Title:

An analysis of the Visual communication by the city of Cape Town about the water crisis.

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Abstract

The aim of this particular study was to analyse the way in which the City of Cape Town (CoCT) communicated the water crisis visually. This could have been done through the use of either traditional or modern media channels. Traditional media are various media channels that were more prominent in the past, therefore traditional methods are usually associated with targeting the older generations as they would be more familiar with it. Traditional media usually has a high *reach* and *frequency* that can target a broad market, which in some cases can be the goal of a brand or company. However *impact* is usually what brands want to achieve. To achieve *impact*, brands usually have to have a good understanding of their target market so that they understand their needs and desires. Modern media exists within a digital space and is linked to the internet such as social media and websites. The methodology that has been incorporated for this study is interpretivism. This approach takes human interest and diversity into account as people perceive visuals and consume media differently. The findings of the study showed that there is necessity for both visual narrative and universally interpreted visuals. This was due to the multi-cultural and diverse speaking individuals that the water crisis aimed towards. In addition to what has been said, participants wanted to use trustworthy source material with regards to the media that they consumed, therefore trusted infographics and various forms of Visual Communication that was done by the CoCT. The main limitation to the study was trying to understand exactly what the participants were trying to say. Due to it being a qualitative study, the researcher had to try keep all questions relatively open-ended and opinion based.

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Chapter 1: Introduction

1.1 Contextualisation:

Communication through visuals is a great form to successfully convey an idea or message across to the audience that it is intended for, if it is done so effectively (The National Archives, 2013). People are diverse, which means that they perceive visual material differently according to their own backgrounds (Huberman & Miles, 2002). This research seeks to investigate the way in which the water crisis in Cape Town was communicated visually by the City of Cape Town (CoCT). With that being said, the study aims to find out whether it was successful, as well as analysing the various channels of media that was used. Different ideologies and inputs on the subject will be taken into consideration due to the intricate nature of people deciphering texts and visuals differently. Semiotics, Visual Communication and channel media and planning are the main supporting theories that the research will explore. Semiotics is the study of various signs and the role in which signs play universally in society. Visual Communication is a term that consists of various specialisations such as information design, graphic design, visual storytelling, instructional design and many more (Agrawala & Berthouzoz, 2011). A visual communicator is known as being a visual problem solver by solving problems through critical thinking and delivering a visual solution (Ciampa, 2010). Channel media and planning would assist in understanding that there's an evolution in advertising and technology. Channel planning assists with companies finding out which form of media would have the most impact and positive engagement with the desired target audience (Bloch, 1995). This is very necessary with regards to the study as it enlightens the role that advertising can have on people. With this in mind, the advertising and Visual Communication of the water crisis would've been broadcasted on various media platforms if they were wanting to have *reach* and *impact* on the City of Cape Towns target audiences. The water crisis currently has been made aware to the general public using various methods of water saving techniques. Due to the rapid growth of technology and such a wide array of online platforms, the urgency of saving water became apparent. It is therefore worth looking into Visual Communications as a way of improving an issue and for it to be understood and interpreted by the specific audience effectively (Mullet & Sano, 1994, p.3). This research aims to analyse the CoCT's Visual Communication as well as the various media channels that they used for generating awareness. The study will also question the necessity of Visual Communication with communicating the water crisis. In addition to this, the study aims to also explore what the participants think of the CoCT. Whether they did a successful job of communicating the water crisis or not.

1.2 Rationale:

The relevance for the study is to show how important and potentially impactful branding and advertising can be. This is very relevant as Cape Town consists of many creative agencies throughout and was awarded the Design Capital of the World in 2015. Cape Town also is known for hosting one of the worlds most prestigious design events known as the Design Indaba bringing together all the design innovation throughout the world. Mmusi Maimane, the leader of the Democratic Alliance announced to the public that "Day Zero" will not happen this year, which was intended to give inspiration for the public's efforts to saving water. The research once again has relevance and is necessary as one can analyse the successful campaigns in which Visual Communication was utilised to gather awareness and hype in a positive way.

An example of use of Visual Communication would be an animation made by Sea Monster which is a animation studio. They were tasked to create an animation that would provide the public with information about the water crisis and enlighten their perceptions of what is going on with the crisis. This example can be interpreted with visuals alone making it easy to identify what is being told throughout the animation without the need of the voice over. This communication makes it helpful for all as they do not need to understand the English voiceover to get the message. With this being said, the multi-cultural and diversity of the languages spoken in South Africa could have great impact on the way in which specific things are interpreted.

The point of relevance is therefore the direct relation to the current water crisis within Cape Town, meaning that it could serve as a current or future guide for professional marketers or students to use in the event of a crisis or just how individuals perceive the material.

In addition to remain relevant, this study will provide insights on how, or if, businesses can rely on Visual Communication to advertise their products or deliver a message to the public effectively. The research will be useful to many different marketers or students studying various types of design positions as it will provide the individuals with new qualitative data and insights on the matter. This can be used for any future water crisis throughout South Africa as well as for a general crisis as the target audience should essentially be the same. This would result in the study only outlining an example of bad Visual Communication for such a necessary subject as well as potentially meaning that there should be a different approach or strategy for executing such Visual Communication.

Lastly, the relevance of this study is to explore the different types of media that consumers in South Africa of all ages consume. This will aid into the necessity of utilising the most relevant media channel for the right target audience.

1.3 Problem Statement:

Diverse people perceive visual material differently according to their own backgrounds (Arnheim, 1960). The research will explore into the way in which the Visual Communication and various successful or unsuccessful campaigns were utilised to convey the water crisis across to the public. With this all in mind, the research aims to analyse the Visual Communication that was used for the water crisis, however people consume media differently and the researcher needs to find out what these various forms of media are. From there the research can find out the opinions and preferences that consumers have on the topic. It would therefore be necessary to consider a variety of different inputs and ideologies on the subject as most people decipher visuals and texts differently. Currently the awareness of the water crisis has been made clear and many people have been saving water in all sorts of different ways. Seeing that the research is exploring the way in which the water crisis was communicated, it will outline and identify the reasoning and benefits that Visual Communication can achieve when dealing with a crisis as immense as the current drought. Due to the rapid growth of technology and such a wide array of media platforms, the urgency of saving water became apparent. The CoCT has been spending millions of Rands to try to rectify and prevent day zero from happening (Roux, 2017, p.53), which leads to the question of how much funding went into the marketing side of the water crisis? Also, how much governmental funding was used to back the CoCT's efforts to communicate the water crisis?

