

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF RECORDS AND ARCHIVES MANAGEMENT

**PUBLIC PROGRAMMING ACTIVITIES AT THE NATIONAL ARCHIVES OF ZIMBABWE
(BULAWAYO)**

BY

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ABSTRACT

The purpose of this study was to assess the Public Programming Activities of the National Archives of Zimbabwe in Bulawayo. The study was based on the assumption that the majority of the Zimbabwean public especially those in the city of Bulawayo where the National Archives of Zimbabwe is located are not sufficiently aware of the presence of archives as an institution and as sources of valuable information. They are not sufficiently aware of the archives to put them to maximum use and provide the institution with the necessary support to fulfil its mandate. Therefore the aim of this study was to identify the public programming activities that the National Archives of Zimbabwe (Byo) makes use and make recommendations on how they could improve their public programming strategies in order to improve the levels of awareness amongst the public. Literature relevant to the function of public programming was reviewed in order to obtain an understanding and appreciation of what public programming is and what it entails for archival institutions. A case study research design was chosen for this particular study. The purposive sampling method was employed because the population for this particular study had to be those individuals with the most knowledge about public programming. Questionnaires, interviews and document analysis were used to collect data that would enable the researcher to arrive at meaningful conclusions. This data was represented in the form of tables and graphs. Recommendations based on the research findings were made to the National Archives of Zimbabwe (Byo). Due to the pervasiveness of Information and Communication technologies in society nowadays it was recommended that the institution should take full advantage of the opportunities provided by ICT tools such as facebook to raise awareness about archives.