

**THE EFFECTIVENESS OF RADIO IN PROMOTING AWARENESS OF
VOCATIONAL EDUCATION AND TRAINING IN SOUTH SUDAN**

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FEBRUARY 2014

DECLARATION

I, the undersigned do declare that this dissertation is original and had never been published or submitted to any other University/Institution of higher learning before.

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APPROVAL

This Dissertation entitled the Effectiveness of Radio in Promoting Awareness of Vocational Education and Training in South Sudan has been submitted with the approval of the following Supervisors.

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DEDICATION

To my dad, Atanasio Ukounzi Delifino Why, my mum Zita Keji, those who brought me, on this world, and all the mothers of this world, may the Lord bless you all, to my great grandfather, Odotom Druza and grandfather, Delifino Why, whom I can feel their presences, in my daily life as I struggle in life, my sister Karine Foni, the only sister I have, my brothers Charles Tako, David Basoni and James Lukere Atnasio, the last born and a professor to be in the family, and my son King Henry Opolot.

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LIST OF ABBREVIATIONS

VET	Vocational Education and Training of Industrial Training
TVET	Technical Vocational Educational Training
NOMA	Norwegian Masters Abroad
MVP	Masters of Vocational Pedagogy
ICT	Information Communication Technologies.
UNIMISS	United Missions in South Sudan.
UBC	Uganda Broadcasting Cooperation
FM	Frequency Modulation
NGO	None Governmental Organization
SSR	South Sudan Radio
CPA	Comprehensive Peace Agreement
BBC	British Broadcasting Service
UNICEF	United Nations International Children Education Fund

ABSTRACT

This study was about the effectiveness of radio in promoting awareness of vocational education and training (VET) in South Sudan. The objectives of the study were to assess the role of radio in promoting awareness of VET in South Sudan, to identify factors influencing radio in promoting VET awareness in South Sudan, and to recommend strategies to be used by radio stations in promoting VET in South Sudan. The study applied a descriptive research design. This was because it sought the views of a cross section of different respondents on the role of radio in promoting vocational education and training skills awareness. The study used both qualitative and quantitative research methods which were questionnaires, focus group discussions, observations and open-ended interviews. The study was based on a sample size of 102 people. There were 12 key informants from the three radio stations, and 90 respondents were randomly selected from the community, Community Based Organizations (CBOs) and other key stakeholders. The study found that radio has been effective enough, in promoting awareness of VET Skills in Juba South Sudan. The study revealed that radio does not advertise VET to stakeholders, does not inform the public about VET goals and objectives and neither does it educate the public about the advantages of VET. The research revealed that there were too much commercial programming and untrained radio stations employees that do not promote VET. However to have more impact, collaborations and integrations with VET stakeholders, government, funders, and radio owners with the community is very crucial.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

This study was about the effectiveness of radio in promoting awareness of vocational education and training in Juba South Sudan. Technical education can assist in creating opportunities in agriculture, small industry can also provide a platform for business and finance skills training (Ashkenazi et al., 2008) as well as traditional and non-traditional crafts, trades and services (Gaidzanwa, 2008). Consequently, Technical Vocational Education and Training (TVET) can aid in the acquisition of knowledge and skills, especially for those individuals with little or no formal education. These skills should come in the form of both soft and hard skills (UNEVOC, 2007).

Instead of a baccalaureate or advanced degree, TVET is offered in sequences of courses directly related to the preparing of individuals for employment in emerging occupations. Such programs include industrial, technological and business education as well as medical and agricultural-related occupations. Instructional strategies include; competency-based, applied learning, occupation-specific skills, higher-order reasoning, problem-solving skills and academic knowledge for economic independence. The purpose of TVET is to assist individuals in becoming productive and contributing members of their society and also prepare participants for secondary education and employment (CITEA, 2006).

One of the officials from Ministry of Education South Sudan TVET lamented in an interview with researcher in (2013) that, almost 70% of South Sudanese are totally unaware about the importance of VET skills in creating productive, employable and economically viable South

Sudanese who would contribute to the economic strength of their country, due to the lack of enough sensitization by radio stations. Hence, recommended that” there is need therefore of creating effective awareness of VET skills to the public relying on radio.

To sensitize the public about the role of VET skills, the government of South Sudan looks at the media particularly the radio as an important and vital tool of creating awareness and sensitizing the South Sudanese general public about VET skills. This, according to the Ministry of Education in South Sudan is to be achieved through empowering the radio stations in South Sudan to advertise VET skills to different stakeholders in South Sudan, communicating to the public VET goals and activities, educating the public about the advantages and merits of attaining VET skills, mobilizing the public for trade fairs, exhibitions and publicity campaigns about VET, organizing dialogues and talk shows about VET skills and lastly conducting VET programmes on radio.

The main players concerned with the promotion of VET in Juba South Sudan are the South Sudan government. The South Sudan government is currently trying to stabilize the economy of South Sudan by creating employment opportunities for its public. policy (2008) The government is therefore trying to transfer the public’s mind from relying on university education which grooms them to be job seekers to technical vocational education and training which trains them to be job makers. The government through the ministry of education to effectively implement this programme, views the radio as the first option in sensitizing the public about VET skills and education in South Sudan and to convince the public to go for VET education and training. Resulting in to the creation of several existing radio station with one government own, though the government own is poorly equip the private tried to promote VET, making radio not effective

in promoting VET in South Sudan. Media reports by Vuni,(, 2007) indicates that eight F.M stations on air that have been approved by the Ministry of Information and Broadcasting to provide information to the people of South Sudan on different issues of social economic and political development, (GOSS, 2007).

However, not only does this research intend to discuss the linkage between radio and VET awareness in South Sudan. The study intends to fill several other gaps. The study intends to also unearth the role that has been played by the radio to promote vocational education and training in South Sudan. The study analyses the extent to which radio has promoted VET in Juba South Sudan and further discuss the factors which are influencing radio in promoting VET in Juba South Sudan.

Promotion of vocational education awareness in South Sudan is still complex, unpopular and problematic. Majority from the TVET Ministry of Education South Sudan suggested that the only ways to popularize (VET) skills in South Sudan effectively, by the media, are to acquire enough funding from Donors, training and change of attitudes of the population towards VET, Hence more funding to cater for the better equipment, human resources and media in terms of adverts to create massive awareness of VET.

South Sudan was chosen as a case study because it's one of the countries in Africa which have put much emphasis on promotion of vocational education in order to address the ever increasing rate of unemployment according to the South Sudan vocational training policy (2008).Coupled to that, South Sudan is the most recent created state in the whole world thus there is need to analyse how this state is to tackle the ever accelerating unemployment problem in the country. And in a

bid to do so, one from the Ministry of Education South Sudan, lamented that” vocational training and education would be the answer to South Sudan unemployment problem”. In Juba, the researcher put emphases on three radio stations these were. Capital radio, Miraya radio and South Sudan Radio. Supporting the hypothesis of this study” that radio can be effective in promoting VET”.

Radio Miraya enjoys a unique position in South Sudan, according to one of the managers. It has the largest number of listeners, the greatest reach to communities across the country and is the most trusted source of news. The UN Radio station is operated as a partnership between the United Nations Mission in South Sudan (UNMISS) and the international non-governmental organization, which is much affected by ownership that directs programs according to their needs, the bad timing of talks that falls between 12:30 and late night when people are already retiring from work affects listenership. Foundation. However since radio Miraya is been supported by Hirondelle. Launched in 2005 under the auspices of the United Nations Mission in Sudan, its initial main goal is to support implementation of the Comprehensive Peace Agreement that marked the end of the long conflict between the south and north. Radio Miraya moved all its operations to South Sudan with the independence of the new nation on 9 July 2011, and the establishment of UNMISS has been able to create a lot of knowledge to the public through the radio on different issues. This popular radio stations is not effective enough to promote yet it can do so, by establishing a link between radio and VET.

Capital radio was the first private radio station to go on air in Southern Sudan. It was opened in Juba in 2005 by a local businessman called Chaplain Solomon Lui. This music and entertainment station broadcasts programmes round the clock on 100.0 FM and takes phone-in

requests from listeners. It broadcasts exclusively in English and Juba Arabic and can be heard within a 30 km radius of the city. The radio is particularly popular among youth with a passion for music and other forms of entertainment. It does not carry any news bulletins. In early 2011, the station employed six presenters and was planning to move into new purpose-built studios.

The South Sudan radio network is directly controlled by the government of South Sudan. It operates Radio Juba as a national station, broadcasting on Medium Wave. South Sudan Radio operates separate regional medium wave radio stations in Wau, Bentiu and Malakal. Since 2005 the South Sudan government has set up new FM stations in nine of the 10 state capitals: Juba, Wau, Kwajok, Bor, Malakal, Yambio, Rumbek, Bentiu and Torit. Some of these FM stations are owned by the government of the state where they are situated. Locally-based SPLM officials often influence their broadcast output. However, in reality, all government radio stations are managed as part of the South Sudan Radio network. This is technically capable of simulating live programming across the entire network, but it only does so occasionally for special events because of the high cost involved.

The African Union (2007, pg 27) highlighted the primary objective of all technical and vocational education and training programs as “the acquisition of relevant knowledge, practical skills and attitudes for gainful employment in a particular trade or occupational area.” GOSS is looking to technical education as an accelerated learning experience for those who have missed the opportunity for primary or secondary education (GOSS, 2007).

World University report of April (2011), states that 60% of employees in South Sudan are unskilled and that Sudanese need vocational training skills if they are at all to be productive and

employed. However this requires massive training for radio practitioners in a bid to create awareness about the importance of VET in creating a skilled, productive and employable labor force in South Sudan communities, Nilsson (2011). The research therefore attempts to investigate how much the media has done or is doing to promote awareness of VET in South Sudan.

The, link between radio and VET means radio producers, announcers and presenters must convey detail information about VET oriented activities, especially the current radio programs ,announcements, and educative programs that can cause change are some of the programs that should be aired by radio stations .

In addition, radio in this context of research refers to radio programs aimed at promoting VET practices that once followed can cause change basing on the role of broadcasting VET oriented activities/ programs. It also focuses on what on action of what is going on in VET Institutions

Effectiveness,

1.2 Statement of the Problem

Despite the availability of many radio stations in Juba South Sudan, their impact on vocational education and training awareness appears to be negligible so far. The Comprehensive Peace Agreement (2004-2005) resulted in the rise of frequency modulation (FM) radio stations all over the country and currently radio stations in South Sudan are viewed as important and vital gadgets in promotion of vocational education awareness by the government of South Sudan.

VET training on the other hand according to the South Sudan vocational training policy (2008) is viewed as one of the top priorities of the Republic of the government of South Sudan. The

Comprehensive Peace Agreement (2004-2005) saw a rise of several radio stations in Juba. However, there is limited capacity to sustain the needs of the community due to the poor government policy in place and lack of enough funds. According to the director TVET Ministry of Education South Sudan ,the director further stated that almost 70% of South Sudanese are totally unaware about the importance of VET skills in creating productive, employable and economically viable South Sudanese who would contribute to the economic strength of their country, he recommended that” there is need therefore of creating effective awareness on the role radio in creating VET skills awareness’ , which to him can’t be achieved without the help of the media.

