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EXAMINING THE USE OF MEDIA ADVOCACY BY CIVIL SOCIETY ORGANISATIONS IN DEMOCRATIZING YOUTH PARTICIPATION IN LOCAL GOVERNANCE STRUCTURES: A CASE OF YOUTH EMPOWERMENT AND TRANSFORMATION TRUST PROJECT IN MASVINGO, CHITUNGWIZA AND MAKONDE

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ABSTRACT

The demographic analysis shows that young people constitute the majority of the population yet, are underrepresented in democratic structures. Civil society organizations have made attempts to increase youth participation in the broader framework of enhancing citizen participation. The study therefore looks at ways Youth Empowerment and Transformation Trust (YETT) as representative of civil society organizations is using media advocacy in increasing youth participation with a critical look at the factors and relationship between effectiveness of interventions and traceable increase of democratic youth representation. YETT is a networking youth organizations committed to the full participation of young people in sustainable development through advocacy and capacity building. Conversations with the YETT project leaders are verified with discussions with participants from the project areas in combination with scientific analysis of trends, opinions and attitudes to realize the contribution of media advocacy towards democratic participation. Resultantly, the enquiry shows that the basis of democratic participation of young people is rights which must make use of means of communication that are most appropriate to the youths. In addition, it is empowering for inclusive participation and active involvement of young people throughout the communication process. A suitable model that utilizes a combination of traditional means of communication and features of new media is necessary to sustain advocacy efforts.

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CHAPTER ONE: INTRODUCTION

1.1 Introduction

The capture of media in Zimbabwe by either political or market forces has given rise to civil society organizations completing their advocacy efforts with information and dissemination tactics that resembles media operations. The civil society media in Zimbabwe has been a powerful force in complementing expression by citizens in a country where it is still not free and the media space is polarized. The study thus seeks to understand the purpose of media in which is mostly driven by Non-Governmental Organizations (NGOs) uses various networks to disseminate information for the purpose of increasing youth participation in democratic processes. The study is also motivated by community mobilization strategies and intends to explore the role of media advocacy in not only advancing the goals of the organization but also providing a platform for young people to communicate their challenges and aspirations. The issues related to democratization are explored in two ways. Firstly an evaluation is carried out of current strategies in relation to the achievements or challenges that have been experienced so far. Secondly, the process of creating, packaging and distributing information is also examined in relation to the contribution of young people and ways in which it resonates with the aspirations of the youth. This chapter introduces the background of civil society organizations operations in Zimbabwe and Africa, media operations and alternative ways in which civil society organizations are facilitating citizens' access to information. In addition, the chapter creates the foundation of the study by articulating the research objectives in relation to main questions and assumptions. The use of media advocacy is also problematized while spelling out the significance of the study and taking into consideration the limitations as well as delimitations associated with carrying out this research.

1.2 Background to the study

The work of youth organizations in Zimbabwe just like all other Civil Society Organization (CSO) is to ensure that young people have the opportunity to be heard and have their views respected in all matters that affect their life. Youth organizations are regarded as the conduit in strengthening young citizens' engagement by facilitating interaction between the people and government. Abbink (2005) argues that operations of youth civil society are cultivated by a set of communication strategies which complement advocacy efforts so as to ensure the inclusion of youth voices in policy formulation by either creating platforms for policy dialogue or mobilizing youth voices towards common policy agenda.

The evolvement of civil society in Africa follows political developments that can be phased in pre-colonial, colonial and post-colonial stages. Wanyande & Okebe (2009) state that pre-colonial Africa provided the impetus for the emergence of new forms of voluntary as CSOs have been at the initiation phase of many social and political movements which have led to political change. Amutabi (2006) identifies that in post-colonial Africa, collective action and pressures to strengthen civil society and foster democracy have come mainly from students, intellectuals, workers, and recently, pro-democracy and human rights NGOs. Diamond (2007) argue that Africa has been a desert in terms of democracy and the rule of law, despite Bratton (2007) arguing that civil society organizations in Africa have contributed to good governance by pressing for the improvement of transparency in government and increasing the availability of information about policymaking and implementation. Since the 1980s, there has been a steady decline in the vibrancy of African civil society as Shivji (1988) state that much of the lifeline to the contemporary African civil society has come from donor agencies and international civil society organizations.

In Zimbabwe strengthened civil society operations according to Biekart, & Fowler (2010) emerged in the mid-1990s, where the civil society that include the labour movement like Zimbabwe Congress of Trade Union, women pressure groups, Women of Zimbabwe Arise (WOZA) protest organizations like National Constitutional Assembly (NCA) started to engage in confrontational politics with the state so as to open up the democratic space, thus enhancing citizens engagement.

While the state-owned media and independent media in Zimbabwe has borne a larger brunt of state repression, civic media has been a mobilising and campaigning tool for natural social objectives and injustices, in the sphere of politics ,human rights, war, and religion. The main purpose of civic media according to Mukasa (2003) in Zimbabwe has been to bring people together and help to advance national development. During the colonial era the black youth were not allowed to vote, had no voice in the decision making processes and were rather half human. Mutambara (1989) state that upon attaining independence in 1980, the youth were categorically ignored and their participation in national issues was minimal. Such organizations as the Zimbabwe National Students Union (ZINASU) and the Zimbabwe Student Christian Movement have been active in protecting the interests of students. Historically, uneducated young people and those outside of formal institutions have always

been left out of developmental process and according to DeWolf (2003) YETT was among of some of youth civic society initiatives responding to and supporting spaces for youngsters where options for the future can be developed, where rights and obligations can be exchanged and where concrete conflict transformation can be put into practice on local level with emphasis on community based activities. Youth Empowerment and Transformation Trust (YETT) and Restless Development are some of the organizations working to capacitate the youth to participate in democratization processes such as elections and constitution writing.

Youth organizations in Zimbabwe are supposed to be registered under the Zimbabwe Youth The biggest opportunity for the youths in Zimbabwe to contribute to the governance of the country is afforded once every five years during the general election but Hodzi (2015) state that local governance structures also offer opportunities for citizen participation in the form of platforms and processes for community consultation. According to the Research and Advocacy Unit (RAU) report (July 2013) on electoral participation in Zimbabwe, only 8% of the youths were on the voter's roll.

Communication is the important segments of civil society to facilitate engagement with the constituencies as lack of information has alienated young people from participation in democratization processes. Coleman (2002) argues that the rise of local mass media organizations, the emergence of professional and community-based organizations made an outstanding impact on the development of African civil society. Civil society organization has been strengthening by their adoption of information communication technologies (ICTs) in disseminating information and in mobilizing around specific campaigns. Geyer (2006) stresses that youth civil society organizations need to make their voice heard and get their viewpoint across in order to achieve their vision. Media advocacy therefore stand a better chance of providing the public with information about democracy and to explain any messages that may be useful for democratic politics.

1.3 Problem Statement
Youth comprise over 53, 74% of the voting population in Zimbabwe yet their participation in decision-making has been apathetic. Hodzi (2015) posits that most young people aged between 18-29 do not have the opportunity to take part in democratic processes yet they have the power to influence decision-making through their numbers. Some of the major short-

comings on youth involvement in the democratic process include: low numbers of registered youth voters coupled with low turnout during the voting exercise, lack of effective representation of the youth in the governance structures and manipulation of the youth by turning them into tools of political intimidation and violence.

Lack of access to information is at the center of youth participation apathy in crucial processes. Mandaza (1991) identifies that failure by political communication strategies to actively engage young people in democratic processes which have significantly weakened electoral democracy in Zimbabwe. Widespread research shows that political communication campaigns have failed to directly contact young people so as to boost youth turnout in democratic processes. Hodzi (2015) states the prevailing apathy in the country limits young people's possibilities to demand improved access to basic services, their general welfare and livelihoods. The researches interrogate youth disenfranchisement through examination of use of media advocacy in mobilizing and increasing democratic participation of youth for effective change.

1.4 Significance of the study

Zimbabwe will hold its next elections in 2018; hence this project comes timely as it seeks to outline contributions that can increase youth democratic participation. The study brings together knowledge from various actors as well as beneficiaries of YETT projects to agree on effective ways to address the barriers that restrict the involvement of young people. This study centers on youth because the researcher believes that it is the population segment that holds the key to sustainable democracy and leadership. Wnyande & Okebe (2009) describes youths involvement in political support for old leaders therefore making them important actors in the democratization process in Africa and elsewhere. Therefore understanding how young people think and participate in democracy is critical in understanding how their creativity can be tapped in promoting positive and revolutionary political change.

The study provides an opportunity to gain first hand perspectives on the factors that young people feel are drivers for meaningful participation and explanations on possible reasons for the participation. Drawing conclusions from the research findings, this will enable Youth Empowerment and Transformation Trust (YETT) to generate new knowledge, outline the structural conditions that afford young people's participation and the required components for

involvement such as the means, the space, the opportunities and support to partake in, and influence decision-making.

1.5 Research Objectives

The overall objective of the research is to realize effective contribution of media advocacy towards democratic participation of young people and will be achieved through the following immediate objectives:

1. To explain the use of media advocacy by youth civil society organizations in enhancing young people's participation in democratic processes.
2. To determine factors contributing to a media advocacy that encourages youth participation in democratic processes.
3. To establish a suitable model for utilization of grassroots media by youth civic society organizations in enhancing youth participation in democratic processes.
4. To ascertain the relationship between effectiveness of media advocacy strategies and increased youth participation.

1.6 Research questions

The fulfilment of the objectives will be guided by the following set of research questions;

a. How are media advocacy useful in enhancing democratic participation of young people?
b. What are the necessary factors in media advocacy that encourage youth participation in democratic processes?
c. How can youth civic society organizations utilize the potential of grassroots media including social media to increase participation of young people in democratic processes?
d. What is the relationship between effectiveness of media advocacy and an increase in youth democratic participation?

1.7 Assumptions

The design of the research has been carried out the following critical conditions that must be prevalent for the research objectives to be met;

- YETT values the role of media advocacy in democratizing young people's participation in decision-making as such the role is given much prominence in its programming.

- Young people who are currently engaged in the democratization process can identify the set of motivating factors from the current strategies and are willing to dialogue on contentious issues.

- YETT has been using grassroots media and has been effective in changing the perception of young people and decision-makers to realize the value of increased youth participation hence their potential can be investigated to increase efficiency of use among young people.

- The relationship between uptake of media advocacy initiatives and increased youth participation can be directly traced and the youths are motivated to participate in such processes as a result of uptake of information which helps them engage in decision-making.

1.8 Delimitations

Simon (2011) explains that delimitations of a study expound the criteria of participants to enroll, geographic region covered in your study, and the profession or organizations that involved. The study is limited to research about the contribution of advocacy communications in pursuit of young people's participation in democracy. In addition, the study concentrates on YETT's activities with limited scope to the beneficiaries who have participated and will not extend to reach out to the majority of young people. The geographical boundary of study has also been influenced by the area of operations that YETT is undertaking democracy and governance projects and the mix of both rural and urban setting provides a crucial way of comparing the variables according to location of the young people.

The research has also been designed with full cognizance of the challenges associated with civil society being viewed as regime change agents when calling for accountability and change in policies hence the research will maintain a non-partisan approach in the process of engagement with relevant authorities.

1.9 Limitations

Young people are not a homogenous group and the information that will be provided might not be representative of other groups of young people with special needs such as the marginalized young people. Simon (2011) state that a study should point to the limitations which are potential weaknesses in the study that are out of the researcher's control. Literacy will also contribute to the accuracy of some of the tools to be administered as the size and diversity of sample might be limited by people's ability to read and write.

The study questionnaire and other tools have been developed with full knowledge that inaccuracy of data maybe subject to survey respondents failing to comprehend the meaning of questions Lofland and Lofland (1995). Therefore, survey respondents may not complete the survey resulting in low response rates

While the research makes use of archival research and critical discourse analysis, the examination of varied documents can be time consuming to collect, review, and analyze many documents. In addition, some of the information in document review may be incomplete or inaccurate.

1.10 Structure of the study

This dissertation has been structured into six chapters that have been segmented to provide t different information that will ultimately complete the research. As such, in this section, the researcher outlines the structure in which the study will be comprised and how information will be categorized. Chapter one is an introduction and provides background information that forms the foundation of this study. The background information is supported by previous scholarly literature review and analysis of theoretical framework in Chapter 2. The researcher acknowledges the previous studies that have been carried in the field of either civil society or media advocacy hence this chapter evaluates earlier researches and those related to the study. Appropriate theories are emphasized and used for the purpose of carrying out the analysis. The research methodologies used are explained in Chapter three together with their strengths and weaknesses. An analysis of civil society operations in relation to the work of YETT is explained in Chapter four giving an outline of the position of YETT in the media and how the political economy impacts on the advocacy work as well the ultimate message of advocacy

products. The findings from the research are presented in Chapter five combined with the discussion based on the critical analysis as a means to interpret the results. Recalling on the research objectives Chapter six evaluates the findings in relation to what has been found and conclusion is drawn of the outcome of the study. Lastly the researcher will give recommendations and areas that can be pursued which were not concluded by this study.

1.11 Conclusion

This chapter presented an introduction and provided background information that forms the foundation of this study that underpins the research. The contribution of civil society to the democratization process remains questionable and background information suggest that before attempts to create democratic environment organizations should facilitate internal democratization of their institutions. After establishing how the research is executed, establishing the thrust of the research, the problem, the research questions, the objectives and assumptions of the study. The next chapter expands on background, objectives and assumptions by examining the existing theoretical framework and existing literature with the view of identifying pockets of knowledge deficit that will be critical to this study.

CHAPTER TWO : LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction

After looking at the background and objectives of the research in Chapter one , this chapter part intends to clarify applicable hypotheses and existing literature that is significant to this study. The analysis of existing literature, the study is examines, differentiating and scrutinizing various authors viewpoints on the work of civil society in democratizing youth participation. The review is informed by African, Western European and American literature on the work of civil society in the democratization process while also using theoretical approaches related to media and advocacy.

2.1 Literature Review

There has been a lot of literature that has been written on the role of civil society in advancing democratization and less documentation on ways democratic participation can be sustained within the operations of such institutions. Most of the literature available accepts the strength of citizen movement in consolidating democracy while a great amount of theoretical perspectives have also ascertained the need for unbiased access to information as a catalyst that facilitates citizen participation when they are knowledgeable of such processes   . This study seeks to establish a relationship between the work of the civil society in Zimbabwe, and the extent media advocacy has facilitated wider citizen participation of young people in determining the way they are governed.

2.1.1 Civil society's efforts in Africa and Zimbabwe.

Early scholars have classified the role of civic society in enhancing citizen participation as Gramsci (1988) viewed civil society as the interplanetary for the manufacture and place of contest of hegemonic and those ideas that are against such discourses. On the other hand, the Public Sphere theory according to Harbermas (1962) visualized a space where people could discuss matters of mutual concern and learn about facts, events and others' opinions. This description of the role of the civic society was effective in locating the role civil society could play in outlining popular issues but flawed in locating the catalyst that could facilitate and sustain the discussion. Cohen (1999) asserts that Gramsci located the importance of widely-

accepted cultural element as the authority of civil society, thus functioning to preserve common ideology. In relation to democratizing youth participation, the study therefore aims to ascertain the way media advocacy is countering hegemony. The civic society has attempted to provide an alternative public sphere hence further interrogation is required on the contribution of young people to the public discussion.

The greater contribution of civil society within the African context has largely been attributed to consisting of organisations who according to Amutabi (2006) have been working to curtail authoritarian rule through democratic consolidation. The view of civil society organisations in Zimbabwe stands to represent the universal interest, as opposed to state pursuing own interests but civil groups are regarded as 'sadly undemocratic' (Makumbe 1998:311). However some scholars maintain the normative and prescriptive claims that "diverse set-up of civil society organizations in South of Sahara is growing in power and experience" (Molutsi 1999, p.188) with Nyang'oro (1999) optimistic that Non-Governmental Organizations (NGOs) are perhaps the prominent representatives of the democratization process. YETT claims that for the past 10 years it has been championing youth participation in national discourse through a strategy involves continuously monitoring key legislation with a view to provide timely responses on issues affecting youth and youth organizations. The study therefore seeks to ascertain how communicative roles have amassed universal interest of young people to rise above the undemocratic accusations in its representation.

Criticism of civic society can be traced back to the work of (Shivji 1988) who recommended the conception of self-sufficient institutions as Amutabi (2006) stresses that the operations of NGOs has prejudiced individual lives negatively by threatening traditional social structures. However, Ndegwa (1996) has not totally dismissed the contribution of civil society but has identified dual roles which are both progressive and regressive. Ottaway and Carothers have termed the increase and prioritization of donor funding in democracy issues as, "democracy aid boom" (2000:5). However, they further posit that, "civil society is both the force that can hold governments accountable and the base upon which a truly democratic political culture can be built" .On the other hand, Barrow and Jennings, (2001) argue that NGOs are distant and naive with their occasional appearances which has less impact on the communities therefore caution is necessary to ensure that young people's participation is not limited to event-based initiatives and tokenism. "The opportunity for grassroots initiatives to uphold deliberate action for sustainable change is curtailed by the conflict of large, organizations that

are premised on policy-orientation" (Jaffer 1997:66). There has been growing discussion as to Non-Governmental Organizations contributing to undercutting democratic possibilities. The study attempts to understand the specific role that information activities carried out in advocacy are working to promote inclusive participation through increasing the strength of YETT to operate as a democratic institution pursuing the aspirations of young people.