1.4 Purpose Statement:

The purpose of this research is to explore the reasoning as to how visuals can communicate a message of the water crisis in Cape Town across strongly and effectively. Semiotics will be used to aid the study, to gauge the efficacy of the communication through signs and symbols (Beasley & Danesi, 2002, p.23). This research will look closer at the current water crisis within Cape Town and whether the Visual Communication of the crisis was successful, and if so then what tools or steps were taken to do so? As stated above, the water crisis is a force to reckon with and the use of communicating messages to the public can help impact the viewers' feelings towards a particular subject. It is therefore

worth looking into Visual Communications as a way of improving an issue and for it to be understood and interpreted by the specific audience correctly (Mullet & Sano, 1994, p.3).

1.5 Research Question:

Was the water crisis successfully communicated by the CoCT with regards to Visual Communication?

1.5.1 Sub Question:

Which channels of media assisted the general public the most with gaining awareness and kept them updated? If there were limited examples of good visual campaigns for the water crisis then the research will have to lead to how Visual Communication and the right channel planning could have potentially helped with communication.

1.6 Objectives:

The research aims to investigate the way in which the water crisis was communicated through the use of visuals. The first objective of this study is to analyse the effectiveness of the Visual Communication with regards to the water crisis. Aside from this, it would be necessary to determine whether consumers perceptions on Visual Communication. Seeing that the research will explore the various channels of media that assisted the general public. The second objective would be to understanding these channels seeing that they assisted the public in gaining both awareness and keeping them updated.

To break it down further, the research aims to analyse whether the consumers prefer interaction with visual material or other senses such as auditory. Another discovery that the research aims to achieve is to determine whether consumers believe that the CoCT did a satisfactory job. In addition to this, any supporting ideas or facts would be taken into consideration as to why the participants do or do not believe that the CoCT did a satisfactory job. To get a better understanding into the subject as a whole, the study is to firstly get more supporting theoretical backing. This will be achieved through exploring semiotics, Visual Communication and channel and media planning. To follow up from that, a research design will be crafted to get individuals to participate in the study. The objective of the questionnaire would therefore aim achieve the following; to see the different channels of media that is consumed by the participants, secondly to see whether people can engage better with Visual Communication, thirdly to discover what they find to be successful examples within the advertising realm and lastly to see whether modern or

traditional media is more necessary. The general nature of the study points towards it being qualitative and therefore paradigm that will be incorporated in the study will be of the same nature. The population that needed to be used for this particular study needed to be broad, as people perceive visuals and consume media differently (Barry, 1997).

Chapter 2: Literature Review

Theoretical Framework

2.1 Conceptualisation:

The theoretical concepts and studies that follow, have all been chosen due to the specifications of the study. The first theory is semiotics and the study of signs. The necessity for this theory to be included is to support the researchers' efforts in understanding the vitality of visuals in a communication context. The second theory is Visual Communication, which is the theory of utilising visuals to communicate a message to a viewer (Mullet & Sano, 1994, p.3). Visual Communication aims to convey or spark some sort of emotion or message to the viewer. This theory is mostly used in design which is incorporated into the advertising industry. Visual Communication also exists everywhere in the world, any brand or sign is technically due to Visual Communication. This therefore relates to the water crisis as there were many forms of communication on all platforms in order to get a message across. This therefore leads onto the final theory is channel and media planning, which was included into the study due to the various ways in which the general public consume media. Aside for consumers existing and interacting on various media channels, it is necessary for the advertisers to target these consumers on the relevant media channel.

2.2 Semiotics:

Ferdinand de Saussure is the seminal source that links the most to this study (Saussure, 1959). With regards to semiotics, his literature will therefore be highly taken into account. Semiotics can be defined as the investigation of how meaning is created and communicated through signs and symbols (Beasley & Danesi, 2002, p.23). The research will take a close look into semiotics, colour theory and the different platforms in which it has been communicated. Semiotics will be studied to get better insights into what mentally goes through the viewers mind when looking at different images and signs (Beasley & Danesi, 2002, p19). In an academic context, the study of symbols and visual communications is called semiotics. Broadly, the purpose of semiotics is to analyse how people make meaning out of symbols, and how those symbols are interpreted. Semiotics can be as simple as someone seeing a picture of a tree and understanding what it is and means. This can go into a more complex route such as peoples' perceptions of racial stereotypes, for example, as one would have to rely on semiotics for one to get a meaning. From analysing imagery or advertisements of individuals one can recognise the image due to semantics, being the pairing of the symbol and the cultural or social meaning (Saussure, 1959, p. 63).

Semiotics looks into the study of symbols and signs as well as their use and the way it can be interpreted. The general principles of semiotics is sign, signified and signifier. A sign would resemble a physical object such as a road sign or an apple. Signified is associated with its reference, such as the image of an apple will give the viewer a mental concept of what it represents such as freshness, teachers pet or the Apple brand. Signifier is related to its referent in a physical manner such as the apple being round and red for instance. Sign is also known for never having a definite meaning as the meaning must continuously be qualified. Signs can only be communicated through visuals, auditory senses or taste. (Saussure, 1959, p.65). Saussure also treated language as a form of sign- systems due to his work in linguistics, which has supplied various methods in which semioticians are able to apply the sign-systems in other areas and not just language. The relevance of semiotics to the research is that it goes into the signified perception or meaning behind the way that individuals see signs. This ideology of all individuals having different stigmas or stereotypical ideas towards visuals and communication is fundamental as Visual Communication is all about the way people perceive visuals. Some forms of communication such as hieroglyphs and rock paintings are some of the oldest forms of

Visual Communication through the use of symbols and imagery in which most people were able to identify what was being conveyed.