However, the media’s role in promoting VET awareness has been less effective. Since the link between radio and VET skills awareness is limited, due to the factors influencing the role of radio in creating awareness in promoting VET awareness in Juba South Sudan integrations. Hence this research intends to fill this gap, that can create impact of VET skills promotion awareness, and it is against this background that this study was conducted to find out factors influencing the role of radio in promoting VET awareness in Juba South Sudan.

1.3 Purpose of the Study

The purpose of the study was to assess the effectiveness of radio in creating and promoting public awareness of vocational education and training skills in Juba South Sudan.

1.4 Research Objectives

The specific objectives of the study are:

- 1- To assess the role of radio effectiveness in promoting awareness of VET in Juba South Sudan.
- 2- . To identify factors influencing radio in promoting VET awareness in Juba South Sudan.
- 3- To recommend strategies to be used by radio stations in promoting VET in Juba South Sudan

1.5 Research Questions

The following are the study research questions.

- 1- What is the role of the radio in promotion VET awareness in Juba South Sudan?
- 2- What factors are influencing radio in promoting VET awareness in Juba South Sudan?
- 3- What strategies can be used by radio stations to promote VET in Juba South Sudan?

1.6 Significance of the Study

The following are the proposed stakeholders that are likely to benefit from this study.

1. First and foremost, the government of South Sudan in particular the Ministry of Education will find this study of much importance as it highlights how vocational education and training can be popularized among the people of South Sudan so as to be aware of the proposed gains of VET if well implemented.
2. Secondly, this study will make the media most especially the radio stations in South Sudan to realize that broadcast educative programmes that will enhance and promote vocational education and training among the people of South Sudan other than only concentrating on musical and dramatic programmes which are less developmental.

3. Furthermore, the illiterate and redundant communities in South Sudan will also grossly benefit from this study. This is because the study teaches them how their skills can be groomed and uplifted if they join VET institutions and end up being employed in money earning jobs, projects rather than doing manual works that are less contributive to the economy of South Sudan.
4. Academic scholars and students at various universities globally most especially those pursuing pedagogy and mass communication will also find this research of much importance as far as the role of the media in promoting education is concerned. The aforementioned parties can use this academic research as a reference and endeavor to supplement more data on the study.
5. Last but not least, the study also tries to show the government of Southern Sudan how else, besides the media can Vocational Education and Training be promoted among the people of South Sudan other than only relying on the media outlets found in South Sudan.

1.7 Scope of the Study

In the geographical, content and time scope, the study concentrates on Juba South Sudan as a case study which is the capital city. Juba is located in central equatorial region and is the capital city of South Sudan. Juba, unlike the other counties consists of urban based working elite, with half of the population having access to communicational gadgets like radio and television sets. Juba is the capital and largest city of the Republic of South Sudan. It also serves as the capital of Central Equatorial, the smallest of the ten states of South Sudan. The city is situated on the White Nile and functions as the seat and metropolis of Juba County.

When it comes to the content scope, the study covered the role of radio in creating and promoting public awareness of vocational education and training skills in Juba South Sudan. Radio in promotion of VET in South Sudan’s Juba County and explored the impact of radios role in the creation of awareness of VET skills. The study used Lass Wells Formula Theory of communication (1978) which analyzes how the messages disseminated by the media can have an effect in the creation of awareness to the targeted audiences. The research is also based on the Vocational Education and Training Policy of the South Sudan government of 2008 up to date. The study was conducted for 6 months from March 2013 to August 2013 (time scope).

1.8 Conceptual Framework

Figure 1: The relationship between radio promotion and VET skills awareness

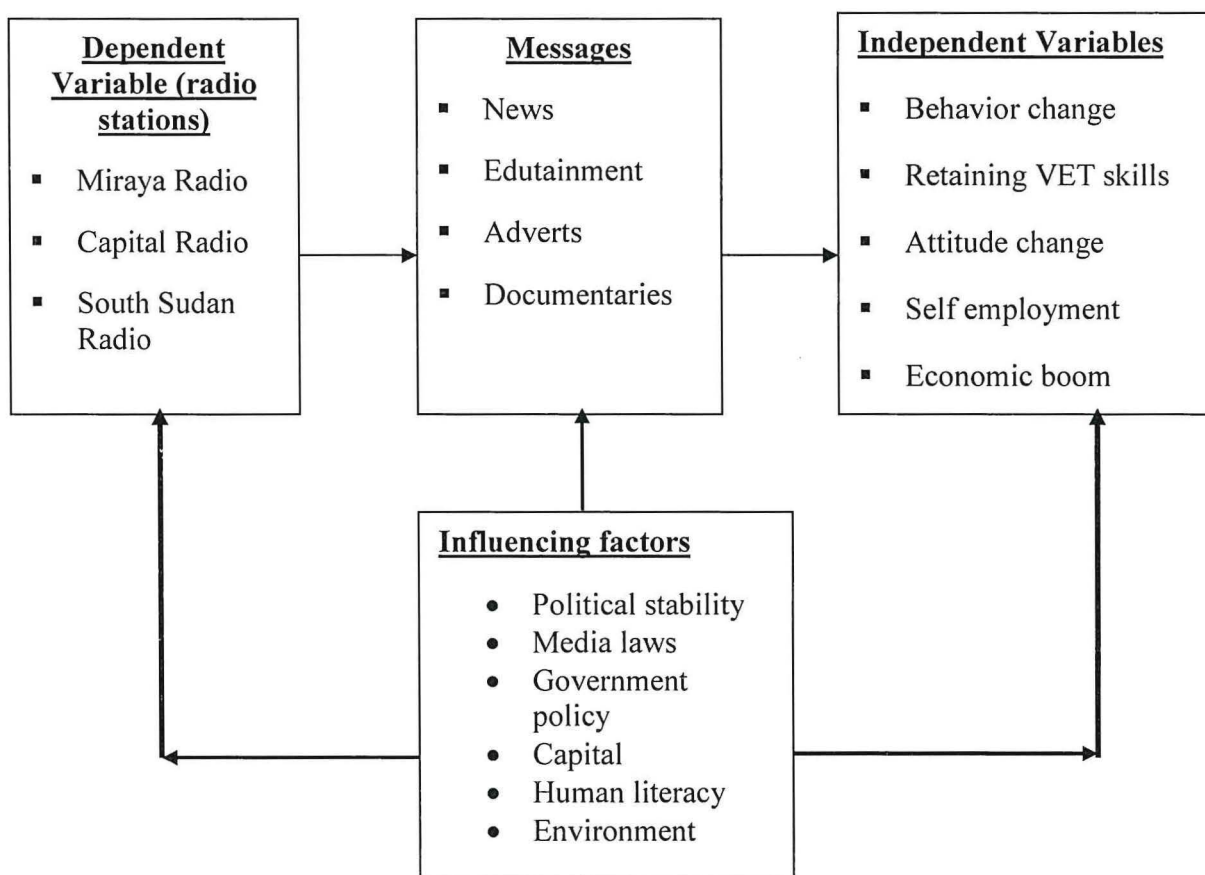


Figure 1: Conceptual Framework

Source: adopted and adjusted from Lass Well's Lass wells Formula. Theory of (, 1978)

Explanation of the concept

This study which was about the impact of radio in promoting awareness of vocational education and training skills awareness in Juba south Sudan, was guided by Lass well concept of ,(1948) theory of communication of the message and effects, of who said what, (Communicator) (media content) Medium radio. Through what (channel) that based on the view of how the different radio can be effective in their program and how message is being disseminated to the public with effects. By the independent variable like the radio stations so as to cause change of attitudes that may lead to behavior change from the independent variable the public.

Although this theory has a weakness of not taking care of factors like environment and feed back of audience according to scholars, it is relevant to this study because it is has the medium which is the radio through which a message can be communicated to the audience/ the community who can later utilize the message according to their needs and aspirations, depending on how radio packages its message to their audience.

To create awareness of vocational education and training skills, not forgetting its benefits to community and VET graduates, journalists need to practice their carrier with the aim of gaining through employment as they promote vocational education and training skills awareness which according to pedagogy is (practical training for skills and employment).

1.9 Justification of the Study

It appears that despite the freedom of the press that gave right to freedom of speech and information, negligible research has been carried out on what the radio is doing in relations to

VET skills awareness promotion, it is against this background that researcher was prompted to carry out this study. In order to fill the existing gap that was left out by other researchers.

This research also identified factors influencing the impact of radio in promoting VET skills awareness for the nation so as to cause change in the life of the communities after acquiring knowledge about VET skills, which may help the public to change their poor attitudes towards VET education for self reliance.

1.10 Definition of Operational Terms

Radio refers to Communication channels through which news, entertainment, education, data, or promotional messages are disseminated, it is a form of broadcast media that became part of everyday life after 1690s; news and advertisement are brought to the public, even to those that are illiterate. It has changed the field of entertainment, by providing content and data in a way that was before unheard of. Actors on the radio could tell stories or broadcast series that listeners would tune in regularly to hear. Electronic instrumentation of radio and television, including local radio and television stations, radio and television networks and cable television systems.

Radio in this context of research refers to radio programs aimed at promoting VET practices that once followed can cause change basing on the role of broadcasting VET oriented activities/ programs, focuses on what on action of what is going on in VET Institutions.

Vocational Training and Education (VET) refers to provision of information for skills, knowledge, attitude, and values needed for change.

Promotion in the context of this study means to encourage programmes that promote awareness of VET activities for employment.

CHAPTER TWO

LITERATURE REVIEW

2.0: Introduction

- a) This chapter analyzed literatures related to the objective of this study, the researcher analyzed various relevant studies and showed the possible gaps this study was to fill and also write a few related information about other scholar's ideologies on this topic. In the literature review on the other hand, the researcher also analyzed several theories or models of the media / communication that enables creation of public awareness and later drafts the conceptual framework from the theories.

2.1 : Effectiveness of Radio in Promoting Awareness.

Garang (2013) conducted a research study that aimed at analyzing the people's perception on what they think the media has done to promote education in South Sudan. However, unlike Garang's study, the current study does not intend to analyze people's perceptions and neither does it look at the media as a whole. It critically looks at what the media has done to promote vocational education skills putting emphasis on the radio media but not all the media as Garang did in his study. However this study agrees with Garangs study that aimed at analyzing the people's perception on what they think the media has done to promote education in South Sudan similar to the impact of media in creating awareness for the entire nation as it plays its role of information dissemination and social responsibility (Tosanwumi 1994).

Secondly, Shrestha (2012) commissioned a study which talked of "Prioritizing education through the media and promoting gender equality in South Sudan." In this study, Shrestha (2012) aimed at analyzing how the media can promote education in a bid to promote gender equality in South

Sudan. hence, the current study which intends to find out how the media should be run in a bid to sensitize the people of South Sudan about the importance of vocational education and training skills in their country in order to help the majority of poor women and youth to become more productive through the use of strategies that can target them on radio programs since majority of women and youth prefer to listen to music on radio stations. This is in agreement with the researcher's objective of the factors influencing the role of radio in promoting VET skills, in particular for stakeholders to set priorities for media by having enough government own media house to promote development activities such as VET education. Gender is one of the critical issues address in VET hence this research is to fill the gap of listenership which includes both sexes which is seriously lacking among women and men in South Sudan according to the findings of this studies few women listen to radio than men due several factors which this study discovered. Shrestha (2012). Which shows that radio media has not put enough efforts to be effective enough to reach its audience, which is the aim of this research to find a solution of how to reach the audience through radio programs regardless of age, gender and education level through a device means?

