



UNIVERSITY OF EDUCATION, WINNEBA

**FILM AND DEVELOPMENT: A STUDY OF THE DOCUMENTARY
*WHEN THE LAST FISH IS CAUGHT PART 1 AND 2***



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**FILM AND DEVELOPMENT: A STUDY OF THE DOCUMENTARY
*WHEN THE LAST FISH IS CAUGHT 1 AND 2***

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partial fulfillment of the requirements for the award of the degree of**

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DECLARATION

STUDENT'S DECLARATION

I, **Felix Mark Aggrey** declare that this dissertation, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

SIGNATURE:

DATE:



SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of Dissertation as laid down by the University of Education, Winneba.

NAME OF SUPERVISOR: PROF. CHRISTIANA HAMMOND

SIGNATURE:

DATE:

DEDICATION

I dedicate this work to my family, who have been my source of motivation and support throughout this period.



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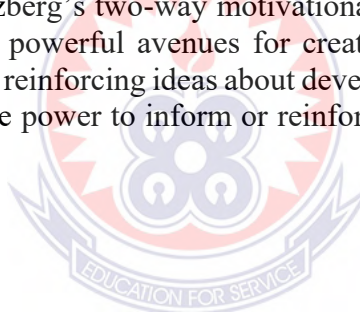


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ABSTRACT

The idea of development has been heavily contested by various scholars and schools of thought; but equally problematic is how development issues have been communicated. Film (documentaries) has been identified as one of the effective ways of communicating development. The study assessed the effectiveness of using documentaries to convey critical messages about development. It investigated the power of documentaries in creating and raising awareness, fostering community engagement, and influencing policy changes, among others in the development process through multi-dimensional analysis. The study was qualitative and employed the qualitative content analysis design to analyse the documentary *When the Last Fish is Caught – Part 1 and 2*. Herzberg's two-way motivational theory and Rosteck and Frenzt's model for interpreting documentaries were used as the theoretical frameworks of the study. It also probed into how the documentary was used as a communication tool to bring remedy to an existing problem (illegal fishing). Findings showed that the dominant issues raised in the documentary included illegal fishing, stakeholder interventions, negative effects on livelihoods, and access to fishing logistics. And these issues also border on development concepts such as those relating to interventionism, communal ownership, and advocacy, among others. The study further showed that motivation can stem from an individual perspective to a group interest, and this notion reinforces Herzberg's two-way motivational theory. The study concludes that films (documentaries) are powerful avenues for creating awareness about development initiatives, influencing and reinforcing ideas about development issues. Also, owing to that, films, in any form have the power to inform or reinforce and change people's perception about a phenomenon.



CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The use of films and documentaries has become one of the ways development ideas has been communicated to achieve a set goal or target (Chattoo & Jenkins, 2019). Before the early 19th century, literature suggests that people sat around ‘open fire’ in the night to listen to stories which often mirrored the society (Aikins, 2018). However, in modern times, films have become the contemporary ‘open fire’ where people gather to listen to stories (Aikins, 2018). The concept of film, according to Prinz (2007), involves written and edited forms of picture-based stories, mostly shown in an open space, cinema, television or a perforated-edged strip of plastic coated with light-sensitive emulsion in a motion form or camera. Hence, the idea of film is mostly used to refer to both moving or motion pictures as well as the technology used in producing the film. In recent times, technological affordances have revolutionised the production of films to include other forms of documentaries (Spice, 2012).

The film is widely regarded as an important artistic form, and a popular source of entertainment effective for education, and indoctrination of the society. Dick et al., (2005) further assert that the visual aspects of films are the unique abilities to communicate with people of diverse backgrounds. In line with Dick et al’s (2005) assertion Corrigan (2017) indicates that films are cultural artefacts created by specific cultures to reflect the values and life patterns of a particular group. Films are, therefore, considered to be important art forms, a source of popular entertainment and a powerful method for education or

indoctrination (Foluke, 2014). Thus, Karlin and Johnson (2011) are of the view that the film could be used as a tool for mobilizing people towards a common goal or particular issue.

The history of film or motion picture cannot be attributed to an individual, unlike other phenomena or disciplines. Manley (2011), notes that any such attempt could be an oversimplification of what history often tries to do. Various inventors and scholars have contributed to the progress of the art or industry. Manley (2011) posits that Thomas Edison is however credited with the invention of the first motion picture camera in 1891 known as the kinetoscope. His ideas are the culmination of many theories which advance towards the construction of a camera-like device that captures motion. The concept of film started in the Western world, before finding its way to Africa as stated by Uwakwe (2010). The concept of film thus arrived in Africa in 1896 through a Vaudeville magician who stole a theatre graph projector from the Alhambra Palace Theatre in London and brought it to South Africa (Uwakwe, 2010). There are five types of films, comprising Narrative film, Avant-Garde, Documentary, Feature film and Short film (Musthafa & Sadiq, 2019). The concept of film has evolved to include technological perspectives, as well as equipment and theories relating to a particular phenomenon (Manley, 2011).

Grierson (2014) observes that documentary film is a creative treatment of actuality and reality, and Nichols (2017) also adds that the concept of documentary film has no precise definition because it is ever-evolving. Nichols (2017) asserts that the primary aim of a documentary is to bring about behavioural or social change about a phenomenon or idea in a positive manner. Major communication modes that were used in the development process

have included genres of films including documentaries. Documentary films have been used in planning the development agenda, telling the development story, and highlighting, or monitoring and evaluating the pitfalls and progress of the development processes (Mboti, 2018). Nash and Corner (2011) state that the documentary is a subgenre of the film genre and focuses on real people in their natural settings to highlight the truth behind some events and situations including mining, agriculture, sports, fishing, child trafficking, and health, among others. Documentary films have been categorised into two forms, namely radio documentaries and feature-length documentaries or video documentaries (Gee, 2021; Nash & Corner, 2016).

1.1.1 Fishing

Fishing has been part of human activities since time immemorial and regarded as one of the earliest forms of economic endeavours and human development (Gartside & Kirkegaard, 2016). Tsafoutis and Metaxas (2021) state that the act of fishing dates back to the period of antiquity and is considered an ancient practice and likened to hunting.

Hasselberg et al., (2020) also indicate that all creatures who spend most of their time in water are considered fish and the purpose of fishing is for the survival of humankind. Gartside and Kirkegaard (2016) posit that fishing can be seen as both an occupation and culture. Danso-Wiredu (2018) asserts that people who live around water bodies and in coastal areas of the country are primarily fisherfolks or work in the fishing sector. Tsafoutis and Metaxas (2021) in the same vein, indicate that the act of fishing offers individuals the needed skills and knowledge to understand the culture of the fisherfolks. Fishing also serves as a channel for socialisation to thrive, hence, passing the knowledge, skills, beliefs,

customs and techniques of the fishing community to the next generation. Danso-Wiredu (2018) supports the view that fishing-related activities are integrated with the residents' way of life. For example, she notes that most compensation made to fishermen for their services comes in the form of fish, in place of cash. This act is mostly prevalent in the fishing communities in Ghana and other neighbouring countries; and perhaps emphasized by Gertside and Kirkegaard (2016), fishing may not only be considered a way of life but chiefly also as an economic activity.

Attobrah and his colleagues (2020) supported the evidence that the fishery industry in Ghana has made a substantial contribution to the country's economic development and impact on the way of life of its people, especially people living along the coastal regions. In the same vein, they added that the country's economy benefits greatly from the fishing industry's contributions to employment opportunities, support for livelihoods, food security, poverty reduction, resources, maintenance and foreign exchange revenues. This means that fishing plays a significant role in the lives of people, and also the development effort of the nation.