2.3 Visual Communication:

Another over arching theory which will be utilised in the research is Visual Communication. Perception, manipulation and imagery within the Visual Communication realm is necessary to be investigated. The research will look into how meaning can be created from visual logic as well as the different channels that it can be communicated across. It also delves into the role that the media plays to create a specific image which will have an emotional impact on our lives (Barry,1997). The research looks closer at the current water crisis within the city of Cape Town and whether the message of the crisis was successfully communicated visually. As mentioned above, the water crisis has had devastating effects on people and jobs within the water industry. It is therefore worth investigating Visual Communications as a way of improving an issue and for it to be understood and interpreted by the specific audience correctly (Mullet & Sano, 1994, p.3).

To understand what Visual Communication is, one must understand who visual communicators are. The most commonly known divisions of Visual Communications would be graphic designers, copy writers and multi-media designers. These professionals are responsible for executing the visuals and message across to the viewers as simply and successfully as possible.This field is responsible for crafting the visuals and narrative of any specific topic or campaign. Appiah and Cronje (2012) stated that the process of achieving a solution and encompassing the use of critical thinking skills to observe and analyse the brief/problem should be done through various steps. The design process is a toolkit in which designers utilise when it comes to solving design problems (Dazkir et al, 2013). It is required that a designer must conduct research, brainstorm, use idea generation such as scamping (rough sketches), and find the best suitable solution and based on this information, come up with rough drafts (Mattimore, 2012). Throughout this process, the idea generation stages usually involves rough sketching and various ideation techniques to spark ideas and concept development. When the work is executed correctly, the brand or campaign can gain a lot of awareness and interest from its intended or suitable target audience. The relevance of understanding Visual Communication is that although it can bring about awareness and revenue, it can sometimes do the opposite and backfire what it intended to be solved.

Visual Communication can be seen as the transmission of ideas and information using imagery and symbols. There are various elements to designs such as balance and to elaborate more about it, it is the state of distribution in which everything has come to a standstill. A composition which is balanced, factors such as direction, location and shape are equally determined by each other in a way that no other change seems necessary. A composition which is unbalanced can be seen as accidental, transitory and therefore invalid (Arnheim, 1960). It is one of three different types of ways to communicate, as the other two are verbal communication and non-verbal communication, which would be tone and body language. To define Visual Communication, one can imagine being in a country foreign to them. Trying to get directions through visuals such as signs or maps could help lead one the direction that was intended. It is therefore a very reliant form of communication as the general public can rely on various forms of it, such as graphic designs, typography, films and signs. Visual Communication has always strived to solve a problem in the simplest way possible, therefore there is a huge emphasis on user experience which called UX design.

Relating to the water crisis, if for instance the narrative of the drought was communicated sooner and perhaps added in a shock advertising method, (Louise, Hassan & Michaelidou, 2013), saving water could have potentially begun ahead of the time and resulted in it being less of an issue. Visual Communication is one way in which the general public would be able to understand the full behemoth of a crisis it is, and from that, changes for the better will be made as people will adapt to the issue with the aid of successful communication.

2.4 Channel and Media Planning in Advertising:

There are two fundamentals to brand communication, the first being content and what the brand is communicating. The second is being contact, how the communication of the brand communicates and connects to the audience it intends to do so with (Kelley, 2015, p.9). The link with this theory to the study is that the CoCT is essentially the brand and they are trying to communicate the water crisis to the general public of the city as well as the foreigners coming to visit.

In the past, the media planner would responsible for connecting the advertising message to the target audience through many various media channels and with technology evolving, these different channels have broadened. The media plan should therefore take all the brands touch-points it has with the consumer into account (Kelley, 2015, p.15).

There are four key ways in which the Media Planning has evolved into Communication Planning. Communication Planning is to ensure that the brand addresses all potential aspects of a brand's communication platforms. The first being that advertising support has shifted into overall brand support which gives the planner a much broader role. The second being reach versus influence. Older more traditional media such as television has more of a wide reach as it targets everyone regardless of their enthusiasm in the brand. This third shift aims to rather target the right audience and understand their needs and desires, thereby influencing them. The third shift is to move from a multimedia strategy into a multichannel strategy. The fourth shift is from placing advertising units to impacting multi-platform content (Kelley, 2015, p.27).

With the world constantly evolving, integrated marketing communications, or IMC, a through the line activity has been utilised for all forms of communication within a brand. IMC ensures that all various forms of communications and messages that the brand gives out are consistent and linked together (Pooy, 2014). Within the last decade, there has been a rise of new kinds of advertising media mainly due to the internet. Search engine marketing and online banner adverts have paved a new and much more engaging way of online advertising, being able to target consumers through what they search. The introduction of smart phones also created a new form of trying to target individuals as they have become more accessible to the average person and even the poorer people. Anyone can now use video cameras through their smart phones to generate and post content to the internet. Blogs, weblogs and digital journals have allowed people to post and interact with their followers introducing a form of consumer-generated media that can be linked to various types of social media networks.

Seeing that media has evolved, so have consumers. In the past, television would've been the main source of communication due to so many consumers tuning in to watch their favourite program, giving advertisers the perfect opportunity to air their advert to a broad audience. Today, consumers have the power to control how they both use media as well as choosing the way to see adverts (Kelley, 2015, p.30). They have the option to come into contact with advertising when and where they want it. This change has shifted from the advertising industry having control to the consumers having control. The digital realm of technology is the main culprit for reshaping how consumers use these various media platforms. From tablets, to smartphones, to digital smart wristwatches such as the Apple Watch, consumers are constantly attached to some form of machine that generates media (Kelley, 2015, p.30). No longer are marketers communicating in a one-sided discussion,

now the consumers are both communicating and initiating the discussions that are relating to the brand. The professionals within this industry are now required to find out which is the most suitable media to target their intended audience. From there onward they need to understand what the specific audiences need and desires, so that they can learn how to influence and engage with them (Kelley, 2015, p.30).