For post-colonial Africa, because of de-racialisation and the development of more extensive common freedoms, urban based organizations have benefited from the increasing space while the rural population has remained consigned to 'the edge of civil society' (Sachikonye 1995. Within the framework of the colonial governments, the colonized populations were located in the 'zone of non being' (Maldonado Torres 200) in which communicative rights were not extended. Now looking at post-colonial Africa, the role of the media becomes the more important as a means of allowing the subaltern to speak (Spivak 1988). Africa seized with enormous developmental challenges prioritized media development with Zimbabwe using the four Ds representing democratization, development, demonopolisation and decolonization. The role of the mass media is aptly captured by Lippman 1922 when he likened mass media to "the beam of a searchlight that moves restlessly about, bringing one episode and then another out of darkness into vision". The rise in civil society groups and initiatives resulted in the adoption of media advocacy as a tool to stir active citizen participation in development. It is within this logic that this study seeks to explore the role of media advocacy in enhancing youth participation in governance issues. While the role of the mass media has been vastly explored, the place of non-governmental organizations through media advocacy remains a vast terrain of academic interest. This study looks at how YETT is using media advocacy strategies to expanded the discursive platforms of citizen engagement in the context of increased state and market capture of the media. Wallack (1994) argues that the power of the press has been claimed by advocacy groups and used to promote changes in social environments thereby giving community groups a chance to communicate their own story in their own words to promote social change. Donor-funded initiatives promote the western ideologies of the 'north" and civil society has been regarded as a critical vehicle in promoting the development of democracy in the developing countries of the "south". The research will examine some of the ways in which community based youth-organizations have been effective in using media advocacy as a strategy to maintain their existence in the society and relate to the needs of their constituent

2.1.2 Civil society and citizen participation

The concept of democracy revolves around the participation of the majority hence yet takes a deliberate focus on youth participation considering their huge demographic representation in Zimbabwean population. Lipset (1981: 31) argues that "economic development leads to a higher level of education and a more democratic culture as citizens become more tolerant, moderate and rational in their attitudes, values and practice" while Przeworski et al (1996) submits that economic growth is a key criterion in sustaining democratic regimes as it reduces societal conflicts resulting from inequality or other cleavages, and serves to diminish any tendency to political alienation and polarisation. However, in the case of Africa, Diamond (2007) argues that a common assumption is a lack of resources but that cannot explain why some of Africa's richest countries in natural resources—Nigeria, Angola, the Congo stand among its most dysfunctional developmental failures. Youth empowerment initiatives and policies that encourage young citizens to access education have been in place but the question in this study relates to whether they have translate to increased participation of youth in democratic processes. The assumption is that young people feel they are too educated to be engaging in politics hence reduced instances of uprising against misrule and bad governance. In exploring the factors for youth participation, it is important to evaluate the role of media advocacy is shaped by economic and literacy levels among youths in Zimbabwe.

The democratic process has been dominated by authority struggles as Gaventa's (2005) power cube model, it is evident that issues of power, space and participation have strongly militated against the success of the democratization process in Zimbabwe. Power relations have acted as ingredients that have compounded a recipe for the perennial failure of civil society organizations in democratizing the political space. Kurebwa (2015) argues that democratization process in Zimbabwe is a product of historical developments which Masunungure (1996:1) supports this argument by indicating that "from its inception, the overriding imperative was the consolidation of the colonialist hegemony and its attendant infrastructures of control. Pearce (2011:16) also contends that, "opportunistic NGOs also emerged to take advantage of funding". Moyo (1993) argues that, most of the mushrooming NGOs and voluntary associations are in fact a danger to the prospects of a viable society which enshrines democracy and human rights. It is within the power cube matrix that one can

argue that, the participation of the people and the civic leaders has been compromised by the commoditization of funding. Berman (1997) contends that what is needed is a shift away from the normative view of civil society to a more politically neutral view, in which civil society is dependent on the wider political context. As such in attempt to liberalize the views of young people, it is prudent that advocacy communications facilitate the dilution of power and in this dissertation, YETT media advocacy face the scrutiny of distribution of power within the setting of production and distribution of information.

The discontentment of young people has been rising based on the availability of information to affected young citizens. Wachira(1998) identifies that in South Africa, protests around persistent inequalities and the need for free education, as seen in the form of the *Fees Must Fall* and *Rhodes Must Fall* movements, illustrate how the youth are taking action against, In Nigeria, there has been a powerful campaign identified with the hashtag *#NotTooYoungToRun*, which focuses on a reduction in the age required to run for public office. Tracey (2002) argues that the sheer power of this demographic has the potential to play an instrumental role in both policy-making and implementation. The challenge lies with the limited implementation and an inadequate investment in laws, policies and initiatives by governments to harness this potential and to leverage the demographic strengths of young people for wider societal reform.

Modern day scholars have tried to locate the role of civic society in the realm of advancing democratic participation. Some of the activities include building the capacity of citizens to demand accountability, monitor use of resources as well as advancing improvements in their area. Nwankwo (1992:27), "in the democratic set-up the citizens are offered with opportunities to elect their their leaders". Berman (2008) argues that civil society organizations (CSOs) are important in the democratic transformation as they amass public interests, define choices and offer channels of general influence. While civic society is considered key in consolidating of democracy, by encouraging wider citizen participation and public scrutiny of the state, Carothers (2002) is of the view that democratizing depends largely on the political intentions and actions of its political elites as such from all the literature, it is quite unclear. require a human rights-based approach that ensures that young people and other marginalised groups can contribute to governance and development processes effectively.

Overally, young people's input into these local authority structures has been low due to lack of knowledge among the youths of such processes and poor representation in these governance spaces. Show the need for democratization by using researches done showing weak youth participation in processes like election or constitution making) Weak youth participation continue to plague Zimbabwean democratic space as evidence by the low turn out in key national democratic processes like the constitutional outreach phase in which only 7% participated while in the 2013 elections only 8% participated. YETT comes in with media advocacy initiatives to capture youth participation and create a discursive platform as a means of magnifying youth voice. The extent to which YETT has effectively adopted media advocacy as a key tool to unlock youth interest and potential in political and democratic processes is under scrutiny in this study. While more studies have been macro in approach looking at the broader democratic space in Zimbabwe, this study uniquely takes an institutional inquiry as an entry point to comprehend how civil society organizations are modeling their media advocacy and possibly offer remedy on their shortcomings. The rise in media polarization Zimbabwe (Mandaza , 2010, MMPZ 2009, MISA 2009) has led to more civil society organization coming in to fill the informational gap through media advocacy strategies. According to Mills (2015), media advocacy plays a crucial role of taking personal problems and translate them into social issues. This makes it more imperative to also focus academic attention to civil society media advocacy strategies as they have become critical public spheres in the context of a re-feudalized mainstream public sphere (Fraser 1990). Civil society used to be taken as a neutral space for citizen participation but various factors including the political economy of the civil society calls for a re-thinking of the impact and nature of the current civil society. Solokova (2006) argues that advocacy democracy may exacerbate political inequality as some citizens are empowered to become more involved in the democratic process. Despite the provisions in the constitution and the National Youth Policy, a majority of youths particularly in rural communities are unaware of their right to participate in decision making as citizens (Kurebwa 2015). In many African countries, cultural differences, a lack of political will to implement reforms and entrenched postcolonial and dictatorial attitudes result in young people not being able to participate in the development of their countries. It also means that youth are not involved in the creation of solutions to the socio-cultural and political challenges that often affect them directly. As such, the youth have been marginalized in governance and democratization processes as they have limited roles in decision making process in their societies.

2.1.3 Youth and democratic participation

The underrepresentation of young people in Parliament is a global phenomenon as Inter-Parliamentary Union (2016) reveals that only 1.9 per cent of youths aged less than 30 years are found in single and lower houses and 0.3 per cent in upper house. Zimbabwe is ranked at 31 with 3 percent representation 57 places ahead of Ghana with non-representation which is often regarded as the cornerstone of democracy in Africa. Hodzi (2015) state that youth participation in Zimbabwean political parties is difficult to determine because there is a lack of age-disaggregated data in political party membership registers. A generational disconnects between the median age of the populations in Africa and the age of its leaders is one of the identified factors for youth's display of disinterest in participation in democracies. Zimbabwe is among the few countries in Africa who have a youth policy in place and has also endorsed the African Youth Charter but lacks in the implementation of the strategies besides the establishment of national youth council. In light of popularization of rights, YETT strategies have attempted to ensure that young people are aware of these obligations, however, persistent calls have been made to ensure that awareness through civic media is translated into concrete action,

Voting trends from past elections in Zimbabwe reveal the youth have disengaged from governance and electoral processes as they feel that their views are not considered. The media and political analysts reiterated the significance of capturing the youth vote, identifying them as the ultimate determinants of the victor in the July 2013 elections (Fox News 2013). Hodzi (2015) argues that the scenario in 2013 was different – despite isolated cases of violence, the youth were largely invisible. The 2013 election provides the basis for this study to challenge the assumption that the youth are largely homogenous, collaborative and uniform in their grievances while looking at YETT efforts in a context that is largely polarized, either with regard to political affiliation or on the basis of socio-economic status.

Youth organisations perceived to be aligned with opposition political parties and pursuing democracy and governance projects are regarded a threat to the ruling political party, and repressive and control mechanisms are in place through laws to restrict freedom of speech and assembly. As such recognition of youth organisations as critical contributors to the civil society is difficult hence they are excluded from decision making processes. Resultantly

apathy in participation in democratic processes is prevalent as young people feel excluded hence they are difficult to engage outside of youth organisations. The repressive conditions associated with politics as well as prevalence of violence scares away the participation of young people in politics. Severe lack of information among youth on youth issues and possibilities and the information which is there only reaches the few with The enlightened young people mostly coming out of student activism or enrolled in universities and colleges in Harare and Bulawayo form the network of strong advocates for democracy. At times the existing youth organisations have a few following behind their work and their sentiments only resonate with a few individuals while some few organisations work with marginalised youth in non-urban constituencies. The work of youth civil society organizations to mobilize young people towards participation is also hampered by political apathy and limits to freedoms.

Masunungure (2011) of particular significance was the fact that as soon as the NGOs realised that the donor community was focusing on the youth, numerous youth-targeted projects emerged, while the number of associations claiming to target the youth and mobilising them to participate in the July 2013 elections surged. Resnick and Casale (2011) reveals that scholars have devoted most of their time on how the voter turn among the youth hence concentrating more on the institutionalized participation of the youth in strengthening democracy. Saki and Katema (2011) argue that a few organizations have received funding as the majority of funding partners are sceptical of the prevailing political context as well as the limited funding only available for a shorter period of time and not sustainable to maintain the operations of the organizations for a very long time. Therefore more reason for this research to find out what the youths really do apart from voting. IDEA Paper on Youth Participation (2013) stresses the need to re-engage youth in traditional politics, win their trust in the political system and allow them to participate fully in the institutions of democracy.

2.1.4 Media advocacy and youth participation

Media activities by civil societies have been a powerful force in affording expression by citizens in countries where it is still not free and the media space is polarised. Jernigan and Wright (1996) state that media advocacy involves planned use of the mass media as a resource to advance a social or public policy initiative as such civil society activities such as

advocacy communications support and maintain democratic principles with the assumption that all people will be motivated to take part in political processes. Curran (2000) defines civic media as a media sector consisting of channels of communication linked to organized groups and social networks intended to facilitate the expression of dissenting and minority views. Wallack (1994) maintains that media advocacy uses a combination of innovative information and mobilization tactics to pressure decision-makers to support proposed alternatives to current policies. YETT as part of their advocacy strategies have adopted strategies that facilitate development of information in various ways, the effectiveness of these strategies in delivering policy changes may generate a body of knowledge that is critical to increase youth participation.

Thomson (2004) argues that lack of strong, dense and vibrant civic groups who can provide a permanent independent check on state power; limits the citizens' capacity to influence those who hold political power. Fung (2003) suggests that communications should aim at developing linkages for decision makers to transmit preferences after they have been articulated and combined into a social choice will formation and reasoned social choice, In Zimbabwe, O'Sullivan et al (1994) perceive media as powerful socialisation instruments because of its contribution towards national integration, harmony, and cohesion through dissemination of information to society consciously and vigilantly to satisfy its socio-politico-economic needs. The study therefore seeks to investigate the structural conditions that are appropriate for media to flourish in these spaces. In Zimbabwe, has opportunities for grassroots participation through local governance structures which offer opportunities for citizen participation in the form of platforms and processes for community consultation but

In outlining the role of civic society, the study will seek to identify key drivers that advocacy communication strategies in youth organizations utilize to promote inclusive youth participation. Solokova (2006) outlined how deliberations about the operations of governance structures can increase legitimacy by bringing crucial local knowledge to the public. Gondo (2014) argues that civic organizations are important in the democratic rejuvenation as organizations that aggregate interests, distribute costs, define electronic choices and offer channels of general influence. While the role of civil society is well articulated in increasing citizen participation, YETT has made attempts to enhance public accountability but the process to increasing citizens' capacity to demand responsibility from elected officials is largely curtailed by lack of knowledge on democratic processes. Thus a vigilant civil society

according to Mukasa (2003) must have access to information as a way to increase accountability of responsible agencies and use information to limit corruption.

Youth civil society organizations will not able to communicate ideas and proposals effectively as deToma (2011) maintains that media advocacy should inform, persuade to achieve public support as well as putting additional pressure on key decision-makers. Recent studies have outlined how social media such as (Facebook, Twitter and blogs) can be used to mobilize for effective change but Young (2016) argues that social media doesn't easily build trust as it is important facilitate face-face meetings that will motivates citizens to get involved. Therefore, the study aspires to address the knowledge gap in identifying the most appropriate strategies that appeal to a younger generation thereby adding value to organizational advocacy activities.

2.2 Theoretical Framework

The work of the youth civil society organizations can be best defined in the theoretical context of to a large extent the democratic-participant and community organization theory while to a small extent also fits within the agenda setting theory. The three theories are relevant to civil society in the Zimbabwean context in ways they have been using advocacy to effect policy changes.

2.2.1 Democratic Participant Theory

It was proposed by McQuail (1987) in after realizing the growth of new media as a result of criticism of the supremacy of the mass media by private or public monopolies. Siebert (1966) suggests that small- scale media enterprises should replace or co-exist with the media conglomerate. It also suggest horizontal as against top-down communication. (McQuail, 1987) assumes that individual citizens and minority groups should have right of access and right to communicate through the media according to their determination of need, and that media organization and content should not be subject to centralized state or political bureaucratic control especially in democracy where popular participation is necessary for good governance. Rennie (2006:7), refers to community media as "any form of media that are created and controlled by a community, either a geographic community or community of identity or interest". Folarin (2005) argues that the theory emphasizes the role of the receiver in the communication process and integrates receiver's rights to relevant information, to be

heard as well as to hear and be shown. The theory assumes participatory communication and will be used to evaluate YETT adherence in undoing of the concentrated, huge, commercial media in support of a horizontal, community based initiatives that have increased influence by the communities.

 The theory has bias towards community media which makes use of information dissemination avenues such as community radio stations, newspapers, media targeting women and indigenous minorities to stimulate and empower the citizens for a strong democratic culture. (Jankowski, 2003) state that the provision of news and information relevant to the community members facilitates their participation in public discussion thus leading to their social and political upliftment. In relation to Zimbabwe, training programs have been conducted to on increasing community members' skills to work with community based media but democratic-participant expresses a sense of disillusionment with established media system, which are no longer trusted by the citizens beacsue of their bias towards political parties. Folarin, (1998) suggest that it commitment to feedback in social political communication in order to attain completed, communication circuit. The theory argues that citizens' democaryic participation is enhanced when their ight to relevant local information, freedom of expression are used through the means of communication that facilitates interaction at local leve (Paterman, 1979). Theories of civil society are silent as to causes of civil society participation in individual behaviour. In regards to the application to the context, the democratic-participant theory is more relevant in liberal democratic developed countries in Western Europe wheras many other countries have started following the theory in Yugoslavia, Kosovo, Ghana, Bangladesh, Nepal, India, US, UK using community radio as most underdevelopment and non-democracy are alleged to lack the infrastructures and professional skills needed for free media in democracy. As espoused by this model which does not bolster political control, media advocacy employed by YETT ought to promote equality between various genders, classes, castes, and races hence, critical evaluation of information dissemination strategies controll by the group forms the basis for understanding the adherence of strategies to democratic principles.

Of late, social media has been relevant to this theory because the perceived needs of people are not satisfied by the media and denial of access to the media in Zimbabwe democracy necessity the popular acceptance and resort to utilize the social media in having and sharing information which a necessary catalyst to participation in democracy. YETT strategies have

also followed the current sharp transformation through the use of the computers and mobile-based technologies that could be termed as radical shift especially in terms of control of information where collaboration among different individuals, groups has become easier and cheaper.

2.2.2 Community Organization Theory

Grassroots or community organizers observe authority as unpredictable .dynamic, not exclusively reserved for the elites. Grassroots theorists assume that people can assume authority by collectively agreeing to change their cause through collective action. Saul Alinsky laid out the foundation for this theory in his 1971 book, Rules for Radicals. The Community Organization Theory as stated by Steiner (1924) assumes a participatory decision-making process that empowers communities and emphasizes active participation in identifying key issues and strategies to address them. YETT media advocacy is part of a broader strategy where young people use a process called action-research to identify problems and propose solutions. The work of disseminating these proposals follows the tenants of this theory which calls for collective action.