Kenyatta University postgraduate seminar abstracts research article report (2003, p 5) revealed that, "media has influence on a character of a person that leads to behavior change." it also emphasized that young people relating to the broadcasting radio than the other forms of media, this is in line with one of the researcher's objectives of identifying factors influencing the role of media for media to play its roles since media has got the power to influence then there is need for total freedom of speech and an independent regulatory media body which is still very much lacking in the newest nation in Africa South Sudan.

David Sarnoff in 1950s, argued in (Brad Schultz, 2005) that radio was used by advertising organizations to promote their activities through radio sport, since the local radio have got their sports audience within their locality and can cause changes compared to television due to the technological improvement and the nature of the medium, and this is practically happening in most of the privately owned radio stations like ,Miraya ,Capital, Liberty and Bakita that have got their own audience and this in a away has promoted VET ,for instant the Mirraya programme of Culture is one of the issues addressed by VET ,these programme has a lot impact ,even on youth and women who consists the majority of the poor population in Juba County and are able to learn and be creative although effort needs to be made by stakeholders to cover the whole population by bombarding them with the same words every day such that they can make a positive decision out of the knowledge they got .However more effort is needed for the media /radios in South Sudan to succeed in achieving results of broadcasting the message over and over.

Diffusion of Innovations theory which was popularized, by Everett Rogers, a professor of rural sociology, in his (1962) book *Diffusion of Innovations*, has got a greater impact in this study since it stresses the use of adaptation of new ideas through channels like the radio and internet cable as defined by the author. It is a process by which an innovation is communicated through certain channels over time among the members of a social system. This theory also seeks to explain how, why, and at what rate new ideas and technology spread through cultures.This extension aimed to add value to Roger's 1962 touchstone work (Rogers & Shoemaker, 1971)

This idea can be used by policy makers of both radio and vocational education and training, to solve the problems of lack of VET skills awareness. This may later lead to employment/job creation in the entire nation of South Sudan.

Likewise, several radio stations like, Miraya, Capital, and Liberty program tried to create more special awareness programs needed, to be given more time by radio stations to promote VET skills awareness, stake holders have since 2004 worked in South Sudan (formerly southern Sudan) with the obligations to provide civic education to the people of South Sudan, through radio programming, voter education campaigns by training Sudan Group for Democracy and Elections (SuGDE) and providing, education access to information, on vocational opportunities. But these seems to have negligible impact on vocational education and training skills in South Sudan; due to radio, ownership, and lack of creativity by journalists and VET stakeholders, to create their own program that they can own and use to create awareness of vocational education and training skills awareness, other than dwelling on the general education system.

For example, recent radio mirror programme (2012) of adverts of tables, beds chairs is one of the radio programs that can be used by radio presenters and VET proprietors' to advertise VET after creating the program that can create awareness of VET skills to the general public. This is also supported by one of the source working with one of the radio stations, who recommended enough capacity building for radio stations to offer wider coverage as a result of poor funding, lack of enough human resource" poor facilities being expressed while interviewing journalists present by the time of the interview by the researcher at Nyakuron in March. (2013)".

According to (2013) ,a culture programme producers Miraya (2013) F.M, is among radio that has been approved by the Ministry of Information and Broadcasting to provide information to the people of South Sudan on different issues of social, economic and political development, which have led to the growth of the media. However most of the programs are on the finished products other than showing the audience the process of how achievements have been made by successful

graduates and entrepreneurs. Adverts have overshadowed the actual activities which is encouraging laziness other than hard work on how to get employed by most of the existing radio stations at the same time the link between radio and VET means radio producers, announcers and presenters must convey detail information about VET oriented activities and skills. For example the current radio programs, announcements, and educative programs that can cause change are some of the programs that should be aired by radio stations ,but this in most cases is lacking in most radio station and given less air time. Thus the audience misses the detail information on VET skills, which is not in agreement with Deng (2012) whose study was on “The impact of vocational education and training on company performance” also supports the researcher’s objective number two on the factors influencing radio in promoting VET.

Deng (2012) made another similar study titled “The impact of vocational education and training On company performance with a case study on the oil companies in South Sudan.” Although his, study mainly intended to reveal whether vocational education can improve company performance, this study is similar to the current study that aims at revealing whether the radio media is doing anything to sensitize the South Sudanese nationals on the importance of vocational education. Deng (2012) largely aimed at revealing whether vocational education can be of any use in promoting company performance which is in support of the impact of radio in promoting VET skills awareness in South Sudan. This is because VET is also an organized institution just like the oil company that can provide training in order to have productive and competent journalists who can be employed and provide the public with the necessary information required of the (Nilsson 2011). Understanding which working tools and materials to be used is a very important part of planning function in the training institutions and workplaces.

Maria (2010) carried out a study on “the role of TVET *and* skills development for poverty reduction in Africa – do rural women benefit?” This study puts much emphasis on women as the case study. This is similar to the current study which tried to analyze if the media promotes vocational education skills in Africa and if yes, do the women benefit. Which is related to the current study but puts much emphasis on South Sudan as case study and tries to analyze whether all South Sudan nationals will benefit from vocational education and training if promoted by the media and not only a specific group of people, through the use of radio media rather cuts across the different age groups and gender as specified by the methods used to carry out this research by if vocational skills awareness is visible enough to all ends is the gap to be filled by this study.

Gertrud, Mauer, Astrid and Hollander (2003) also carried out another study on Women and Technical and Vocational Education and Training in Africa, however, this study largely focused on revealing how women can be economically contributive to a country after adopting the VET skills in Africa as a whole. This is in agreement with the researcher’s current study which intends to reveal how the media should operate in order to promote VET skills among the nationals of South Sudan and create livelihood for both men and women of South Sudan. However lack of ownership of radio among the household level by women gender has to hinder the effectiveness of radio in promoting VET. It is against this background that radio has failed to play its role of equal distribution of information together with stakeholders of VET, funders/donors in order to promote VET skill awareness in South Sudan.

2.2: To Identify Factors Influencing Radio in Promoting

State of Formal and VET Education in South Sudan

According to information extracted from the Wikipedia website on the 15th/06/2013, Education in South Sudan is modeled after the educational system of the Republic of Sudan. Primary education consists of eight years, followed by three years of secondary education, and then four years of university instruction; the 8 + 3 + 4 system, in place since 1990. The primary language at all levels is English, as compared to the Republic of Sudan, where the language of instruction is Arabic. There is a severe shortage of English teachers and English-speaking teachers in the scientific and technical fields.

Vocational schooling .When it comes to VET skills, South Sudan needs graduates of technical schools to build and maintain its infrastructure including building roads, houses, water treatment systems and sewage plants as well as computer networks, telephone systems and electricity generating plants to power the entire infrastructure. Maintaining those facilities will also require a lot of trained manpower. As of late 2011, there are not enough technical institutions to train the needed manpower.

According to the South Sudan national textbook policy development background paper (2012), there is a shortage of vocational training colleges in South Sudan and this is primarily attributed to an historical emphasis on acquiring a university education rather than the acquisition of the practical skills. Accordingly South Sudan lacks vocational training college's graduates capable of building, maintaining and developing its infrastructure, e.g. roads, houses, water treatment systems and sewage plants - as well as computer networks, telephone systems and electricity generating plants to power the entire infrastructure. Implementing such facilities will require a well trained, qualified workforce. Accordingly, more vocational training colleges are needed.

And this can needs to be done trough integration and collaborations by the media industry, in order to be effective enough to create impact of media on promoting VET. Hence the need for this research.

Media of South Sudan

According to the information extracted from Wikipedia on the 12th /06/ 2013, the Media of South Sudan is underdeveloped compared to many other countries, including fellow East African states like Kenya, Tanzania, and Uganda. Poor transportation infrastructure and entrenched poverty in the country inhibit both the circulation of newspapers, particularly in states located far from the capital Juba, and the ability of media outlets to maintain regular coverage of the entire country South Sudan nonetheless has several indigenous media outlets and a host of active journalists.

Following the Comprehensive Peace Agreement in 2005, the constitution of the newly autonomous South Sudan guarantees press freedom and ensures that all levels of government uphold the principle. Three progressive media bills were introduced in 2007 but were not enacted until the end of 2011, leaving journalists in that period without comprehensive legal protections and the media sector without a regulatory framework., the South Sudanese government guarantees freedom of the press, a significant difference from the neighboring Republic of the Sudan from which the South gained independence in July 2011. But still media has not been effective in promoting VET are some of the answers this research is looking forward to answer

However, journalists including the editors of both *The Citizen* and *The Juba Post* have alleged harassment, abuse, and *de facto* censorship at the hands of the Sudan People's Liberation Army/Movement as recently as in the months leading up to independence, and the government has been known to confiscate newspapers and threaten radio stations with closure. The

distribution of Arabic-language publications in South Sudan has also allegedly been restricted and outright banned at turns. This study seeks for permanent solutions to the current problem, by seeking cross section of views from the community in order to recommend strategies to be used by both radio and VET stakeholders.

Days after South Sudan gained independence; the Sudanese government banned the transportation of newspapers between the two countries and shut down publications and news bureaus owned by South Sudanese in the North, including the Khartoum bureau of *The Juba Post*.^{South} Sudan was ranked 124th in the Reporters Without Borders Press Freedom Index in 2013, falling by twelve places since 2012. Reporters without Borders cited the murder of Isaiah Diing Abraham Chan Awuol, who was shot dead by an unidentified man on December 12, 2012 as the reason for the country's fall in ranking.

Several models or theories of mass communication/media, relates them to the study and that formulated the conceptual framework. A theory is some form of explanation of a class of observed phenomena. Popper (1986) colorfully described theory as the net, which we throw out in order to catch the world to rationalize, explain, and dominate it. Media models and theories further explain the role of the mass in creating awareness which is also shared by the researcher assertion. There is wide agreement that awareness leads to knowledge, and knowledge leads to behavior modification (Rimal, 2000). Various theories and models acknowledge the importance of the mass media in creating awareness in society. These include: Agenda Setting theory, the precaution adoption model, the diffusion of innovation theory and the knowledge gap theory

One such theory is the *agenda-setting* theory, which holds that the media have the ability to advise or tell audiences what issues are major and relevant, thus setting the agenda. They can achieve this by choosing what stories to consider newsworthy and how much prominence and space they give those stories (Folarin, 1998). In other words, this theory explains that the mass media through their presentations of event(s) and other kinds of information selected for publication ascribe prominence to the stories selected. The underlying assumption is that the mass media force attention to certain issues; they build up public images of political figures, they constantly present objects, suggest what we should think about, know about, have feelings about, agitate about, and eventually call for legislation about (McCombs & Shaw, 1972; Folarin, 1998; Anaeto, Onabajo, & Osifeso, 2008). For example Fi Bet Na (at our Home Miraya radio program can be adopted by VET stakeholders to promote VET in South Sudan.