There are key components in media buying and planning known as; *reach, frequency and impact* (Kelley, 2015, p.36). Older, or more traditional mediums such as TV and radio are seen to have high reach and frequency, meaning that consumers are most likely to come into contact with the advert and should happen more than once. Frequency refers to the amount of times that the consumer would see the specific advert or post. That is why TV is seen to have both high frequency and reach as adverts on TV are played over a set time, therefore meaning that viewers should see the advert a few times. This can also exist on social media, as there are such things as geo-targeting which refers to the practice of delivering different content or advertisements to a person based on the location that is within their device. The main criteria that advertisers want to achieve, is impact; the level in which the advert played on some sort of emotional way. By having a higher level of impact, the advert would have more meaning to the consumer which is why professionals within the industry put a lot of emphasis on targeting the right audience for their advert (Kelley, 2015, p.36).

To summarise what has been said, media planners are a cross between marketer, behavioural scientists and part researchers in order to really target and understand their target audience. Media planning is one of the most crucial parts to the brands communication strategy and would need to be taken into account as the CoCT needed a strong communication strategy for the water crisis. A lot of companies that employ a marketing agency or firm would want to see return on investment. Return on investment is used to evaluate the efficiency of the money that a company invested into the media and the return on that money that was spent (Malkiel, 1995). The relation of media planning and buying would've had great impact for the water crisis as the CoCT would have had to invest their money in various media channels to target various markets.

2.5 Links Between Problem and Current Literature:

The links between the studies problem and the current literature available, is that the literature is able to assist the researcher with getting a better understanding of Visual Communication as well as understanding that there are more complex sides to the advertising spectrum than meets the eye. Semiotics assisted with the universal ability visuals can achieve with communication (Saussure, 1959, p. 63). This key concept can be incorporated with the study of the water crisis due to it having such a broad target audience. Visual Communication assisted with what society believes well crafted design can be as well as the various specialisations within the theory. The final link that channel and media planning provided was the understanding of how advertising has evolved so rapidly due to technology (Kelley, 2015, p.30). With that in mind, the necessity of a brand or company is to target the relevant consumers for what it is that you are trying to sell them. In this case the CoCT is trying to communicate water saving and to keep them updated. It will therefore be necessary to gather some insights with regards to the various forms of media that the participants consume as well as finding out which they believe is to be the best. All of these theories were able to link in at least one relevant way to this specific study as well as giving the researcher a better understanding of the topic as a whole.

Chapter 3: Research Methodology

3.1 Research Paradigm:

Interpretivism refers to an approach which has emphasis on the significant nature within peoples character and participation in both social and cultural life, therefore ruling out various methods of natural science (Elster, 2007; Walsham, 1995). Myers, (2008) stated that interpretive researchers believe that access to reality can only be found through social constructions such as consciousness, language, instruments and shared meanings. This definition can be applied to the research study as people cannot be studied the same way that objects can be, because people change all the time due to the environment constantly influencing them (du Plooy-Cilliars, Davis and Bezuidenhout, 2014).

The research will involve taking an interpretivist approach as there are many different elements to interpret within the study such as human interest and the diverse nature people perceive visuals. This can be applied to the research as people cannot be studied in the same way that objects are as people change constantly due to the environment around them and therefore influencing them constantly. Most interpretivist philosophies are based on the critique of positivism in social sciences. The study will thus be qualitative, as it leans towards peoples thoughts, emotions and opinions (Heshusius & Ballard, 1996, p. 4). Perceptions and opinions of analysing visuals is crucial to the research and will result in getting a more concise idea of what the general public find to be more impactful with regards to the water crisis.

There are three common variations of interpretivism which is hermeneutics, phenomenology and symbolic interactionism. Hermeneutics refers to understanding and interpretation with a focus on wisdom literature and biblical texts (John & Foss, 2009). It Hermeneutics can be seen as the theory of both understanding and operations in their relation to the interpretation of various texts (Ricoeur, 1992). In Social Science, hermeneutics has been extended to the study of various acts or processes involving any sort of interpretation whether it is a verbal or nonverbal way of communication (Ricoeur, 1992). Phenomenology is the philosophy of understanding the world through experiencing the specific phenomena directly. Symbolic interactionism is the construction of reality which is provided by symbols. Phenomenology's primary concern is systematic reflection

and the phenomena that appear in acts of consciousness as well as the study of the structures of consciousness (Farina & Gabriella, 2014). Relativist ontology perceives reality as intersubjectively, based on understandings and meanings on both experiential and social levels (du Plooy-Cilliars, Davis and Bezuidenhout, 2014). Transactional epistemology is an approach that believes that people can not be separated from their knowledge and there is therefore a clear link between the researcher and research subject (du Plooy-Cilliars, Davis and Bezuidenhout; 2014).

From gathering different perceptions of various visuals that are being communicated, the insights can be drawn to gain a better understanding of the successes. As stated above, the study leans heavily towards qualitative research, so the findings will be based on peoples' emotions towards analysing imagery or campaigns specifically to do with the water crisis. Once insight is drawn from the research, it can be used as a basis or guide to what has been done correctly or incorrectly during such an immense crisis. The types of data collection methods that will be implemented would be such as personal interviews of members within the creative industry of branding and marketing as they would perhaps be able to give insights into the campaigns that were used or could have been used for the water crisis in Cape Town. Qualitative research will be able to offer the researcher with a wider range of explanations, insights and theories of social behaviour (Huberman & Miles, 2002, p.305). The researcher is also able to engage in a more face to face interaction which means both body language and the ability to have a natural conversation with the participants allowing for an alternative and more natural method of collecting data. The

interviewer also has the ability to give follow-up questions, allowing the conversation to evolve and develop into a further understanding of the participants ideas and creating a natural interaction. The types of questions will have to lean towards how imagery is perceived by the participant. Research has to have a purpose or justification as to why it is being done or investigated, this is why this research delves into a current affair with a different and specific, but relevant direction.