Grassroots organizing is about networking people together to exercise their influence on the world around them. Community organizing is "a process through which communities are helped to identify common problems or goals, mobilize resources, and in other ways develop and implement strategies for reaching their goals they have collectively set" (Steiner 1924:7). Regarding political participation, community organizing involves incremental collective action by individuals as a strategy to improve the surroundings. YETT carries out networking activities through collaborative efforts that combine the work of youth organizations and increasing people's capacities through awareness raising and using the influence to achieve positive transformation. Biklen (1983) suggests that policy change is achieved when joint efforts by members of the community who strive to achieve a desirable situation through change in policies and practices.

Rengasamy (1999) asserts that community organization is a technique for obtaining a consensus concerning both the values that are most important for the common welfare and the best means of obtaining them Sanderson and Polson (1939). Kingdon (1984) asserts that advocacy follows a policy theory window of change which follows three dimensions which

are related to the policy system and starts when social conditions are defined as a problem that can be solved with clear alternatives. System Change Approach to community organization starts with understanding the problems within the community system communicating the urgency to solve the problems through the findings with the community. Also, media facilitates the contribution of the community in making strategies that can encourage decision makers to policy change, getting public and seeking external influence for concrete action. Therefore, ideas will be generated to address problems as influenced by political factors as well as campaigns by interest groups and advocates. Therefore, the role of civic society organization in the advocacy process is to play a convener role in mobilizing the community towards the desired change. The theory assumes that the dynamic positioning of power bases can be changed by movements thus organizing initiatives should be motivated by the aspirations of the affected majority who should be given the courage to address the situations. In relation to YETT advocacy strategies, the theory assumes that organizations facilitate individual efforts to achieve social change through capacity building and community mobilization. However, the study tries to make clear ways in which YETT's communication influences the public agenda or shape what constituents think about issues and ways they prioritize.

2.2.3 Agenda Setting Theory

Max McCombs and Donald Shaw's Agenda-Setting theory, which is often regarded as the Media Influence theory posit that information that is regarded as public agenda is mostky as result of perceptions that are reflected in mass media. The Agenda Setting Theory is largely associated with the operations of mainstream media as Lipmann (1922), in his book Public Opinion, states that the mass media are responsible for the images in our mind and that policy makers must pay attention to the public's. Klapper (1960) however argues that mass communication cannot be directly attributed to the cause of people's action but rather works as a result of interactions of various other factors that influence the uptake of messages. In developing messages, YETT attempts to set an agenda that facilitates the upliftment of the voices of marginalized young people. As such messages contained in advocacy communications for youth civil society in Zimbabwe are according to Kurt and Lang (1959) constantly presenting objects suggesting what individual in the mass should think about, know about, and have feelings about.

McCombs and Shaw articulated Agenda setting theory when newspapers and television were influential in the creation of content and largely determined the distribution process. *.).* Edwards (1998) argues that the influence of this theory is now evident in less traditional entities in the form of social media and new media channels. Emerging social media platforms have reorganised gate-keeping authority such conventional news media is regarded one force among other competing influences. Moyo (1993) state that non-governmental organizations in Zimbabwe equate their own narrow aims with those of the public realm and thus seek to manipulate the state for their selfish purposes. YETT as a networking organization should rise above the influences proposed by this theory and facilitate that the message is a representative of young people's aspirations and not limited to individuals thoughts within the organization.

It will be prudent to investigate how agenda setting framing through civil society organizations highlight some characteristics of reality and restrain other facets. Efforts are focused on the broader public as opposed to a targeted audience or decision maker and can raise the prominence of an issue, which may or may not change public will around the issue. According to this theory, agenda-setting should involve crafting messages that are directed at toward decision makers who will act upon issues that have risen on the public agenda. On the other hand, advocacy communications facilitates the creation of a support base that can be used to take action on an agenda that has reached a high level of salience

2.2.4 Participatory Development theories

The failure of earliest conception of development as based on the active role of technocrats as opposed to utilizing indigenous knowledge and expertise has led to a serious re-thinking of approaches to development. Development has been viewed as a top-down approach under the dominant paradigm. Rostow (1960) approached development as processual, linear and stratified within each stage leading to the other. Participatory theories address the shortcomings of the top-down approach to development which locates technocrats at the helm of development processes while relegating beneficiaries on the receiving end.

Such an approach was informed by earlier conceptions of the third world countries and poor communities based on the modernization paradigm that placed emphasis on technocracy and information dissemination in a linear approach. For Chambers (2005), participation

developed from a research technique into a means of empowerment. This implies changes in the relationships between the development technocrats and beneficiaries. In idealist sense according to Chambers, participation works to enable people to present, share, analyse and augment their knowledge as the start of a process", with the ultimate output being enhanced knowledge and competence and ability to make demands and to sustain action. Community participation is an unqualified good in terms of project outcomes and sustainability. (Narayan,1995; Isham, Narayan and Pritchett 1996). Embracing participatory approaches mark a departure from the first paradigm to development hence Chambers calls for a paradigm shift by 'putting the first last'.

Chambers (1993;9) reiterates that "development has been seen as a process of growth stimulated by the transfer of technology, a transfer in one direction, from rich and powerful to poor and weak, from first to last". Chambers argues for a completely different system of thought which avoids typical 'developmental biases which are variously urban, industrial, capital-intensive, centralised, high technology and planned top-down (that) often leave poor people out or make things worse for them" (Chambers, 1993:9).

Shelly White (2008) reiterates that development support communication is characterized by bottom up communication by minority groups in communities. This would place agency on the youth who are beneficiaries of youth related projects under YETT. Advocacy media strategies under YETT will therefore be investigated as part of development support communication which under the new paradigm to development has to be people-driven and not imposed on supposed or intended beneficiaries. YETT would be expected to infuse its communication initiatives with aspects form development support communication.

While YETT aims to democratize youth participation in governance issues by using media advocacy strategies, scholars like Kothari and Cooke (2004) argue that participation is not structureless and locate it within power structures immanent in both development institutions and communities, They call for a revision of participation .and view it within the lenses of 'the tyranny of participation'. They go on to argue that just like the modernization approach to development, participation has been blindly valorized but also turns to be ideological. Henkel and Stirrat (2001) concur with Cooke and Kothari further argue that metaphors of social change that characterize development work have roots and parallels in a Christian discourse of salvation viewing beneficiaries as victims. It is the purpose of this study to

unravel the methodology used by YETT to stimulate youth participation through media advocacy initiatives. YETT is a corporate entity that has its own vision, goals and objectives which also shape their strategies and operational framework hence in view of the challenges facing the discourse of participation, it is apparent that this study delineate ways in which YETT can improve in approach. YETT is donor funded and the politics of donor funding plays a role in dictating what YETT can do and cannot do hence this theoretical approach on participation has illumined this research in locating the various forces that might militate against YETT's grand goals of democratizing youth participation through a medley of media advocacy strategies which will be discussed later in this work.

2.3 Conclusion

The review of the literature and analysis of the theories in this chapter outlined the concept of media advocacy by civil society organizations in democratizing youth participation. The literature review placed in respective themes outlined the current thinking on civil society operations and how they views youth participation. Theoretical framework underpinnings that community organization theory, democratic participant, agenda setting theory and development theories managed to facilitate the evaluation of this research against existing hypothesis.

CHAPTER THREE: RESEARCH METHODS AND METHODOLOGY

3.0 Introduction

The dissertation so far has outlined the background, objectives and research questions in chapter one and in the last chapter theories and existing literature were used to ascertain the missing pocket of information that would be relevant to carry out the study. In this chapter methods used to gather the data are fully explained and a methodology of the procedures used to conduct research are also outlined. Contained in this chapter are explanations of the research scheme that also incorporates the total population, sample and the instruments that are used to gather information. Also the ways in which the data is presented make up the information contained in this chapter. This information helps to provide an understanding of the methods employed and ways in which the analysis and presentation has been carried out.

3.1 Research Methodology

The study adopts combines the use of qualitative design incorporating the use of questionnaires, interviews, focus group discussions and archival research. Furthermore spiraling research method has been used to design and conduct the research. This approach looks at the research as a cyclical one where "one begin with the idea, gathers theoretical information, reconsider and refine the ideas, begin to examine possible designs, re-examine theoretical assumptions, and refine these theoretical assumptions and perhaps even your original and refined idea" (Berg and Lune, 2012:25). The researcher interviewed staff at YETT, youth in three project areas. In addition, in-depth interviews with ward councilors form part of the methods. The study will also make use of information collected qualitative data from books, government records, NGO and civil society organizations reports, newspapers, journal articles and the Internet.

3.1.1 Qualitative Research paradigm

The use of qualitative techniques provides a generalized finding that relates outside of the individual views from the population. Miles and Huberman, (1994) state that researchers carrying out qualitative research focus on individual perceptions, meaning and experiences, motivation, empathy and emotions and expectations that are subjective in nature. Therefore

using qualitative research allows data collection to take place in form of words and statements as opposed to numbers and statistics as employed by quantitative research. In addition qualitative research provides the researcher with the advantage of collecting both verbal and non-verbal communication.

3.1.2 Quantitative Research

Data collected using measurable methods such as quantitative provides more independent and precise information because standardized methods are employed. Lofland and Lofland (1995) state that comparing the findings between qualitative and quantitative methods during research, gives valid findings which can be ascertained through relationships of the outcomes. of findings. As an effort to increase accuracy of the results, combining qualitative with quantitative research methods facilitates enhanced composition for all data collection tactics and in perfecting the evaluator's understanding of findings.

3.2   Case Study Design
As part of the qualitative methodology, the research adopts the case study approach to begin the research process. The case study approach serve as a guide to the data collection process and helped in data analysis. It also provides a deeper understanding of Zimbabwe's history of democratization and governance. In addition the researches analyses and capture the interaction of different factors, characteristics of the political arena. This in turn enables a more holistic description and analysis of the topic of interest (Berg and Lune, 2012)

3.3 Reflexivity
The researcher acknowledges the potential that individual influence has on the research since he is involved with the organization. As such to ensure independence of the results, the research will borrow from Argyris and Schon (1974) who states that the key to practitioner success is developing one's own continuing theory of practice under real-time conditions. This requires `the practitioner to be able to reflect on his or her own micro-theories of action and specific ideas about what works in the real world (Brookfield, 1986) and to relate these microtheries to evidence gathered through this research.

3.4 Unit of analysis

In this study, the key analysis is premised on the contribution of media strategies within the advocacy campaigns. The unit of analysis is referred as the major entity being analyzed in the study (Trochim, 2006). As such, the unit for the purpose of this research is media advocacy as Marshall and Rossman (1989) state that it is the analysis you do in your study that determines what the unit is. However, in recognition that young people are not homogenous the unit of analysis will compare the outcome of same media advocacy strategies using the experiences of young people in three different areas. Trochim (2006) indicates that the researcher compares average group performance hence group at some point becomes the unit of analysis.

3.4 Population

Population is the total sum of individuals which have been interacted with in a research (Sidhu, 2003). The activities of the project under review project are targeted at improving the lives of youth in Zimbabwe and in this project the focus is in selected wards. Hence this research draws its population from three project areas of Chitungwiza, Makonde and Masvingo. The evaluation was informed by 78 young people, 45% of them female. These included 19 youths from Chitungwiza's Wards 15, 18 and 20, which is 24% of the sample, and 59 youths from Makonde's four wards targeted by the Youth Engage Project.

Complementing the youths were five Councilors or their representatives and eight government officers working directly with the youth – a total of 13 key informants. These numbers made up a dependable sample size considering that this was a qualitative evaluation. The sample will be comprised of youth in leadership position both male and female, the ordinary youth, youth with disabilities, NGO representatives that work with the youth, traditional leaders, District Administrator, Ministry of Youth, Member (s) of Parliament.

3.4.1 Sampling

This study will adopt purposive sampling to locate the youth who are actively participating as well some who have been influenced by advocacy communication activities. This technique will be suitable for the research as it will allow the researcher to identify the potential

respondents without much struggling. Purposive sampling is an informant selection tool widely used in qualitative research and is also called judgment sampling, is the deliberate choice of an informant due to the qualities the informant possesses (Bernard 2002, Lewis & Sheppard 2006). It is a non-random technique that does not need underlying theories or a set number of informants (Bernard, 2002; Garcia, 2006). Creswell (2003) justifies that manageable studies would require evaluating just a sample given a large population and as a strategy to reducing the costs of the research.

3.4.2 Sample Size/Frame

The sample size according to Holmer and Solvany (1997) should be carefully chosen so that each of the potential individual of the same size is equally represented. Creswell (2003) state that choosing of participants in a study carried out is critical as an error can compromise the findings rendering them invalid. The sample frame therefore is an illustration of the sum population which is outlined in the table below :

District and ward	Youths			Councillors			Youth officers		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Chitungwiza, Ward 15	5	2	7	0	0	0	1	1	2
Chitungwiza, Ward 18	3	2	5	0	0	0	1	0	1
Chitungwiza, Ward 20	2	5	7	0	0	0	1	0	1
Makonde, Ward 9	5	4	9	1	0	1	1	0	1
Makonde, Ward 11	9	10	19	2	0	2	0	1	1
Makonde, Ward 14	10	8	18	1	0	1	1	0	1
Makonde, Ward 17	9	4	13	0	1	1	0	1	1
Masvingo Ward 7	5	2	7	0	0	0	1	1	2
Masvingo Ward 9	5	2	7	0	0	0	1	1	2
Masvingo Ward 12	5	2	7	0	0	0	1	1	2
Total	43	35	78	4	1	5	5	3	8

The sample size consisted of two employees of YETT and 1 Board member whom were deliberately selected due to their contribution to the formulation of YETT and has rich background on the organization and contribution to advocacy communications. The three employees which include Director, Programmmes Manager and Programme Officer have been responsible for implementation of the project and are knowledgeable on the contribution of activities to the democratization of young people. These include the programs officer.

programmes manager, and the executive director . YETT publications, reports and archival documents were also reviewed.

3.4.3 Purposive Sampling

This type of sampling was relevant to direct efforts towards the people that can provide valuable information that can be used in the research. Bryman (2012) asserts that purposive sampling is used strategically in non-probability way where the subject used in the study is appropriate to achieve the research objectives. As such most subjects that were interviewed and the samples that took part in the focus group discussions comprised of people that have been involved in the Youth Engage project as Kerlinger (1986) explains the deliberate routine to gather symbolic samples including typical areas in the model.

For the purpose of this research this strategy was in obtaining information that gathers in-depth analysis media advocacy and the work of civil society. The researcher knowledge of the project and the organization was influential in determining the subject that would be purposeful with extensive knowledge. As such out of the 12 employees at YETT four were critical in providing information that could assist in the evaluation processes.

3.4.4 Convenience Sampling

The challenge with implementation of projects involving young people is mobility as they move to search for places of economic interest; as such convenience sampling will be appropriate to evaluate a sample of young people that are readily available. Duplooy (2000) notes that a representation of the population can be easily drawn from subjects that can be easily reached. Koerber and McMichael (2008) also emphasizes on the sample of the group that can be contacted at ease while Saunders (2009) argues that it a haphazard selection of participants that can be obtained easily from the sample. Careful consideration has been made to eliminate bias and influences. The disadvantage of convenience sampling according to Koerber and McMichael (2008) is the generalization of information away from this restricted population. Convenience sampling worked well for this study so as to familiarity with the sample thus facilitating the obtaining of   excess information that can be used in comparison.

3.5 Data Gathering Methods

Research design makes reference to the strategy that the researcher can choose to integrate into their study in a coherent and logical way, thereby ensuring effectiveness in addressing the research problem (De Vaus, 2001). According to Brink and Wood (1998), the function of a research design is the provision of a design for answering research questions. It is a design for action. It sets up the design for the size, collection, and analysis of data, and how data is going to be collected, and the instruments that are going to be used to collect the data. There are three types of research design, that is, explanatory, descriptive, and causal. The researcher will opt to use a descriptive research design to show the nature and extent of youth participation in democratization process of Zimbabwe. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. It is useful because the researcher has no control over the variables but can only report what has happened or what is happening.

3.5.1 Interviews

The process of collecting data according to O'Leary (1994) by asking open ended questions to the respondents has been employed to enable broad range discussions which are necessary to gather information. The evaluation's key informants were manly councilors from the participating wards and each district's Youth Officers from the Ministry of Youth (MoY). According to the Robert Wood Johnson Foundation (2016), interviewing involves asking questions and getting answers from participants in a study. As such face-to-face interviews help to originate large sums of data that is not obtained by methods such methods as the questionnaire and also to compare responses given by other relevant stakeholders. Interviews are also useful for gathering quotes and stories. Bless and Hiigson-Smith (1994) note are of the view that personal contact with the participant is relevant in providing answers that attempts to contribute to the research problem. Therefore, the use of interviews provided information that included experiences and most significant changes which are useful for the evaluation of the impact of the project.

The staff of YETT and CYEDT involved in the project's implementation also served as key informants. They were interviewed on matters related to the design and implementation of

the project including on strategies for sustainability (YETT and CYEDT staff), working relationships shared with stakeholders (YETT and CYEDT staff, Councilors and Youth Officers), and project relevance to community development priorities (Councilors and Youth Officers). A semi–structured interview checklist (Annex 2B) was used to guide the interviews of key informants. Frankel (2003) posits interviews also makes use of body language as a means to check the accuracy of the information provided and aids to observation. In addition, follow up questions have been used in cases where the researcher was unsure of the response based on observation of individual action. For the purpose of this study structured and formless interviews were used to examine the use of media advocacy by civil society organizations to democratize youth participation.