While a lot of studies have emphasised the significant contributions of the fishing industry to the growth and development of the economy (Kutor, 2014), there are equally other important works that highlight the socio-cultural roles and attributes of the fishery subsector as well as the conservative and traditional nature and forms that characterise the subsector in Ghana. For example, Danso-Wiredu (2018) discusses the gender roles, environmental, and other development-related issues embedded in the fisheries subsector in Ghana. Odotei's (2003) work similarly reinforces this position, as it highlights the shared

tasks and responsibilities of fishing, and states that while males are in charge of fishing, the females are tasked with preparing and selling the fish. As much as these gender roles are socially constructed, they are nonetheless transmitted from generation to generation and have become an aspect of the culture of the people. Attobrah et al., (2020) however, are of the view that in Ghana, especially in the fishing industry, the employment rate for women in the fishing sector is about 60% of the labour force of the country. The evidence supports the view that the fishing industry is a predominantly women-dominated area and also contributes significantly to a country's economy. Fishing therefore goes a long way to contribute to the economic growth and development at large (Attobrah, 2020).

In Ghana, fishing had been a major pre-occupation of the people long before the arrival of the Europeans. Ghana's coastline extends from Half Assini in the west to Aflao in the east (Atta-Mills et al., 2004; Bank of Ghana, 2008). It is believed that Fante fishers from Ghana introduced ocean fishing to villages along the coast of Ghana in the 1700s and 1800s (Lawson & Kwei, 1974; Jorian, 1988), thus Ghana has had a strong tradition of artisanal fishing. Ghana relies heavily on its maritime resources for both food and economic activity (Attobrah et al., 2020).

In 2017, the Minister for Fisheries and Aquaculture Development, Honourable Hawa Koomson, reported that illegal fish trading through *Saiko* was worth a total of \$50 million per year (Ayoubi & Failler, 2018). The Minister, in conjunction with Richard Kwadwo Nyarko, the Central Regional Correspondent for *JoyNews*, spent about six weeks in 2020 conducting an undercover investigation on the high seas in order to document these challenges.

1.1.2 Development Concepts

There has been much debate about what development is, who it is for, and how it is accomplished in the field of development studies (Kutor, 2014). The idea of development is contextual and globally, development is considered a value-laden term. It refers to the quantitative and qualitative changes brought about by a series of transformations that directly or indirectly improve a person's livelihood (Sapkotra & Tharu, 2016). The concept development has had checkered definitional issues. Up to date, there are varied understandings of what development is, and what it should be.

Several meanings and definitions have been ascribed to the concept development. As a result, a person may define development on the basis of their socio-cultural practices, environmental structures perspectives and other external factors. Whereas some people consider development in the context of physical infrastructure such as buildings, roads, and provision of social amenities, others consider it from the context of growth in the economy. The concept development has, thus, become a complex and multifaceted word where various meanings have been ascribed to it. Some equate it with the growth of per capita income. Matowanyka (1991) for example, avers that the concept of development is mostly linked to growth, economy, progress, eradication of poverty and improvement in the lives of people. Mahmoud (1991, p. 8) on his part indicates that the concept of development is often misconstrued with "economic growth as measured solely in terms of annual increases in per capita income or gross national product, regardless of its distribution and the degree of people's participation in effective growth". Mahmoud (1991) further argues that no country in this world is exempted from the idea of development. Others, like Soares and

Quintella (2008) view it solely from the human development index (HDI) perspective, namely the World Bank, and International Monetary Fund (IMF) perspective.

The concept of development thus, encompasses all dimensions of human life if it is understood from that perspective, namely the Soares and Quintella view. Sen (2014) focused on the concept of development as a driving force or tool to bring improvement in the lives of people. This driving force is considered a process – which is gradual and sometimes, longer to achieve. At the micro level, the individual is thought to understand the idea of development from diverse perspectives since the concept is evolving. Strauss (2015) provides indicators pertinent to the concept of development. These indicators include, but are not limited to issues on the environment, socialisation, religion, moral concerns and education, among others.

For the purpose of this study, the idea of development is conceptualised as a ‘multidimensional process involving major changes in social structures, popular attitudes, national institutions, acceleration of economic growth, reduction of inequality, and the eradication of absolute poverty’ as espoused by Todaro and Smith (2012, p. 12). Todaro and Smith (2012) seem to capture and combine the significant elements of the prevailing dominant views of what the concept development is; namely, it emphasises area such as the economic model, human development index model, et cetera and fuses them, as it were, in a broad but simplified explanation or definition. Secondly, the definition brings to the fore some of the areas that my study will explore. Owing to the social and diverse nature of the concept of development, various societies have diverse ways of thinking and communicating development. Historically, social ideas and cultural ideas have been

communicated by various modes including the use of word of mouth (oral), written communication and other electronically transmitted modes such as films, music, and documentaries. Generally, it appears the use of films to disseminate development ideas has not been popular as compared to music and other forms of art (Quintella, 2008). However, in recent times, various genres of films such as cinematography, films, documentaries and other visual forms have been used in communicating development ideas (Chattoo & Jenkins, 2019).

1.1.3 The Documentary

The documentary “*When the Last Fish is Caught*” is an award-winning fifty-five-minute documentary film produced by Richard Kojo Nyarko of *JoyNews* and the Multimedia Group of Companies. The documentary was produced on 15th June 2020 to highlight the challenges faced by fishermen as a result of illegal fishing practices of some fishermen and fishing companies (*When the Last Fish is Caught*, 2020). In Ghana, the idea of illegal fishing is generally referred to as ‘Saiko’ (Aikins & Mead, 2018). Pair trawling is thus a lucid example of ‘Saiko’.

According to Aikins and Mead (2018, p.15) ‘pair trawling is an act of fishing in which two trawlers move shoulder to shoulder with a net sandwiched between them with the view to scoop any available marine habitats between the trawlers. This evidence of pair trawling is explicitly established in the documentary “*When the Last Fish is Caught*” to demonstrate how such companies engage in illegal fishing activities without recourse to the consequential effects of their actions on the fishing industry as well as the livelihoods of the fisherfolks who depend on the sea for their survival. The documentary is in two parts:

“*When the Last Fish is Caught 1 and 2.*” The two documentaries have been purposively gathered as data for this study.

1.2 Statement of the Problem

The idea of what development is has been contested among academics and intellectuals (Uwake, 2010). Nonetheless, the concept of development is a phenomenon that all human societies engage in on a daily basis (Sen, 2014). Generally, however, it is considered in the literature on development that the concept may be understood as either an immanent phenomenon or an intentional phenomenon, namely; a word which evolves naturally or deliberately programmed. In spite of its contentious nature, scholars such as Todaro and Smith (2012) have conceptualised the phenomenon to mean a multidimensional process involving major changes in social structures, popular attitudes, and national institutions, as well as the acceleration of economic growth, the reduction of inequality, and the eradication of absolute poverty. Some scholars have also observed that some development efforts, in the past, have failed owing to the absence or minimal interventions of communication efforts in the development processes (Sapkotra & Tharu, 2016).

Ogunleye (2014) argues that research on films and development have focused on their history, theory and criticisms’. The study thus, reflects and portrays the film culture of the African continent. Mboti (2018) further interrogates the methods of film analysis and discusses how ideology insinuates itself in the documentary “*Hotel Rwanda*” as a contribution to development. Similarly, a mixed method study conducted by Kinyanjui (2014) explores how scripts and content of documentary films shape the minds and behaviour of audiences. The study explored documentary films from the historical

perspective and examined how documentary films contribute to developments in Kenya as well as impact schools in the country. In a similar vein, Rooney (2022) examined how wildlife documentary films contribute to environmental communication using elements of media studies. The findings showed that Zhao (2013) in a textual analysis of the documentary *Jiro Dreams of Sushi* focused on the documentary's aim of persuading viewers of the concept of 'Jiro' through the use of pictures, poetic phrases, and aesthetics. In all these studies, scholars invariably recommend the need for alternative scholarly attention to related works on documentaries and films on different sectors of the economy from different perspectives.