3.2 Research Methodology:

The aim of this research is to understand consumers perceptions of visual communication in relation to the water crisis. Qualitative research methodology has been conducted from an interpretive perspective by utilising in-depth questionnaires for data collection. This approach explores both of the participants' subjective and internal experiences (Dahl et al. 2003: 268). Due to an interpretive paradigm approach being conducted for this research, the way in which the data will be collected will be a lot more open to opinions and understandings, making it more natural for participants (Maree et al. 2016).

A research questionnaire, which shall have a qualitative design in order to take the participants ideas into account, was compiled for this specific study. Protection of the various participants' identities have to be taken into consideration as well as their permission to be given a questionnaire (Waller. 1999: 290). The researcher will have to search for any patterns within the data and relate the findings to that of the theories utilised for the research (Maree et al. 2016: 20).

3.3 Justification for the Research Methodology:

Initially both face-to-face interviews and questionnaires were going to be carried out for data gathering and collection. After sending out the questionnaire, the participation and engagement of the participants proved that there was no need for interviews and that there were enough findings and insights from the questionnaire alone. The questionnaire was able to encapsulate the understanding of consumer behaviours and perceptions of the water crisis, which was the main aim objective that the data sought to achieve. The justification of this method is because the research requires personal thoughts of the participants. Qualitative methods would be the most suitable path for examining decision-making as consumer preferences would be important (Dahl et al. 2003: 268).

3.4 Population and Sample for Administration of Questionnaire:

The population will be diverse as people perceive visual material differently according to their own backgrounds, age group and interests, therefore a rather broad size of participants will be used. The research seeks to use probability sampling as a technique. Probability sampling is a technique in which all members of the population have both equal and pre-specified chances to be part of the sample. Randomisation therefore ensures that

all individuals of the population could be involved in the study. Non-probability, however is the sampling technique that requires the odds of any potential participant to be selected for a sample and cannot be calculated. Probability requires random selection where as non-probability sampling does not require it. This means that subjective judgement is required from the researcher. The advantage to using non-probability as a technique is that it is both timely and cost effective as well as being relatively easy to use, if for instance, you have a smaller population to work with. The main disadvantage of non-probability sampling is that it is almost impossible to know how well your sample selection is representing the researcher's population. In addition to this, it is difficult to calculate margins of error as well as confidence intervals. It is therefore recommended that probability sampling should be considered instead of non-probability.

In the case of this study, stratified sampling would be the most suitable technique for the research. This is used when the researcher would like to use a specific group within the population. It is a useful way to ensure the presence of the subgroup targeted within the sample. The technique is also used for when the researcher wants to observe the different relationships within the various subgroups that are selected. The benefit to this method of sampling is that the researcher will have a higher precision within the statistics compared to a random sampling technique. Due to this technique being more precise it therefore means that a smaller sample size can be used, resulting with less time and money to be wasted by the researcher (Trost.1986, 9: 54).

The study will focus on both male and female participants of all ages, income brackets and races. The population of the study will consist of a diverse population that were affected by the crisis; those that would have engaged or come into contact with any campaigns that were done for the water crisis. The research will therefore look at sampling a few participants from various age groups and backgrounds to get a wide spectrum of different segments. The teenage and younger adults (18 - 30 years of age), will be one of the populations, as they will be more aware of the existing online platforms that this communication exists on and are seen as being more technology savvy as the majority of their childhoods would consist of growing up with technology around them. However, Visual Communication does not only take place on online platforms. The research should therefore include traditional media as the water crisis affects a broad variety of people thus making it necessary to be taken into account. The older adult ages to middle aged population (40-50 years old), will still have a grasp and familiarity of all the online platforms and technology, and maybe a different method of receiving the communication visually

compared to the other age brackets. The older population (60 - 90 years old), will be included as they will have little knowledge or be actually using these online platforms as they usually struggle with technology giving a different or traditional input to the research (Conaghan, 2017).

3.5 Design of Questionnaire:

The questionnaire has an option from the beginning that asked whether the participant gives their consent to take part in the study. The questionnaire will consist of two sections in which the participants can give their answers. However all questions are entirely up to the participant to answer. The first section aims to find out the more personal information about the participants so that there can be segmentation. The segmentation can hopefully provide any links between age groups and the way in which those specific audiences consume media. The second section asks for more engaging answers so that the researcher can stipulate the participants thoughts and preferences for the media that has the most impact on them. There are also questions that asked whether the participants prefer the various visual campaigns over the more traditional executions (refer to figure 2.8).

3.6 Data Collection Process:

The data has been collected through questionnaires that have been assigned to various participants that are suitable as mentioned above in the population and sample section. The reasoning for questionnaires is that it is simple to administer, easy to analyse and is time effective so that the participants can be more reliable as it takes up less time compared to an in-depth face-to-face interview. Questionnaires are also rather familiar to the majority of participants making them more comfortable with filling one out as it can be done in the comfort of one's home. Questionnaires have therefore helped the researcher with analysing the opinions and beliefs of the participants with regards to the imagery and way in which they perceive visuals (Waller. 1999: 290). The data analysis method that will be used for this specific study will be content analysis. This can be seen as the process of systematically evaluating texts, behavioural and verbal data as a way of classifying or summarising data.

3.7 Validity, Reliability and Trustworthiness:

There are factors that the researcher has to take into account so that there is validity, trustworthiness and reliability within the data collection. *Validity* usually determines whether the study accurately measures that which it is intended to measure as well as the truthfulness of the research results. Validity aims to insure that the instrument that the researcher used for the study actually allows one to achieve that research objective. To insure validity, the researcher would ask a series of questions and often seek out answers in other existing research (Golafshani, 2003). *Reliability* refers to the extent of which the results of the study are consistent. This usually happens over time and also requires there to be accuracy with the population chosen for the study (Joppe, 2000). If the results of the study are able to be reproduced within a similar methodology, then the instrument that would be used is seen as being reliable.