3.5.2 Questionnaire Survey

A questionnaire is simply a tool for collecting and recording information about a particular issue of interest. The questionnaire collected information on the influence that advocacy communication strategies have impacted on participation of young people in decision-making. A planned questionnaire with both open ended and close-ended questions will be used in order to capture all the required information. It is effective as it reduces chance of evaluator bias because the same questions are asked of all respondents. Surveys aided gathering of standardized information from the large groups of young people. The questionnaire made use of both a rating on some scale (e.g., rate a given statement from 1 to 4 on a scale from "agree" to "disagree"), which gave the respondents categories from which to choose from. Also, open-ended responses were used to allow respondents to answer in a free flowing narrative form.

3.5.3 Archival Research

The data was also derived from archival documents which Lincoln and Guba (1985) define as written material which has been prepared before and were availed upon request. The enquiry into the archives include mapping on trends and patterns for youth participation in activities as well as strategies used to communicate that are captured in evaluation reports. Reports of the project's progress from May 2015 to February 2016 were reviewed to form the

basis of the evaluation's assessment of the project's inputs and outputs. From the same documents the evaluation extracted global statistics of activities implemented and numbers of beneficiaries or stakeholders that were reached with each and were also useful for making comparisons bringing up issues not noted by other means. Fetterman (1989) prefers archival research as compared to other means as very little cooperation from subjects being studied is required. It is relatively inexpensive and is a good source of background information. Information may be inapplicable, disorganized, unavailable or out of date.

3.5.4 Focus group discussions

A gathering of 8 to 12 people formed part of the beneficiaries who participated in the focus group discussions that utilized on a tactic that combined both interviewing and participant observation. Focus group discussion is a relaxed conversation with selected individuals about a particular topic Wilkinson (2004).The evaluation held one FGD with young people per area in Makonde and Masvingo while in Chitungwiza, one FGD was held because representatives of all the district's three wards assembled for the evaluation at one point, the YETT offices. This means that five FGDs were held overall, and each involved between seven and nine participants. The evaluator facilitated the FGDs over a 30 minute session, using a FGD Guide (Annex 2A) that included discussion issues related to the evaluation questions in Chapter One. Group dynamics can provide useful information that individual data collection does not provide. Is useful in gaining insight into a topic that may be more difficult to gather information through other data collection methods. Discussion can be dominated or sidetracked by a few individuals.

3.5.5 Participant Observation

The researcher is fully engaged with the organization hence the need to employ participant observation as a tactic to gain firsthand experience of media advocacy initiatives. Marshall and Rossman (1989) define observation as the systematic description of events, in the social setting chosen for study. This method facilitated adequate documentation of the activities while also using body language as an additional means of analyzing the data. Eralndson, Harris, Skipper and Allen (1993) argue that observations enable the researcher to describe existing situations using the five senses, providing a written image of the situation under study. However, Bernard (1994) indicates that participant observation requires a certain

amount of impression management. As such, while interacting with the day-to day activities of YETT, the researcher maintained a sense of objectivity and employing a keen interested in learning more about others.

3.6 Methods of Data analysis

Creswell (1998) stated that phenomenological data analysis proceeds through the methodology of reduction, the analysis of specific statements and themes, and a search for all possible meanings. The researcher needs to set aside all prejudgments, bracketing his or her experiences. The study employs text, thematic and content analysis methods to describe and interpret meaning from the lived and personal experiences of the youth in leadership positions in governance and democratization processes. Manual ways of presenting data such as transcribing, data cleaning and data coding, thematic analysis and describing phenomena will be adopted in the presentation of findings and analysis.

3.6.1 Content Analysis

Media advocacy involves the use of text hence the need to employ content analysis which Kripperndoff (2004) defines as a investigation method for production of replicable and valid interpretations from texts to the settings of the recipients. As the process of content analysis involves the use of both qualitative and quantitative methods, this study employed quantitative analysis as sustenance of thee qualitative findings that was provided by texts in advocacy materials. The main purpose according to Bryman (2012) is that apart from saving time, is that it is discreet and non-reactive. Content analysis was applied to the content in the information and education material particularly contents of the newsletters, 2-minute videos and audio materials which were examined to gauge the views by the public.Gray (2009) notes that it is useful to ascertain key notions, subjects and expressions within texts and to enumerate their relevance objectively. As such the issues were categorized according to the thematic classification as noted by Mytton (1997) who states that the content is methodically organized in relation to pre-determined categories.

In combination with the content the transcript material from interviews and was also classified in relevance to the samples. The evaluation of communication that is contained in the text facilitates the conclusion of the communal features of the interaction available. The

analysis was conducted in strong recognition of the some of the weaknesses related to time consuming and the increased probability of errors hence relation investigation for analyses was avoided. Critics of content analysis according to Bryman (2012) state that the absence of theoretical grounding and strong reliance on open-minded readings somehow makes it unreliable hence it should be used in combination with other data analytical methods.

3.6.2 Critical Discourse Analysis

In research the analysis of the use of language is important to determine the context in which communication is taking place hence Bryman (2012) argues that the critical discourse analysis approach is critical for application in various means of communication outside of the conversation made through talking. Given (2008:217) defines the approach as "a gathering of interrelated approaches for reviewing the use of language and its contribution to the social setting" therefore for the purpose of this study discourse has been studied with a view of the use of language in the development of the context among young people and stating the relationship to context particularly how it is employed in social settings.

The data was analyzed on the premise that language is embedded in socially and culturally constructed settings. Fiske (1995) a language evolves within a social context with the deliberate purpose of distributing a logical agreed meanings which are related to the subject of discussion. As such the distribution of power as analyzed in the critical discourse analysis also takes considers the discursive practices of text creation and consumption as mostly in preservation of meanings that are in line with the interests of that section of society within which the discourse originates.

3.7 Methods of Data Presentation

The data is classified and structured using a thematic analysis, which entails the comparison of information involving different issues and topics relevant to the research questions that enables the emergence of themes (Berg and Lune, 2012). Emerging themes are coded to highlight thematic categories mainly related to the research questions and guided by the literature review process. The best way to present your findings will make use of graphical representations such as pie charts, graphs and inserts of quotations from the interviews

3.7.1 Thematic Presentation

The ease of comprehension of the data has been facilitated by thematic analysis which Bryman (2012) notes that putting the information into related categories provides basis for a hypothetical comprehension of data hence theoretical output to the texts that are appropriate to the study. Information has been coded using specific themes that are aligned to the text under study as Polonsky and Waller (2005) argues that topics that recur formulate the basis for the coding. As such data has been put together using an approach that categorizes similar material. The advantage of using thematic analysis as noted by Leiniger (1985) is that it groups constituents of expressions for ease of comprehension and making the meaning out of the statements. Ultimately, the overall meaning is clearer when supported by related experiences thus defining a common perspective. While critics of thematic presentation argues that it flaws as it may allow the researcher's assumptions to interfere with the issues raised , for the purpose of this study the relevance of the method could be traced as the responses were grouped in relation to the research questions that are contained in Chapter one.

3.7.2 Tables

Large amounts of data have been organized in tables which Rose (2011) describes the systematic display of figures or facts which have been organized into four elements that include cells that are structured into clearly labelled columns and rows. In this study m the tables provide summarized information from a large amount of data. Lee et al (2013) however is of the opinion that the use of tables in data presentation is characterized by extremely detailed data that can take time to make sense of. Therefore, tables in this study have been used in combination with other presentation methods for ease of understanding.

3.7.3 Bar Graphs

Information that could not be exhaustively explained using tables has also been contained in bar graphs as Rose (2011) describes t graphs as illustrations bringing out the association of variable numbers that have been deduced from the information collected during data gathering. Lee et al (2013) argues that graphs may contain less information than tables but present an advantage of presenting data accessibly and in a outstanding manner. YETT uses

various means of conducting media advocacy and in different areas as such the bars have been plotted to provide different information that highlights the variables which are placed side by side for comparison. Ultimately, the comparison provides an understanding of the effectiveness of forms of communication in each area as well as the reach that can be derived from the figures presented.

3.7.4 Pie Charts

Information about the different preferences or segmentation of results in relation to the whole has been presented using pie charts. Lee et al (2013) describe the use of pie charts as a means to show the parts of component quantities that make up a total. The distribution of wither use or preferences of the participants that were being studied have been gathered in specific categories and is then data is described using segments of a circle that have been split according to the percentage of popularity that they command. Rose (2011) argues that in terms of information that can be contained pie charts offer limited use and crowding with too much information might be challenging to understand the presentation of data. Therefore, narration has been used to follow up on the date presented through pie charts.

3.7.5 Narration

The presentation methods stated above are be supported by structured explanation in the form of narration which Hitchcock and Hughes (1995) argues that it is a critical way in which the researcher moves from describing the case and providing an explanation of the outcome. As such narration takes form of a descriptive approach to clarify the findings that have been packaged using tables and graphs. Marshall and Rossman (1990) identify narration as a support for the clarification of general statements about relationships among categories of data. In this study, the use of narration buttresses the points that might have been flouted in graphical presentations and gives a better comprehension of the facts and figures. However, Hitchcock and Hughes (1995) also argue that narration of the evidence should not exaggerate the data hence the researcher will also make use of academic discussions to explain the findings.

3.8 Ethical Considerations

All the participants in this project will be asked to complete an ethics consent form. This form confirms with a guarantee that informants' views are merely for academic purposes only and will not be used for any other reasons. Levine (1976) advocates that confidentiality means that individuals are free to give and withhold as much information as they wish to the person they choose. Therefore, the researcher will ensure that those participants will not be involved without their knowledge and consent.

Focus group discussions maybe susceptible to facilitator bias, therefore precaution will be taken to ensure that discussions are open to the participant's views with less influence from the facilitator. According to Kottler (2006) it is prudent to provide information to participants that they are not compelled to carry through the study against their wish hence they can choose not to take part any time. In this research all participants were asked to complete an ethics consent form in which they were advised to withdraw anytime they wish. Interviews may seem intrusive to the respondent as such Treece and Treece (1982) suggest that whenever subjects refuse to report personal information as they regard it an invasion of privacy, the researcher ought to respect their views. As such, no participant will be forced to take part and there is great emphasis to maintain privacy of the participants.

Participants have been informed that their contribution is deliberate as such no respondent has been advised on what to write, as Gray's (2004) notes that the purpose of any research is to collect data without influencing the respondent to provide information in a certain way. Respect for the respondents schedule will also be ensured through drafting a timetable so as to avoid inconveniencing the respondents through clashing of times. Fisher (1985) classifies vulnerability as one characteristic of people unable to protect their own rights and welfare, hence careful measures will be taken so vulnerable young people will not be subjected to further abuse or manipulation by the outcome of this research.

3.9 Conclusion

In this chapter, it has been made clear of the subjects of the study, the methods that wil be used to gather data, analysis and ways in which the data has to be presented. All this has been informed by the careful discussions on the merits and disadvantages of employing such tactics. Following the concrete plan of action on the research methodology the following

chapter focuses on the organizational structure including the history of formation, operations and the way funding is sourced and ways in which political and economic interests affect the media advocacy activities of YETT.

CHAPTER FOUR   : ORGANISATIONAL STRUCTURE

4.0 Introduction

The dissertation so far has provided background, justification and objectives of the study in Chapter one and the literature and theories that have been reviewed in Chapter two have provided similar thoughts and studies that can point to the relevance of the study. Similarly in chapter three explanations on the research methodology has provided sound background on the methods, population and ways in which the data is presented. The focus of this chapter deliberates the structure of the YETT starting with a brief history of the organization. The activities and operations of the organization are also discussed regarding their relation to the vision, mission and objectives. In analysing the operations of YETT funding sources will also be evaluated in terms of their influence to the operations and examining YETT's adherence to its values   and mandate.

4.1 Historical Background YETT & Media Advocacy

The journey towards the formation of Youth Empowerment and Transformation Trust (YETT) can be narrated in the form of two identifiable processes that were happening in Zimbabwe and Switzerland from the year 2 000.

> ""Three Switzerland based organizations, HEKS (The Council Protestant Churches in Switzerland), BMI (Bethlehem Mission, a Catholic organisation) and FEPA (Fund for Development and Partnership in Africa) committed resources to help young people coordinate their efforts while a regional 14-country forum called Southern Africa Churches in Ministry with Uprooted People (SACMUP) had an idea to bring young people together to curb the increased rate of immigration.This marked the first footprints in coordinating youth efforts in Zimbabwe".(DeWolf – Interview)

The idea to coordinate the work of YETT can be traced to parallel processes that were happening in Zimbabwe and Switzerland. On one hand the idea to merge the efforts of youth actors coincided with European funding partners who were looking for partnership to support the work of young people. The idea emanated at a point the space for discussion of issues that were of urgent concern to young people was closed. "SACMUP organized consultations between a cross-section of youth leaders to create a safe space to articulate their concerns"

(Mazingi- interview). The consultations facilitated that young people think through some ways in which young people could influence the development processes in the country.

SACMUP subsequently contacted Andreas Loebell at HEKS who said they would welcome a concept paper which was to empower young people with leadership and coping skills for becoming agents of the reconstruction. In a letter dated 9 October 2003, Andreas Loebell, HEKS Development Cooperation Southern Africa Desk wrote

"…. we would especially look at responding to and supporting spaces for youngsters where options for the future can be developed, where rights and obligations can be exchanged and where concrete conflict transformation can be put into practice on local level. We put rather emphasize on community based activities..." (Quoted from a letter to Shirley DeWolf from October 9, 2003).

The Swiss agencies decided that this program should be shaped out of an initial survey, which would be followed by consultative meetings.

"Subsequently, working with 12 youth organizations, consultative meetings were held in Bulawayo, Mutare and Harare between April and May of 2004. In June 2004, the three Swiss-based agencies requested Barbara Mueller, Deprose Muchena to assist me in recruiting, hence the current YETT Director, Lucy Mazingi was selected". (DeWolf- Interview).

Consultations were then made with Zimbabwean partner organizations, three Swiss agencies namely; HEKS Interchurch Swiss Agency, Bethlehem Mission Immense (BMI) and Fund for Development and Partnership in Africa (FEPA) to develop a common approach to conflict transformation for the reconstruction of Zimbabwe. The Joint Youth Initiative led to the invention of Youth Empowerment and Transformation Programme. "Fifteen young people from student organizations, rural self-employment groups, urban service organizations, art groups, around the country decided to form a national youth platform"– (Mazingi – Inteview). The consultative process during the establishment process meant that the whole program would be youth driven and managed.

"Zimbabwe was facing a Parliamentary election at the time and with the recent emergence of the MDC it was evident that for the first time Zimbabwean voters would be bitterly divided. Youth wings rivalries turned violent and affected all youth, despite having affiliation to an political party"(Mazingi-interview).

The space for discussion of issues was urgent concern as young people were commandeered into campaigning against their will, and this added to their feeling of instability in the country. Therefore, YET started to mobilize young people into dialogue working with the grassroots organizations and operating as a programme under Ecumenical Documentation and Information Centre in Southern Africa (EDICISA) supported by a Local Reference Group (LRG).

> YET was formally established in 2004 with the launch of the Coordinating
> Office, then the first advisory group (eventually to become a Board) meeting
> took place in January 2005. It was eventually registered as a Trust in May
> 2009. (DeWolf – Interview)

YET conducted its first advisory group in January 2005. "The participants to this meeting eventually comprised the YETT Board" DeWolf (2014). The initial board of trustees included Deprose Muchena, David Manenji, Lucy Mazingi and Shirley De Wolf. "The board has since evolved to include other people" (Mazingi- interview). The current board of trustees is chaired by Sithabelakonke Nyathi deputized by Nyasha Chishakwe and also includes Talita Pokawa (committee-member), Rodney Ndamba (Treasurer) and Barbara Mueller (past-committee member). YETT was eventually registered as a Trust in May 2009.

Discussion

The formation of YETT follows the universal trend in the formation of most civil society organizations and can be traced as the 'the population of groups formed for collective purposes primarily outside of the State and marketplace' (van Rooy, 1998, p. 30). The need for a safe space for young people to organize and mobilize for social change brought about the need for the establishment of YETT which in tandem with Gramsci, who argued that "civil society is the arena, separate from state and market". With rising political tensions in the country and the space closed mostly for political contestation a wide range of needed to come together so as to confront the staus quo.

The evolvement of YETT mirrors the growth of civil society especially in Western Europe which mostly has been aided by foreign support. As the idea for youths to come together in Zimbabwe was brewing, Archer (1994) argues that the need to support non-governmental organizations (NGOs) to consolidate democratic participation and deliver increased political participation is relevant in developing nations. Thus support for the initiative was readily available.

Civil society fills a gap in economic and social development where both donors and African governments have largely failed so far to develop sound policies. Mute (2002) rightly observes, civic education shaped the role that individual play in the process of change, shaping relationships amongst citizens and influencing the proactive role of citizens in social change and transformation by empowering citizens. YETT has demonstrated that civil society can practice, internalize democracy to deliver their mandate in transition politics. The need for reconstruction of Zimbabwe through dialogue and advocacy for a conducive environment for young people is a direct intervention to the marginalization of young people.

