis, mainly regression (Haier et al., 2011; Salkind, 2011). Since regression analysis was employed in the current study, it was prudent to assess some assumptions such as normality, enormous missing data, outliers that could impact the data and Multicollinearity. An outlier is any score on a set of data with a different characteristic from the rest of the data. Hair et al. (2010) described outliers as an abnormally high or low data figure on a variable. Issues of outliers were experienced with some of the items, hence the impact of these outliers attracted attention, and however after a cursory comparison of the means of the respective items, it was observed that the difference was not significant. Therefore, it is plausible to conclude that the outliers would not create many problems in the current analysis, hence those data were retained (Pallant, 2013).

The preliminary analysis prior to the main analysis was conducted in a three stage process. First, the normality of the salient variables in the study was assessed using the Shapiro-Wilk's test of normality based on the assertion that the data was normally distributed. From the tables below, it can be inferred that the data was normally distributed and hence was fit for further analysis that involved the use of parametric tests such as mentioned before. As a result, all the variables in the data set were used in the regression analysis. Second, validity of measures was computed and the last analysis was testing for multicollinearity. The result is displayed in table

**Table 4.8 Normality and Cronbach Alpha test for Strategic Communication**

**Cronbach Alpha, Normality test and Descriptive Statistics of Study N=120**

<b>Variables</b>	<b>Shapiro Wilk</b>	<b>Sig</b>	<b>Cronbach (<math>\alpha</math>)</b>	<b>Mean</b>	<b>S.D</b>
<b>Statistics</b>					
Effective Communication	.933	.009	.708	2.98	1.26
Effective Collaboration	.975	.127	.733	3.32	1.31
Effective Policy Implementation	.992	.002	.725	3.17	1.43
Use of right instrument	.965	.128	.797	3.50	1.68

### 4.3.3 Validity of Measures

Although research in the area of rural development in Ghana have been done relating to other fields, most of such studies used their own measures while others used other standard questionnaires (Tankoh, 2011; Sarpong, 2011; Celettia, 2011). The researcher therefore intended to assess the overall fitness of the instrument by way of construct validity since they were new in this setting (Ghana). Based on the assertions of Hu and Bentler (1999), the factor results obtained from this study was acceptable and hence the overall fitness of the instrument

was validated. Below is a summary of the results of the factor solution for the instrument variables:

**Table 4.9 Measurement models for the study variables (SC)**

Fit Measures	CFA-MMS
N	120
CFI	0.95
RMSEA	0.08
$\chi^2/df$	1.41

Note: SC: Strategic Communication.

#### 4.3.4 Multicollinearity Testing of Study Variables

Multicollinearity is regarded as one of the key assumptions to be examined within a set of predictor variables before running a regression analysis. Multicollinearity as an assumption is produced when “any single predictor variable is highly correlated with a set of other predictor variables” (Reyes, 2013, p. 39). Although the assumption of Multicollinearity of predictor variables can be assessed through a correlation matrix output, the researcher sought the need to assess this assumption using the Variance Inflation factor (VIF) and Tolerance rule as it is more robust than the correlation matrix (Hair et al., 1995). Using this rule, a tolerance level of less than 0.20 and Variance Inflation factor (VIF) of 5 or more is considered an anomaly and requires further inspection (De Vaus, 2002 p 345). The output table below indicates that for all the predictor variables, the VIF ranged from 1.160 to 1.345 and tolerance from 0.728 to 0.896, hence this assumption was not violated. Thus this study did not experience Multicollinearity problems.

**Table 4.10 Multicollinearity Diagnostics of Predictor Variables**

Construct	Collinearity Statistics	
	Tolerance	VIF

Effective Communication	0.862	1.160
Effective Collaboration	0.835	1.166
Effective Policy Implementation	0.728	1.345
Use of right instrument	0.896	1.165

#### 4.4 Main Study Analysis

##### 4.4.1 Examining the communication strategy mostly used by the Information Services Department within Sogakofe Township.

Communication strategy is one of the best approaches that help to develop a community. In view of this respondents were asked which communication strategy is mostly used by the Information Services Department. The variables that were used in examining the communication strategies in the study included radio, television, written communication, telephone calls and face-to-face interactions. The communication approaches of respondents were measured using the 5-Likert scale by Dews (2008). The scale uses the mean score where Always = 5, Very often = 4, Sometimes = 3, Seldom = 2, Never = 1. The table below shows the various variables used and their corresponding descriptive statistics.