Seeing that most qualitative researchers do not use physical instruments to measure metrics, it is relevant to address how transferable, credible, dependable and confirmable the findings are. *Transferability* is used to determine whether the findings of the study can be used for other studies. If there is another study that relates to this study then it is necessary to unsure that this study is able to be transferred to another. *Credibility* is seen as to determine the confidence of the qualitative researchers' findings. Essentially this is meant to determine whether the findings of the study is true and accurate. To insure this, triangulation is incorporated to show the findings are credible. *Dependability* is the extent of which that this study could be repeated by other researchers. The other researcher should be able to utilise this studies findings for their own without the need of other information. Lastly *confirmability* is the degree of which the findings are truthful and not bias. Therefore there can be no potential bias or personal motives from the researcher in the findings as they would not be truthful.

Social desirability is another factor in which the respondents may answer in a specific manner because they believe it would be expected (Featherston, 2015). The questionnaire stated in the beginning that there are no right answers as well as having more broader, open-ended and opinion based questions. To ensure that the data collection was trustworthy and reliable, the participants had to insert their email address at the beginning of the questionnaire. This was put in place so that participants and the researcher didn't have access to constantly redo the questionnaire and therefore ruin the legitimateness of the data.

Chapter 4: Findings and Interpretation of Findings

4.1 Analysing the Data:

4.1.1 demographics:

A total of 34 people gave their consent to participate in the research. To get a better idea of each specific participant, some personal questions were asked. 88.2% of the participants were white, 5.9% were black, 2.9% were mixed race and 2.9% were asian. 52% of the participants were within the age group of 20-25, however 35% of the participants fell between the ages of 40-70. The remaining participants were between the ages of 25-40 and 80-90. With regards to the participants income brackets, the majority of which were earning between R5000-R10000 per month or R20000-R50000 (refer to figure 1.4). 50% of the participants lived in a house, 44% lived in a flat and the remaining 6% lived in a shared residence. With regards to how many people occupied the participants homes, it was rather evenly distributed however the majority of which had 3 people within their homes.

4.1.2 Consumers changes to water consumption after gaining awareness:

Moving on from the personal information, the first question asked what changes the participant had made to their water consumption habits after gaining awareness of the water crisis. The researcher has taken the answers and categorised them into various methods. The majority of the answers stated that they took shorter showers to minimise the overall use of water and flushed the toilets only when necessary. 19 of the participants spoke about the use of collecting grey water from their showers and reusing that water for the toilet or for watering their plants or garden. Only three of the participants spoke about installing a borehole however about 50% of the participants stated that they lived in either a flat or a shared residential home. One participant said that their flat has installed a grey water system in which the participant believed that there wasn't much that they had to do in order to save water. Other answers spoke about either buying bottled water or utilising the spring water collection point in Newlands. The rest spoke about either doing less laundry or use of the dishwasher. Two of the participants however stated that they haven't made any changes to their water usage habits. The insights from these findings is that

showering with a bucket and or showering for less time would be the minimal effort and expense that a person could do to save water, therefore it makes sense that the participants stated those answers the most. In addition, 44% of the participants lived in flats, meaning that they most likely did not have a garden or pool. Therefore the most ideal water saving technique would be to flush less and collect grey water to use for flushing.

4.1.3 The type of communication that the participants consume:

The following question asked for the form of communication that helped the participant with gaining awareness as well as water saving methods. The researcher has categorised the results into two different categories, the first being modern forms of media and the second being traditional forms of media. 22 of the participants stated that social media informed them the best and 2 said that online news sites informed them the most. To link the following question to this, the researcher asked the participants to tick the social media platforms that they use the most, in which majority said Instagram, Facebook, YouTube, Twitter and Reddit. The traditional media that informed the participants the most was radio, which 4 participants stated informed them the most, 2 said that word of mouth, 4 said newspapers and 1 said a billboard at BP. The findings from this gives a rather evenly split between the use of traditional as well as modern media methods. One can speculate that the wide variety of the age groups had a big impact on these answers as various consumers consume different forms of media. The fortunate side to this is that at least the water crisis was existent on both traditional and modern media platforms. Seeing that the water crisis targeted such a broad variety of people, the necessity of communication on both modern and traditional forms of media were clearly fundamental for getting the message across.

4.1.4 Did the participants believe that the CoCT did a satisfactory job:

The following question asked the participants to state whether the CoCT did a satisfactory job or execution of communicating and gaining awareness of the water crisis. If the participants stated "yes", then they had to answer as to why they thought so. 64.7% of the participants said that they did think that the CoCT did a satisfactory job. Some of the participants thought that being able to see who used the most water within Cape Town was a great way to target those individuals and almost force them into cutting down. The CoCT also had disputes with the government so the participants believed that given that information, they did the best they could with their budget (Oliver, 2017)

One theme that was brought up is that the crisis was needed to be constantly communicated, they did so with constant updates and communication on all existing platforms. With that in mind, one stated that the dam level updates were helpful and installed that fear factor into the minds of the citizens. Infographics within hotels and any tourist orientated facility were in place to inform the foreigners. One participant stated that the water crisis was "tactical nonsense", but went to elaborate on this thought. The participant believed that there was a drought, however the only way to get the citizens to actually save, they had to create a sense of emergency, otherwise the general public wouldn't have reacted the way they did. The insights that can be drawn from what had been said is that the participants that believed that the CoCT did a satisfactory job, were able to elaborate as to why they thought so with compelling answers. The participants believed that there needed to be constant communication and updates, which the CoCT seemed to do a rather good job at as well as existing on all forms of media.

4.1.5 Adverts that related to the water crisis:

To go into more detail of the specifics, the researcher asked the participants which advert they could remember that related to the water crisis. The majority of which said that the water warriors campaign done by Smile FM was what they remember. A lot said that flyers that were either handed out around their universities was what they could remember. One participant said there was a shower song campaign, however that participant never saw anything to do with it. From this, one can gather that radio and posters/infographics are memorable and thus more impactful. The radio would have been able to have high *reach* as 80% of the participants used their own vehicle to commute around. The infographics would have mainly been either handed out to people or been put up in various hotels meaning that it would have mainly been tourists that would have come into contact with those specifically. However the infographics that had instructions of saving water would have been mainly aimed at home owners.