However, Davis and Robinson criticized previous agenda-setting research for neglecting possible effects on what people think concerning *who* is important, *where* important things happen, and *why* things are important. In sum, the mass media has the influence to pre-determine issues that people should be aware of in society. The *precaution adoption* model also recognizes that the media plays a major role in disseminating information and raising awareness. According to this theory, awareness is an essential component that moves an individual in various stages. For example, stage one stresses when an individual becomes aware of a health issue; stage two focuses on when an individual decides to act or not to act. In stages three and four, the individual either acts or does not (Weinstein and Sandman, 2002).

The mass media not only informs individuals about health issues, but its message can also be used to influence individuals to action. The *diffusion of innovation* by Everett Rogers a professor

of rural sociology, in his 1962 book *Diffusion of Innovations*, this theory holds that the mass media can be a crucial component in influencing beliefs and attitude that will eventually lead to a behavior. Similarly, one of the major constructs of the *health belief* model is the cue to action that helps trigger a particular behavior. A cue to action is something that helps move someone from wanting to make a health change to actually making the change. These cues to action range from bodily events to environmental factors that stimulate an individual to act. The *health belief* model recognizes media campaign and promotion as one of the effective environmental cues to action (Janz, Champion, & Strecher, 2002). The researcher therefore, agrees that media campaigns and promotions to have impact can be determined by the environment in which they live hence affecting programming and content.

It should be noted that the *knowledge gap* theory proposes that there can be appreciable differences in learning as a result of exposure to media information. Individuals with distinct backgrounds frequently demonstrate differential learning from the mass media. Individuals with prior information to media and higher education frequently learn more when exposed to media information. In contrast, individuals with lower education and less prior information tend to learn less, thus representing an increase in the knowledge gap which is agreement of researcher's topic of the impact of radio in promoting VET skills awareness in Juba South Sudan.

The Mass Media and the South Sudan Society

The mass media play a pivotal role in the development process of a country. The mass media are generally regarded as channels of communication that are capable of reaching heterogeneous audiences simultaneously with uniform messages. The mass media in South Sudan regularly cover all sorts of issues such as health, music, fine art, crime, sports, and political events (Meyer,

2002; Soola, 2004). The mass media transmit ideas and new information to target audience in the society. Tosanwumi (1994) has observed that the mass media educate, inform, and entertain. Beyond these functions, they also persuade and catalyze social mobilization. In other words, the mass media can be regarded as powerful sources of information because they have the capability to penetrate every segment of the society. They have the ability to disseminate messages about issues, ideals and products. Furthermore, the mass media have the capacity to create awareness and knowledge about issues of national interest which is in total agreement with the researcher title The impact of radio in promoting VET skills awareness in Juba South Sudan to find a possible solution are some of the gaps this research is going to address.

The traditional mass media usually consist of radio, television, newspaper, and magazine. The radio has been regarded as the most pervasive and most effective medium in reaching the country's widely dispersed heterogeneous audience. It is reputed worldwide for being the cheapest, simplest and most portable medium of mass communication for reaching people. Soola (2009) has reasoned that the radio is not limited by electricity, which is hardly available and epileptic in its supply when available. In addition, the radio is as extremely mobile: people could listen to a radio program in their car, home, or office. However, due to the downturn in the South Sudan economy and its toll on people's purchasing power, both the hardware and software of this medium has become expensive for an average income earner. Soola (1999) has observed that radio sets and batteries are expensive in South Sudan society. He also added the batteries of these radio set are becoming less long-lasting. Nevertheless, it is important to note that the radio, being ubiquitous in nature, can be regarded as a powerful source of information hence justifying the relevancy of this study for South Sudan.

Television possesses the unique characteristics of sound, sight, and motion, which it combines with simultaneity. It also transcends the bounds often imposed by illiteracy on information and knowledge acquisition. In addition, its status conferral on individuals or demonstrated practices is unrivaled (Soola, 2009; Soola, 1999). In other words, television has the capacity of audio-visual presentation of programs and, by virtue of its ownership and operational structure, can be regarded as an urban medium. In addition, television has the ability to reach a heterogeneous audience in both rural and urban settings. However, television has its limitations in South Sudan; Soola (1999) has argued that television stations in South Sudan suffer from poor production capability, declining economic fortunes, and cheap foreign alternatives. He also observed that a stocktaking of a typical evening program offering on most South Sudan private television stations reveals that most of the programs are entertainment-centered. It is pertinent to note that most of the limitations of the electronic media are man-made and systemic and not a creation of electronic technology. It is believed that all these limitations can be overcome, when the government, media owners and managers are committed to socio-economic development and growth of a nation which is the one of the aims of this research finding factors influencing the role of radio in promoting VET skills awareness in Juba South Sudan.

The print media, on the other hand, can be used to educate, enlighten, and mobilize people to a particular issue of national interest. The print media primarily refers to newspapers and magazines, though other forms of print media include billboards, posters, handbills, pamphlets, and brochures. Two unique advantages of the print media are its permanence and the possibility of information custody and storage for close reading and future use. Soola (2009) has, however, noted that certain user requirements often limit print media reach. The first user requirement is

that he or she must be literate, at least in the local language. Among a predominantly non-literate rural population, print media reach is severely limited, particularly as more than 70 percent of them are published in the English language. In addition, it should be noted that newspapers and magazines in South Sudan are becoming increasingly endangered by the anxiety to survive at all cost. This can be observed as most of the pages of a newspaper are clustered with advertisements. Nevertheless, the use of newspapers and magazines for development purposes is essential to enlighten and mobilize people by the use of local languages could be the idea media for the people of South Sudan for example News paper in the neighboring Uganda like *The New Vision* is an example since pedagogy also encourages the use available resources meaning that the local people can be use to translate for their own people for better understanding are some of the gaps that this research was trying to fill.

The internet with its multimedia capabilities has affected the traditional ways individuals access the mass media in the society (Adaja, 2005). With the rise of internet as a new media, the possibility to express one's self has become easier. The internet is increasingly being defined by new digital technologies that empower users to develop, create, rate, and distribute internet content and applications (O'Reilly, 2005). Generally, the internet is a worldwide network of computer networks, connected to each other by telecommunication links. It is made up of an ever-growing number of organizations and individuals who have decided to share information in this giant, interconnected open system (Norton & Smith, 1996). Okpoko (2006) argued that the principal functions of the internet are communication (e-mail), information gathering, and electronic marketing. The advents of multimedia devices such as smart phones, iPads, and others have revolutionized the ways in which individuals access information. Individuals can

have access to their radio and television programs with the use of their multimedia devices. People can also get sports updates and news reports on their cell phones, this is one reason for this study even with innovation technology media is not effective in promoting vet are some of questions to be answered by this study asked in chapter one.

2.3: To Recommend Strategies to be used by Radio Stations in Promoting VET in Juba

South Sudan

Mass Media Strategies for Creating Awareness

Against the backdrop of various theories and models that emphasize the importance of the mass media in creating awareness, it's clear that the mass media can be used to create awareness of VET skills awareness in South Sudan. VET is one of the major education concerns in the country. Using the mass media in creating the awareness of VET has become imperative. The mass media can be used in the following ways:

The use of electronic media in creating awareness: The radio and television can be used in the vanguard of creating awareness of VET skills awareness. Effective broadcast media use requires that both program type and time of airing be given due consideration. In other words, radio and television use for VET skills awareness must be targeted at peak periods or "primetime," when most audience members stay tuned to their sets. In essence, the electronic media can apply its agenda-setting function by spearheading a campaign that would create the awareness of VET in the South Sudan society. For example, television can be used to set an agenda by creating awareness of VET skills through scrolling messages on primetime news bulletins and programs. **The radio can also be used to set an agenda** by introducing musical commercials about VET skills during prime-time periods. Furthermore, the television can be used to create cues to action

by showing documentaries that focus on the nature, causes, and consequences of VET skills awareness. Also, a program could feature an episode in which a character gets VET skills awareness education, which could help to enlighten and educate persons on the nature and the positive effects of VET skills.

The use of the print media in creating awareness: the print media can serve as an effective way to create VET skills awareness, or to remind the public of critical information about VET. The print media are unique in being able to quickly reach a mass audience with a standard message. The print media can thus create awareness of an innovation and may be able to provide “how-to” information. For example, magazines and specialized journals can publish photo reports on how youths can engage in VET skills. Furthermore, newspapers and magazines can apply the agenda-setting function in publishing news reports of VET skills on the front and back pages. In addition, public service advertisements on VET skills can be published at vital parts of the front and back pages.

The use of community media: The Asia Institute of Journalism (1983) defines community media as those media that are developed and managed by people who share common values and aspirations in a small, geographically defined area and that promote access and participation for development. Community media are essential to bridge the gaps in knowledge between literate and illiterate people, as well as the appreciable differences in learning in both urban and rural settings. Community media comprises rural community newspapers, community radios, and community viewing centers. Community media provide alternative channels through which people’s needs and interests can be articulated which is in agreement with researcher title of the

impact of radio in promoting VET skills awareness, requires certain strategies to be used and this is an ideal according to many scholars.

The use of rural community newspaper: We have international and national newspapers and magazines, yet there is a dire need for rural community newspapers. Solola (2003) declares that “a rural /community newspaper is a regular publication which carries news stories, features, editorials, illustrations, and pictures, as well as advertisements for rural and urban people. It is put together and published by rural folks in their own place...” (p. 58). Rural community newspapers have a great potential for stimulating literacy and social development and for helping to integrate rural dwellers into national life. There are various rural newspapers in South Sudan published in the local languages of the people in their various communities. VET issues can be published in the forms of news reports, articles, and editorials as they relate to rural circumstances to aid understanding, assimilation, and ultimately create the needed knowledge in the rural areas about VET skills awareness, although this is very expensive to implement in the long run, but it is relevant to the researchers study it offers a way forward to fill the existing gap between the media, VET, and the community of South Sudan.

The use of rural community radio: According to Ememaku (2003), a community radio is “a system of radio broadcasting whereby a community establishes, operates and manages a radio station for the ultimate objective of meeting the communication needs of its members” (p. 126). The content of community radio programs originates from the local community people; it is community-specific and situation-relevant. In addition, indigenous radio dramas can be used to educate people about the nature, causes, and consequences of VET skills awareness in South

Sudan which is in line with the researcher's second objective of the role of radio in promoting VET skills awareness in South Sudan.

Community viewing centers: These are effective forums for explaining efforts of rural development to the rural populace. Onabanjo (2003) noted that the community viewing center is a controlled theater for imparting knowledge and also serves as a rallying point for people in rural areas to be adequately informed. Importantly, the impact of the community viewing centers is in carefully selecting the materials to be viewed relative to the peculiar needs of a given local area. For example, the community viewing center can serve as a platform for showing documentary programs aimed at creating awareness of VET skills awareness. These documentary programs should be produced in the indigenous languages of the audiences, which is happening with few radio stations and this requires more inputs by both the media, community, and VET stakeholders.