Grassroots organizations that are often comprised of poor and marginalized groups represent the interests of marginalized groups within the wider public arena, campaign on their behalf and seek. Fisher (1998) argues that this type of 'bottom-up democracy' has been so successful in many instances that it might eventually lead to 'top-down political change to influence public policy. The contribution of youth organization to broader democratic processes has been grounded by the outcome of consultative process carried out at the inception of YETT. As such, the sustainability of YETT in the past 13 years has been grounded on the pro-poor focus to development.
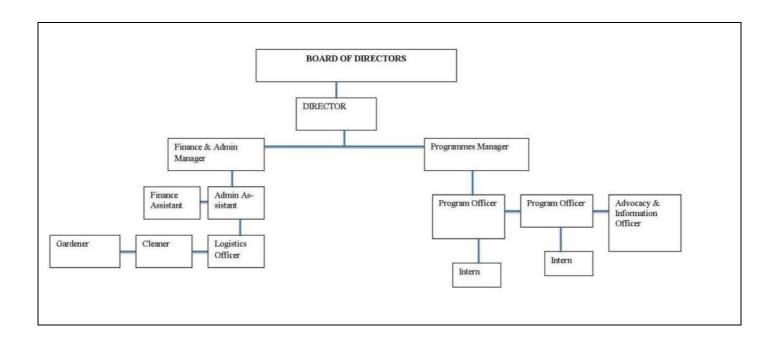
4.2 Organogram

Fig. 1 YETT Organogram

At the apex of YETT governance is the Board of Trustees which plays an important role of policy and procedure formulation and approval of the organization and gives oversight of the organization including advocacy initiatives through approval of the organizational strategy plan which spells out YETT priority objectives and activities. The board also plays a key role of fundraising for the organization in line with the agreed strategic thrust of the organization. Besides the regular review and approval of payment/expenditure, the board reviews and approves the annual budget and quarterly financial reports of the organization presented during the board meetings. YETT Director works both as the Secretary of the Board and the key person responsible for strategic implementation.

YETT day-to-day operations are coordinated by the Director who oversees the implementation of the strategic plan. The Director supervises all staff and the implementation of YETT programmes and board recommendations. The organization is comprised mostly of two distinctive departments- Leadership and Advocacy (Programmes) and Finance and Administration which are headed by two managers. The management at YETT consists of the Director and respective managers. They approve project proposals from Programme officers and also receive project reports for deliberations and recommendations in line with the organization's strategy.

YETT staff complement consist 11 permanent staff members and 2 interns. The Advocacy and Information Officer works with the Programmes Officers within the Leadership and Advocacy department to conduct advocacy initiatives. The Finance and Administration Department facilitates the smooth running of project activities through making acquisitions, payments and accounting functions for reporting to the donors.

Discussion

The organization's structure gives it the form to fulfill its function in the environment (Nelson & Quick, 2011).The job description and the organizational structure spelt though the organogram were also important in explaining the division of labour among the various employees. Weber (1969) explains that the division of labour must be carried out through non overlapping functional. Lunenburg (2012) argues that organizations exist to achieve goals. These goals are broken down into tasks as the basis for jobs. Jobs are grouped into departments. Zimmerman, & Willett, 2002 an organization's strategy tends to influence its

structure. He suggests that strategy indirectly determines such variables as the organization's tasks, technology, and environments, and each of these influences the structure of the organization.Divisions, with a hierarchy of coordination and procedures of action that guarantee formalized and impersonal relationships among its members. Thus, the work of the advocacy and information officer complemented the other staff members towards achieving the vision through tasks that were related to an effective information exchange, documentation and communication system for the entire organization.

The lower level staff and management is ussualy brought together through scheduled meetings or ad-hoc discussions concering projects or other organizational operations. The relationship with the Finance and Administration Department and the office of the Director could be established through meetings and submission of requests and other documents for signing.The publications and material developed also resulted in constant meetings with the Director so as to seek approval or request for recommendations before they are distributed or published. Overall, due to the nature of the tasks, the Advocacy and Information Officer is in direct contact and communication with almost every staff member and will be required to know something about everything happening in the organization.

Regular communication among YETT staff also ensures cross-communication and sharing of information for easy planning. Consistent communication through the organogram reduces chances of generating conflict among staff members as Gilbert, Carr-Ruffino, Ivancevich, & Konopaske (2012) argues that team members should aim to reduce office politics by welcoming and facilitating open discussion of organizational issues. The ultimate result is that staff members are aware of the plans, as developments and could easily transmit changes and developments through a defined means of communication.

4.3 Organizations core business

Youth Empowerment and Transformation Trust (YETT) is a youth networking organisation committed to the full participation of young people in sustainable development through advocacy and capacity building of youth organisations in Zimbabwe. The organisation exists primarily to serve the youth and youth organisations by ensuring that the youth are involved in all aspects of development without resorting to violent means.

YETT's key objectives are tied to its major program activities and can both be summarised as;

- Engage in policy advocacy in order to create an environment conducive to youth participation in national discourse and ensure youth development;
- To build the capacity of youth and youth organisations to deliver for national development through training, technical and financial support.

The work of YETT cuts across all thematic areas of youth development including among others human rights and democracy, health, gender, information dissemination and social and economic justice.

> "YETT works with young women and men between the ages of 16 and 35. YETT partners with organisations that can be categorised in seven thematic tracks that have been arranged according to the type of the work that the organisations are carrying out in the communities" (Mazingi – Interview)

The seven thematic tracks which represent the scope of the organisations in the YETT network are Democracy and Governance, Young Women Development, Entrepreneurial, Arts and Edutainment, Information, Communication Technology, Education and peace-building. The youth organizations that YETT is networking with are located in 9 of the country's 10 provinces and the group of organizations is dynamic in that it comprises of youth organizations that are working with all issues affecting young people such as youth participation, HIV and Aids, entrepreneurship, sport, arts and culture, young women development, student activism ad environment advocacy.

Across the thematic areas and sectors of its work, YETT has registered a number of achievements, which have made an impact on the youth and the nation at large. Since its inception, YETT has been developing young leaders through its flagship Youth Leadership and Development Course known as the Winter School.

> "Since 2004, we have trained over 250 young leaders in eight editions of the annual Winter School. Alumni of the YETT Winter School occupy influential positions in society ranging from civic society organisations, business and government" (Programme Manager – Interview).

YETT has been, involved in capacity development of youth organisations through grant making and trainings. "YETT has provided, both, activity-based support and institutional

funding to over 40 youth organisations since 2004" (Mazingi – Interview). YETT has also been championing youth participation in national discourse and broader development process and has conducted successful advocacy in the area of legislation that has impacted on CSO and Youth Organisations operating space and framework.

> "In 2009, YETT led the process of advocating for the National Youth Policy review through coordinating and consolidating youth voices at grassroots level by way of provincial consultations in all administrative provinces of the country"- (Mazingi – Interview)

The input of the consultations was presented to the Ministry of Youth Development Indigenisation and Empowerment leading to the government youth policy review process led by the Zimbabwe Youth Council (ZYC). Currently, "YETT is conducts policy advocacy by either creating platforms or mobilizing youth for a common policy agenda" (Mazingi – Interview). YETT realizes that sustainable participation of young people is premised on its core values of inclusivity and cooperation. The organization's advocacy strategy includes increasing interaction with key stakeholders in the process of problem identification and development of solutions to address these challenges.

4.4 Vision

A just, inclusive and prosperous society where young people fully participate and lead in sustainable development.

4.5 Mission

A youth networking organization committed to the full participation of young people in sustainable development through advocacy and capacity building of youth organizations in Zimbabwe.

Values

1. Fairness: - having a set of standards that apply equally to all partners.
2. Participation: - involvement of people concerned
3. Transparency: - clear procedures
4. Accountability: - being answerable to stakeholders.
5. Commitment: - dedication to the cause
6. Integrity: - honesty and consistency in operations
7. Cooperation: - mutual support and team work
8. Inclusivity: - all encompassing

Discussion

The first step in creating an effective management is founded on a concrete vision that will also guide mission and objectives which will outline how the goal will be achieved. Alter (2000) argues that vision is a global concept that provides direction and should remain relatively constant beyond the current involvement. Sound decisions regarding effective planning in media management require a framework for direction which is normally derived from a strategic plan, which is defined by Goodstein Pfeiffer & Nolan (1992: 1) as "…the process by which the guiding members of an organization envision its future and develop the necessary procedures and operations to achieve that future". YETT organizational policies as well as the Strategic Plan document have been developed through the careful articulation of the vision, objectives and strategy in pursuit of fulfilling the organizational goals.

Visionary leaders according to Bennis (1997) offer people opportunities to create their own vision, to explore what the vision will mean to their jobs and lives, and to envision their future as part of the vision for the organization. David (2011) state that good leadership demands commitment to, and demonstration of, ethical practices. Wells (2012) concurs that creating standards for ethical behaviour for individual as well as guiding the adherence to the values through reward and punishment makes good examples of the practices. Therefore, YETT harmony of vision, with the mission statement prescribes the organizational behaviour which is readily exhibited and dependable by values.

YETT's efforts of coordination advocacy campaigns by youth organizations are necessary for pooling of skills, resources and experiences among YETT member organizations to develop relevant campaigns. Diamond (1994) argues that a vibrant civil society is probably more essential for consolidating and maintaining democracy. Thus building a strong network of youth organizations increases the relevance of the youth voice in democratic processes. Bratton (1989) also stated that the participatory and democratic approach in the governance of NGOs is crucial in rejuvenating the strengths of civil society. YETT empowering process of facilitating network members to contribute to the operations and activities enables youth groups to build the social capital necessary for influencing, political, social and economic governance of local societies.

YETT's capacity building initiatives are contributing to creating a strong network of vibrant youth leaders as Meccer (2002) indicates that empowering the local community organizations to engage with the local state enables then to pursue their interests. One of YETT's objectives relates to conducting policy advocacy on behalf of young people which ultimately leads to a conducive environment that facilitates youth participation. Ndegwa (1993) state that NGOs represent the interests of marginalized groups within the wider public arena, campaign on their behalf and seek to influence public policy. Thus in cases where young people cannot participate directly, it is prudent for YETT to use its influence in advancing the interest of young people.

4.6 Funding Mechanism

YETT is a non-profit civic society organization that relies on funding obtained through donations from development partners in Zimbabwe, Africa and the rest of the world.

> "The project funds come from grants mainly Europe (Denmark, Sweden, Norway and Switzerland) as well as United States of America which are advanced to YETT following submission of proposals to donors who normally request for application for funding from civic society organizations" (Finance Manager – Interview).

The bulk of YETT funds is derived from international partners based in Europe hence their focus who are keen to support democratization processes.The European donors unlike USAID funding are not rigid and as part of internal democracy efforts focus on interventions that are proposed by the partners in the "South". The organization operates on cash budgeting where all expenditure both program and administration are matched to the available cash resources.

> "The YETT institutional budget operated at a surplus in the fiscal years 2011, 2012 and 2013 but in 2014 to 2017, as operating budget reveals that committed funds to date cover only 60% of the projected activities in 2015 and beyond according to the current Strategy Plan." (Finance Manager – Interview)

The funding mechanism show that while project activities are planned and documented in a five-year strategic plan, they are largely determined by the funds available from donors to support activities.
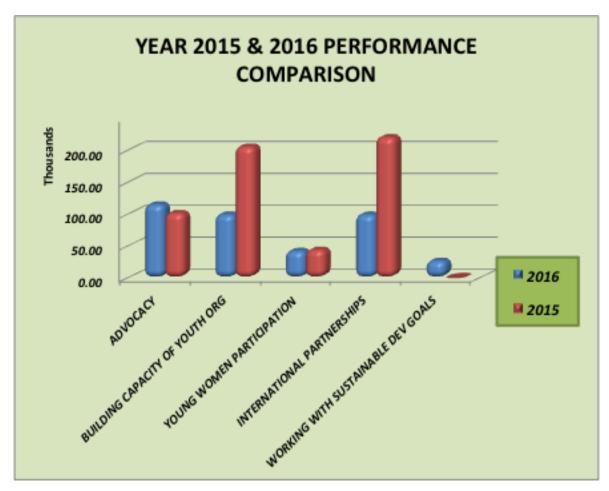
Fig. 2 YETT Financial Summary

The year prior 2016, the international partnership and youth organizationcapacity building thematic areas topped the list in terms of performance, and there has been reduced funding in in almost all thematic areas."In 2016 advocacy had a significant increase in funding"(Finance Manager- Interview). The increase is attributed to the return of one of the key traditional funding partner who bounced back in 2016 to partner with YETT in engaging and driving the youth agenda.Overally, funding for non-governmantal organizations has been dwindling and YETT has also felt the effect as they are operating at avearage capacity. The overeliance on donor funding means that most activities cannot be carried without external support.

Discussion

YETT has realized an increase in funding that is channeled through the core activities of advocacy and capacity-building. At the turn of the millenium increased funding by donors has been focused on civil society reinforcement prospects, motivated by the belief that "the link among civil society and democracy is natural and inevitable" (Howell and Pearce 2002: 51). YETT values sharing experiences between youth actors in different countries as a

strategy for building its organizational capacity and extending its influence in the quest of attaining its vision. As such the high level of cooperation grants in the International partnerships programme facilitates that YETT cooperates, at various levels, with like-minded youth organizations in the region and at international level. Howell and Pearce (2002) argue that believed with increased financial and technical assistance to civil society, democracy could be built.

While YETT has a s strategic plan which spells out the priority areas and how they want to implement their activities, the deficit in funding has largely been as a result of "donors' institutional mechanism for engaging with or supporting civil society strengthening" (Howell & Hall, 2012). INTRAC (2013) state that funding is often tied with strngent financial guidelines. Resutantly, YETT cannot spend or propose to conduct activities as always articulated by their strategic plan and careful planning will be ensured to meet the donor financial reporting guidelines. In order to meet donor requirements for funding proposals, CSOs acquire or invest in the skills required (Mukhopadhyay et al., 2011). This in turn result in the profecialization of civil society in substitution of activism and passion.

The majority of YETT income has been project-type funding meaning there is less investment in the organizational sustainability. Giffen & Judge (2010) suggest a variety of funding soirces as strategy to increase the strength and diversity of civil society. YETT also recieves capacity buliding funding on behalf of other smaller youth organizations, Mukhopadhyay et al. (2011) argues that the funding arrangement creates biases against community-based initiatives as institutions transform their operations to match with funding partners priorities.Thus, over-relaince on donor funding for civil society operations affects the sustainabiliuty and svereignity of institutions.

4.7 Links with other organizations

YETT serves the youth, general public, YETT partner youth organisations, other civic organisations, government and other youth organisations. YETT's member base is constituted by 33 youth organisations spread across Zimbabwe and it is not the only network of youth organisations in Zimbabwe, but it is the most recognized network by civil society

organisations and is unique in its function of being the only civil society institution whose sole purpose is to build the capacity of youth organisations.

YETT's non-partisan efforts have brought together political parties, especially their youth wings, to strategize on common efforts for solving youth issues in the country. This has been done through various symposiums and outreach initiatives in the communities in partnership with community based youth organisations who receive both funding and training from YETT. Locally, YETT coordinates efforts through particpation in a number of coalitions namely subscribing to the Zimbabwe Elections Support Network (ZESN) aand Women's Coalition of Zimbabwe (WCoZ). YETT's international partnership is a platform for exchange of experiences with like-minded organisations for capacity development as well as extending the organisation's influence beyond Zimbabwe's borders. YETT has consolidated its alliances with youth organizations from various Southern African countries through successfully hosting 3 regional conferences under the theme Participate 2013,Participate 2014 and Participate 2015.The cooperation with The Danish Youth Council (DUF) and The National Council of Swedish Youth Organisations (LSU) has strengthened YETT activities on the global platform while using the learned experience to empower local youth organisations.

4.8 Overall Discussion

The media efforts by civic society organizations supports democratic participation through civc media efforts as they provide alternatives for access to infomation which is the life force of democracy as they facilitate interaction between the people and government.Media has the ability to cultivate a democratic society, by allowing citizens to express opinions, interchange and communicate ideas and advance critical opinions about public affairs.However, the delivery of this mandate is determined by political and economic factors that are mainly a result of gorvenance, laws and funding. Golding and Murdock (2000) views civil society as a configuration that is neither separate from the body politic and commercial society nor subordinate to them but instead constitutes the primary objective structure of the social domain. of As such, YETT media advocacy efforts are not independent of invisble controls of the political economy.

YETT just like many other civil society groups have their watchdog role weakened by lack of independence in terms of funding or a partisan political outlook which constraints on their operations. Gramsci (1971) outlines the role of civil society and attaches it with the responsibility for the production, reproduction, and conversion of dominant ideology , while the state is uses intimadatory tactics to restrain their operations. McChesney (2000) state hat the large amount of civil society operations are financed by money that has been donated by foreign donors who also have the potential to influence organizational agenda.Thus, authentic civic engagement if disturbed by need to fulfil obligations to hence are largely affceted as they strive to meet somoene else's objectives.

Legal restrictions hinders the effective delivery of YETT mandate as the harassment of youth advocates continue to be on the rise with most CSO earning the tag of being closely tied with opposition political parties. Feltoe (2003) argues that with the existence of laws such Public Order and Security Act among some of the instruments that curtail freedom of association greatly affect effective representation of young citizens. Mosco (1998) asserts that civil society is best understood as the principal locus of connectivity in which markets and states operate.It embeds the causal arrangements that determine the crisscrossing of both intended and unintended outcomes in specific contexts. Baran & Davis (2010) state that media are envisioned as independent watchdogs, charged with making certain that all other institution the serve the public. The free press is necessary in order to preserve the availability of information to citizens while affording them to freely express ideas and opinions.Resultantly, the public will have access to information about its country and its government hence warrants that the government is accountable. Curran (1997) further argues that the watchdog perspective is commended for assuming that democracies need informed and participant citizens to manage their common affairs and believes that public debate is more likely to produce rational and just outcomes if it takes account of different views and interest, in some form of active self-determination, reasoned debate and social inclusion.