4.1.6 Did the participant resonate better with a word-of-mouth approach, or a form of Visual Communication approach:

The following question had an image of an infographic that was used to provide water saving tips for those who viewed it. The question asked whether the participant personally thought that a word of mouth approach would resonate better with them or the infographic that was provided (figure 2.8.1). The researcher has divided the participants into three categories, those that believed that word of mouth was the better, those that thought the infographic was better and those that thought both were necessary. A total of 8 participants thought that word of mouth was more effective due to it being more personal. One participant thought that word of mouth is great as it can get a bigger reach, however the infographic has more impact on the viewer. 5 participants said that both is effective and necessary as they work in conjunction with one another to portray a message across to the general public. The remaining 15 that responded to the question believed that the infographic is more effective. Those participants believed it was more effective due to it being more visually pleasing, it can be kept for future reference and easy to understand. One of the participants felt that the infographic clearly stated which areas needed more attention and that it is more trustworthy and accurate, something that word of mouth may not be. One participant believed that neither were effective. The participant went on to explain that a video/animation would be much more effective as one can listen to the audio and is more likely to be shared. Due to the wide scope of the participants' age groups, the mixed answers would make sense as the older generations are more used to traditional and the younger are more into the visually appealing executions. The insights one can take from this is that visuals and audio can be easier and more trustworthy to use. As mentioned above, *impact* is what one would want to achieve, and to have something that is visually pleasing and requires less straining input from the consumer would be more effective.

4.1.7 Whether the participant found any past campaigns, that didn't have to do with the water crisis, to be impactful:

The final question asked whether the participants could remember any past successful campaigns that didn't necessarily have to do with the water crisis. The ones that were brought up were the drinking and driving campaigns, such as "pappa wag vir jou" (Dolley, 2011). Waterless Wednesday, which was linked to the Smile FM Water Warriors (Smile 90.4 FM, 2017). One participant said that the World Wide Foundation (WWF) campaigns

were successful in their eyes and another said that the "Save the Rhino" campaigns were impactful, which is done by the WWF. The Coca Cola campaigns are impactful, the latest being the songs that they produced for each persons name. This campaign resulted in a mass media share throughout the world as the company was getting song writers and performers to create quick songs for each persons name (Wells, 2017). The insights that can be drawn from this is that the participants react more to campaigns that utilise shock factors. The drinking and driving campaigns are of a serious and unpleasing nature. The WWF and Save the Rhino campaigns are also of a serious nature but are all obviously for a good cause.

4.2 Links from Findings to Past Literature:

To link the answers that the participants gave to the existing theories that have been mentioned above; some answers spoke about the reach of specific media platforms and the impact of others. A channel and media planning professional aims to get higher impact over reach, this seemed to be apparent with some answers saying that the visually pleasing executions can require less unnecessary input from the consumer. Therefore a minimalistic but informative infographic that has incorporated universally understandable signs and one line statements would be more effective and reliable. The mention of an animation that the viewer can watch and listen to would be more effective to the participant. With the visuals assisting in the message and the audio also engaging with the viewers, it seems that it could be engaging and effective. This links to the mention above of the animation done by Sea Monster studios, which had an effective message brought across to the viewer without the need to understand the language spoken of the voice over. The language barrier can also be a rather big issue as foreigners and the diversity of Cape Town is rather broad, therefore visuals can really help with getting the message across.

Chapter 5: Summary and Conclusion

5.1 Findings:

The purpose of the research was to uncover whether the water crisis was successfully communicated by the CoCT with regards to the way it was communicated visually. To add to that, the various media channels were also questioned as to how effective they were for gaining awareness. 15 of respondents stated that the visual communication behind the infographic would be more effective and another 5 saying that both the poster and word of mouth approach is useful in conjunction. With this in mind, and one participant stating that there's more legitimateness behind seeing a poster, Visual Communication is clearly necessary, however there needs to be less effort with the engagement of the consumer. By saying this, the reason behind that is that a consumer doesn't want to analyse a poster full of instructions, one would rather see one effective message or have visuals narrate the points that are needed to be brought across. This visual narrative is also effective if the message is needed to be brought across to diverse people, this is because there are so many different cultures and languages that are spoken, hence being associated as the rainbow nation (Nevitt, 2012). South Africa's poverty and level of education in the country also means that there would be language barriers as not every person would be brought up learning various languages. To add to what is being said, the water crisis also targeted tourists as they may not be accustomed to the water saving that was going on in Cape Town. One can conclude that there is a definite necessity towards there being strong visual communication in conjunction to the other more traditional approaches. Due to the nature of the water crisis, there would be a very broad target audience as everyone was going to be affected. From the data that was collected for the study, there was a clear divide between some participants using social media and modern media platforms, and others using more traditional media platforms such as radio and TV. The CoCT clearly had a broad presence on all platforms and media which had a broad reach and impact on their target audience. One participant mentioned that there was a dispute between governmental support and the City of Cape Town. Keeping that in mind, the COCT were able to exist and advertise on all platforms and collaborate with various studios to execute some of the campaigns. The COCT successfully brought awareness to the issue very quickly and therefore successfully utilised Visual Communication to bring the urgency of

the crisis across to the public as well as instruct their audience with what to do. All the participants had a clear idea of what the water crisis was all about as well as how to do their little bit to save some water. There was a general awareness of the various campaigns during the water crisis, especially the Smile FM Water Warriors campaign.