Plan International Canada (2010) conducted a study in Juba county South Sudan which realized that the socio-economic development of South Sudan which can only become a reality if more emphasis is put on the Technical Vocational Education and Training (TVET) skills awareness. This research realized that TVET if properly developed can provide marginalized communities (youth, ex-combatants and women) with livelihood options essential for sustainable development. Technical education can assist in creating opportunities in agriculture and small industry and also provide a platform for business and finance skills training (Ashkenazi et al., 2008) as well as traditional and non-traditional crafts, trades and services. Consequently, TVET can aid in the acquisition of knowledge and skills, especially for those individuals with little or no formal education. These skills should come in the form of both soft and hard skills

(UNEVOC, 2007). But to achieve all that, it is required to uplift technical and vocational education standards, policy makers and stakeholders have been challenged to develop clear and achievable short and long term TVET strategies which are agreement with the objectives of this study. However in order to achieve the stipulated strategies stakeholders, government, media managers needs to work together not forgetting donors/funders. This research studies and theorist are in agreement with this study which is filling the gap that have been left out by other studies and researchers on the role of radio in promoting VET skills awareness in Juba South Sudan. However this research is to offer solution for the radio media to be effective in promoting VET.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents the methodology that the researcher relied on to carry out this research. This chapter highlights the research design, area of study, study population, sample size, sample technique, data collection methods, data collection procedures, data collection instruments, validity and reliability of the instrument, data processing and analysis and the study limitations.

3.1 Research Design

This research design was descriptive following a qualitative approach mainly the qualitative. According to Amin (2005, 42), "descriptive research involves provision of careful descriptions of a phenomenon. These because involves provision of careful descriptions of a phenomenon. The study answered the question 'what and how' rather than 'why'. Its purpose is to generate an accurate description of an event, attitude, or behavior, for respondents it is seeking the views of a cross section of the respondents from the three radio stations and community, on the role of the radio awareness in promoting Vocational Education and Training skills in Juba County, the study mainly applied qualitative research ,with minimal of quantitative approach especially radio editors, journalists, managers, and the community, observation, documentary analysis and open ended interviews, this research design was suitable because the researchers was able to describe the despondence opinions in accordance with the objectives of the study.

3.2 Study Area:

The study was conducted in South Sudan in Juba located in Central Equatorial. Among the several media channels found in South Sudan, emphasis was put on three radio channels i.e. Miraya radio, South Sudan radio and capital radio These were all the selected from the 8 radio stations operating legally as they were licensed by the South Sudan government, and the respondents were drawn from all of them, including the public/audience/community who listen to these radio stations either on their own or from their neighborhood because not everybody owns a radio set

3.3 Study population

The population of the study comprised of 102 respondents. It involved all the employees of the three radio stations, the government, VET Specialist and the community (nationals of South Sudan) in the Juba county were inclusive *South Sudan* has an estimated *population* of 8 million according to [en.wikipedia.org/wiki/South Sudan](http://en.wikipedia.org/wiki/South_Sudan), (2008), with over 250, 000 inhabitants living in *Juba* county, and half of this population have access to radio listenership within Juba County. The researcher carried out interviews with different groups of people, media managers, VET stakeholders, community members and, radio managers were interviewed, the researcher conducted opened ended interviews with local leaders and focus group discussions women and youth which comprised of age group between 18-60 years and discussions were done among the youth and women, the justification for the study population is that it cut across. Any population outside this age bracket will be unfair representation of facts, hence will give inaccurate information that the research intended to investigate.

3.4 Sample size

Since the researcher was interested in the audience, stakeholders and policy makers ,who were the community, government officials and media manager purposive sampling was used within 101 participants of men and women of above 18 years of age, 90 from the community and 12Key Informants (KI) were interviewed, bringing the total to 102. This is specific to the purpose of the study as they are directly involved in the day to day running of the informal and formal sector as a community of practice. Wangusa (2007: 40) refers to purposive sampling technique as a situation where the researcher selects a sample based on a specific purpose such as accessibility of the respondents. Table one below shows the respondent’s categories.

Table 3.1: Number of respondents of Category.

Category of respondents	Number
Radio Editors	06
Key Informants-Miraya FM	02
Key Informants-Capital FM	02
Key Informants –South Sudan radio	02
Key Informants-Community	90
Total	102

Source: Field.

Table 1: Figure 1 Sampling Size, attempts to show the number of respondents by category those are 2 Radio Managers, 2 program producers, and 2 journalists, and 6 editors,90 from the community it is assumed that people from different background (demography),NGOS, Government officials and women and men of different affiliation making a number of 90 people, bringing the total number of 102 key informants, (KI) it also show equal representation particularly in juba county and the three F.M stations that indicates key informants from the three

f.m radio stations and about 90 from the community members/public, this table indicates a clear representation of the sample size of the key informants involved in the study as. Supported by the Krejcie and Morgan (1970)

3.5 .1: Sampling Techniques

The study relied on three sampling techniques i.e. random sampling, and purposive sampling especially was used for key informants Purposive and Radom sampling techniques technique was the ideal during this research and the interviews were carried out with, practicing journalists, media managers and the public were selected randomly, first the target respondents were stratified for gender inclusiveness and sample were randomly selected from the strata. The researcher was interested in stakeholders and policy makers; these were the government officials and media managers which required purposive sampling. 102 participants were involved in this study. However, for Key Informants search as journalists and VET stakeholders purposive sampling was used since the process requires information on addressing the opportunity, strength and threats that are inherent on radio as a means to promote VET in South Sudan,” note “the researcher distributed 102 questioners ‘to the Juba respondents, and the researcher was able to receive a feedback from 81 respondents

3.5.2: Random Sampling

Random sampling as suggested by Van Dalen (1979) often means chance or a haphazard method of assignment and it was applied to eliminate bias, both conscious and unconscious, that researcher could introduce while selecting a sample. This method also gave every member of the population an equal probability of being chosen for the assignment and it was required for

inferential statistics since the researcher desired to make inferences about populations based on the behavior of samples.

3.5.2: Purposive Sampling

The purposive sampling technique was characterized by the use of judgment and a deliberate effort to obtain representative samples by including typical areas or groups in the sample. In this method, the researcher handpicked subjects on the basis of occupation. It was the most appropriate method of selecting a sample from the few managerial/administrative staff of TVET and those from the government department of South Sudan. It enabled the researcher to select a sample distribution among the selected subgroups of the population with vital data that could assist in analyzing the problem further.

3.8 Data Collection Instruments

Data was mainly collected through the use of questionnaires, interviews and document review.

3.9 Questionnaires

Questionnaires were designed in view of the research questions to solicit relevant information from the three radio stations, TVET specialist and the South Sudanese communities. This method helped to delimit the perceptions and sentiments of the respondents that could have had consequences to the subject under study. This method included closed-ended questions where respondents were given a range in which to rank their answers and this made analysis easier. This method was selected with due consideration to the busy schedule of most of the respondents, the questionnaires allowed respondents to complete them at their convenient time and return them to the researcher as they were personally administered. Because of the tight and

busy schedules of some staff members, questionnaires were also administered through emails to save time for such employees. Respondents were informed before being issued the questionnaires both individually and on the internet others responded timely and this saved the researchers chance of losing her paper.

3.10 Interview guide

An interview guide was used during the interview of key informants like the TVET specialist in South Sudan, government officials and some other prominent persons. The interviews helped supplement the answers given in the questionnaires. Owing to the fact that this category of people is always busy, this method was deemed as the most appropriate to get vital information from them. Through probing, it was possible to generate in-depth responses and crucial results on important issues in the research. Interviews enabled the researcher to get more elaborate and candid responses as opposed to the questionnaires. Interviews of half an hour to one hour were conducted at the work place and the researcher relied on a note book and a tape recorder to store the data from the interviewees.

3.11 Validity of Instruments

Data collection tools were tested for both validity and reliability. Validity of research instrument refers to the extent to which the instrument measures what it is supposed to be measured (Amin, 2005: 278). To ensure validity of the research instrument, the researcher instruments were tested and it gave a reliable and dependable information during the interview period , most respondents gave what appeared to be clear and relevant explanation to the role of radio in promoting VET skills awareness, all the respondents from the three radio stations returned their questioners ,and

were well answered, the information gave additional recommendations that appeared to be useful and relevant for the study.

3.13 Research Strategy

This study relied on a case study approach since it was difficult to establish what goes on in respect of the radios role in promoting VET among all the radio stations in Juba. For the reason of effective access, three radio stations ie Miraya, South Sudan radio and capital radio were selected. The case study strategy was employed because the researcher needed to analyze;

1. How the radio is promoting VET in South Sudan?
2. What strategies are being used to promote VET in South Sudan?

Answering such questions would be impossible in the wide scope of the Media in South Sudan. It would only be possible if the researcher focused on a selected case study. The case study approach involved using interviews, questionnaires and documentary analysis as the appropriate data collection tools.

3.14 Data Processing

Data processing was done through different stages. The data collected from different questionnaires and interviews were compiled and organized so that order could be created. Also, editing and cross checking was done so that errors could be detected and corrections made. This helped to find out completeness in the questionnaires. After editing the data, coding followed. This involved assigning of symbols to answers so that data could be categorized for example by age, level of education and job title. Finally, individual interpretations, judgments opinions and

conclusions on the areas of study were made. Quotations especially from qualitative data were noted.

3.15 Data Analysis

After processing and tabulating the structured questions asked to respondents and their responses, data were categorized and entered in the computer using software packages i.e. SPSS using descriptive statistics measures like regression analysis and correlation measures to test the hypotheses based on the study especially for quantitative data. Causal relationships were then studied by manipulating factors of how radios should promote VET skills awareness in South Sudan while controlling other variables relevant to the experimental outcomes.

3.16 Ethical Considerations

Permission to access to these radio stations were sought from managers of the different radio stations and other groups involved in this study. This study has put more consideration to some related ethical issues during the data collection process. The confidentiality of the respondent was protected. Participants were informed in advance of the overall purpose of the study and assured that this study was for academic purposes. The researcher was to keep a good relationship with target stakeholders, relevant authorities and the respondents for the success of data collection during the field work.

3.17 Limitations of the Study.

Several limitations hindered the researcher during the execution of this study. However appropriate efforts were made by the researcher to overcome such limitations.

Most respondents most especially the journalists were afraid of leaking out information to the researcher on the pretext that the researcher might be a spy. However, the researcher sought an academic letter from the university which he showed the respondents to convince them that this research was purely academic.

Secondly, majority of respondents most especially in the managerial positions had busy and tight schedules and were not willing to meet the researcher to be interviewed. However, to address this problem, the researcher reached such respondents through phone calls and emails.

Shortage of financial resources was another big challenge the researcher faced during the execution of the study. The researcher lacked adequate money to travel to the three case studies radio stations, meet the transportation fares, travel to various communities etc. To address this problem, and the researcher borrowed some funds.

