

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF PUBLISHING STUDIES**

**THE ROLE OF THE ZIMBABWE INTERNATIONAL BOOK  
FAIR IN BOOK DEVELOPMENT IN ZIMBABWE**

**BY**

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## **ABSTRACT**

The research was based on the study of the Zimbabwe International Book Fair. This is an annual event and the student was exposed to the organisation during his work attachment. There are many problems that are faced by the organisation, among them the lack of international players and the unsatisfactory number of visitors to the stands. The research was carried out using a survey and the sample contained both the indigenous and multi-national publishing companies. The results were tabulated, pie charts were used and analysis was made of the research findings. The results showed that there was generally an importance that was placed in the book fair and that much could be done to improve the fair. A number of recommendations were made to the organisers of the fair, chief among them being the importance of extensive marketing of the fair.