In Ghana, Nanbigne (2018) discusses the counter-hegemony in Ghanaian video-film practices and roles in development processes and probes the rationale behind the practices of amateur video-film producers who seem to reject meta-narratives of anti-colonialism. The study thus, identifies causative factors which influence the lack of formal training in filmmaking and the failure to develop film scripts. In furtherance to Nanbigne's (2018) study, Ntale and Agyekumhene (2020) "Fishing for a Living" documentary examined the challenges of fishermen in Ghana. The study in a mixed method approach revealed every marine water the kind of fish present in them, and the season in which fishing can be done in them.

From the ongoing reviews, it is evident that in spite of the research attempts at documentaries and their contributions to development, it appears minimal studies have examined how documentaries could be used to communicate development in different sectors of the economy of Ghana. This study seeks to identify the issues raised in the

documentary; this is a gap in the literature that this study seeks to fill. As a result, this study seeks to interrogate how the issues raised discuss development issues and analyse the content and motivations of the producer of the documentary.

1.3 Research Objectives

The objectives underlying this research are;

1. To identify the dominant issue raised in the documentary.
2. To analyse how the dominant issues in the documentary borders on development concerns.
3. To examine the motivations of the producer for producing the documentary.

1.4 Research Questions

The following research questions guided the study;

1. What are the dominant issues in the selected documentary?
2. How do the dominant issues raised contribute to development concept?
3. What is the motivation behind the production of the documentary?

1.5 Significance of the Study

The findings of this study will be important in a number of ways. First, For the industry, the study will help film producers and stakeholders in this area to involve the idea of development as part of their content creation, thus, making it a point to consider development as part of their work (producing development-oriented documentaries). Also,

to see development in this light, hence; the idea of things that bring about development should be the focus of content creation.

The study, through Rosteck and Frentz's (2009) module for interpreting documentary provide a historical context for the use of films and documentaries as a means of communication for development, by highlighting the transition from traditional storytelling to the medium of film. The study establishes the relevance of films (documentaries) in contemporary society and offers how the idea of film or documentary is beneficial to the society. Highlighting how development issues are presented in the form of films (documentaries), discussed in the documentary and explain how to achieve development through films or documentaries, using the documentary "When the Last Fish is Caught" as an example.

This study will empower individuals, scholars and stakeholders on the various perspectives of the concept development and in a way of understanding and appreciating the idea development. The findings of this study will aid in understanding what is considered as development, what makes development, factors and core elements of development as far as this study is concerned. Stressing on the core elements of development, thus, development logic, legitimacy and inclusivity or ownership. The outcome of this study has shown in the documentary that for development to be achieved, these core elements must be realised. Indicating the type of development logic to be implemented, say agriculture, mining or manufacturing company and fishing company. The findings of this study have proven that development must be owned by the people (people rallied behind the fight against illegal fishing), thus; be people-centred, consensus must take place and ensure all persons and stakeholders are involved in the process (inclusivity or Ownership). In

addition, the development process must be agreed and accepted by all stakeholder, thus, government, people and concern stakeholders, must be superintended by a governing body (Mensah-Abbrampa, 2023).

The study's outcome will

1.6 Delimitation

This study is delimited to two documentaries on fishing, namely, (When the Last Fish is Caught Part 1 and 2). The study focuses on the dominant issues in the documentary, and how these issues border on development. Also, the study examines the motivation of the producer of the documentary “*When the Last Fish is Caught*”. In coming out with the content of the documentary vis a vis the fishing industry.

1.7 Organisation of the Study

This study is organised into five interrelated chapters. The chapter one is the introductory chapter and comprises the background of the study, statement of the problem, research objectives, research questions, significance of the study, the delimitation of the study and the organisation of the study

The chapter two consists of the literature review and discussions on the theoretical frameworks underpinning the study. The chapter three is the methodology and it presents the processes of data collection and preparation including the research approach and design, sampling procedure, sample size, data collection methods and data analysis plan. The fourth chapter presents the analysis and discussion of the findings of the study. Chapter five focuses on the summary of findings of the Study, Conclusion drawn on the basis of

the findings, the recommendations on the basis of the conclusions drawn as well as the recommendations for further studies.



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews, evaluates and analyses related literature and concept that is of essence to the research under study. These concepts are film and related genre: the idea of culture and related genre; film and culture

2.1 The Film Concept and Related Genres

The history of film can be traced to the Lumiere brothers who produced the first ever film in the early 1890s. With the advent of synchronized sound, colour, and computer-generated visuals, the idea of film has since, undergone a tremendous alteration (Bordwell & Thompson, 2019). The definition of film has been heavily debated by scholars in this discipline. The concept film has been worked on by various inventors and scholars (Ogunleye, 2019). Bordwell and Thompson (2019) proposed that film is a semiotic system, representing the world in texts using conventional codes. Lotha (2019) on his part notes that film, often known as a movie or motion picture, is a rapid-fire sequence of still images that are projected onto a screen using light. According to Khatchadourian (1975, p. 3), film is an “apparition,” “appearance,” or “visual image.” Villarejo (2006) postulates that films in general tell stories, thanks to the overwhelming dominance of commercial narrative (a series of events with a cause-effect relationship). Villarejo (2006) argues that films are cultural products created by specific societies, representing those cultures and influencing people. In the same vein, Villarejo notes that the length of a movie or film is roughly two hours. However, Ogunleye (2019) in his reviews, revealed that film can be seen as a

discipline (film Education), an occupation, an art and a theory. According to Grant (1983) with the development of film theory and the writing of film historiography, film studies became an academic field.

Villarejo (2006) observed that film education does not only reflect history but also helps to shape our minds about a phenomenon or an event. Ogunleye (2019) established that film encompasses various topics, including social, historical, industrial, technological, philosophical, political, aesthetic, psychological, and personal issues. Bordwell and Thompson (2019) reinforce this position that film as a discipline helps viewers to enjoy and comprehend both technological advancement and creativity used, as well as the language used in the film or movie. Similarly, Film education, according to Koomson (2022) is a field of study that offers theoretical and practical foundations for the study of film and its narrative traits, techniques, styles and creations or productions. Koomson (2022), further noted that the concept of film education exposes students and individuals to the various steps, stages, and complexity of making movies, all supported by a variety of ideas, theories, and authorities. Brunt (2018) on his part indicated that due to many practical and concrete skills that film education can impart to students, it has been positioned with the scope of technical and vocational skills globally. In film education, students discover the “diverse narrative, artistic, cultural, economic and political implications of films.” (Dix, 2009, p. 65). Films or movies offer more than just pleasure and entertainment. They educate, inspire, and might even inculcate themselves into our culture. Meanwhile, Summer (2013) noted that film, and for a lot of people provides employment and a professional path. Careers in film consist of screenwriters, producers, directors, actors, editors, composers, and film educators (Summer, 2013). Arguably, the

production of films and the film industry in South Korea has considerably increased the country's economy. South Korea is now the fifth-largest film market in the world as a result of filmmaking (Ryoo, 2022). Similarly, Haynes (2011) observed that Nollywood's dominance of the domestic Nigerian market is no less notable than its exportation of material. In a related development, Endong (2022) indicated that the Nigerian film industry in recent times, has had a considerable impact on the African continent and beyond.