The importance of access to information is critical to understand the integration of development as Berman (2008) argues that civic society organizations (CSOs) are important in the democratic rejuvenation as they are organizations that aggregate interests, distribute costs, define electronic choices and offer channels of general influence. Gondo (2014) state that the period in the run up to the 2008 elections motivated NGOs practising civic media in Zimbabwe to relayed the concerns of society and proposed policy initiatives for consideration

by the political system. The provision of timely and relavant information is crucial in the process of advancing sustainable development. Puddephatt (2009: 3) mantains that one of the sustainable development is hindered by lack of communication channels that faciltates interaction between public officials thus civil society organizations can provide alaterbative channesl for citizens to access to information .It is widely believed that Access to Information can ensure greater participation of marginalized groups of the population in decision making therefore contributing to sustainaible development.

YETT has been training young citizen journalists in blogging, podcasts, reporting and so forth in order to empower them with the tools to spread their message.Arko-Cobbah (2006) argues that CSOs have generated skills that can be used to analyze and influence public expenditure so as to promote transparency and accountability in governance. YETT activities resulted in direct engagement with decision makers was achieved through direct meetings by a total of 155 young people who had an opportunity to present directly barriers to youth political participation, aspirations on the 2016 Budget and other issues affecting young people to parliamentary representatives and official from ministries such as Finance, Justice & Legal Affairs and Youth, Indigenization and Economic Empowerment in 4 meetings that were held in Harare, Bulawayo, and Kwekwe. The platforms offered marginalized young people opportunities to suggest means of enhancing youth political participation through the creation political institutions that are supportive to full youth development. The recommendations are communicated using various social media plartforms as a means of crwodsourcing support for the the actions. Agre (2002) argues that related new media communication plartforms have potential to increase the likelihhod of social movements including activist groupings where technology is useful to further their causes and empower them to play a more pertinent role in the democratic public sphere.

Civil society's plays a salient role in critical political economy of media as public sphere through which the masses can discuss the issues that can influence the way they are govern by the elite. Structural blockades exist that hinder or slow down the required transfor-mation with Economic power concentrated among an ever-decreasing circle. The linkage between youth actors and political parties as well as the strong alignment of YETT advocacy strategies and the opposition politics increasingly hamper democratic regulations geared towards the common good. Therefore, government is always sceptical of YETT operations as any appreciable active participation on the part of civil society is perceived to be disruptive by

powerful representatives of economic and political interests. While, Dahlgren (1995:126) states that in critical political economy of mass communication, the right today tries to equate civil society with the space where the private citizen can pursue his or her individualism, free from the interventionism of the state, neo-liberal tradition, starting with Mill and de Tocqueville, have put politics before economic and appropriately warned that the state can abuse its power, engulf and smoother civil society, and undo the fragile progress towards democratizations.

YETT and YETT partners also compliment advocacy with the use of media which utilized on 3 newspaper articlespublished and 5 radio programmes reached to a potential audience of 50 000 with information that aimed at changing the public perception on the need benefits of supporting youth participation as a strategy of ensuring their matching involvement in decision making. Working with both advocacy and information dissemination its is importnat to highlight that persons working comminication in NGOs should advance participatory knowledge production and dissemination while creating media campaigns related to justice, equality, democratization and civic engagement in governance and public policy debates. Dagron's (2009) argues that the new communicator has the capacity to navigate between multiple communication tools and adapt strategies to a particular situation.Thererofe media coupled with effective engagement strategies support the process of social change in which communication with the people and these the process is more important than the products.

The use of of media advocay links civil society organizations with its various audiences in a variety of ways. Greenberg & MacAulay (2009) states tha the widespread public use of online social software like Facebook, Twitter and YouTube has greatly increased the capacity of CSOs to connect with members.However, in creating strategies it is imperative to realize that as observed by Wasserman and De Beer (2003) that in Africa, the slow pace in the advancement of ICT infrstructure affaects the way it can be used for democratic participation. Critical communications in civic society organization should enable civic engagement, sustain the organization, as well as increase program efficacy and revitalize the spirit of development in civil society.

The concentration of activities has lso been biased towards increased participation of young people in urban areas. Youths in rural areas will be further marginalized as they lack the opportunities to the contribute to the discursive plartforms. In cases were these organizations

visit the rural areas, it can be argued that the participation of the people is conditioned either The divide is also true regarding the choices of information platforms YETT chooses to engage media advocacy. While advancement in information communication technology has presented opportunities for enhanced democratic participation as Tsagarousianou (1999) identifies the potential of ICT in obtaining information, engaging in deliberation and facilitating citizen's participation in decision making they also threaten equal participation of all citizens as Balkin (2004) argue that citizens who have access to ICT are more likely to participate in the political process. Curran (2000) defines civic media as a media sector consisting of channels of communication linked to organized groups and social networks intended to facilitate the expression of dissenting and minority views

Numerous multi-national and international non-governmental organizations regional and now exist that deal youth development. The framework is now international and located within western knowledge systems. As such , packaging of media material borders on the critical tenets of decolonial theorists who argue that post colonies remain locked within colonialist of being, of mind and knowledge. Civic society's argument is that the media should brief the electorate and assist voters to make an informed choice at election time. Curran and Gurevitch (2000) argue the media to provide a channel of communication between governments and governed, which helps society to clarify its objectives, formulate policy, co-ordinate activity and manage itself. In the liberal view, through the free market, it secures the media's independence as an inclusive debate.

Communication of public interest issues is mostly dominated by the interests os a few individuals as Gwisai writing on the Zimbabwean civil society organizations noted that, The commodification or commercialization of the struggle where participation in struggle becomes dependent on how much one has been paid ,has to come to an end, if ever we are to prevent the money-bags and imperialists hijacking our struggles and movements let alone defeat the dictatorship (2007:14). Unmüßig (2015) argues that funding is frequently only available for specific fields of action and for those in which states or economic actors have a specific interest – or as a result of political events.

The shift towards results-based management techniques in particular have changed the way most CSOs work in Ghana. RBM, according to the United Nations Development Group's Results-Based Management Handbook (2011: 2), "is a management strategy by which all

actors, contributing directly or indirectly to achieving a set of results, ensure that their processes, products and services contribute to the achievement of desired results. he increasing complexity of shaping political processes is extending the list of requirements for civil society participation that has long since been reliant on professional expertise and thus a professionalization of institutionalised civil society actors. The growing need for funding that result from civil society actors becoming more professional tends to raise the dependency of professional civil society actors on funders. The consequences of this are a threat to their political independence.

4.10 Conclusion

The chapter highlighted how the formation of YETT is influencing the current operations. Taking into consideration the Critical Political Economy of YETT an analysis of the funding mechanism and political environment reveal that politics and source of finances are largely responsible for the execution of day to day activities. However, YETT can strive to be a better institution with a clear strategy on diversification of funding and increased advocacy to guarantee freedom of association which can enhance its independence.

CHAPTER FIVE: DATA PRESENTATION AND ANALYSIS

5.0 Introduction

Following the careful evaluation of literature and theories that are related to media advocacy in chapter two of this dissertation, which largely support the background information and justifies the research objectives that are contained in Chapter one. This chapter presents the findings that have been obtained following the methodologies that are spelt out in Chapter three. Also informed by the outcome of analysis of the organization structure in Chapter four, data has been gathered to examine the use of media advocacy by YETT. The research attempts to explain the relationship between use of media advocacy in increasing democratic participation of youth in local governance structures hence the research also pursued methods employed by YETT.

5.1 Overview of Findings

Since May 2015 Youth Engage Programme has been implemented in Makonde District's Ward 9, 11, 14 and 17, Masvingo Wards 2,5 &17 and in Chitungwiza's Wards 15, 18 and 20 through YETT in partnership with networking organizations Centre for Youth Empowerment and Development Trust (CYDT) and MY AGE Zimbabwe.

> "The project was preoccupied with enlightening young people about their rights, building young people's capacities to influence governance processes in their areas and facilitating or supporting youth–led actions to enable young people to claim their rights".(Programme Manager- Interview)

The outcome of implementing the project increased young people's participation in local governance processes and directly influenced decisions and policies on matters that have a bearing on their well–being. One of the ways the project achieved this was through youth–led dialogues in the context of Village Assemblies in Makonde District and Ward Committees in Chitungwiza."Youth Engage Project created platforms for young people to strategize to meet decision makers to jointly work out suitable solutions".(Programme Officer – Inetrview). The organizing of young people needed them to realize value for their engagement hence information was needed to create awareness on their rights.

The use of WhatsApp and SMS was also crucial as part of the media advocacy strategies that created a platform for continuous interaction and provision of feedback from their engagements while also providing times for meetings.

> "YETT play a facilitating role by which they raise young people's awareness of the importance of taking actions to address the negative situations in their communities through engaging policy makers and build young people's capacities to self–organize and engage policy makers in constructive dialogues" – (Programme Officer - Interview).

It has been learnt that information dissemination was part of a broader strategy that also included youth capacity building. The theory of change suggested that young people needed to be aware of their rights first and realize that they needed to take action and would follow up with information strategies that would mobilize other young people towards increased participation. Ultimately, increased knowledge on rights together with action towards decision makers would prompt them to action in creating a conducive environment for youth participation.

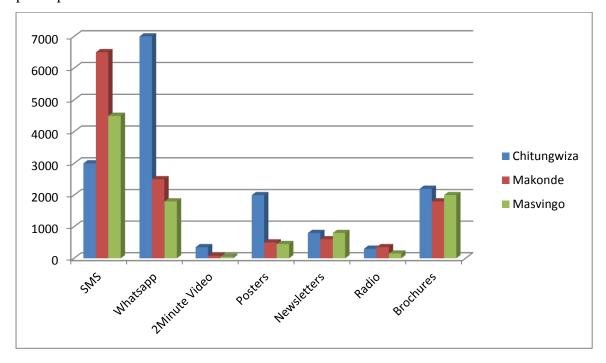*Fig 3   Methods of media advocacy by reach*

The project's major achievements were strongly in the area of raising awareness of young people's rights and their execution of that awareness. Its efforts to increase knowledge of the 8,000 youth were channeled through distributing informational publications such as fliers, newsletters and bulk SMS messages. The evaluation showed that the number of fliers and

IEC materials distributed rose progressively through the months from 4,458 in August 2015 to between 10,000 (January 2016) and 12,314 (December 2015).Additionally, 6,000 informational brochures and 3,000 newsletters were disseminated over the project's life, allowing the project to effectively reach its numerical targets.

> "The project started with 4,458 copies in August 2015 before declining to 2,229 in September 2015 and drastically increasing volumes to 12,314 in October 2015 and resuming distribution in January 2016 with 10,000. Information brochures about the project and the importance of youth participation were distributed once, in October 2015, with 4,000 English and 2,000 Shona copies"(Programme Officer – Interview).

Information–education–communication (IEC) material with research–informed advice about the importance of youth participation in policy making processes were produced and disseminated more consistently than other publications throughout the project's life.

The production of the brochures in a local language was highly appreciated among evaluation participants who felt that all publications needed to be produced in English and Shona in order to accommodate youths and community members with little education.

> "Some people do not understand English, so when we give them fliers written in that language they receive them just to avoid embarrassment but throw them away as soon as we leave them" (Makonde FGD).

Information also needed to be packaged in the language and appropriate ways that appealed to the targeted audiences. The observation that some information was not appealing to the youths meant that YETT needed a strategy on creating relevance through use of suitable language or ways that can send the message effectively. However improvements to information strategies showed that the information managed to exceed the target. "854 young persons against a target of 200 went on to take part in meetings with decision makers in efforts to influence local governance processes-(Programme Manager – Interview) .

> "The project further facilitated processes where young women alone engaged stakeholders to address their issues, which strengthened the project's gender responsiveness"-(Programme Officer - Interview).

Young women are generally excluded from participation in decision-making. The provision of exclusive space for their participation results in an increase of quality participation by the females.

Discussion

YETT's approach in working with media advocacy has been centred on increasing knowledge among many young people about their rights as well as the responsibility of decision makers so as to create accountability. Wallack, Dorfman, Jernigan & Themba (1993) regard the practice of advocacy communication as planned actions aimed at seeking policy change for empowerment. Wallack (1990) asserts that in media advocacy community groups will use their own words as a means to promote social change. The strategies employed by YETT have gone beyond giving out information about rights but includes the invitation for young people to speak directly to the decision makers as well as directing young people towards specific actions that can achieve the desired change. Wallack (1990) is of the opinion that in addressing the power gap, media advocacy seeks to increase mass political involvement which is possible only when people have the information. Thus YETT information materials have been strategic in delivering the facts with the assumption that when young people are equipped with the information they will then act accordingly.

 Ultimately the role of the media is thus to deliver the solution to the constituent of young people of individuals who need it. Closely tied to media advocacy is agenda setting as Lippmann (1922) suggests that it suggests the public agenda and seeks to advance social changes which require clarity about the policy, appropriate framing and consistency in the message. It is a means of seeking change in governance, power relations, social relations, attitudes and even institutional functioning. Through ongoing advocacy processes, which should be built into an overall strategy, policy makers and political and social leaders at all levels are influenced to create and sustain enabling policy and legislative environments and to allocate resources equitably. YETT seeks to attain equal political participation and representation of young people in decision-making thus, the use of a variety of communication channels will assist in the mobilization of young people to act towards this goal.

5.2 Traditional sources remain relevant

In terms of accessibility, mobile based communication have grown to become a vital tool of communication but a mix of conventional and new ways of communication is ideal for

effective communication. Young people are however not homogenous and the sources of information will be different according to the different areas.

Fig 4 : Most relevant sources of information

The newspaper has declined in accessibility as source of information followed by internet and the radio and announcements are likely to be effectively communicated through the notice board spread around through the word of mouth and at events that have potential to gather a lot of young people. Sport activities have also been regarded at suitable occasions to bring young people together followed by musical performances and church gatherings

Fig 4 : Most important sources of information

The graphic presentation above show that in the absence of accessibility of mainstream media due to either cost or unavailability of infrastructure grassroots media such as community

newsletters facilitate effective forms of communication that also democratizes the process of gathering and distributing information.

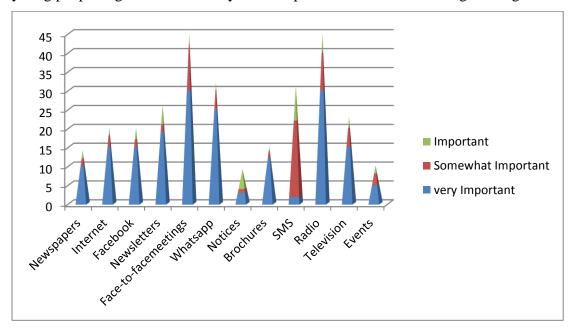> "The project has facilitated training programs which have been conducted to provide skills to youth in these areas on ways they can use grassroots media but democratic-participant expresses a sense of disappointment with political parties and with broader media system"(Programme Officer- Interview).

YETT makes use of community based media initiatives as it includes varied issues that are relevant to young people to stimulate and empower the citizens for increased access to information.

> "WhatsApp and Facebook are the most accessible sources of information among young people because of the bundles offered by telecommunications companies, hence unlimited access to these platforms"
> (Male respondent FGD, Chitungwiza).

Information distributed either through Whatsapp or Facebook is most likely to reach more young people. The reduce cost of accessing these platforms has also been facilitated through promotional bundles which in turn increases access to information. Therefore, making use of multiple popular and accessible media at scale to create a unique, distributed, youth-owned space in a complex context

In relation to the use of social media it has been noted that in the communities studied there has been low uptake of other social media platforms other than Whatsapp. "We are not able to use them" (Female, FGD Makonde).Lack of capacity hindered the effective uptake of social media. "Some of them duplicate their purpose and are not user friendly" (male,FGD, Masvingo). "No access" (male, FGD, Makonde). Challenges in accessing information are generally culminating from slow internet connectivity coupled by the high installation costs as well as lack of skills required to access information "Poor internet connectivity and network problems" (male,FGD, Masvingo). Poor connectivity also makes the distribution of information through new media irrelevant. "They are not used by many people so I see no value in them" (Female, FGD Makonde). Resistance to adopt new technology also has to do with the attitude of the intended users who appreciate less the contribution of new technology to accessing information. A lot of young people surprisingly undermine the importance of social media and the internet as important sources of information.

Discussion

The main finding outlines that a combination of new media and conventional means of information dissemination should be used in combination to increase the effectiveness democratization effort. The study has established that a traditional organizing approach facilitates a "unique combination between physical and virtual space" (Penney & Dadas, 2014:80). The interaction using mobile-based technologies thus should start or be complimented by the physical interaction.

The use of social media displays immense contribution to facilitating interaction among advocates Guo & Saxton (2013:5) however, "valuable transformation of youth participation in democratic processes requires face-to-face organizing and engagement which also translate to action" (Fine, 2006). Responses by the participants has also highlighted that the use social media in isolation is not likely to be successful; however, "social media can supplement coordinators' existing plans for informing the public about issues, promotion of relationships, increasing collaborative efforts with supporters, and encouraging bigger participation of enthusiasts" (Kanter & Fine 2010:3). Fine (2006) argues that the cost-effectiveness of platforms such as WhatsApp are crucial for discussing issues, building relationships and collaborations with supporters, and encouraging greater involvement among supporters. However, it has also been learnt that for that collaboration to work effectively it requires face-to-face interaction to gain mutual understanding and trust.

