



Communicating Water Conservation in Rural South Africa: The Nexus of Dialogue

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ABSTRACT South Africa is intensifying water conservation campaigns in the face of a worsening water crisis. However, the water conservation campaigns are plagued by ubiquitous challenges and are yet to resonate with the critical mass, rural dwellers particularly. This paper investigated the role of participatory dialogue in communicating and mobilising the rural populace to play their part in conserving the scarce water resource. The qualitative method approach was used based on the participatory action research paradigm. The findings revealed that engaging participants through participatory dialogue were effective in building knowledge, changing opinions and attitudes towards water conservation. It was concluded that participatory dialogue provides a powerful strategy for motivating rural dwellers to cultivate water conservation habits.