According to Totawad (2013), the field of film as art is a new one that emphasizes writing, poetry, theatre, culture, music and fiction. Hutchinson (2013) is of the view that film as art can express the creative side of a person's intellect. Also, an avenue where individuals consider various means of conveying human experience in order to broaden their perspectives. Totawad (2013) discovered that performances and other necessary talents are combined in the film as art to get the desired result. Further suggested that film as art has a clearer and broader aesthetic value and contribution to the art world.

Hovanec (2022) reinforced the idea that film as a theory provides a thorough investigation of the conceptual framework for comprehending film's relationship to reality, the other arts, specific viewers and the entire society. Also, film as a theory aids in understanding the significance of film and cinema. Ogunleye (2019) revealed that film theory dates back to the silent era and was used to identify the key components of the medium. The theory was created when cinema and films were first used as a form of communication. Ogunleye (2019) indicated that film as a theory was first introduced in the academic world in the early 1960s and 1970s to aid in the understanding of fields like gender studies, anthropology, literary theory, semiotics and linguistics, which are embedded in film.

Generally, films can be categorized as experimental films, animated films, fictional genres including (westerns, comedies, thrillers and musicals among many others) and documentary films (Lotha, 2019). The nature of film and its characteristics have been discussed in the previous experiences offered by various scholars suggesting that the phenomenon may or not be entirely the same picture in the Ghanaian setting.

2.2 The Place of Documentaries in Film

The meaning of the word documentary is seen as a value-laden concept and a bone of contention among scholars, film theorists and consumers of the products (Plantinga, 2005). According to Plantinga (2005) documentary, in essence, is different from a fiction film. Due to this, there is no globally accepted definition for the concept documentary. However, He further argued that the terminological ambiguity surrounding the concept of “documentary” results from different uses of the word and the phrase “nonfiction film” in various contexts. On the other hand, there are various schools of thought and their views on what a documentary is (Shankardas, 2019).

Powers (2017) remarks that documentary is seen as fiction content with audio-visual sounds. In contrast, Moore (2017) posits that documentaries are non-fiction content to present reality to audiences. In other words, documentary films rely on technology to create the actual reality for the people, thus; the digitisation of the media space contributes to this effect. Nichols (2017) described the concept of documentary film as a hybrid form of film whose aim is to depict reality through a creative and analytical art or manner. Chattoo (2018) remarks that a documentary is a form of mediated storytelling, alongside aspects of the research, reporting practices and outputs of journalism. In tandem with this assertion,

Moore (2017) is also of the view that documentaries in general, are considered storytelling, and have the potential power to shape the perspectives of people and the public and create reality for them regarding issues. Nichols (2017) as cited in Grierson (1930) indicated that documentary is the “creative treatment of reality” (P. 4).

Shankardas (2019) argued that documentary films as a true representation of reality to a larger extent due to the built-in audio-visual characteristic. Sapino (2011) is of the view that documentary is one of the most appropriate ways to spread ideas and ideologies, either for or against the mainstream position. Shankardas (2019) indicated that documentary films present social issues as they are and create awareness about the phenomenon. Furthermore, the ultimate goal of documentary film is to create awareness, change attitudes, and influence the behaviour of people, due to this, the documentary plays a vital role in raising awareness and advocating for change in challenging social problems and issues.

A study conducted by Sue (2011) revealed that documentary film is also known as “advocacy film”. In other words, Sue (2011) is of the view that an advocacy film is a type of documentary, intending to create awareness about a specific phenomenon or an issue. In the same vein, Plantinga (2005) argues documentaries traverse into various fields and disciplines, he outlined that documentary films are mostly used to promote social or political change, encourage activism, or support a specific agenda. Plantinga (2005) further indicated that documentary films are intentionally created to advocate for a cause. Documentary films highlight injustice or champion a particular perspective and hinge on political subjects, social issues, environmental issues, or violations of human rights, among others. Issues discussed in Plantinga (2005) border on human attitudes and societal issues to address problems in the community. Plantinga (2005) discusses that documentary films

often than not are created to promote social or political change and encourage activism on specific agendas. The advocacy role is done by raising awareness among people on specific social issues and advocating for a particular viewpoint or course of action.

Plantinga (2005) and Sue (2011) affirm that documentary films are about creating awareness among people about a phenomenon and promoting change in the attitude of individuals or the public, hence, documentary films can be termed advocacy films. Rothwell (2017) on the other hand, indicated that documentary films have become a journalistic tool for churning issues which demands immediate solution. Journalists adopt documentary films as a means or medium of churning out information to the public. Rothwell (2017) in his reviews noted that journalists adopting documentary films as a means of addressing issues, in turn, create an indelible picture in the minds of the people and public and also shape their perspective on the issues. Franceschelli and Galipo (2020) aver that documentary film is a strategy or an approach people employ to probe into social issues affecting the lives of people in a locality. They argued that documentary film production employs a strict and disciplinary approach to solve social interaction issues and cross-cultural issues of people.

Furthermore, Rothwell (2017) noted that the journalistic approach is used for preparing documentary films, thus; fact-checking and subjecting it to the editor for approval before bringing out the content for public consumption. In other words, documentary film revolves around people, it captures human emotions and feelings and seeks to address social issues in an area or country at large.

More so, Rothwell (2017) in a study, found out that documentary film is the fastest way of creating long-lasting awareness among people and finding solutions to problems, with the aid of technology as reinforced by Bonny and Berkes (2008, p. 249) that “documentaries or video-based media are perhaps the most effective means for communicating the social context of knowledge shared: a viewer sees the environment, the audience, and the interaction between a speaker and the audience”. In a similar instance, Franceschelli and Galipo (2020, p.2) noted that with the emergence of increasingly accessible and affordable digital technology, audio-visual media has unlocked myriad possibilities for the documentation, creation, preservation, and sharing of digital content, data and information which are firmly rooted in the culture of people.

2.2.1 The Idea of Culture and Related Genre

The term culture forms an integral part of human society and the world at large, it transcends into religion, education and all spheres of life (Lebron, 2013). The idea of what culture is, has been used to explain social instances and organisational outcomes in several disciplines (Baldwin et al., 2006). Lebron (2013, p. 5) further indicates that “culture as a term is a notoriously difficult term to define”. In other words, it is regarded as complex and operates at many levels and in different contexts.

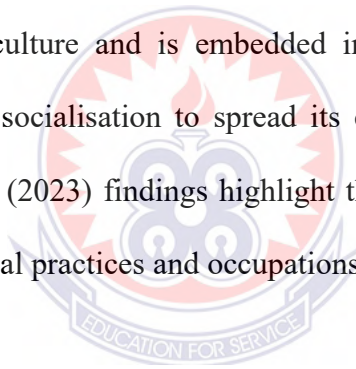
Kluckkohu (2000) is of the view that the idea culture captures important things about society, thus; how people think, feel and react, this is acquired through a distinctive achievement of human groups, which touches on the artifacts of the society. Kluckkohu (2000) discovered that cultural issues and artefacts are deeply rooted in the traditions of people. The most important aspect of culture is the traditional values, which involve

historically derived and selected ideas and especially core values of the people. To understand the nature and diversity of culture, Schein (2015) highlights the elements of cultures from the perspectives of the common shared values and beliefs of individuals and groups of people living within a defined jurisdiction. These elements are languages, festivals, beliefs and values. Schein (2015) found out that individuals acquire these values from oral literature (word of mouth), they are intentionally done – to pass on the traditional beliefs, customs and artefacts to the new generation. More so, the issue of culture is learned and also unlearned as well (Bodley, 1999). Culture-related issues are seen as the most sensitive part of a group of people especially the meaning attached to issues and incidence, as espoused by Schein (2015) that culture remains the strong identity of a person, a group of people and the bedrock of a society. It shapes their thoughts on an issue and makes them who they are. In Lebron's (2013) study, he reinforced the assertion by Schein (2015) that one of the landmarks of culture is the shared values and beliefs of the people. In other words, they are the things the people have in common; these are; language, foods, festivals and beliefs in a common ancestral home and Schein (2015) refers to these as cultural elements.