**Table 4.11 Communication Approaches**

Variables	N	Mean	Std. Deviation	Percentage (%)
Television	120	2.8176	.84071	73.9
Radio	120	3.9100	.92858	80.1
Telephone calls	120	3.8088	.81034	78.2
Written Comm.	120	2.3250	.80203	70.1
Cinema Van	120	5.0037	.84580	84.4

*Source:* Field Data, 2019

#### Television

Television is one of the strategies that are used to educate people about developmental activities within a community. For development to take place, strategic communication can help to ensure that the design and action plan of a development project takes into account the

attitudes, perceived needs and capacities of the people which those development is trying to help. In assessing respondents view on the most used communication strategy, 73.9% of the respondents with a mean of 2.86 rated that television is sometimes used as a means of communication to the people of Sogakofe. Many developmental projects have failed in the community because assumptions were made about the willingness and capacity of rural people to absorb new technology and development infrastructures into their way of living and working. Abandoned irrigation schemes and settlement programs, broken down equipment, and the slow adoption of improved crop varieties, are examples that bear witness to this failure to bring about attitudinal and behavioural change and therefore television is one of the communication approaches that are used by the ISD to solve this problem. The finding of this study agree with the study of Fischer (2010) who explained that in order to communicate very well to people, television plays a major role.

### **Radio**

In terms of communicating to the mass on the visions of the government to the community and also finding out problem facing the community, radio served as the best platform to achieve this objective. In view of this, respondents were asked the most used communication approach used by the ISD. Result from the descriptive statistics revealed that majority of the respondents 80.1% with a mean of 3.91 agreed that radio is the most used platform that the Information Service Department use to communicate to the community. Strategically, communication for development is about giving voices to the ordinary man, the marginalised and the down trodden; to empower them to express themselves and be heard; and to challenge unequal power relations so that ordinary people could articulate their concerns, define their problems, formulate solutions, and act on them. In achieving this radio plays a major role. The findings of this study agrees with the works of Waisbord (2008); Tufte and

Mefalopulos (2009) whom revealed that in reaching out to marginalised people for development, radio is the best medium that is used to achieve this.

### **Telephone calls**

Despite the democratization of the communication process, it is evident in most communities that, for there to be any development indigenous people should be consulted to get their knowledge on any activities that the government and other stakeholders would like to do for the community. By not using indigenous knowledge in conjunction with scientific knowledge in rural communication solving community problems becomes difficult. Based on this, respondents were asked to identify the communication approach used by the ISD in the community. The result revealed that 78.2% of respondents with mean of 3.8 asserted that telephone is sometimes used to communicate to people. The Information Service Department used this approach when getting access to community members to share government projects with them and also taking their views becomes difficult. The findings of the study agrees with Warnock et al (2007) who opined that at its heart, development, if it is to be sustainable, must be a process that allows people to be their own agents of change by involving them even when getting access to them is difficult as it makes people either individually and collectively use their own ingenuity, ideas, practices and knowledge in helping to solve their community problems.

### **Written Communication**

Strategic communication deals with using the best approach to transmit information to people. It has been argued that there can be no development without communication and involvement of the people. Based on this, the Information Service Department uses every means to transmit government intentions to the people. The study therefore asked

respondents the communication approach mostly used by the ISD. The study revealed that written communication is the least approach used by ISD to communicate to them as 70.1% of the respondent with mean of 2.3 asserted to this. This can be explained that, majority of the community members are farmers and other traders who are not well educated and therefore reading and writing becomes a problem. Despite this approach not been used, some stakeholders are seldom written to, to share their views on some developmental activities within the community and speak on same on radio. This finding is in agreement with the work of Andersson and Laerhoven, (2007) which states that for development to be achieved there should be participation of the people of the elite in the society.

### **Cinema Van/face to face**

For ordinary citizens to be able to express themselves, they must have access to the spaces of communication within which they could articulate themselves. According to this paradigm, grassroots access to information is the most important aspect in order to develop the community. This notion of grassroots access can often entail a mix of community media, interpersonal communication, community thematic discussions, community theatre or other mediums easily accessible to the common man (Bessette, 2006). Out of the total respondents, 84.4% with the mean of 5.0 alluded that Information Services Department very often uses face-to-face approach to communicate to them. In line with this thinking, Servaes (1992) advocates the use of indigenous resources and local social systems to bring about social change and development at the local level, to ensure that the basic needs, interests, preferences and values of the people are protected. The participatory communication approach encourages information generated within the community and face-to-face communication approach is one of the best to achieve community development. The study finding agrees with the work of Waldman (2013) who posited that, to develop a community

participation of all the community members is crucial and this demand a face-to-face discussion as the views of government and stakeholders can easily be articulated to the people.

