

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**INCORPORATION OF ICTs BY NEWSPAPER PUBLISHERS IN BULAWAYO**

**BY**

**BONGIWE W. NKOMAZANA**

**(N009 5218L)**

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## **ABSTRACT**

The purpose of this study was to investigate the extent to which newspaper publishers in Bulawayo had incorporated ICTs in the organisations. It also sought to expose the roles of ICTs in newspaper publishing and whether they are beneficial or destructive to the Zimbabwean publisher. The research design used was the descriptive survey method. 32 questionnaires were sent and 20 were returned with responses. The data was collected through questionnaires and interviews. Interviews were used to clarify vague issues from the questionnaires and to validate data. The data was then analysed and interpreted through graphs and tables. The research identified that most newspaper publishers in Bulawayo had incorporated the basic ICTs and appreciated their role. 90% of population was keen on incorporating new ICTs like webcasting and tablet and mobile distribution. However, the other 10% felt that over the top ICTs were unnecessary. The researcher recommended that for the newspaper publishers in Bulawayo to stay abreast with the ICTs they should plan for their financial resources and train their human resources. Also, they should make it their business to know the current industrial trends through attending international workshops.