However, Schein (2015) argues that culture varies from various perspective to the other. Consequently, culture is viewed from the management perspective; thus; “how people feel about the organization, the authority system and perhaps the degree of employee involvement and commitment” (Schein, 2015, p. 9). In other words, culture in an organisation captures everything about the organisation, it is embedded in the mission, and vision of the organisation. In the same vein, Lebron (2013) discusses the factors and elements of culture as a significant component of society and to a larger extent the country.

About this, Lebron opined that socialisation is a significant aspect of culture. Lebron (2013), Schein (2015) and Storey (2019) all acknowledge the relevance of shared values of beliefs, and highlight the importance of socialisation and how parallel it is to culture. The longevity of a culture depends on the level of socialisation and how people propagate it. Culture is sustained through various means: music, festival, storytelling (oral transmission), dance, film and occupation, to an extent through a shared medium (Lebron, 2013).

According to Ayensu (2023), socialisation in the Ghanaian context is a recurring phenomenon among people through which culture is realised. In other words, socialisation is a key component of culture and is embedded in culture. Culture, consciously or unconsciously thrives on socialisation to spread its component to people far and near (Ayensu, 2023). Ayensu's (2023) findings highlight the importance of embeddedness in culture and how some social practices and occupations have been inculcated into culture.



2.3 Fishing as a Multiple Concept

Fishing, according to Jacquet and Pauly (2022), is a complex activity that has significant social, ecological, and economic implications. They explained that fishing can provide a comprehensive understanding of this activity, covering cultural, environmental, social, and economic dimensions. The art of catching fish for food has become an essential aspect of human life (Saikia, 2023). According to Bene (2020), fishing has several defining features. As noted by Allison and Ellis (2021), these include labour-intensive methods, different harvesting techniques, the use of small fishing boats (also known as artisanal fishing), short fishing trips, marketing, low catch per vessel, and a lack of capital investment. Due to the

increasing demand for seafood, fishing has become a crucial aspect of human food behaviour (Saikia, 2023).

According to Hussaini and Co (2018), fishing involves several tasks and processes such as catching, processing, preserving, distributing, and marketing all the landings. These activities provide fishing communities with a range of employment opportunities. Fishing, according to Saikia (2023), involves using specific nets or equipment to catch fish from marine waters. There are established procedures for fishing which must be followed, along with using appropriate equipment to ensure a successful catch. Arguably, Gaartside and Kirkegaard (2016) suggest that using appropriate fishing equipment and methods can prevent pollution and maintain the health of marine ecosystems. Owing to this, Gaartside and Kirkegaard (2016) explored the historical significance of fishing, particularly its use as a commodity for trade. They also emphasized its role as a source of food and livelihood for many people. Yadav et al (2020) reinforce this idea by reflecting on fishing as a sector that provides both direct and indirect employment opportunities, at the primary level, through production and the values chain associated with the industry, respectively.

However, according to Gaartside and Kirkegaard (2016), fishing is considered a means of livelihood rather than just a source of food. As such, it has created employment for many people in the fishing communities. Saikia (2023) establishes that fishing is still a major contributor to India's economy. The fishing industry provides employment opportunities for a significant portion of the population, with both men and women being able to work full-time, part-time, or seasonally. Gaartside and Kirkegaard (2016) noted that fishing is an occupation passed down through generations in coastal communities via socialization.

In the same vein, Danso-Wiredu (2018) observed that coastal communities rely on fishing and fish preservation for income and livelihood. Coastal communities have been known as the beneficiaries of employment with regard to fishing. It is estimated that the fishing industry in Africa employs about 200 million people (Owusu, 2023). In Ghana, Fishing serves as a major source of employment and income for those living in the coastal areas. This has a significant impact on the economies of some countries, including Ghana (Odotei, 2003). According to Saikia and Mahanta (2023), there are many communities whose livelihood depends on marine-based activities; most significantly from the sea and other marine waters. Saikia and Mahanta (2023) argue that in as much as fishing remains a livelihood to some, thus; generating income for them (community), market dynamics, with others, it remains a challenge to them (fisherfolks; fishers, fish mongers, and fish traders) on their livelihood; citing the activities of industrial fishers such as, over-fishing, the use of explosive (dynamite and carbide) for fishing and such activities remain a significant challenge for artisanal fishers, as reported by (Owusu, 2023). A study by Koranteng (2022) found that illegal practices by industrial trawlers force them to use unapproved fishing methods and illegal equipment to avoid low catch and income.

Fishing has deep cultural roots as an ancient occupation, symbolizing tradition and community identity. It passes knowledge from one generation to the next (Nolan, 2019). Consequently, Danso-Wiredu (2018) argued that fishing has a significant impact on the culture of communities that rely on it, indicating that fishing communities often preserve their cultural practices and traditions, which are closely intertwined with their fishing activities. Danso-Wiredu (2018) also highlights that fishing is a communal activity that brings people together in these communities. The fishing communities turned to preserve

their culture and tradition despite the changes in many sectors of the country (Danso-Wiredu, 2018). Also, efforts are made to socialize younger generations for cultural longevity, the mentioned act continues to be the foundation of the communities. In the fishing community, pouring libation is a unique cultural practice performed at the beginning of every fishing season to ensure a successful harvest and to ward off any accidents at sea. This ritual is considered a vital part of their culture and is also common among many other cultures in Ghana.

According to Danso-Wiredu (2018), culture plays a significant role in the fishing industry, particularly regarding taboos and norms around fishing practices and job assignments. The division of labour between men and women is an important cultural aspect of fishing communities and is deeply ingrained in the fishing industry. Understanding these cultural norms is crucial to gaining a comprehensive understanding of the fishing world. In line with this, According to Odotei (2003), gender roles are significant in the fishing sector, and their origins can be traced back to cultural beliefs, particularly among fishing communities. Odotei (2003) argues that fishing is an occupation that is inherent among fisherfolk and individuals residing in coastal areas. In other instances, people join fishing groups to receive training for the occupation. Fishmongers learn the trade from family, passing it down to their children.

According to Yadav and Co (2020), fishing involves more than just a source of food and occupation. Fishing encompasses various practices, including artisanal, industrial, commercial, and noodling. The authors emphasized that fishing methods are crucial and vary depending on the water body. Each water body requires specific fishing methods to be effective.

The studies conducted by Odotei (2003), Danso-Wiredu (2018), and Gaartside and Kirkegaard (2016) all agree that fishing is the primary occupation of the indigenous communities living along the coast and major rivers and seas in the country. They also emphasize the significance of culture in the fishing industry and how it remains an integral part of fishing, especially among people living in coastal areas. The studies suggest that fishing has helped to preserve the culture and traditions of most fishing communities, despite the changes in many sectors of the country.

2.3.2 Artisanal Fishing

Artisanal fishing is a fishing method that involves the use of small fishing canoes and is mostly practised in shallow waters. This method of fishing plays a crucial role in promoting sustainable fisheries, ensuring food security, and preserving the heritage of coastal communities (Dequech, 2003). Artisanal fishing, also known as small-scale or traditional fishing, is defined by Panayotou (2020) as a fishing practice that relies on simple, traditional methods and equipment. In simpler terms, artisanal fishing is typically carried out by individual fishermen, small groups, or communities using regular fishing equipment. Artisanal fishing, according to Panayotou (2020) is considered as the indigenous way of fishing devoid of any fishing malpractices. In other words, artisanal fishing is a more traditional, neighborhood-centered and environmentally sound method of obtaining fish and other aquatic resources. This act is mostly predominant in many coastal and inland villages around the world, it is essential to the cultures and way of life.