#### **4.4.2 Identifying the challenges facing Information Service Department in the Sogakofe Township.**

Information Services Department has helped in development within the rural areas through participatory communication. Despite this achievement the department has been hit with some challenges hindering its effectiveness. Therefore, the study sought to find out from the department the challenges facing ISD within Sogakofe community. To achieve this objective; frequency table was used to analyse the findings.

**Table 4.12 Challenges facing Information Service Department**

<b>Management challenges</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Not understanding your audience and their needs	3	60
Poor audience engagement	4	80
Unclear purpose to communication	2	40
Lack of well-developed ICT infrastructure	4	80
Lack of finances	5	100

#### **Not understanding your audience and their needs**

One of the major factors that is affecting the Information Services Department is the inability to understand the audience and their needs. To bring about social change among marginalized and vulnerable population group, understanding the people and their needs is very paramount in community development. Workers of ISD were asked if the inability to understand the

audience and their needs hinders them to deliver effectively. Result from the analysis revealed that out of the 5 staff, 3 of them representing 60% agreed to this assertion. This implies that in strategic communication, rural people are at the centre of any given development initiative and so communication is used in this sense for people's participation and community mobilization, decision making and action, confidence building for raising awareness, sharing knowledge and changing attitudes, behaviour and lifestyles. The finding of this study agrees with Sarvaes and Liu (2007) that to bring development in a community, understanding the community and their needs plays a major role.

### **Poor audience engagement**

Another major problem that faces the ISD was poor audience engagement. The inability to attract the attention of community members for rural activities is a challenge that needs to be looked at. In order to bring development in a community, Social mobilization that involves planned actions and processes to reach, influence, and involve all relevant segments of society across all sectors in the community and having the community engagement is essential. Results from the frequency table revealed that 4 staff representing 80% asserted that poor audience engagement is a challenge confronting the Information Service Department. Strategic communication is an essential tool for the establishment and maintenance of a good social and working relationship.

It involves constant change of ideas and interactions among people for the solution of their problems and they see ability to engage them as essential prerequisite for every aspect of group functioning. It could also be the inability to engage community members are as a result of most community members being peasant farmers and traders and getting their time to share on government projects becomes difficult. This can be attested to the fact that there have been several promises that have not been fulfilled and so getting the community's attention for any

developmental activities or taking peoples problems to the government becomes a challenge. This finding agrees with Mefalopulos (2008) that the effect of communication on development depends on the ability to engage the audience in community mobilisation.

### **Unclear purpose to communication**

Communication involves sending and receiving information and therefore the content of the message is important for effective communication. Effective communication can be seen as sharing meaning and understanding between the person sending the message and the person receiving the message. Based on this staff of ISD were asked if unclear purpose to communication is a challenge to them. Results from the frequency table reveal that out of 5 staff, 2 of them representing 40% agreed that unclear purpose to communication is a major problem that affects their work. One of the major elements in communication is the ability to determine the quality of communication and any problem that will arise from this can reduce communication effectiveness.

In view of Keyton's assertion, information must be encoded into a message that can be understood as the sender intended (Keyton, 2011). Strategic communication enhances participation of every community member towards the achievement of the goals of community for rural development. It makes people participate actively in matters of development. Communication is a powerful trend to facilitate participating development. It deals with encouraging community participation with development initiatives through a strategic utilization of various communication strategies and therefore having a clear purpose when communicating to rural populace is very essential.

### **Lack of well-developed ICT infrastructure**

Currently, the world is changing in a fast space due to the advent of technology. This has brought about significant change in communication through Information and Communication Technology (ICT). Through the uses of ICT dissemination of information is very rapid and therefore encourages in societal participation for rural development. In view of this, staff was asked to ascertain whether lack of well-developed ICT infrastructure is a major challenge the department is faced with. Out of the 5 staff, 4 of them representing 80% agreed to this assertion as a major issue facing them. Several studies have argued that for any government to bring development in rural communities, technologies used for communication should be enhanced (Gergen, 2008).

