

AN AUDIT OF GOVERNMENT COMMUNICATION DURING COVID-19  
PANDEMIC

by

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PANDEMIC

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DECLARATION

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I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

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## LIST OF ABBREVIATIONS AND ACRONYMS

CA	Communication Audit
Covid-19	Coronavirus Disease of 2019
C P	Communication Professional
IC	Internal Communication
ICA	International Communication Association
IP	Internal Publics
K I	Key Informant
MOH	Ministry of Health
SPSS	Statistical Package for Social Scientists
ST	Systems Theory
UN	United Nations
UK	United Kingdom
WHO	World Health Organization
OECD	Organization for Economic Cooperation and Development
ISERC	Institutional Scientific and Ethics Review Committee
NACOSTI	National Commission of Science, Technology, and Innovation
CCK	Communications Commission of Kenya

## ABSTRACT

COVID-19 with its unpredictability made it challenging to understand what to make of Government Communication. Nonetheless, it demonstrated the need to carry out a Communication Audit which was the purpose of this study to find out the perceived effectiveness of government's communication on COVID-19 pandemic utilizing the systems theory. The objectives were to identify the intraorganizational communication channels used by the communication department at the Ministry of Health; find out their opinion towards the existing communication channels; assess the communications infrastructure and communication capacity of the government while establishing the communication styles in place. This research employed descriptive research design to administer questionnaires to 94 communication professionals in addition to conducting interviews to 4 staff and 3 Division Heads with the population of the study specifically being the communication professionals seconded to government during the pandemic period. The study established that the Ministry of Health significantly uses various channels to facilitate internal communication and revealed that the most preferred form of interaction was group meetings and face to face communication. The study confirmed that during the pandemic the communicative practices were characterized by top-down information dissemination, rather than horizontal or bottom-up communication. Feedback channels were ineffective and there was a lack of a systematic and coordinated approach across the organization. Overall, the information passed by the government to the public was consistent hence the conclusion that government communication was accurate and timely. The study recommended increased coordination and partnerships with stakeholders and planning for periodic Communication Audits focusing on both internal and

external communication for a clear and unbiased view. It was necessary to draft a pandemic preparedness and response policy that would hopefully offer pandemic solutions.

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## DEDICATION

This thesis is dedicated to the Aroko's especially the best parents I could ever ask for: Daniel and Grace together with my loving siblings Lesley, Nasreen, Darleen, Vanessa, Desmond, and Gerry for providing me with unfailing support and continuous encouragement throughout my life. My offspring (Dave, Bradley, Darryl, Jayden, and Alycia) this is a testament of your unconditional love and encouragement which without, I would not have been where I am today. May the Lord bless you abundantly.

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