According to Oruonye (2023), artisanal fishing remains a significant source of income for many fishing communities. Artisanal fishing, which is the most commonly practised type

of fishing in these communities, also serves as a major source of employment and economic income. Stacey et al. (2021) highlight the fact that artisanal fishing is a crucial source of sustenance for over 200 million people in Africa, particularly in fishing communities. According to Andrews and Co (2020), artisanal fishing provides a livelihood or source of employment to approximately 85% of individuals in developing countries living in coastal communities. Sowman (2021) revealed a statistic on artisanal fishing in sub-Saharan Africa, indicating that about 20% of the population of Sub-Saharan Africa rely on artisanal fishing as an occupation or means of survival and as their primary or exclusive source of income or employment. Artisanal fishing is a crucial economic sector that affects both the environment and society.

Lammars et al (2020), artisanal fishing is still a significant source of income for many fishing communities in developing countries. Furthermore, Young (2014) supported this claim, stating that fish caught by artisanal fishers are a crucial source of protein for many local communities and developing nations. Young (2014) also emphasized that fish consumption is a vital factor in human health and child development, as protein from fish plays a crucial role in this process. Artisanal fishers are crucial for the well-being and health of people, particularly in the growth of children, as they provide a rich source of protein. Moreover, artisanal fishing is a significant factor in sustaining fisheries, providing livelihoods for many coastal communities, and contributing to food security (Sowman, 2021).

However, Bene (2020) argued that artisanal fishing poses challenges such as non-compliance with regulations and environmental consequences, such as mercury

contamination from unapproved chemicals used for fishing. According to Smith (2020), some activities of artisanal fishers (small-scale fishing) can be harmful to communities. Sowman (2021) has also pointed out that illegal fishing by artisanal fishers is a significant challenge in developing countries, particularly among fishing communities. Furthermore, some industrial fishers and fishing activities can also contribute to these problems, posing a threat to communities and society as a whole. Sowman (2021) points out that artisanal fishing faces challenges such as accessing markets, managing resources, adjusting to changing environmental conditions, and dealing with fishing equipment and logistics.

2.4 Perspectives on Development

According to scholars, the term "development" can have a complex and ambiguous meaning (Kutor, 2014). Mohan (2015) points out that there are numerous disagreements about the definition of "development", but most researchers agree that it implies an "ongoing change" in various aspects of human society. Development is a multifaceted term that encompasses economic, social, cultural, health, and personal growth (Chambers, 2016, Mohan, 2015; Thomas 2014). Economic development, for example, aims to increase a country's GDP, thereby generating jobs, enhancing infrastructure, and improving the standard of living of its citizens. Cultural development, on the other hand, focuses on how a country, people, or group can preserve and promote its cultural heritage. Individual or personal development refers to the conscious effort made by an individual to enhance their skills, knowledge, and overall well-being. Health development, on the other hand, focuses on improving the quality of life of individuals by providing adequate healthcare facilities, equipment, and medicine as advanced by Chambers (2016). Social development, on the

other hand, is concerned with addressing issues such as poverty, inequality, and access to education and healthcare. Thomas (2014) argues that development entails transformation that enhances human well-being, promotes equitable social relations and institutions, and is sustainable, democratic, and socially just. Nahar (2014) stated that development is a tool to achieve a nation's development objectives and to promote economic growth, equity, and national self-sufficiency. According to Nahar (2014), development is a critical component of a nation's advancement and prosperity. It involves implementing a range of strategies and policies that aim to achieve economic growth, equity, and national self-reliance. Similarly, Thomas (2014) recognizes that by pursuing a nation's development goals, we can create a brighter future for ourselves and future generations. It is crucial to understand that development is a process that involves everyone, regardless of their social status or background. By promoting sustainable and equitable development, we can create a more robust, prosperous, and self-reliant nation. The concept of development plays a significant role in the progress and growth of any country. Sen (2005) argues that it is crucial for individuals to comprehend the notion of development, including how to measure it, the stage to identify it, and when the realization of development occurs. Development is considered a lubricant to make life easier and plays a pivotal role in every human being's life (Mahmoud, 1991). Owing to this, Sen (2005) proposed that the concept of development captures various areas and spheres of life, thus; health, religion, economy, infrastructure, progress and growth of people.

Cowen and Shenton (2005) on the other hand, discovered that the concept of development can be viewed from two perspectives, thus; intentional development and immanent development. Indicating that aside the concept of development being a state of mind,

emanates from two perspectives, that is development has been planned or emerging from the people. Regarding intentional development, Cowen and Shenton (2005) believed that intentional development highlights the indicators of development and also “the Catch-up concept”.

Several studies by Quintella and Soares (2008) and Thomas (2014), affirmed this position by Cowen and Shenton that intentional development focuses on the international organisation and human development index (HDI) – who plays the “Trusteeship” to fast track development or make development happen, these are; World Bank, International Monetary Fund (IMF) perspective, United Nations and other organisations. These international organisations play a major role in development. Consequently, Sen (2014) called these international organisations “driving forces of development and stakeholders of development” to bring improvement in the lives of people. Sen (2014) argues that these organisations see themselves as the beckon of development and must be followed if a country wants to achieve development. Gore (2012) and Mohan (2015) hold the position that, development, as an intention to develop resources by plan or template turns to bring a negative outcome. They propose that intentional development remains an alien phenomenon to developing countries and must be abhorred. Owing to this, Gore (2012) added that intentional development is generally seen as a dominant discourse of Western modernity and concepts. Chambers (2016) indicated that intentional development is implicit in the post-modernist view of development as an inherent inferiority-superiority relationship.

However, the idea of immanent development implies development is an inherent concept, that is, it must emerge from the people or individual’s socio-cultural perspectives, thus; the

state of being inherent or exclusively existing within something (Cowen & Shenton, 2005). In tandem with this idea, immanent development means that the concept of development must not be forced upon but understood from the individual's or group's understanding of the doing things, say, cultural perspectives, religion and other socio-cultural factors. Gore (2012, p. 16) describes immanent development “as an inherently ethnocentric phenomenon and ideas of indigenous centred”. A key factor in immanent development is culture. Cowen and Shenton (2005) argued that development must be a shared collective idea that is generally agreed upon and accepted as the right way of doing things, hence; highlighting the importance of cultural factors in immanent development. Owing to this, Sen (2014) hold the position that development is seen from the perspective that it comes from within and among a group of people or group of individuals. This could be embedded in their culture or socialisation, perhaps, how a group or individuals see, and understand development.

Scholars like Sen (2014), Thomas (2014), Chambers (2016), and Cowen and Shenton (2005) acknowledge that the concept of development dovetails into other disciplines and fields, and a shared idea of progress, gradual change or transformation in the lives of individual or groups and citizens at large. The concept of development employs various stakeholders involved in the process of development to better the lives of the people and contribute to the livelihoods of the people. These scholars acknowledge the pivotal roles stakeholders play in the development process and how decisions these groups make affect ordinary people.

2.4.1 Stakeholders

Hemmati (2002) defines stakeholders as an individual, groups and organisations who have an interest in a particular course of action either as an individual or representatives or as part of the course. He adds that members are connected as a result of interest, shared ideas and beliefs, these members can be affected or are affected by the achievement of the organisation's objectives. Mitchell and Co (1997) also noted that any person, group, or organisation that exerts influence over another person or entity is considered a stakeholder. They added that the concept of stakeholder has emerged with time and developed into a more diverse phenomenon in organisations especially the role in development process or activities.

Freeman et al (2010) on the other hand, proposed that within context of stakeholders, the argument extends to various institutions within a defined jurisdiction using share idea or philosophy, citing universities, banks, government, non-governmental organisations (NGOs), opinions leaders, chiefs and members within a community. Schaltergger et al (2020), also add that stakeholders wield more power to influence or impart and contribute to issues due to certain features and characteristics they exhibit, such as knowledge, financial status, and social status within a jurisdiction. Stakeholders perform a unique and distinct role meted out to them by their status in an organisation.

Unerman and Co (2010) also argued that stakeholders operate by engaging every member of the organisation or the activity of a particular moment, thus; stakeholders' engagement through conversation with all parties involved in the initiatives. Unerman et al (2010) posited that the engagement of stakeholders must be agreed upon by all members, the

engagement process among stakeholders is not static but changes regarding the setting of the environment and communication process favourable to all parties involved. Unerman et al (2010) further indicated that the ultimate goal of the stakeholder engagement process is to drive the strategic direction and operational excellence of the organisation. Rhodes et al (2014) noted that stakeholders use various forms of engaging members, thus meetings among stakeholders are held in various forms, including; leadership talks or leadership commitment, openness discourse, integration, collaboration, workshops and systemic thinking ability to deal with environment and emergencies or crisis.

In line with this, Conde et al (2004) also added that stakeholder engagement and interaction promote effective work and ensure the production of better results by decision-makers. They added that stakeholders' presence, influence and decision also go a long way to affect the livelihood. Jones and Andrew (1999) established that stakeholders are unique and differ from various fields, organisations, and activities, and they are defined by their duties as members of the organisation. Schaltegger et al (2020) also add that the role of stakeholders is defined by the interest, knowledge and status of the stakeholders. They added that a stakeholder's role can be likened to the role of a facilitator, hence, they are in charge of the supervisory and decision-making in the organisation.

A study by Bal and Co (2013) revealed that stakeholder participation in an organisation on issues ensures solutions to a problem, policy implementation, sanctions and the nature of the organisation. In other words, the relationship between stakeholders is paramount in an organisation, it mitigates the threats and uncertainties relating to the organisation. Mathura (2008) argued that the concept of stakeholder is a social learning process, a forum where

different people (members of the organisation) come together, learn about the beliefs, values and ideas, reflect on their own values, and develop a common vision and goals. Mathura (2008) adds that stakeholders are considered agents of development, by means of influencing decision-making and policy implementation. Singling out the important role they play in the development process and initiatives, especially in the case of international organisation and their stakeholders. Consequently, Mathura (2008) holds the position that stakeholders can be grouped into two perspectives, thus; internal stakeholders and external stakeholders. Immediate members of the organisation with influence, power and control in the organisation are regarded as internal stakeholders, and external stakeholders focus on the individuals, and groups with interest in the organisation and external or foreign donors and international organisations also act as external stakeholders.

Mathura (2008) cited that government, non-governmental organisations, international organisations, individuals, groups, opinion leaders and traditional leaders (Chief), contribute a major role in the development process and initiatives. Nalewaik (2011) also added that these stakeholders contribute direct or indirect impact on an organisation or development process and express varying expectations. Lorenc and Kustra (2021) advanced that stakeholder groups push to maximise their benefits, particularly financial gains, policy implementation, and development sustainability, indicating that these stakeholders wield power and remain the key factors in development issues concerning members within an area. Styk and Bogacz (2022) referred to external stakeholders are considered powerful and untouchable and play a sensitive role regarding development initiatives and activities.

2.4.2 The Concept Livelihood

Niehif et al (2001) define livelihood as anything as a source of income and the level of subsistence and survival within an area. They describe livelihood as a form of material resources that enable a person to feed himself or herself and their dependents. According to Niehif and Co (2001), they discovered that livelihood captures every aspect of human existence, thus; shelter, health, economic, and political decisions, and poverty reduction to make living good. Similarly, the International Centre for Development-Oriented Research in Agriculture (ICRA, 2012) describes livelihood as principally making income and emphasises that it is essential to consider a permanent goal of livelihood, outlining that the ultimate goal of livelihood is income or source of employment or work.

According to Chambers and Conway (2010), the term livelihood is a complex and varied strategy for living than what it means by working and stating that the concept of livelihood captures the pre-production stage, production and post-production. They indicated that livelihood must be seen as a source of employment and anything that contributes to the survival of households or people, hence, anything that brings food to the table of households, families or individuals.

A study conducted by De Haan and Zoomers (2023) revealed that livelihood can be seen as a short-term of employment for people, thus; it sustains an individual, groups, and household for some time. De Haan and Zoomers (2023) posited that the concept of livelihood is a misconstrued phenomenon with career, job or work, hence livelihood is within a specific time. Chambers (2003) noted that livelihood highlights people living within a defined area, and the possible occupation within the communities or area. However, Scoones (2017) indicated that the term livelihood is adaptable and versatile, and

can be used with a wide range of other terms to create entire disciplines of research and practice in development. Livelihood is a contextual term, it can be used in any instance, thus; various locations (rural or urban livelihoods), in another instance, livelihood is considered as professions (fishing, farming, pastoral, teaching, nursing etc). Scoones (2017) argued that there are many dimensions to livelihood, thus; many areas the concept of livelihood and call it livelihood perspectives. Livelihood perspectives or diversification highlight the direction of livelihood, the social difference (gendered, age-defined livelihoods), and livelihood dynamic patterns (patterns, trajectories, paths).

Arce (2014) offers the assumption that livelihood is an avenue for making money (work, employment), which means an individual or group depends on it for survival or living. In another study, Ibrahim (2023) explored the relationship between livelihood and well-being in some Ghanaian fishing communities. He discovered that livelihood in these fishing communities has a direct influence on the people living in the community. Well-being in communities is determined by the various livelihoods (occupations) in the communities. Ibrahim (2023) highlighted that livelihood plays a major role in the lives of the people living in the communities, especially the well-being of the people, in terms of the culture and tradition of the community. Livelihood offers or determines the lifestyle within the communities and among the people. It determines the socio-economic status of the people living in the communities, thus; the poverty level, employment rate and education level, these characteristics as espoused by Ibrahim (2023) play out in the idea of livelihood.

In several studies, Scoones (2017); Chambers (2003) and Arce (2014) all argued that the concept of livelihood is an essential source of survival and a genuine means of generating

income. They further argue that the idea of livelihood extends to the factors of production, the dominant occupation within an area, and also the duration of the livelihood, say; seasonal, short-term or long-term (occupation).

2.5 Theoretical Review

2.5.1 Herzberg's Two-Factor Motivational Theory

Herzberg's two-factor motivational theory attempts to explain factors that motivate individuals by identifying and satisfying their individual needs, desires and the aims pursued to satisfy these desires (Galamakis & Peramatzis, 2022). The theory is attributed to Frederick Irving Herzberg, an American psychologist (Galamakis & Peramatzis, 2022). According to Herzberg (1969) as cited in Galamakis and Peramatzis (2022) highlighted that motivation is divided into two perspectives; Hygiene factors and motivation factors, and this is called the "two-need system". In Herzberg's Two-Factor Theory, motivations are closely tied to the motivators or intrinsic factors that contribute to job satisfaction. Herzberg identified two main categories of factors in the workplace: hygiene factors (extrinsic factors that, when absent, lead to dissatisfaction) and motivators (intrinsic factors that, when present, lead to satisfaction and motivation).

Herzberg (1969) notes that motivation has been discussed in many instances and contexts and conceptualised by various researchers. Wegner and Miller (2003) described motivation

as something that energises people to take action and is concerned with the choices people make as part of their goal-oriented behaviour.