Lack of access to relevant documents of the study was another huge challenge the researcher faced during the execution of the study. To address this challenge, the researcher relied on the internet because some relevant information was already stored electronically on the internet. However this chapter, leads the researcher to the findings which is going to answer all what was anticipated in the three chapters motioned before ,with the help of the use of the methods suggested in chapter three a

CHAPTER FOUR

4.0. Data Presentation and Interpretation

4.1: Introduction

Chapter four gives logical presentations and interpretations of the study particularly looking at the objectives. This chapter assesses .To establish the linkage between Radio in Promoting Awareness of VET skills in Juba South Sudan .The role of radio in promoting VET skills awareness in South Sudan and Factors influencing the role of radio in promoting VET skills awareness' in Juba South Sudan. This chapter analyzes whether efforts are made, the public mobilized and targets are set by the radio media to promote VET awareness skills in Juba South Sudan. This section therefore tries to unearth whether; advertising VET to stakeholders, Communicating and informing the public about VET goals and activities. Educating the public about the merits of VET skills. Organizing trade fairs, exhibitions and publicity campaigns about VET skills awareness. Organizing dialogues and talk shows about VET. Conducting VET programmes on radio. Would have an impact in the lives of the recipients of such programmes.

The researcher relied on administered questionnaires and the subsequent tables below show the responses, but also used in some quantitative research to take care of the tables, in this chapters.

Note although 112 questioners' were distributed to the Juba respondents, the researcher was able to receive a feedback of 81 respondents.

4.2 To Assess the Role of Radio in Promoting Awareness of VET in Juba South Sudan.

4.2.1 Does Radio Advertise VET to Stakeholders?

Respondents most especially the people or communities of Juba were asked if radios in Juba County advertise Vocational Education Schools to the Juba community to create awareness among the nationals about the existence of such VET schools. A result of the responses from the selected sample is shown in table 4.1 below.

Table 4.1: Does Radio Advertise VET to Stakeholders.

Validity	Frequency	Percentage
Strongly Agree	18	22.2
Agree	13	16.0
Not Sure	12	14.8
Disagree	16	19.8
Strongly Disagree	22	27.2
Total	81	100.0

From table 4.1 above, 38 (47%) of respondents disagreed, 31 (38.25%) agreed and 12 (14.8%) were not sure. According to the table, 38 (47%) of respondents disagreed saying that the radios in Juba South Sudan do not advertise Vocational Education Schools and Colleges to the population and stakeholders like the government, parents, investors, students etc which is a higher percentage than the 31 (38.25%) of respondents who agreed that the radio do advertise vocational education and training skills awareness to the people of Juba.

Interpretation

This is therefore clear evidence that the three radio stations i.e. Miraya radio, Capital Radio and South Sudan radio have contributed less to the promotion of vocational education and training in South Sudan. The radios do not take effort to advertise such vocational schools to the population, inform the population about the upcoming intakes, location of the VET schools and the requirements to join the schools thus contributing negatively to the promotion of VET skills awareness in Juba South Sudan.

4.2.2 Is Radio Communicating and Informing the Public about VET Goals and Activities

Secondly, the researcher further took the burden to find out whether the radio in South Sudan endeavors to inform the public about the goals and objectives of the Vocational Education and Training schools and colleges skills in South Sudan. The researcher most especially approached the community members and inquired whether the media i.e. the three radio stations of Miraya radio, Capital Radio and South Sudan radio had made any efforts to inform them about why the VET schools in Juba are in existence, results were as shown below.

Table 4.2: Radio communicates and informs the Public about VET Goals and Activities.

Validity	Frequency	Percentage
Strongly Agree	18	22.2
Agree	13	16.0
Not Sure	12	14.8
Disagree	16	19.8
Strongly Disagree	22	27.2
Total	81	100.0

From table 4.2 above, 38 (47%) of respondents disagreed, 31 (38.25%) agreed and 12 (14.8%) were not sure. According to the table, 38 (47%) of respondents disagreed saying that the radio stations in South Sudan have not taken any efforts to inform the general public about the objectives and goals of the Vocational Education and Training Schools in Juba county. This is greater than the 31 (38.25%) which agreed that the radio stations communicate and inform the public about the goals and objectives of the VET schools in South Sudan.

Interpretation.

Hence this implies that, radio has not been effective enough to make efforts to popularized VET skills in Juba County since the public does not know why the VET schools were instituted and its goal and objectives. Therefore despite the existence of the media in South Sudan, 60% of the population is still unaware about the goals, mission and objectives of the VET schools in South Sudan. The media is not effective enough to promote VET in South Sudan leading lack of information about VET and its benefit to the community.

4.2.3 Radio Educates the Public about the Advantages of Attaining VET Skills.

Furthermore, the researcher went ahead and tried to find out from the public whether the three radio station in South Sudan i.e. Radio Miraya, Capital Radio and South Sudan radios take the effort to educate the population in South Sudan about the benefits, advantages and merits that they might attain when they join the VET skills. The intention was to analyze whether the population is educated on how they will become job makers, get employed immediately and be economically viable if they joined such institutions. The results were as shown in table 4.3 below.

Table 4.3: Does Radio Educate the Public about the Advantages of Attaining VET Skills.

Validity	Frequency	Percentage
Strongly Agree	10	12.3
Agree	12	14.8
Not Sure	8	9.9
Disagree	21	25.9
Strongly Disagree	30	37.0
Total	81	100.0

According to table 4.3 above, 51 (62.9%) of respondents disagreed, 22 (27.1%) agreed and 8 (9.9% were not sure. Since 51 (62.9%) of respondents disagreed as opposed to the 22 (27.1%) of respondents that agreed, this is an implication that the radio station in Juba County have made little efforts to educate the public about the advantages and benefits that they might be attain once they join the VET kills awareness.

Interpretation.

However, this shows that radio has not been effective to inform the public that they will get rid of the unemployment and become immediate job makers once they join the VET schools in Juba South Sudan. Most people still view University education as the way to go which can make them immediate job seekers ,neglecting the VET education skills, that prepares them to be job makers the opposite of University graduates. However, if the radio tries to educate the South Sudanese national about such benefits by bombarding them with the benefits of VET skills awareness over

and over, probably this could promote and popularize VET skills to the nationals of South Sudan. But this has been gradually lacking due the several factors influencing the role of radio, such as ownership, lack of training, and poor government policy

4.3 The Role of Radio in Promoting VET Awareness in Juba South Sudan

4.3.1 Mobilizing the Public for Trade fairs, Exhibitions and Publicity Campaigns about VET.

The researcher in this study went an extra mile and tried to investigate whether radio in South Sudan, Juba County has impact in mobilizing the public to attend trade fairs, exhibitions and publicity campaigns about VET skills. To attain information about this, the researcher approached mainly the media specialists, VET specialist and the general public. Information got from the respondents was as shown in table 4.4 below.

Table 4.4: Does Radio Mobilizing the Public for Trade Fairs, Exhibitions and Publicity Campaigns about VET Skills.

Validity	Frequency	Percentage
Strongly Agree	10	12.3
Agree	6	7.4
Not Sure	5	6.2
Disagree	25	30.9
Strongly Disagree	35	43.2
Total	81	100.0

According to table 4.4 illustrated above, it is clearly indicated that 60 (74.1%) disagreed, 16 (19.7 %) agreed and 5 (6.2%) were not sure. Since the majority of respondent i.e. 60 (74.1%) disagreed as compared to the 16 (19.7 %) that agreed , the radio station in Juba County found in South Sudan are not effectively mobilizing the public to attend trade fairs, exhibitions and publicity campaigns about VET skills.

Interpretation

Therefore, because this is not done, the nationals of South Sudan most especially in Juba County do not get the opportunity to interact with the Vocational Training and Education specialists in Juba and learn about the VET skill and projects in their country. Such exhibitions and campaigns the research realized are mostly attended by government delegates and the few elite class who are not interested in VET skills. The majority unprivileged Sudanese who could be interested in VET skills are not mobilized by the media to attend such campaigns. Thus the radio stations have contributed less in promoting VET skills awareness in South Sudan.

4.3.2 Organizing Dialogues and Talk Shows about VET.

Further still, the researcher also went ahead and sought information from the general community whether the media arranges talk shows and dialogues about Vocational Education and Training skills awareness in South Sudan. The researcher wanted to find out whether radios in South Sudan arrange talk shows and invite VET stakeholders and government education specialist to talk about issues concerning VET skills in order to popularize VET among the nationals of South Sudan. Results obtained were as shown in table 4.5 below.

Table 4.5: Does Media Organize Dialogues and Talks shows with VET Professionals.

Validity	Frequency	Percentage
Strongly Agree	13	16.0
Agree	12	14.8
Not Sure	10	12.3
Disagree	20	24.7
Strongly Disagree	26	32.1
Total	81	100.0

From table 4.5 above, 46 (56.8%) of respondents disagreed, 25 (30.8%) agreed and while 10 (12.3%) were not sure. Since majority of respondents i.e. 46 (56.8%) disagreed, this indicates that radio stations in Juba County hardly invite VET and government education specialists to talk about issues concerning the progress of VET skills in South Sudan.

This implies that, the radio in Juba County is doing less to promote and create awareness about VET to the nationals of South Sudan. Thus the three radio stations i.e. Miraya, Capital and South Sudan radio are not promoting VET skills among the nationals of South Sudan, most especially those in Juba South Sudan. If radio is to promote VET skills awareness, they should endeavor to invite VET specialists for the talk shows and ensure such VET specialist interact with the public through phone calls.

4.3.3 Conducting VET Programmes on Radio.

The researcher also went ahead and tried to find out if the programmes of the radio media in South Sudan contain at all anything to do with VET skills. The intention of this was to find out if

VET issues are included in the programmes of the radio in Juba County. The research realized the following as illustrated in table 4.

Table 4.6: Does Radio Conduct VET Skills Programmes.

Validity	Frequency	Percentage
Strongly Agree	3	3.7
Agree	3	3.7
Not Sure	5	6.2
Disagree	37	45.7
Strongly Disagree	33	40.7
Total	81	100.0

Stunningly, almost all the three radio stations used as the case study in this research i.e. Miraya radio, Capital Radio and South Sudan have no programmes at all about VET. This is because according to table 6.2 above, 70 (86.4%) of respondents disagreed, 6 (7.4%) disagreed and 5 (6.2%) were not sure. Because 70 (86.4%) of respondents in this study disagreed and said the radio in South Sudan do not have any programmes on VET, the radio is doing less in promoting VET among the nationals of South Sudan most especially in Juba County.

To promote VET among the people, at least some programmes containing information about VET should be carried out by the radio stations. If this is done, VET will be popularized among the people of South Sudan. Commercialization of radio programmes, Lack of trained journalists, Government support and funding, Political instability and politics, Lack of coordination between VET schools and the media, Wrong community perception about VET.

4.3.4 Commercialization of Radio Programmes

According to the findings obtained by the researcher, it was realized that the commercialization of radio programmes in Juba County is negatively influencing the radios efforts to promote Vocational Education and Training skills awareness among the people of South Sudan in Juba County. Information obtained from the public on whether commercialization of radio programmes in Juba County is affecting the radios efforts to promote VET skills among the South Sudanese in Juba County is shown in table 4.7 below.

Table 4.7: Is Commercialization of Radio Programmes Influencing Radios Efforts to Promote VET.

Validity	Frequency	Percentage
Strongly Agree	41	50.6
Agree	22	27.2
Not Sure	10	12.3
Disagree	7	8.6
Strongly Disagree	1	1.2
Total	81	100.0

According to table 4.7 above, 8 (9.8%) disagreed, 63 (77.8%) agreed and only 10 (12.3%) were not sure.