5.2 Final Conclusions and Future Contribution:

When it came to asking the participants about the campaigns they remembered in the past that were unrelated to the water crisis, the majority of the answers seemed to have more shock value to them. The drinking and driving campaigns were "super horrific", stated by one of the participants, with another saying that they remember the "Pappa wag vir jou". The drinking and driving adverts either displayed how quickly one can get into a fatal accident or the various ways one can end up in jail (Hunter, 2017) The seriousness of these adverts resonate with all viewers as they can sympathise with the reality of it happening and the consequences being too dreadful. There were other mentions of the Save The Rhino and World Wide Federation campaigns which were all related to the wellbeing of animals. The other campaigns that were mentioned was an advert done by Die Burger, which shows an image of a UN soldier standing next to a wall. On the wall it says "involved in Africa", however the UN soldier is standing perfectly in-line with the rest of the copy, therefore stating that the UN is "uninvolved in Africa" (FCB Agency, 2007)

So with all of the above being said, there are a few possibilities that the research can contribute to future studies. The study firstly gives a breakdown of semiotics, visual communication and channel and media planning, all of which are very necessary and relatable theories with regards to advertising and communication. Semiotics for instance gave insight into universal signs and the role it has with communication and design. This specific study gives insights into the forms of communication consumers find effective. With that in mind, the media channels resonate with specific audience's ages. How successful the citizens thought the water crisis was and why they thought it was done so correctly. Whether there is a need for traditional media in a modern and constantly evolving world. Aside from what has been listed, the topic was based on analysing the Visual Communication done by The CoCT. The findings were more based on the channels of media that citizens resonated with better, with that it included the way the water crisis was communicated visually.

As mentioned above, the study relates to a current affair being the water crisis. Baring this and the fact that Cape Town was awarded the Design Capital of the year, the study is in

direct relation to everything that is happening or to do with the CoCT. The research will contribute to all other countries that are going through or shall go through some sort of crisis. The findings will be sound evidence as to whether this approach of communication can make a difference to any similar crisis as well as give inspiration of different examples of good and bad executions of Visual Communication and the way in which various participants react to these examples. Not only can this research be used for the purposes above but can also be used for any student as a sound reasoning or motivation for any design student. Firstly, this would be to assure the students that the field that they are going into has a purpose. Secondly, it would assist the students to see examples of various consumer perceptions, whether there may be a pattern with specific consumers. Thirdly, to provide the students with examples of advertising that worked in communicating a crisis to the public.

The final conclusion to the study is that the research achieved all the objectives that were set out. It discovered that there is still need for traditional media despite technology and the evolution of advertising (Kelley, 2015, p.20). The research went in-depth to get a better understanding of Visual Communication and the role that universal signs have in society. From this, visual narratives and universal messages from signs seemed to have a relevant place in the diversity of Cape Town and for a topic that reached a broad audience such as the water crisis. The language barriers and multicultural society Cape Town has means that there is a need for easy to interpret communication through the use of visuals. One participant mentioned that the infographic that was in the questionnaire would resonate more than word-of-mouth, however it was too busy and suggested the use of animation with audio would be more effective. Relating back to the multicultural society that Cape Town consists of, the universal signs and imagery should aid the message to those regardless of the language barrier.

To relate back to the objectives that were set out by the researcher. The first objective was to analyse the effectiveness of the Visual Communication. The overall effectiveness of the Visual Communication was positive, majority of participants believe that communication through visuals works better for them however there needed to be less information on some infographics as it was too cluttered.

The second objective that was to understand the different channels of media that were used to gain both awareness and keeping the participants updated. The findings was that there is still a big need for traditional forms of media as the water crisis involved such a

broad audience. As mentioned above however, there is more need for *impact* over *reach*, and majority of those traditional channels had more *reach* than *impact.* The radio seemed to really have a positive effect on the participants as many could remember the Smile FM campaigns meaning that there was a lot of *impact* from this media channel.

The final objective was to determine whether the CoCT did a satisfactory job. Although 64.7% of the participants stated that they did do a good job, their reasoning for why they thought that seemed to prove their point. The reason as to why they did a satisfactory job is due to the fact that every person within Cape Town, whether you are a tourist or not, had come into contact with one form of media that stated that we are in a drought and there is a need to save water. In addition to this, there was advertising and some form of awareness on every single media channel in order to reach and impact a person at least once.

5.3 Ethical Considerations:

Ethics seeks to address questions about morality or is the concept of what is justice or virtue or right and wrong (Murphy, Laczniak, Bowie & Klein, 2005). The principles of ethics is the correct and incorrect conduct within a profession or community. Ethical behaviour is therefore in place to make individuals abide by the rules and responsibilities. Due to the research being of a not so sensitive nature, there are a lot less ethical concerns that are needed to be taken into consideration. To minimise the ethical concerns, all participants are informed from the first page of the questionnaire, stating what the research is for and whether they give their consent to partake in the study. The study is therefore completely voluntary and their comfort is the highest concern for the researcher. With this in mind, all participants are able to forfeit answering the questionnaires as well as stating that there can be no right or wrong answers, aiming to sooth the participants involvement within the study. All participants will be informed that participation within the research is both anonymous and confidential if requested. Information of any unsettling, violent or profanity within the imagery would have been notified to the participant before showing, however the water crisis within Cape Town is not of a sensitive nature with regards to this study. Each participant will have full anonymity from being mentioned in the study. Lastly no minors were needed for this study, however if there were then a parent or guardian would have had to sign their consent.

5.4 Limitations and Delimitations:

The key limitation for the questionnaire survey methods is a non-response bias, which is a bias that can happen when respondents do not accept to be apart of your study, be it from a specific reason or fail to participate in specific questions. This can be due to the participant having some sort of differences compared to others who agree to participate to all the set questions. If specific participants therefore do not respond or do not respond to all the questions, this would lead to an imbalance of the sample and could result in a higher percentage of female or male respondents creating much more randomness of the sample. If a sample is biased this could result in it not being a successful representation of the sample and therefore resulting in a limitation of the research's external validity (Kelley, Clark, Brown & Sitzia, 2003).

To eliminate the possibility of this happening, the researcher would have to send out the questionnaires to consumers with a positive and persuasive attitude to get all the approached participants to participate in the research regardless of their interest in the research. Another technique that can be implemented to eliminate this risk would to purposely have shorter questionnaires to maximise the willingness of participants interest in filling out a questionnaire, however this can be tricky due to the qualitative nature of this study.

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Annexeures:

Questions and Answers to Questionnaire: