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Film policy implementation in South Africa : a case study of the National Film and Video Foundation (2000-2005)

Fokane, Tusi Matshama Nthabiseng

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ABSTRACT

The study aimed to understand and analyse the ways in which the NFVF as the institution mandated by government to implement its vision for the film industry, interpreted and executed this mandate in its inception years. Using a combination of top-down and bottom-up approaches to policy implementation, this study applied the 5-C protocol developed by Brynard and de Coning (2006) to analyse film policy. The study assesses the process of implementation and the key factors that shaped how the NFVF carried out its policy mandate between 2000 and 2005 largely from the perspective of 'street-level bureaucrats' who were the main policy implementation officials. Implementation scholars suggest that in order to understand policy, one is required to follow its journey as it moves through the implementation process, changing its environment, and in turn being influenced by the environment within which it is located.

The study's findings are discussed under various themes that emerged from the interviews and document review. The focus is on the NFVF's policy content and implications this had on the clarity of its role and mandate. The themes that emerged from the discussion on the NFVF's policy context indicated that the governance and institutional arrangements for implementation as well as the lack of policy coherence and co-ordination contributed to a difficult operating and implementation environment. Under policy commitment, the discussion pointed to the NFVF's leadership and institutional style between 2000-2005. The NFVF's capacity to implement policy was analysed in terms of its available financial resources. Finally, the last section of the study considers the NFVF's policy clients and coalitions and how they responded to the NFVF's implementation of policy.