For example the role of mobile communication plays an important role in transmitting information to majority of the community members and cannot be underestimated. Meanwhile, the technical ability of mobile communication, internet, computers, radio airwaves and information vans to foster and coordinate collective action has not duly been established and therefore making the Information Services Department not to communicate properly government projects to the people and also taking their issues to the appropriate quarters. This finding agrees with the work of Rheingold (2016) who postulated that for a community to be developed, ICT infrastructure within various government agencies should be enhanced.

### **Lack of finances**

One of the major challenges that hinder organizations to thrive is the ability to mobilize revenue to sustain them. Finances play a major role when it comes to the work of ISD throughout the country. Based on this staff were asked if lack of finances is a major issue

facing them. Results from the frequency table revealed that all the staff representing 100% agreed to that, one of the major problems the department is faced with is finance. Communication goes beyond talk, and must translate into collective actions to solve problems at all levels of society and for this to be possible, enough resources are required. Sometimes meeting to engage the community face-to-face becomes a challenge.

Although, mass media support is important, rural development communication may have to be reinforced by strong group/interpersonal communication, the type that facilitates social interaction and group action (Kamau, 1986). And this can be achieved when women in communities are made the major stakeholder of disseminating information. Women as major actors in the rural areas can provide that interpersonal support. By recognising, educating and training women, utilise them both as extension workers and as group leaders to help disseminate development messages among rural women. The training of these local women, using the information van and community radio is huge cost the department is bewildered with.

#### **4.4.2 Assessing the effect of strategic communication used by Information Service Department on rural development.**

The role of strategic communication in rural development cannot be underestimated. Strategic communication focus on information communicated to the targeted audience in a way that the ultimate goal will be reached. Based on this, respondents were asked how strategic communication used by the Information Service Department has helped in rural development. In assessing how strategic communication used by ISD affects rural development, multiple regressions were used to achieve this objective. The independent variables were effective communication, effective collaboration, effective policy

implementation and use of right instrument whilst rural development was used as dependent variable.

**Table 4.13 Regression analysis of effect of strategic communication on rural development**

The result for the regression table shows that there was a moderate relationship that exists between strategic communication and rural development in Information Services Department with R-value of .545. The R Square value indicates that 48.6% (.486) of rural development could be explained by strategic communication. From the ANOVA results within the regression table also revealed that combined effect of the independent variables (effective communication, effective collaboration, effective policy implementation and use of right instrument) on the dependent variable (rural development) was statistically significant at

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std Error	Beta			Tolerance	VIF
(Constant)	1.653	.170		8.321	.000		
Effective Communication	.434	.209	-.417	-5.463	.008	.862	1.160
Effective Collaboration	.256	.319	.312	2.978	.020	.835	1.166
Effective Policy Implementation	.164	.264	.134	1.564	.342	.812	1.345
Use of Right Instrument	-.308	.476	.205	4.340	.003	.728	1.165
Fit indices							
R	.545 <sup>a</sup>						
R <sup>2</sup>	.486						
Adjusted R <sup>2</sup>	.702						
F statistics	50.768**						
Dependent Variable	Rural Development						

( $F=50.768$ ;  $p=.000$ ) implying that the model is fit. The independent variables analysis is explained below:

### **Effective Communication**

In rural development, effective communication is one of the major factors that help to achieve the objective of the organization. Results from the regression table revealed that effective communication had a coefficient value of .434 which shows a positive impact on rural development. This shows that per every unit increase in effective communication, rural development is predicted holding all other variables constant. This can be explained that when (effective collaboration, effective policy implementation and use of right instrument) are held constant; rural development will be achieved if managers use the best communication approach in the organization. Moreover, effective communication made a relevant input in rural development with a significant value of .008. This implies that if managers become sensitive to the needs of the community members, maintains positive interactions and employ integrating characteristics the community will understand the government vision and help to develop the community. The finding of this study agrees with the work of Servaes (2008), communication media, in the context of development, are generally used to support development initiatives through the dissemination of persuasive messages to whip up public support for development oriented projects.