The confession that most of the information young people share on social media is mostly taken from tradition sources such as newspapers, notice boards and posters suggest that it is unlikely that the use of social media interactions will be as effective for promoting policy change as those occurring face-to-face. Liang et al (2014) suggest that combination of new media and traditional means of organizing, social media shadows boundaries with conventional media as it augments conventional channels by widely publicizing and intensifying information with alternative perspectives. Hara & Huang (2011) argue that in general, the use of technology based means of communication is useful in successful organizing , but may not by itself lead to sustainable, long-term changes. Thus, long-term goal of using social media technologies is to cultivate "action and push decision-makers into compelling to the demands of young people for policy changes. (Brady et al,2015).

Social media thus cannot be regarded as an alternative to the contribution of face-to-face-interactions; however, virtual spaces created by platforms such as Whatsapp facilitates increased participation of supporters quickly and in cost-effective ways (Fine, 2006). The evaluation shows that in the absence of freedom of association, mobile-based dialogue platforms cement relationships among supporters as they present discursive dialogue forums and are effective for mobilizing communities to action. Thus, the availability of these platforms can facilitate young people to be aware of democratic processes through the social media, but it would be important to convert this dialogue and collaboration into action.

5.3 Creative presentation of rights

Active citizenship can only be claimed and defined by people as 'makers and shapers' of rights through their own processes of constituency building, advocacy, and change.

> "Youth participation is premised on instruments such as the Universal
> Declaration of Human Rights, the World Programme of Action for Youth
> and the Convention on the Rights of the Child. These repeatedly emphasize
> young people's right to participate in political processes and provide a
> strong frame of reference for a rights based approach to related programmes
> of support" (Ellen Dingani - Interview).

The project's bulk SMS messages reflected the project's inspirations from the African Youth Charter in encouraging youths to take part in decision making processes "every young person shall have the right to participate in every sphere of society" (Bulk SMS). The emphasis of the information highlights the importance of youth participation explaining how young people can contribute to the fulfilment of government's obligations as enshrined in the constitution.

> "Information is packaged in the form of 2 000 brochures, animated 2 minute
> video, Whatsapp messages, 1 000 sms sent out monthly and 5 000 score cards
> easier for youth to comprehend youth rights as well as their right to participate
> in decision making processes"- (Programme Officer- Interview).

The project made use of multiple channels of disseminating information and is distributed to a wider audience hence YETT , CYEDT and MYAGE utilized on channels that are available to provide youths with information that motivates them to take part in policy dialogue on issues pertinent to them.
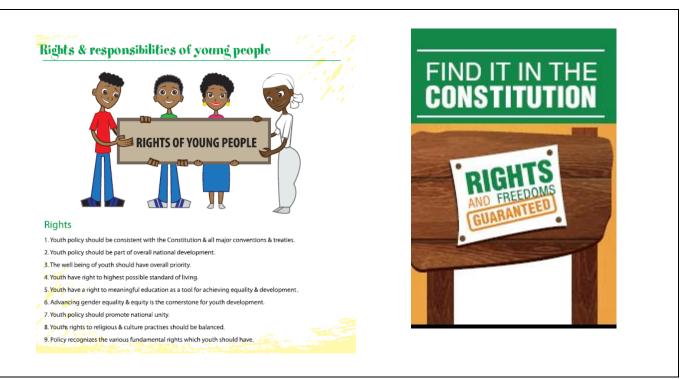
Fig 5 : Creative presentation of rights

Young people generally want an assurance that participation in democratic process will help solve some of the challenges they are facing so that they can participate in the process to elect leaders of their choice. "Messages from political parties and decision makers that speaks to young people" (FGD, Chitungwiza). Among some of the motivating factors is messaging that is relevant to the challenges facing young people. "Turning serious things into laughable matters so that we can realize the fun out of it" (FGD, Makonde). Humor can eliminate the intimidation factor associated with democratic participation and make room for conversation and mutual understanding "Simplified messages on politics" (FGD, Masvingo). The use of alternative media is also important in demystifying political interrogation and accountability. However relevance of information material should also provide assurance that participation of young people will add value to their lives "Guarantee that the voice will count". Therefore, a combination of appealing to young people's emotions, the use of rational argument as well as entertainment is crucial in creating media advocacy strategies that are effective.

'Reasons for minimal youth participation include unemployment which is estimated to be above 90%, which translate to economic hardships and lack

of resources such as transport to district centres resulting in a lot of them asking what is in it for me and ultimately the thinking that participation in advocacy efforts does not change anything" – (Elleng Dingani, interview)

Media advocacy also ought to outline the level of local community environment support to the participation of young people and YETT has used the stories documented in newsletter as well as scorecards as tool to motivate young people to desire improving the situation. Communication through these platforms has also matched expectations to the need for increased participation.Macroeconomic challenges, youths and adult key informants cited unemployment caused by "the absence of strategies and policies to stimulate economic growth and create jobs" (Chitungwiza FGD with youth). The evaluation further confirmed that this problem was worsened by young people's ignorance of the policy origins of such challenges as youth unemployment, which caused them to suffer silently without taking part in decision–making platforms to challenge unfriendly policies.

Apathy from development processes further kept young people in Chitungwiza and Makonde districts disjointed, with each of them minding their own businesses and not caring about the welfare of others or their communities. As a result, the youth would never consider engaging policy makers or leaders (e.g., Councilors, members of Parliaments, etc.) to seek solutions for their problems. In the event that they met their leaders, young people said they did not have a united voice with which to articulate their shared priorities and lacked facts to support whatever claim they could make. But the project created a platform for them to regularly discuss their concerns, identify their priorities and find feasible solutions to their problems. "I see YETT as a bridge that linked young people to decision makers and vice versa"(Ministry of Youth Official). Councilors and traditional leaders said they never thought it possible one day to see young people participating as actively and constructively during their meetings as the youths involved in the Youth Engage project. One Headman expressed his delight at the harmony shared between young people affiliated to rival political parties in the context of the project. "This unity between supporters of rival political parties was unheard of in the past" (Headmen- Interview).

Young people in the targeted wards of Makonde and Chitungwiza said before their involvement in YEP they could not launch any effective efforts to address their situations because they were "divided along political affiliation lines" (FGD,Makonde) "ignorant of the

appropriate channels and protocols for policy makers' engagement"(FGD Chitungwiza), "unable to gather evidence with which to support their claims" and had no common platform on which they could mobilize for action. Young people were only concerned with their own business until the project intervened by enlightening young people about the power that they had in unity and imparting such strategic skills as research and policy dialogue.

The evaluation found 10 youths to have found their ways into local leadership structures. Of these, six are female.

> "Before the project, young people were not allowed at the forums where adult
> community leaders held their meetings, resulting in the marginalization of
> their concerns" (Ministry of Youth Official – Interview).

The evaluation found that relationships between youths and leaders or policy makers improved, and it is reported that 10 youths participating in the project had secured places within the local leadership structures.

The trusts of young people to these levels are results of the following project–inspired practices: Voluntary community development work that youths now do (e.g., cleaning campaigns). "When adults see us doing our cleaning campaigns they become convinced that we are responsible youths" (Chitungwiza female youth). The project was commended for its part in making young people mature enough to share a discussion table with adult leaders. In Makonde, councilors and traditional leaders showed appreciation for project participants' changes in social behavior, notably improvements in their dressing, social etiquette and self–organization. Referring to this, a Makonde headman said: "vana ava vakarongeka (these children are organized and composed)", adding that he was impressed by seeing none of the young men wearing their trousers indecently as done by their peers not involved in the project.

Discussion

Youth engagement and participation based on their rights largely depends on awareness and interest in a cause thereby increasing interest drives and the desire to actively contribute. The creative packaging or information related to rights of young people is a clear testimony that the strategically determined the "target audience as well as the primary purpose of accessing information which is entertainment" (Satariano &Wong, 2012:34), hence packaging the information in a manner that appeals to them. Kotler & Zaltman (1971) argues that reading

matter that is intrinsically interesting to the target audience can be used to deliver a message through a story that readers are eager to follow, or simply through the compelling nature of the medium and its design. Andreasen (1995) views effective communication as putting the message in a language appropriate to the target community or it may mean making sure that your message is in clear, simple format. Above all, the chosen platform must be user-friendly for the target audience to create a virtual setting conducive to developing social bonds that allow members to fulfill one another's needs (Brunson & Valentine, 2010; Zhang, 2010); therefore, understanding the technical capacity and communication patterns of the target audience may aid with the selection of a messaging platform.

YETT has therefore, emphasized the use of humor and comic to explain the right and responsibilities which are distributed mostly through WhatsApp and deliberate efforts have also been made to ensure that viewers may be compelled to share. Resultantly, the message will reach to more young people hence amassing supporters who can take part in the cause. Information shared outside the organization's network increases the likelihood that new Supporters find and join the cause (Satariano & Wong, 2012) as a network of supporters is essential "as it brings together individuals and organizations that may share information and collaborate in change efforts" (Fine, 2006).

Young people are apathetic in nature and rights and responsibilities messaging often face competition from other entertaining stuff that are available to them. Making Health Communications Work (1992) outlines that even after the message is placed in the right channels; it has to have some characteristics that will help it to break through the barrage of messages. The careful placement of the message can cement a message in a viewer's mind, and symbolize that message long after the exact words that accompanied it are gone. Overarching suggestions from communication consultants include a number of generally effective messaging strategies, such as regularly posting positive, relevant, short and easy-to read messages; using personal stories over statistics (Kanter & Paine 2012).

5.4 Youth involvement

The information is distributed mostly through community information caravans. "YETT utilized the numbers created by every social gathering or event to provide information to the

public" (Programme Manager, interviewed 5 April 2017). Information distribution channels involved unorganized information dissemination tactics carried out to distribute credible information and information materials to young people.

Fig 6: Youth participating in distribution of information

Young people in project areas are involved in the production and distribution of youth-friendly information and made use "community information caravans". The strategy involved distribution tactics carried out by young people. The activities took place in areas frequently visited by young people or make use of popular social events in the communities to distribute information. The packaged information also serves to inform advocacy initiatives with local decision makers.

Low participation of youth in local and national development processes can be attributed to lack of knowledge of governance systems, let alone their respective leaders.

> "The main success has been local ownership of project activities: young people
> were empowered with information and allowed to respond to their challenges
> on their own initiatives − something they can continue to do with minimal or
> no further external support" (Programme Officer Interviewed) .

Media advocacy implemented by YETT has managed to the table with a bring to the table a new set of interests. In addition, a whole new set of actors challenging imbalances of power through information have managed to change decision makers' thinking..

> "Increased participation can also be stimulated when young people are offered
> opportunities for development through allowing the volunteers who want
> responsibility with possibility to contribute. "Some youths mostly in Makonde's

Ward 14 felt that the newsletters could be more relevant to their needs if they added an input to the contents before finalization, publication and distribution" (Programme officer – Interview).

The study also established increased opportunities for information generation and dissemination that is offered by penetration of grassroots media and mobile-based communication platforms in rural and per-urban areas to increase knowledge and other dialogue activities that will also ensure youth participation so as to keep the village heads and other committee members accountable to the needs of the community.

The study also learnt that incorporation and celebration of audience responses facilitates wider spread of information and ultimately increased motivation for young people to participate.

> "There was an incident in which a newsletter produced by the project contained a report that local leaders saw as a misrepresentation of their stance – a development that threatened the cordial relations shared between these and project participants, (Male respondent , FGD, Makonde).

The success of the project and information dissemination efforts was also based on the incorporation of feedback. The incorporation of suggestions ensured that information remained relevant and would create value to the targeted to the audience

> "Most young people who resisted us and rejected our fliers at the beginning of the project are now begging to be part of our group, especially because they now see the project as the best answer to their problems (Makonde FGD).

Young people will be motivated to take part if they realize value out of their engagement. Information materials should also contain success stories as means to celebrate the success of the project interventions.

> "They have witnessed the major developments that have happened in our community because of our group's advocacy efforts that reached the ears of parliamentarians, and they want to share the credit with us" (Makonde FGD).

Young people's participation in democratic participation instils as most young perceive politics as dirty. Therefore, successful encouragement of the youth and appreciation brave interventions encourages more young people to take part.

Discussion

Grassroots local information structures according to Kingdon (1984) should be strengthened with enhanced youth participation as their energies and numbers provide resources and capacities to facilitate decentralized planning through grassroots participation in the design and implementation of community programmes. YETT uses models of engagement that facilitates dialogue and evidence to transform the existing grassroots governance structures to formal and statutory links between local government and the citizens' particularly young people who are often denied the opportunity to make any input. The status quo of communications has contributed to a listening deficit among organizations, resulting in little or no effort being taken among organizations to collect feedback and understand their constituents (Fine, 2006). This can be a serious pitfall because listening, rather than pushing organizational message and strategies, aids in mobilizing supporters to action.

Organizations that listen are better able to identify the most salient issues for members of the community, which "allows responsiveness to constituents by keeping increasing the involvement of volunteers"(Guo & Saxton, 2013:64).Younger audiences are less likely to engage in civic organizations, expect to participate in information sharing, and typically base involvement on personal interests rather than affiliations. Therefore, Wells (2014) views participatory approaches as valuable for organizations seeking to build relationships with the next generation. Youth involvement has the potential to enhance supporters' satisfaction, trust, commitment, and engagement in the cause (Kanter & Paine, 2012). Thus, feedback and increased involvement will motivate more young people involvement hence facilitating the democratization of the communication process.

YETT has increased youth participation in the development of messages by availing opportunities to contribute to the participatory digital story telling process using poetry which has enabled participants to share their experiences, which in turn helped to redefine the problem of non-youth participation as suggestive of a greater social issue The process not only promoted critical awareness among participants, but also helped to fundamentally shift perspectives about the nature of the problem (Dimond et al., 2013). Participants thus feel empowered in the process and will strive to achieve greater activism role.

5.5 WhatsApp facilitates sustainable democratic conversations.

YETT sustained contact with youth groups in different wards by making use of WhatsApp groups that contained notices of meetings, planning for events and providing feedback as key to the continuity of a conversation.

> "For a conversation to grow into an activity young people want a detailed plan on how to develop an idea into a group activity. Hanging out as a gang, clique or a team is natural for young people; a successful activity follows continued discussion which was facilitated by using WhatsApp groups". (Programme Officer – Interview).

Collective discussions lead to new collective beliefs, norms and behaviors which are sustained by curated conversations with a focus on targeted ideas and subjects that are motivated by an evolving collective youth narrative. In the case of YETT, community Whatsapp groups have been handy in facilitating interaction among a group of youths who associate and collaborate in advocacy efforts.

The youths have negative perceptions about the democratic participations although it is clear that many have not tried to take part in the process. "I think it is a cumbersome process" (FDG Chitungwiza). The complicated processes scare away young people from participation as events like registering to vote are considered not youth-friendly. "It is only meant for the elders who have the time and energy to sit in the meetings" (FGD,Masvingo). Most of the times it is not about lack of information rather how young people have managed to gather information around them to create attitudes towards participation in democratic processes.

YETT strategy has been premised on using information to promote responsible behavior. Big changes start with small talk, turns into group conversation that focus on big ideas have develop into community projects" (Programme Officer - interview). Continued interaction among group facilitates sharing of ideas on challenges and opportunities and WhatsApp is also democratic in allowing all group members to communicate ideas and contribute to the solutions.

The study noted that sustainable conversation for increased democratic participation also requires strategic direction of a peer leader. "Instead of leading others towards the

right direction, we just followed whatever everyone in the community was doing even without considering the consequences". The apathy was found to be a result of young people's lack of leadership skills. "Meaningful conversation starts when one peer initiates the discussion" (Programme Officer - interview). Impactful conversation unifies a group of young people around a leader, who comes up with a plan where every member has an opportunity to contribute to the solution.

Youths from the target districts reported they did not want to take part at meetings convened to discuss the development of their communities, believing that this was the business of adults alone. "We were not united and did not care about the problems facing our communities" (Male youth, Chitungwiza). With the coming of the project, "we are now united and we do cleaning campaigns to keep our environment hygienic and attend meetings that are convened in our communities" (Male youth, Makonde Ward 14). Media advocacy cultivate relationships by making use of innovative creative approaches that ensure engagement, relevance and salience. "When we attend meetings with decision makers we are able to say things from a united front and with authority because of the research that we conducted" (Chitungwiza male youth). Youths appeared to talk about the same issues across different wards – a trend that was taken by the evaluation to reflect both unity of purpose and readiness to properly represent their communities before leaders and policy makers.

Discussion

Constant engagement of the project beneficiaries through a platform of sharing ideas has "the potential to reinforce the gradual increases in engagement" (Kanter & Paine 2012:13) as messages that aim to directly communicate and build a sense of community among supporters tend to be most successful at generating conversations compared to those that merely disseminate information. Highly meaningful forms of participation include opportunities for members to contribute to the group's identity, goals, activities, or other decisions and are essential for enhancing buy-in and increasing enthusiasm to implement strategies to achieve group goals Brunson & Valentine (2010). These engagement strategies align with participatory values in empowerment approaches by decentralizing decision-making and allowing greater participant control over processes that define the problem, solutions, and methods for achieving social change.

