AN EVALUATION OF THE EFFECTIVENESS OF THE
LANGUAGE USED TO CAMPAIGN AGAINST IMPROPER
DISPOSAL OF WASTE: A CASE STUDY OF KAYOLE AREA.

BY

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DECLARATION

This dissertation is my original work and has not been presented for a degree in any other University.

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ABSTRACT

This study evaluated the effectiveness of the messages used to campaign against improper disposal of waste. The study used both secondary and primary data. Secondary data was from already existing message items while primary data was from the four originators of the messages and twenty eight respondents who were sampled on the basis of their age, educational level and sex. The latter interpreted the messages sampled. The total sample was therefore thirty two.

The study sampled both spoken and written messages. They appeared in the forms of pamphlets, posters and signposts for the written while the spoken included public baraza and training sessions. Out of these, half were in Kiswahili and the other half in English. Using chi-square, the variation between the meaning intended by the originators of the messages and the meaning given by the respondents was determined.

Austin’s Speech Act Theory and Grice’s Second Theory of Implicature were used. Austin’s theory was appropriate because it helped identify the meaning of an utterance, the intention of the speaker and the interpretation of the hearer. Grice’s Theory guided us in establishing whether the maxims were obeyed or flouted.

In presentation of data, we had a total number of respondents computed against the total number of the message items interpreted correctly. It was established that the social variables did not play a significant role when it came to the interpretation of the messages. Majority of the messages items were interpreted correctly by the respondents. However, written messages were preferred by the respondents as compared to the spoken ones. Similarly, messages in English performed better than those in Kiswahili.
Lastly, it is worth noting that in future, long messages should be avoided. They should also be worded accurately and be made specific to minimise guess work.