### **Effective Collaboration**

Several studies have proven that having a strong and vibrant collaboration with community members helps to improve community development. Effective collaboration helps the general public to be informed from time to time about the mission and other social responsibility activities undertaken by the government for the community. Result from the regression table

revealed that effective collaboration had a positive effect on rural development with coefficient of .256. This implies that when all the other variables are held constant, ability to develop the community will increase when there is effective collaboration. Also, effective collaboration made a relevant input in rural development with a significant value of .020. This implies that when the Information Services Department collaborates well with the community members, they will definitely make relevant input into developing the community. The study findings agree with World Congress on Communication for Development (WCCD) (2006), that the key to success in development initiatives is to start with the effective collaborative analysis of the needs of local institutions and stakeholders, taking into account local culture and values, and promoting a concerted action for the development.

### **Effective Policy Implementation**

Achieving a perfect and a well effective policy implementation is the hall mark of every organization. Based on this respondents were asked whether having effective policy implementation helps in rural development. Result from the regression analysis with coefficient of .164 reveals that when Information Services Department uses effective policy implementation, there will be a positive effect on rural development. This can be explained when the other variables (effective communication, effective collaboration and use of right instrument) are held constant, rural development will yield positive results. Despite effective policy implementation having positive effect, statistically it was not significant ( $p=.342$ ). This implies that effective policy implementation do not make any relevant input when it comes to rural development. The study finding agrees with Adedokun et al. (2010) that strategically, communication is expected to be used to facilitate community development

through effective policy planning initiative but does not necessary lead to developing the communities.

### **Use of Right Instrument**

The use of the appropriate instrument in the Information Services Department is very important for rural development. Several studies have argued that to bring about development in rural areas, the agencies that supervise these projects should be able to use the right instrument to communicate government initiative and also take peoples need to the appropriate sector for redress. Based on this, regression analysis was conducted to ascertain this fact. Result from the study revealed that the use of right instrument had a coefficient value of  $-.308$  which shows a negative impact on rural development. This shows that per every unit increase in use of right instrument, rural development is predicted not to be effective holding all other variables (effective communication, effective collaboration and effective policy implementation) constant. Despite use of right instrument having negative impact, statically it was significant ( $p=.003$ ). This implies that, an organization can have the right infrastructure but will still produce a negative effect although the infrastructure is relevant.

This shows that an organization such as the ISD can have all the necessary instruments; it cannot be effectively used to help solve the community problems. The study findings agree with the work of Keyton (2011) who explained that ability to use appropriate collaborative approach is better than having the entire enhanced technological instrument but cannot be utilize to achieve community development. The overall regression analysis for the study revealed R-Square value of  $.486$ . This means that 48.6% of rural development could be explained by strategic communication. From the ANOVA results within the regression table

also revealed the combined effect of the independent variables (effective communication, effective collaboration, effective policy implementation and use of right instrument) on the dependent variable (rural development) was statistically significant at ( $F=50.768$ ;  $p=.000$ ).



## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.0 Introduction

This Chapter sought to outline the summary of the main findings of the study and its conclusion. Furthermore, the chapter takes a look at the theoretical contributions this research has made in the field of strategic communication and rural development. Besides, the limitations to the study are also addressed as well as gaps for future research studies into the field of strategic communication and rural development.

#### 5.1 Summary of Findings

The study sought to contribute to the field of rural development by exploring the effect of strategic communication and how it helps to develop rural communities, using Information Services Department in Sogakofe as a case study. The summary was done using the research objectives which was analysed in the data analysis.

The first objective was to identify and examine the communication strategy mostly used by the Information Services Department within Sogakofe Township. Findings from the study using descriptive statistics revealed that majority of the respondents asserted that Cinema van/ face to face is the most used communication strategy as 84.4% of the respondent with mean of 5.0 rated that cinema van/face to face is always used to communicate to people. Also, 80.1% of the respondents with a mean of 3.9 alluded that radio is the second most used communication strategy that the Information Services Department uses to communicate to the community. Another 78.2% of the respondents with the mean of 3.80 agreed that telephone call is the third communication strategy as it is sometimes used by the Information Services Department to communicate to the community members. They usually use this

means to communicate to the major stake holders in the community for them to also communicate to the rest of the community. In addition, 73.9% of the respondents with mean of 2.8 agreed that television is the fourth communication strategy that is seldom used by the Information Service Department to communicate government visions to the community. The last communication strategy used by the Information Services Department was written communication as 2.3% of respondents asserted to this. This was based on the fact that majority of the people in the Sogakofe community are not well educated.

