

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF PUBLISHING STUDIES**

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An investigation on the purchase, use and sale of subsidiary

**AN INVESTIGATION OF THE PURCHASE AND USE OF SUBSIDIARY RIGHTS IN  
ZIMBABWE.**

Bachelor of Science Honours Degree in Publishing

BY

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## **ABSTRACT**

Through observations and experiences during attachment the researcher was triggered by limited efforts by local publishers to fully engage in subsidiary rights business. The research was based on finding out the causes of limited subsidiary rights business and practical solutions which publishing stakeholders with subsidiary rights linkages can implement in ensuring the viability of subsidiary rights in Zimbabwe. From the various authors, consulted in the literature review, the researcher established that it is important for publishers to vigorously market their titles for subsidiary rights. This will help publishers and authors to gain more revenue from one project as well as allowing society to access more information products. The researcher used a mixed methodology, that is, qualitative and quantitative approaches; a survey as a research design was used. Interviews and questionnaires were used to collect data. The population was a group of two educational publishers, two newspaper publishers and one broadcaster and the sample targets who were editorial and marketing personnel were consulted for questionnaires and interviews. Low disposable income among readers, economic hardships experienced in the past decade and lack of sufficient internationally accepted quality titles were indicated by respondents as major causes of limited subsidiary rights business. Poor reading culture, low key marketing efforts, westernisation, government procedures and political instability were considered as other causes of limited subsidiary rights business. Thus the researcher concluded that the highest percentage of respondents have the perception that a limited market for subsidiary rights is caused by low disposable incomes amongst the market, poor quality publications and insufficient marketing infrastructures. The researcher, therefore, recommended that vigorous marketing of subsidiary rights, the creation of a sub-rights centre, publishing of quality books, publishers should put favourable discounts on sub-rights to attract more buyers, and lastly more networking was suggested.