Interpretation

Therefore since the majority of respondents i.e. 63 (77.8%) agreed, this is clear evidence that most programmes of radio stations in Juba county are commercialized and therefore they are dictated by large advertisers like telecommunication companies and the government giving no room for the media to popularize, advertise and promote vocational education and training skills awareness among the people of South Sudan.

4.3.5 Lack of Trained Journalists.

Also, the researcher realized that majority of radio stations in Juba County have untrained journalists and this is affecting the radios efforts to promote and popularize VET skills among the people of South Sudan most especially those in Juba County. After distributing several questionnaires to the respondents most especially members from the community, results were as shown in table 4.8 below.

Table 4.8: Lack of Trained Radio Journalist Affects Radios Efforts to Promote VET.

Validity	Frequency	Percentage
Strongly Agree	35	43.2
Agree	21	25.9
Not Sure	12	14.8
Disagree	8	9.9
Strongly Disagree	5	6.2
Total	81	100.0

According to table 4.8 above, 13 (16.1%) disagreed, 56 (69.1%) agreed and 12 (14.8) were not sure.

Interpretation

This is a clear indication that radio stations in Juba County lack trained journalists and staff that can run VET skills promotion awareness programmes on radios. The staff is not even well trained to interview VET stakeholders and government education specialists on the radio. To solve this problem, the radio stations in Juba County should strictly employed well trained journalists who can interview VET specialist and run educative programmes.

4.3.6 Government Support and Funding.

Respondents most especially the public, government officials from the Ministry of Education and VET specialists were also approached and asked if they thing that lack of governments role in funding and supporting VET in South Sudan averts the radio from promoting VET among the South Sudanese. Respondents' views are clearly indicated in table 4.9 below.

Table 4.9: Is Lack of Government Support and Funding Influencing Radios Promotion of VET.

Validity	Frequency	Percentage
Strongly Agree	52	64.2
Agree	10	12.3
Not Sure	12	14.8
Disagree	5	6.2
Strongly Disagree	2	2.5
Total	81	100.0

According to table 4.9 above, 7 (8.7%) disagreed, 62 (76.5%) agreed and 12 (14.8%) were not sure. Since 62 (76.5%) agreed, this is clear evidence that the government of South Sudan is not putting in much efforts to support VET skills awareness in South Sudan.

Interpretation

This thus implies that efforts also can't be made by the government owned radio stations like South Sudan radio to promote VET among the nationals of Juba County since the government is not supporting this project. Hence causing the radio to be less effective in promoting VET skills awareness among the nationals of South Sudan in Juba County.

4.3.7 Politics and Political Instability.

South Sudan is the most recent initiated country. The researcher asked the respondents whether politics and political instability had anything to do with the radios efforts to promote Vocational Education and Training among the people of Southern Sudan. After distributing questionnaires to the nationals of Juba County and interviewing a few VET specialist and government education officers, responses were as illustrated in table 4.10 below.

Table 4.10: Is Politics and Political Instability Influencing Rradios Efforts to Promote VET.

Validity	Frequency	Percentage
Strongly Agree	36	44.4
Agree	22	27.2
Not Sure	10	12.3
Disagree	7	8.6
Strongly Disagree	6	7.4
Total	81	100.0

Basing on table 4.10, 13 (16.0 %) disagreed, 58 (71.6%) agreed and 10 (12.3) were not sure whether politics and political instability is influencing the role of radio in the promotion of VET among the nationals of South Sudan in Juba County. However, since 58 (71.6%) agreed, this implies that indeed its true politics and political instability in Juba County is influencing the radios role to promote VET awareness. Due to the inconsistent wars and political strife with Sudan (North Sudan), most radio stations in South Sudan are involved in spreading political propaganda about the roles, objectives and support for SPLA (Sudanese Peoples Liberation Army) against North Sudan. Radio stations have put fewer efforts on supporting educative programmes like educating the public about VET skills awareness in South Sudan.

4.4 Factors Influencing Radio in Promoting VET Awareness in Juba South Sudan

4.4.1 Coordination between VET Schools and the Media.

Interaction and interviews between the researcher and respondents showed that for the media to promote VET among the nationals of South Sudan in Juba County there should be coordination between the media and the VET schools in Juba. Through this connection, the media can be provided with relevant information about such schools and later pass it on to the public thus promoting VET to the nationals of Juba County in South Sudan. Respondents' responses are shown in table 4.11 below.

Table 4.11: Is Lack of Coordination Between VET Schools and the Radio Influencing Radios Efforts to Promote VET.

Validity	Frequency	Percentage
Strongly Agree	42	51.9
Agree	12	14.8
Not Sure	5	6.2
Disagree	10	12.3
Strongly Disagree	12	14.8
Total	81	100.0

According to the above table, 22 (27.1%) of respondents disagreed, 54 (66.7%) agreed and only 5 (6.2%) were not sure. Basing on this table therefore, lack of coordination between VET schools and the radio is affecting the radios efforts to promote VET since 54 (66.7%) proposed this. Because there is no connection between the radio and the VET schools in Juba.

The radio lack adequate information about such VET schools like their objectives, mission, intentions, locations etc. Lack of such information by the radio stations is affecting the radios efforts to promote VET among the South Sudanese nationals in Juba County.

4.4.2 Wrong Community Perception about VET.

The researcher further realized that several members of the community had several perceptions about Vocational Education and Training in Juba County. Most of such perceptions about VET are wrong and negative. The researcher asked respondents whether such perceptions could be among the reasons as to why the radio has failed to promote VET among the South Sudan nations. Responses were as shown in table 5.6 below.

4.5 Factors Influencing Radio in Promoting VET Awareness in Juba County

For the radio in South Sudan to be effective in the promotion of VET, there several factors which influence. Research revealed that most radio programmes are commercialized and much attention is therefore given to the advertisers who bring in income as compared to VET. Also radio stations like trained journalists and the central government is not morally and financially supporting the media to promote VET in south Sudan. Most radio stations also programme political events in the country due to the ongoing war between South Sudan and North Sudan and there is also lack of proper coordination between the media and the VET schools in South Sudan. The wrong community perception about VET has also prevented the radio from promoting VET since the nationals view VET as education for failures and prefers university education.

4.5.1 Strategies Radio Should Use to Promote VET in Juba County.

For radio to promote VET in South Sudan, radio should resort to entertaining and at the same time educating the public about VET. The researcher realized could sensitize most especially the unemployed youth and women about the presence of vocational education and training in South Sudan in Juba County. Secondly, radio in South Sudan can promote VET through covering all news events and current affairs about VET and advertise VET schools and colleges to the general public. The radio should also ensure to publicly announce all events and activities about VET to the public and educate the public about the VET strategies and objectives.

Table 4.12: Is the Community’s Wrong Perception about VET Influencing the Radios Efforts to Promote VET in Juba County.

Validity	Frequency	Percentage
Strongly Agree	31	38.3
Agree	20	24.7
Not Sure	10	12.3
Disagree	10	12.3
Strongly Disagree	10	12.3
Total	81	100.0

From table 4.12 above, 20 (24.6%) of respondents disagreed, 51 (63.0%) agreed and 10 (12.3%) were not sure. Since 51 (63.0%) agreed, this shows that the community’s wrong perception about VET is averting the media from promoting VET among the people of South Sudan. Most people of Juba County most especially the elite view VET as an option for the futureless people. They view university education as the best alternative as opposed to VET. Others also claim VET is for the rural population and not the urban population like the people of Juba County. Nationals prefer entertainment like musical; programmes as opposed to educative programmes about VET thus explaining why the radio stations in Juba County are so much involved in musically entertaining the people of Juba than educating them about VET, Edutainment of public about VET, Covering VET news and current affairs, Advertising VET schools and colleges, VET public announcements, Educating people about VET strategies and objectives.

4.5.2 Edutainment of Public about VET.

Respondents were asked what could be the best suitable strategies that the radio in South Sudan could use to promote awareness of VET in South Sudan. Majority of respondents agreed that the radio should educate while entertaining the public at the same time ie (edutainment) on VET rather than only entertaining the public with musical programmes. Results of this is clearly illustrated in table 4.13 below.

Table 4.13: Can VET be Promoted through Edutainment.

Validity	Frequency	Percentage
Strongly Agree	29	35.8
Agree	22	27.2
Not Sure	8	9.9
Disagree	11	13.6
Strongly Disagree	11	13.6
Total	81	100.0

Table 4.13 above clearly shows that 22 (27.2%) respondents disagreed, 51 (63%) agreed and only 8 (9.9%) were not sure. Since 51 (63%) agreed, this shows that although the audiences prefer entertaining to educating programmes, Radio should resort to entertaining and at the same time educating the public about VET.

This the researcher realized could sensitize most especially the unemployed youth about the presence of vocational education and training in South Sudan in Juba County.

4.5.3 Coverage of VET News and VET Current Affairs.

The researcher also inquired from the public whether the media can promote VET awareness through covering all news events and current affairs on VET in Juba South Sudan. And basing

on the information that was collected as shown in table 4.14 below, it was highly recommended that coverage of VET news and VET current affairs is a good strategy the radio in Juba can adopt to promote VET awareness.

Table 4.14: Can coverage of VET news and VET Current Affairs create Public Awareness about VET.

Validity	Frequency	Percentage
Strongly Agree	31	38.3
Agree	20	24.7
Not Sure	10	12.3
Disagree	10	12.3
Strongly Disagree	10	12.3
Total	81	100.0

From table 4.14 above, 20 (24.6%) of respondents disagreed, 51 (63.0%) agreed and 10 (12.3%) were not sure. Since 51 (63.0%) agreed, this shows that the Radio in South Sudan i.e. Miraya radio, South Sudan radio and Capital radio can promote VET awareness awareness in South Sudan through covering all news events and current affairs about VET.

If this is done, community in South Sudan will always be aware of the progress of VET awareness in their areas.

4.5.4 Advertising VET Schools and Colleges.

The respondents were also asked by the researcher whether the media can promote VET awareness in Juba Community South Sudan through advertising the VET schools and colleges.

The table below shows the results that were got from the respondents as far as the radios usage of this strategy to promote VET in the Juba County found in South Sudan is concerned.

Table 4.15: Does advertising VET Schools and Colleges by Radio create Public Awareness about VET in Juba County.

Validity	Frequency	Percentage
Strongly Agree	42	51.9
Agree	12	14.8
Not Sure	5	6.2
Disagree	10	12.3
Strongly Disagree	12	14.8
Total	81	100.0

Table 4.15 above clearly shows that radio in South Sudan can adopt this strategy to create public awareness about VET awareness in South Sudan. According to the above table, 22 (27.1%) of respondents disagreed, 54 (66.7%) agreed and only 5 (6.2%) were not sure. Respondents in this study argued that majority of the nationals in South Sudan are ignorant and unaware about the existence of VET schools and colleges in their areas. By advertising such schools to the population of South Sudan therefore, the presence, location and activities of VET schools and Colleges will be exposed to the people of South Sudan.

4.5.5 VET Public Announcements by Radio.

The researcher asked the respondents whether VET awareness awareness in South Sudan can be promoted by ensuring that all the activities and events of VET are publicly announced by the radio in South Sudan. Results of this are shown in table 4.16 below.

Table 4.16: Can VET Public Announcements by Radio create Public Awareness about VET skill in Juba County.