The second objective sought to identify the challenges facing Information Service Department in the Sogakofe Township. To achieve this objective; frequency table was used to analyse the findings. The result of the study revealed that lack of finances was the major challenge facing the department as all the 5 respondents representing 100% agreed to this assertion. Also, the second major challenges facing the department were poor audience engagement and lack of well-developed ICT infrastructure as 4 of the respondents representing 80% alluded to this assertion. The study also revealed that not able to understand audience and their needs was the third challenge the department was facing as 3 of the respondents representing 60% agreed to this assertion. The last challenge the department was facing was unclear purpose of communication given to the public as 2 respondents representing 40% agreed to this assertion. This was the least challenge because before the department meet the community, the information to be given out has pass through a lot of scrutiny therefore any ambiguity within the information is taken but does not rule out the fact that it sometimes becomes a challenge facing the organization.

The last objective was to assess the effect of strategic communication used by Information Service Department on rural development. Multiple regression analysis was used to analyse

this objective. The result from the study revealed that effective communication had a significant positive effect (.434,  $p=.008$ ) on rural development. Also, effective collaboration had a significant positive effect (.256,  $p=.02$ ) on rural development. Effective policy implementation on the other hand had a positive effect but was not significant (.164,  $p=.342$ ). Surprisingly, the use of right instrument had a negative effect on rural development but it was significant (-.308,  $p=.003$ ). This implies that, for community to develop does not fully depend on the infrastructure of the Information Services Department but how the community can be mobilized to share the government vision.

## **5.2 Conclusion**

The study set out to explore among other things the effect of strategic communication used by the Information Service Department on rural development in Sagokofe. This was against the backdrop that most developmental projects are not sustained and do not achieve its intended objectives. In view of this, rural development has become crucial for enhancing the lives of people in various communities. Based on the findings from the study, it is therefore concluded that the communication strategies that is used mostly by the Information Service Department are Cinema van announcement/face to face and radio interaction as it helps to reach majority of the community members and also explain government initiatives better to people. The study also concludes that more finance should be allocated to the various Information Services Department as communication goes beyond talk, and must translate into collective actions to solve problems at all levels of society and for this to be possible, enough resources are required. Finally, the study concludes that when communication is strategically used it will have a great impact in developing rural communities.

### **5.3 Recommendations**

Although using strategic communication helps to bring several developments in rural communities, several efforts should be put in place to achieve its full objectives. Based on this, the following recommendations were made:

- More education should be given on the importance of strategic communication to all Information Services Departments across the country as it is the best approach to help develop rural communities.
- Government should collaborate with other NGOs to help finance the activities of the Information Service Department as it is the major challenge the department is faced with.
- Ministry of Information should collaborate with various stakeholders to develop appropriate communication models towards the development for rural communities. This will ensure participation of all community members in the development of their communities.

### **5.4 Limitations of the Study**

One of the limitations of the study was the use of cross sectional survey method to collect data. This method couldn't allow the researcher to make a casual conclusion on the study, that is could not use a long duration to study the case. Although the results of the study could be adequately generalized, the sample size (120) as compared to other studies is relatively low (Kalshoven, 2012; Walumbwa & Schaubroeck, 2009). This could have an effect on the statistical power of how strategic communication affects rural development. Time and financial constrains were also problems encountered since the researcher has to meet the respondents at their convenient time and place. Based on this, the researcher concentrated on only participants within Sogakofe.

## **5.5 Future Studies**

Based on the identified limitations to the study, some future studies could look at some other perspective. Future studies should use longitudinal or experimental study of strategic communication and rural development to find the relationship between them. Also, most studies conducted in this area normally uses government organizations as study area, therefore future studies should be looked at from the perspective of private organization such as NGOs helping to deepen the understanding of how strategic communication influences rural development.

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## APPENDIX

### SURVEY QUESTIONNAIRE FOR STAFF

Dear Participant(s),

This survey is part of my thesis in partial fulfilment of Masters in Development Communication at the Ghana Institute of Journalism, School of Graduate Studies and Research. This research seeks to assess the effect of strategic communication used by Information Service Department on rural development. All the information you provide here will be held strictly **confidential**. No other person will have access to the information and all information will be used for academic purposes only. I will appreciate your effort greatly if you can answer the following questions for the above mentioned purpose. It will take approximately 20 minutes for you to complete this survey.

Thank you for your time and participation.