5.6 Unequal power relations

It was observed that the process of design and distribution of information exhibited imbalance of power in what the youths wanted to communicate and the agenda of most of the materials. "The information produced is premised on the objectives of the project as we strive to reach our target goal"- (Programme Manager – Interview). The agenda of publications and development of material stemmed from the project documented and the level of flexibility largely depended on the relevance to the objectives. "The readers have been calling for other subjects that also include child marriage and drug abuse". Additional themes of interest that were cited include domestic gender based violence (GBV), updates of the project's activities, illegal gold mining (*chikorokoza*), public transport challenges in Kenzamba, and corruption in public offices (a popular theme in Chitungwiza). The inclusion of other themes would compromise on the project outcome as the project merely focused on increasing youth participation with less focus on life-skills support.

The youths involved in the project demanded a more participatory role in the conception and administration of project activities as they felt that they are useful in just the implementation.

> "Youths can only take part in a process they feel has their involvement hence more young people should be involved in formulating projects so that issues are relevant to young people"(Female FGD, Chitungwiza).

While the project has taken into consideration the opinions of YETT partner organizations, collected through platforms offered by YETT, the direct beneficiaries feel that the activities should have flexibility to accommodate emerging issues." Project activities are based on YETT five-year strategic plan developed in a participatory process with YETT partners" (Programme Manager-Interview). YETT offers opportunities for member organizations to contribute in the planning of advocacy activities and priories are considered in setting project activities. "We sometimes feel that we are being pushed towards project specific goals." (male FGD, Makonde). The project preparation process is limited to staff members in member organizations therefore has not managed to adequately articulate the challenges facing young people as well as opportunities for advocacy by involving the youth themselves in the process of problem identification and development of advocacy strategies. The project preparation process has been effective in affording representative opportunities for decision-

making but implementation is not flexible enough to accommodate changes in beneficiaries' priorities.

The power struggles also extends to uneven representation of young people in decision-making structures which also impedes on the success of media advocacy campaigns. "Having young candidates can be a motivation to get a lot of young people registering to vote so as to support their peers" (FGD, Makonde).Young people's participation in democratic process could be rejuvenated when youths are visible within decision-making structures. "The leadership is afraid of young people and it feels we are a danger and not an opportunity" (Male, FGD, Masvingo). Young people are of the perception that unequal power relations exist for the elders to maintain their dominance. Therefore, power must be addressed in its many dimensions, in its visible and hidden forms through pro-actively engaging young people to contribute to decision making.

Discussion

While the participatory role is important with the benefits outweighing guidance and leadership of the organization's representative, it is has been observed that the level of engagement is not equal among project officers and the participants. Foucault (1980) claims belief systems gain momentum (and hence power) as more people come to accept the particular views associated with that belief system as common knowledge (hegemony). Looking at the structure of the project, it follows the activities that fulfil the objectives in the project document which have been developed after carefully considering the requirements of the donor. This largely influences the crafting of the messages as they have to be regulated by the project outcomes; this brings about a salient censorship which the participants are unable to question.

The uneven balance of access and participation is also "perpetuated by the increased use of online efforts" (Brunson & Valentine, 2010). The assumption has been that "these approaches may be most successful among younger audiences" (Wells, 2014) whereas (Kloos et al., 2012) argues that this perceived sense of community may also reduce the likelihood of recruiting diverse supporters as some audiences may be annoyed by interactive approaches. Exploitation of group efforts for individual interests can be rife in media advocacy efforts. Hara & Huang (2011) regards self-selected involvement regarding social causes may align

with an individual's narrow range of interests. It is also skeptical about the degree to which online communities can promote such meaningful contributions because Karpf (2010) argues that social media activism may cheapen political engagement by engaging supporters in low-cost efforts, dispiriting the public when their efforts are ignored, or by crowding out higher levels engagement.

5.7 Overall discussion

The overall evaluation of YETT media advocacy show that they have possibilities to some extent of cultivating a democratic culture among young people but the strategies requires strengthening. Castells (2009) argues that mass self-communication presented by civil society presents new form of interactive communication. It has been noted that it is not the fact that young people are not knowledgeable about their rights but information has not been packaged rightly. Kotler & Armstrong (2008) argues that placing the message carefully using channels where people will see the message repeatedly and without effort will make the audience aware at least that the issue exists. This means that media advocacy ought to be appealing and adding value to the intended audience.

With regards to attitudes the participatory manner in which young people are involved serves both as a democratizing process while contributing to changing the participants' perceptions. Zajonc (1968) posits that the tendency to develop positive feelings towards objects and individuals is related to the extent we are exposed to them. Therefore, media advocacy efforts by civil society according to Lipset should introduce a brokerage function between society and state. The success of advocacy efforts by YETT bears testimony that civil society has started to broaden to access political power and change the rules governing access to power.

Young people increased access to political power through unbiased access to information facilitates inclusive participation in decision-making. Diamond (1993) supports the belief that the costs of attempting to suppress political opponents normally exceed the costs of tolerating them. The mass mobilization efforts which resulted in youths in project areas speaking with one voice was the major push factor in facilitating interaction between decision-makers and representatives of the citizens. Ultimately youth positon on the table was guaranteed.

The study also confirmed that civil society is indeed an arena for ideological contestation as conflicts in the selection and creation of messages widely reflected the struggles within wider

society. The unique analysis show that the most vocal members opinion's dominated the group confirming Geer (1996) assertion that if the issue is important to the minority than the majority, it creates the perception that there are more people on a minority side of an issue than they really are. Bourdieu (1979) argues that with regards to public opinion the political environment and economic circumstances often dictate what issues are important to people and saliency will often give a misperception as to which number of people take side of an issue. The majority opinion is not always reflective of all young people's aspirations. Lipmman (2004) views media selection of information and pictures and the as important for policy makers and general public process of public opinion formation where the ultimate effect on public opinion is manipulation and creation of consent becomes a troubling matter. Therefore the capacity of civil society groups to engage in advocacy needs to be strengthened including the ability to assess power and to decide whether, how and when to engage in the opportunities that arise for participation and engagement.

Finally, with the emergence of new media the temptation is to concentrate a lot of effort towards advancing technology as the reflection of the public sphere. Young (2016) reminds us that social media doesn't easily build trust as it is important facilitate face-face meetings that will motivates citizens to get involved. Bunbongkarn (2001) argues that in democratisation of a society, media advocacy using a variety of strategies can play a vital role in making the elites and the public more committed to democracy by disseminating democratic principles and ideas. Therefore, using new technology should take into consideration the dangers that come with cost and access as major impediments to inclusive participation.

5.8 Conclusion

This chapter presented thematic findings from the examination on ways media advocacy stimulates the participation of youths in local governance structures through the provision of information. The findings of the study reveal that youth participation is a result of sustained conversations that are stimulated by the availability of information. The findings also show that young people will likely listen to information materials audiences that combine the use of humour and story-telling rather than narrations of incidents as evidenced by the statistical data. YETT has been utilizing on the variety of strategies for increased impact.

CHAPTER SIX - RECOMENDATIONS AND CONCLUSION

6.0 Introduction

The dissertation so far has provided with research finding in Chapter five outlining the findings which were guided by the research questions in Chapter one. The research questions were further formulated into a comprehendible research methodology in Chapter three. Meanwhile appropriate reference to scholarly arguments that were presented in chapter two including the literature review and theoretical framework .Therefore in this chapter the study revisits the research questions, objectives and assumptions so as to gauge the findings to the previous thinking that had been proposed.

6.1 Evaluation and Conclusion

The purpose of media advocacy is to put pressure on policymakers by mobilizing community groups with a specific view of the policy as the mechanism and ways for changing them. The study assumed that YETT values the role of media advocacy in democratizing young people's participation in decision-making and the study reviewed that much of the efforts have been concentrated towards incremental change of behavior as a strategy to mobilize young people towards youth participation. Dimbleby & Burton, (1998) states that human beings respond to the symbolic behavior of other persons while Preston (1969) maintains that persuasive communications will deliver to inspire target audience to action. YETT effectively identified that youth in the communities lacked the full resources to solve community problems however hence the strategy to use social pressure to force external systems to change policy. Thus, media advocacy efforts followed Rivera & Erlich (1997) thinking that issue-based consciousness raises the capacity for mass mobilizing, participation in advocacy groups resulting in political participation

In an attempt to identify the factors that media advocacy can encourage youth participation in democratic processes, opportunity for activism , motivation and fun-filled messaging delivered in a manner appropriate to young people stimulate youth participation. The democratic-participant theory according to Daramola (2003) represents a radical effort to

neutralize all sorts of monopoly in media gate-keeping, therefore accommodating popular participation as represented by the diverse societal interests. However, it should be noted that these factors are not homogenous to all young people as there is a comparison between rural youths and urban youths .

The success of Whatsapp in mobilizing and creating conversations among young people coupled with the satisfaction by participants in the involvement of creating and distribution of information has to some extent empowered and partly democratized the communication process. Chambers stresses that "poor people are knowledgeable", and can be depended on to provide local adaptability as well as leadership in the development theory and policy. It remains to be seen how YETT media advocacy strategies managed to rise above the shortcoming of the dominant paradigm of development. The role of the youth in media advocacy strategies is somehow limited in the way they can set agendas and drive the message development processes. According to Chambers, development has to start from the perspectives, hopes, needs, dreams and visions of those of those who are most marginalized in contemporary local, national and global societies (Chambers 1983, 1997). This would mean that the youth have to have a have a central role in YETT media advocacy strategies as opposed to be recipients of a objects of a beaucratic system. The participatory change which YETT envisages through youth participation participatory change springs from the same philosophical roots as popular education (Freire 1970, Horton and Freire 1991).

The effectiveness of media advocacy to stimulate an increase in youth democratic participation is largely based on the use of feedback to generate interest as Baran and Davis (2001) conclude that audience members actively seek out the mass media to satisfy individual needs. To be successful, media advocacy has to reach people with a message that will help them decide to change their behavior. Andreasen (1995) argues that it is important for the message to appeal to them so as to ensure their response. Monahan (1995) suggest that emotional benefit appeals combine emotional and rational appeals to illustrate what benefit the message recipient will gain by complying with the message. Blumler and Gurevitch (1974), the audience's use of the media is principally inspired and shaped by the benefits which it looks forward to by consuming specific media messages. As such communication of rights by YETT could be better articulated if it takes into account the ethos, pathos and egos

paradigm which can be directly traced and the youths are motivated to participate in such processes as a result of uptake of information which helps them engage in decision-making. Bandura (1986) argues that intention is itself an outcome of the combination of attitudes towards a behavior. Ultimately, media advocacy should facilitate behavioral changes as noted by the Health Belief Model which states that behavior is determined by a number of beliefs about threats supplemented by 'cues to action' which can make use of media value of immediacy tapping into specific actions for long-term processes and policies.

6.2 Recommendations

Young people are tired of receiving lectures in the form of social marketing messages therefore; Bercovici (2010) argues that civil society communications is best accepted when it provides a platform where entertainment is infused in the process where the recipients can take part in the social development. As people look for entertainment YETT needs to suite their productions such that they can draw crowds and increase the active participation on with topical issues.

The big changes sought by media advocacy should start with small talk which can eventually be shared social norms of thinking and behavior. The social practice theory according to Reckwitz (2002) argues that human practices are themselves arrangements of various inter-connected elements which form people's actions as part of their everyday lives. As such, media advocacy function of ethnocentrism highlights beliefs, myths, and symbols can facilitate cognitive changes about the ways people think about conflict.

Community media was identified as a best practice in involving young people and having them participate in democratic life, through producing their own media, learning (media) skills in a non-formal context, collaborating with others, and taking responsibility. The geographical, digital and skills divides are still a reality among the youths hence care should be taken in terms of streamlining communication exclusively online when targeting vulnerable groups of young people. Sassen (2013) is of the opinion that citizens are more empowered for civic engagement when they operate in groups which give them greater bargaining power than when they act individually. The project conception should take a bottom-up approach and consult prospective participants before drawing up objectives in the project document so as to ensure relevance and uptake of initiatives by the community. Uma

Kothari (2001) suggests that participatory development and social inclusion should draw previously marginalized individuals and groups in to the development process, but do so in ways that bind them more tightly to structures of power that they are not then able to question.

6.3 Areas of further study

- There is need for further examination of the qualities media advocacy implementation that may be motivating for the engagement of young supporters and promoting action.
- The research was not exhaustive on the potential of new media to stimulate democratic conversation hence an investigation into the use of new media in rural Zimbabwe is required.

6.4 Conclusion

The study as guided by the literature review and media theories, the evaluation tested some of the assumptions in relation to the qualitative and quantitative findings and revealed that democratic participation of young people still needs active involvement at the start of the production processes. However looking at the contributions of efforts by communication strategies, YETT has been able to draw a sizeable crowd of young people to participate in project activities although with more efforts to address the power relations media advocacy can motivate more young people to engage in democratic processes.

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SURVEYQUESTIONNAIRE

SECTION ONE: GENERAL AND DEMOGRAPHIC QUESTIONS.

1. How old are you?

Under 20 ☐   21–25 ☐   26–30 ☐   Above 31 years ☐

2. What is your gender?
   ☐ Male ☐ Female

Which is the most accessible source of information to you?

☐ Internet ☐ Newspaper ☐ Radio ☐ Television ☐ Family or friends ☐ Pamphlets ☐ Newsletters ☐ Posters
☐ Notice boards ☐ Emails ☐ Newsletters ☐ Flyers ☐ Word of mouth

How do you hear about announcements in your community?
☐ Internet ☐ Newspaper ☐ Radio ☐ Television ☐ Family or friends ☐ Pamphlets ☐ Newsletters ☐ Posters
☐ Notice boards ☐ Emails ☐ Newsletters ☐ Flyers ☐ Word of mouth

What occasion(s) bring(s) most young people together?

☐ Church ☐ Sport Activities ☐ Political rallies ☐ Musical performances ☐ Other (Please State) _____

Which information dissemination activities taking place in your community are you aware of?
_____
_____

Do you know anything about social media?   YES   NO

If you use social media, what channels would that be?   **(Circle appropriate)**

Facebook   Twitter   Myspace   Youtube   Vimeo   Flickr   Slideshare   Linkedin
Nimbuzz   Mixxit   Whatsap   Skype   Other (please specify)_____

Is there any special reason why you are not using some social media channels?
_____
_____

Which is the most important tool of communication?

Communication Tool	Very Important	Somewhat Important	Least Important
Website			
Email			
Print Newsletters			
Events			
Facebook			
Face-to-face meetings			
Blog			
Video (YouTube etc.)			
Twitter			
Cell phone			
Audio (e.g. podcasts)			
Texting			

What are some of the challenges are you facing in accessing information?

……
……

Focus Group Discussion Guide

Explain who you are and why you have asked the group to gather:

I am Itayi and I am undertaking research to understand how young people feel about YETT information strategies. Other groups like this are also being asked their views around the country. The research will help inform a future campaigns to encourage young people to participate in decision making. We need your help to make that campaign relevant and speak to the interests of people like you.

Questions:

1. Let's start the discussion by finding out if anyone has participated in any local, national democratic processes? (show of hands)

   - If you didn't vote, did you register, last time?
   - If you didn't register, why not?

2. In your opinions, are there people who may not be interested in participating in local government platforms ?

   - Who might those be?
   - What do you think might be the reasons for not registering to vote?

3. How do most people get information about politics, voter registration or elections?

   - Would you say that is how you also get most of your information?
   - Why not other means (ask about the unmentioned means, including social media)?
   - Why this means?

4. Another group like this, came up with these ideas for a message to persuade people like you to take part in council meetings – what do you think if it? (read out script/storyboard, then hand out copies, then ask one of the participants to read it to the group)

   - Having heard it three times now, how could it be better?
   - What argument would you use, if you were us, to persuade your friends to register?

5. More generally, what would you say are the priorities of young people like you?

Interview Guide

Theme	Discussion issue	Probing questions	Target respondents
Relevance	Project responsiveness	Did the project respond to needs of youths, stakeholders' expectations, community development goals? How much?	~ Young people ~ Local leaders ~ Project staff
	Project targeting	Are the geographical areas and population groups targeted by the project deserving? Why? How were these areas and target groups determined?	~ Project staff ~ Local authorities and government officials
	Appropriateness of approaches	To what extent are the project's approaches appropriate to the problems being addressed?	~ Project staff ~ Local leaders ~ Youth
Effectiveness	Fulfilment of project objectives	What are the project's objectives? To what extent have these objectives been addressed or not?	~ Project staff
	Satisfaction of stakeholder expectation	What were your expectations from the project? Have these been addressed?	~ Local authorities and leaders
	Enabling factors for success, and challenges	What challenges did the project encounter? How were these addressed? What factors explain the project's successes?	~ All target respondents
Impact	Comparison of situation before project and after	What was the situation for young people before the project? What is the situation now, and what is the project's role for the changes?	~ Young people ~ Local leaders
	Comparison between project participants and non–participants	What distinguishes a youth participating in the project and another who does not? What explains the differences?	~ Local leaders ~ Young people
	Project impacts on different population groups and geographical areas	How did the project impact on youths in Chitungwiza, Makonde and Masvingo? How did the project differentially impact on the lives of male and female youth?	~ Young people ~ Local leaders
Lessons learned	Lessons from experiences of implementing and participating in the project	What lessons have respondent learned as a result of implementing or participating in the project?	~ all target respondents
Recommendations	Project strategic direction	What in general should happen to the project after the evaluation – follow up?	~ All target respondents
	Specific recommendations (remedial actions to be taken to improve the project)	What are the project's areas of improvements and what adjustments need to be made to facilitate these improvements?	~ All target respondents
		What changes in the roles of various project stakeholders are necessary when implementing the suggested recommendations?	~ All target respondents