Validity	Frequency	Percentage
Strongly Agree	31	38.3
Agree	20	24.7
Not Sure	10	12.3
Disagree	10	12.3
Strongly Disagree	10	12.3
Total	81	100.0

If the radio in South Sudan ensures to make all public announcements about VET activities and events in South Sudan, the public will become aware about VET in South Sudan. From table 5.6 above, 20 (24.6%) of respondents disagreed, 51 (63.0%) agreed and 10 (12.3%) were not sure. Since 51 (63.0%) agreed, this shows that this strategy can be used by the radio to promote VET awareness in South Sudan.

Then radio should therefore ensure to public announce all events and activities about VET awareness to the public.

4.5.6 Educating People about VET Strategies and Objectives.

Data was also collected by the researcher on whether VET awareness in South Sudan can be promoted among the public by educating the people of South Sudan about the goals, objectives, advantages and roles of VET in the economic, social and political life of the people of South Sudan. Results were as shown in table 4.17 below.

Table 4.17: Radio can create VET Awareness by Educating People about VET Strategies and Objectives.

Validity	Frequency	Percentage
Strongly Agree	36	44.4
Agree	22	27.2
Not Sure	10	12.3
Disagree	7	8.6
Strongly Disagree	6	7.4
Total	81	100.0

Basing on table 4.17, 13 (16.0 %) disagreed, 58 (71.6%) agreed and 10 (12.3) were not sure.

Interpretation.

Implication, this therefore means that for radio to effectively promote VET skills awareness in South Sudan, radio must call for educative talk shows and invite specialists of VET so as to educate the public on Vocational Education and Training. In such talk shows, trained journalists with relevant information about VET should be relied on.

Then radio should therefore ensure to public announce all events and activities about VET awareness to the public in order to be effective.

By advertising such schools to the population of South Sudan therefore, the presence, location and activities of VET schools and Colleges will be exposed to the people of South Sudan. Hence effectiveness of radio in promoting VET will be experienced by South Sudanese and the entire society as a whole.

This thus implies that efforts also can be made by the government owned radio stations like South Sudan radio to promote VET among the nationals of Juba County since the government to supporting this project. To encourage radio and VET stakeholders to effective in promoting VET skills awareness among the nationals of South Sudan hence change and development. However government has made little effort to promote VET IN South Sudan according to the findings of this study more effort is required.

The radio lack adequate information about VET schools their objectives, mission, intentions, locations etc. Lack of such information by the radio stations is affecting the radios efforts to promote VET effectively among the South Sudanese nationals in Juba County. Yet radio would have done enough in solving the problem lack of peaceful existence due to several conditions affecting the nation which is just trying to recover from decades of civil wars and atrocities which still warring in South Sudan today.

CHAPTER FIVE

5.0. SUMMARY, CONCLUSION AND RECCOMENDATIONS

5.1. Introduction

In this chapter, conclusions derived from the findings of the study in chapter four and five are discussed. These conclusions are discussed in accordance with the objectives of the study. This chapter also provides the possible recommendations on how the radio in South Sudan can promote VET awareness and later winds up the study with the conclusion.

5.2.1. Summary

The study was about the role of radio in promoting VET awareness in South Sudan. There were three research questions which guided the study and these are summarily discussed below.

5.2.2. To Assess the Role of Radio in Promoting Awareness of Vocational Education and Training in South Sudan

Findings from the study revealed that the radio in South Sudan has role to play in promoting VET awareness, but this is not possible due to the factors influencing the role of radio in promoting VET awareness, radio stations are not effective enough in promoting and creation of awareness of VET awareness in South Sudan. This is because the researcher realized that the three radio stations that were used as the case study i.e. Miraya radio; Capital radio and South Sudan radio are not effective in the promotion of VET to the stakeholders. Seen from the findings of 38 (47%) of respondents supported this and another 38 (47%) of respondents said the radio has done enough to inform the general public about the objectives and goals of the Vocational Education and Training skills/ Schools in Juba South Sudan. Furthermore few efforts

have been made by the radio to educate the people about the benefits, advantages and merits that they might attain when they join the VET schools and neither does the radio in South Sudan have been effective in mobilizing the public to attend trade fairs, exhibitions and publicity campaigns about VET. Also 46 (56.8%) of respondents disagreed saying radio stations in Juba County hardly invite VET and government education specialists to talk about issues concerning the progress of VET in South Sudan in the radio programmes. Thus lesser efforts have been done by the radio to promote VET awareness in South Sudan. Making this study relevant of promoting VET awareness in South Sudan with impact.

5.2.3. Conclusion.

5.2.4. To Assess the Role of Radio in Promoting VET Awareness in Juba South Sudan.

The analysis and findings however realized the following conclusions that the radio stations in South Sudan are not doing enough to effectively promoting VET among the nationals. This is because the radio stations are not promoting VET to the stakeholders, not informing the general public about the objectives and goals of VET awareness, not educating the people about the benefits, advantages and merits that they might attain when they join the VET schools and neither does the radio stations been effective in mobilizing the public to attend trade fairs, exhibitions and publicity campaigns about VET. Majority of the respondents, radio stations do not invite VET and government education specialists to talk about issues concerning the progress of VET awareness in South Sudan in the radio programs due ownership and poor policies that affects media social responsibility to society particularly South Sudan being a new nation of Africa is lacking most policies, either they are new or even lacking. Thus making radio not effective, hence contributing little to promote VET awareness in South Sudan.

However, the radios failure to promote Vocational education skills effectively in South Sudan is due to some factors like the commercialization of radio programs which has made the advertisers to dictate the content of radio programs. There is also lack of educated and trained journalists and the central government is not morally and financially supporting the media to promote VET in south Sudan. Residents also prefer political programs due to the ongoing war between South Sudan and North Sudan and there is also lack of proper coordination between the media and the VET schools in South Sudan. The wrong community perception about VET has also prevented the radio from promoting VET awareness. However radio still has the potential to effectively promote VET awareness in South Sudan with impact, if properly plan by stockholders and government perpetuated lack of VET awareness in the country.

5.2.5. Identifies Factors Influencing Radio in Promoting Awareness in Juba South Sudan.

5.2.6. Recommendations

For VET awareness to be promoted by the media in South Sudan, the following should be effectively done by the radio, government and VET schools themselves;

For radio to effectively promote VET, radio should resort to entertaining and at the same time educating the public about VET as this can sensitize most especially the unemployed youth, women and ex-combatants about the presence of vocational education and training in South Sudan in Juba County.

Secondly, radio in South Sudan can effectively promote VET awareness through covering all news events and current affairs about VET and advertise VET schools and colleges to the general public. The radio should also ensure to publicly announce all events and activities about VET awareness to the public and educate the public about the VET strategies and objectives.

The government on the other hand should also ensure to morally and financially support the VET projects in the country and arrange VET educative programmes on government owned radio stations like the South Sudan radio. Government should also ensure to construct adequate VET schools to make VET easily accessible to the nationals of South Sudan.

Lastly, VET schools in South Sudan should also ensure to create a linkage with the media. They should rely on the media to advertise their schools, the intakes, their taught courses and send VET professionals to interact with journalists on radio talk shows so as to inform the public about their presence, roles, activities, objectives etc. In order to be effectively promoted by the radio stations.

However, promotion of vocational education in Southern Sudan is still complex, unpopular and problematic. According to most respondents from the TVET department Ministry of Education South Sudan in order to popularize (VET) in South Sudan effectively. There is need to acquire enough funding from Donors for the first one year, to cater for the better equipment, human resources and media in terms of adverts to create massive awareness of VET, however this still remains an issue to be addressed by the stakeholders and the media through awareness program paid for by the stakeholders, as lamented by a numbering of people interviewed by the researcher office of Ministry of education Juba on 8, March (2013). The Research Quotes one of the officials in an interview in his office in the ministry of Education South Sudan. "This research needs to be discussed with the government officials seriously after your research with a serious follow up that will have to be put in action seriously through your researchers imputed"

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APPENDIX 1

Instructions for filling the form (circle/underline/tick/fill in as appropriate)

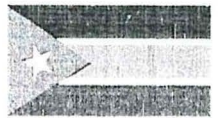
- (a) Do you produce/ air/ receive any skills for employment (jobs) radio programs?
1 Strongly agree /2Agree/3No Opinion/4Disagree/?5Strongly Disagree
- (b) How often do you produce/receive any jobs /employment skills related programs?
1 Daily/2Weekly/3Twice a month/4onthly/5Quarterly
- (c) It is possible for radio stations to produce employment/job skills related programs? 1
Strongly agree /2Agree/3No Opinion/4Disagree/?5Strongly Disagree
- (d) There is need for capacity building to produce and air jobs and employment related
pragrames?1Strongly agree /2Agree/3No Opinion/4Disagree/?5Strongly Disagree
- (e) We provide/receive wide coverage of employment /jobs related activities1 Strongly
agree /2Agree/3No Opinion/4Disagree/?5Strongly Disagree
- (f) Public awareness on job/employment related issues is very high1 Strongly agreed
/2Agree/3No Opinion/4Disagree/?5Strongly Disagree
- (g) We receive regular feedbacks from broadcast regarding employment/job related issues
1Strongly agree /2Agree/3No Opinion/4Disagree/? 5Strongly Disagree
- There is a need for production and broadcasting of employment / job related skills
1Strongly agree /2Agree/3No Opinion/4Disagree/? 5Strongly Disagree
- (h) We are willing to participate in capacity building projects in future if consulted
1Strongly agree /2Agree/3No Opinion/4Disagree/? 5Strongly Disagree
- (i) I have a free access to a radio set on a daily basis
1Strongly agree /2Agree/3No Opinion/4Disagree/? 5Strongly Disagree
- (j) I'm aware of the national employment and job skills policy?
1Strongly agree /2Agree/3No Opinion/4Disagree/? 5Strongly Disagree
- (k) I like and understand radio programs on employment skills related programs
1Strongly agree /2Agree/3No Opinion/4Disagree/? 5Strongly Disagree



REPUBLIC OF SOUTH SUDAN

MINISTRY OF INTERIOR

DIRECTORATE OF NATIONALITY, PASSPORTS & IMMIGRATION



06 04 30

EMERGENCY TRAVEL DOCUMENT



OUR REF. NO. : _____

YOUR REF. NO. : _____

DATED : **04-03-2013**



THIS IS TO CERTIFY THAT

GRACE ANDRUA A

PLACE & DATE OF BIRTH **23/Dec/78** LOA

NATIONALITY **SOUTH SUDANESE** RESIDENCE **SOUTH SUDAN**

STATE **EASTERN EQUATORIA** COUNTY **MAGWI**

PAYAM **LOA** BOMA **PAGERI**

TRAVELLING TO **JUBA**

REASON FOR TRAVEL **FOR RESEARCH**

AUTHORITY/REQUEST **IMM-DEPT-RSS, KAMPALA**

LUGGAGE **PERSONAL EFFECT**

MEANS OF TRANSPORT ROAD AIR

PERIOD OF STAY **3 Months** Valid upto **03-06-2013**

1. THE HOLDER OF THIS DOCUMENT HAS STATED THAT HE/SHE IS NOT IN POSSESSION OF A VALID PASSPORT.

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