Edem Yormesor

Masters in Development Communication

Ghana Institute of Journalism

**SECTION A: Demographic Data**

1. Gender:
  - a) Male [ ]      b) Female [ ]
  
2. Age:
  - a) 18-25 [ ]    b) 26-39 [ ]    c) 40-55 [ ]    e) 56 & above [ ]
  
3. Educational Qualification:
  - a) Diploma/HND [ ]    b) Bachelor’s degree [ ]    c) Master’s degree [ ]    d) PHD [ ]
  
4. Marital Status
  - a) Married [ ]    b) Single [ ]    c) Divorced [ ]
  
5. How long have been employed by ISD?
  - a) 1 - 5 years [ ]    b) 6 - 10years [ ]    c) 11 and above [ ]
  
6. Staff Category
  - a) Head [ ]    b) Senior staff [ ]    c) Junior staff [ ]

**SECTION B: KNOWLEDGE ON COMMUNICATION STRATEGY AND ITS CHALLENGES**

A) Please indicate how **frequently** the following methods of communication are used by your organisation in communicating to the community. Always = 5, Very often = 4, Sometimes = 3, Seldom = 2, Never = 1.

<b>Variables</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Radio					
2	Television					
3	Written communication					
4	Telephone calls					
5	Face- to –face					

B) What are the barriers that lead to ineffective communication between your organisation and the community? Please indicate the degree to which you agree or disagree with the statement by ticking the correct option. For each of the statement the responses are **(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)**

Statement					
	SD	1 D	2 N	3 A	4 SA
Not understanding your audience and their needs					
Poor audience engagement					
Unclear purpose to your communication					
Conflicting messages					
Lack of well-developed ICT infrastructure					
Lack of finances					

7. What efforts are being made by authorities to eliminate barriers to effective communication in your organisation?

.....  
 .....

**SURVEY QUESTIONNAIRE FOR COMMUNITY MEMBERS**

Dear Participant(s),

This survey is part of my thesis in partial fulfilment of Masters in Development Communication at the Ghana Institute of Journalism, School of Graduate Studies and Research. This research seeks to assess the effect of strategic communication used by information service department on rural development. All the information you provide here will be held strictly **confidential**. No other person will have access to the information and all

information will be used for academic purposes only. I will appreciate your effort greatly if you can answer the following questions for the above mentioned purpose. It will take approximately 20 minutes for you to complete this survey.

Thank you for your time and participation.

Edem Yormesor

Masters in Development Communication

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### **SECTION A: Demographic Data**

1. Gender:

- a) Male [ ]    b) Female [ ]

2. Age:

- a) 18-25 [ ]    b) 26-39 [ ]    c) 40-55 [ ]    d) 56 & above [ ]

3. Marital Status

- a) Married [ ]    b) Single [ ]    c) Divorced [ ]

4. Level of Education:

- a) G.C.E. O & A Level [ ]    b) JHS [ ]    c) WASSCE [ ]  
d) HND [ ]    e) Bachelor's degree [ ]    f) Master's degree [ ]

5. How long have lived in this town?

- a) 1 - 5 years [ ]    b) 6 - 10years [ ]    c) 11 - 19years [ ]    d) 20 years and above [ ]

6. What is your occupation?

- a) Trader [ ]    b) Farmer [ ]    c) Driver [ ]    e) Banker [ ]  
f) Teacher [ ]    g) Nurse [ ]    h) Entrepreneur [ ]

## SECTION B: KNOWLEDGE ON STRATEGIC COMMUNICATION AND IITS

### EFFECT ON RURAL DEVELOPMENT

A) Please indicate how **frequently** the following methods of communication are used by the ISD in communicating to the community. Always = 5, Very often = 4, Sometimes = 3, Seldom = 2, Never = 1.

Variables		1	2	3	4	5
1	Radio					
2	Television					
3	Written communication					
4	Telephone calls					
5	Face- to –face					

B) How will you rank the communication methods used to communicate to you? Tick one or more

(i) Very Effective

(ii) Effective

(iii) Average Effective

(iv) Less Effective

C) The following questions seek to find out how strategic communication affects rural development. Please indicate the degree to which you agree or disagree with the statement by ticking the correct option. For each of the statement the responses are

**(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)**

1 2 3 4 5

Strategic Communication		SD	D	N	A	SA
1	Daily interaction of community members is essential for collective action					
2	Effective communication leads to good participation in community development					
3	Strategic communication help our community to strengthen itself and develop towards full potential					
4	Strategic communication leads to effective collaborative efforts in issues of development					
5	Strategic communication has leads to effective policy implementation within the community					
6	Uses of right instrument by the ISD helps in community development					