In another study, Saraswathi (2011) discovered that motivation is the willingness of individuals and groups to an extent high levels of effort to achieve something by effort, organisation goals, and wants. In other words, motivation goes beyond an individual's preference or wants but the willingness and quest to achieve (succeed) is what drives motivation. Motivation outlines a person's intensity, direction, consistency and persistence of effort to pursue a specific goal (Fuller et al, 2008, p. 4).

Herzberg (1969) as espoused in Galamakis and Peramatzis (2022) outlined factors motivation hinged on, thus; achievement, recognition, the work itself, responsibility, advancement and the possibility for growth, before achieving positive outcomes, these factors must be realised. Herzberg (1969) describes achievement as that the employee must have a sense of achievement, this depends on the nature of the job, say; promotion, elevation and inventions. In the same vein, recognition is when employees are praised and rewarded for attaining something or specific goals at work or in an organisation. According to Herzberg (1969) the work itself, or the nature of the work, determines whether it has negative or positive tendencies affect upon employee. Responsibility indicates the authority in the work or about the job. It is about satisfaction gained from given command, or freedom to make decisions.

Galamakis and Peramatzis (2022) are of the view that the end product of motivation is satisfaction. Satisfaction comes from the motivation of the job. They consider the satisfaction of motivation as intrinsic and the dissatisfaction as extrinsic. Herzberg

indicated that motivation is the lubricant or the driving force to achieve satisfaction and a set target for an individual or group. Motivation can be a shared goal or an individual's goal. When satisfaction is not achieved it creates dissatisfaction.

2.5.2 Relevance of the Theory to the Study

Owing to the reviewed related literature on documentaries and films, the theory (Herzberg's two-step) will help the researcher in analysing and answering the research question on the motivation and content behind the production of the documentary *When the Last Fish is Caught by the producer part 1 & 2*. Subsequently, it will help the researcher to understand motivation, and how it was used in the production of the documentary, and the content of the documentary, and the hidden concepts and ideas behind documentary production and the achievements involved in producing documentaries.

2.5.3 Model for Interpreting Documentary Film: A Monomyth-Inspired Approach by Rosteck and Frentz (2009)

The captivating world of cinema, an art form that has woven its threads into the fabric of human culture, beckons audiences into realms both real and imagined (Molek-Kozakowska, 2021). In this cinematic realm, visual narrative speaks volumes, communicating ideas, emotions, and messages that shape perceptions and stimulate contemplation (Ahn, 2020). As cinematic mediums evolve and diversify, a question arises: How do researchers and viewers alike, systematically decipher the layers of meaning woven into the tapestry of films, including the impactful realm of documentary filmmaking? (Molek-Kozakowska,2021).

Scientific interpretation of films, with a nuanced focus on documentaries, has become increasingly pivotal (Ahn, 2020; Lee, 2023). Just as researchers scrutinise texts for insights, films, too, harbour intricacies that beg to be unravelled (Ahn, 2020; Lee, 2023). A structured approach to deciphering these cinematic narratives can unravel the artistry and intent beneath their surface, providing a more profound comprehension of their messages and themes (Lee, 2023).

In the realm of documentary film interpretation, a beacon of insight shines forth from the work of Rosteck and Frenz (2009). In their seminal study, they venture into the heart of environmental discourse and cinematic rhetoric (Rosteck & Frenz, 2009). This study's pioneering exploration, which delves into the nuanced layers of Al Gore's iconic documentary "An Inconvenient Truth," resonates as a touchstone for the scientific interpretation of documentary films (Parson, 2021; Rosteck & Frenz, 2009).

As the work of Rosteck and Frenz (2009) underscores, the documentary genre offers a canvas for intricate blends of elements, merging political jeremiad, autobiography, and science documentaries. In this tapestry, they propose a novel approach, infused with Joseph Campbell's monomyth framework (Rosteck & Frenz, 2009). The monomyth's journey of transformation and self-discovery resonates harmoniously with the arc of the documentary's protagonist, leading to a rhetorical potency that awakens audiences to pressing global issues (Rosteck & Frenz, 2009).

The luminance of Rosteck and Frenz's study extends beyond its original confines (Parson, 2021). Scholars across the spectrum have embraced and extended this interpretive model to explore a myriad of documentary films (e.g., Endres, 2012; Janpol & Dilts, 2016;

Murphy, 2013). These scholars have woven Rosteck and Frenzt's framework into their explorations, each thread contributing to an ever-expanding tapestry of film interpretation (Endres, 2012; Janpol & Dilts, 2016; Murphy, 2013). This widespread adoption is a testament to the model's efficacy in unravelling the narratives that documentaries weave (Endres, 2012; Janpol & Dilts, 2016; Murphy, 2013). Central to Rosteck and Frenzt's model for interpreting documentary film, as emphasised by Endres (2012), Janpol and Dilts (2016), and Murphy (2013), is an intricate tapestry interwoven with several components. Like an archaeologist brushing away the sands of time to unveil hidden treasures, this approach guides the interpreter through a meticulous process:

The first step is genre contextualization (Rosteck & Frenzt, 2009). This step involves unravelling the primary genre(s) of the documentary and acknowledging the narrative threads that contribute to its fabric (Parson, 2021; Rosteck & Frenzt, 2009). Political jeremiad, autobiography, and science documentary, among others, are threads that lend depth and resonance to the film's narrative (Endres, 2012; Janpol & Dilts, 2016; Murphy, 2013).

The second step involves analysing the protagonist's journey (Rosteck & Frenzt, 2009). This stage involves analysing the protagonist(s) in the documentary as they navigate a transformative journey (Endres, 2012; Janpol & Dilts, 2016; Murphy, 2013). Through the lens of Joseph Campbell's monomyth, recognize stages such as the *Call to Adventure*, *Crossing the Threshold*, *Trials*, *Transformation*, and *Return*, illuminating how personal evolution intertwines with the film's thematic tapestry (Parson, 2021; Rosteck & Frenzt, 2009).

The third step revolves around identifying transformation in the story (Rosteck & Frentz, 2009). There is a need to examine how the protagonist's transformation is portrayed throughout the documentary (Rosteck & Frentz, 2009). Look for moments of self-discovery, growth, and change that contribute to their credibility as advocates for the film's message (Parson, 2021; Rosteck & Frentz, 2009; Janpol & Dilts, 2016).

The next step follows Rosteck and Frentz's path (2009) in evaluating the rhetorical efficacy that emerges from the fusion of genres. Parson (2021) underlines the significance of discerning how cinematic elements such as political advocacy, personal transformation, and scientific exploration harmoniously coalesce, forging a potent narrative. The film's credibility is augmented through this intricate fusion (Endres, 2012; Janpol et al., 2016; Murphy, 2013).

The fifth step, as recommended by Rosteck and Frentz (2009), is to assess the credibility and authority emanating from the documentary's narrator or central figures. Janpol and Dilts (2016) underscore the pivotal role of transformation and expertise in enhancing their ability to convey the film's message. This resonates with the observations of Endres (2012), that personal experiences or transformative journeys further enhance the tapestry of the documentary's persuasive power.

The penultimate step leads to unveiling the documentary's central message, as advocated by Rosteck and Frentz (2009). Within this core, the urgency of the narrative resonates, offering a clarion call for action (Endres, 2012; Janpol & Dilts, 2016; Murphy, 2013). The threads of discourse woven by Parson (2021) and Murphy (2013) offer understanding, illuminating how the film intertwines with broader conversations and challenges

established norms. Parson (2021) and Murphy (2013) stipulate that there is a need to understand what idea the film seeks to convey to its audience. Additionally, the researcher should endeavour to identify any issue beckoning address or recommendations presented to viewers.

2.5.4 Applying the model

This model will be specifically applied to address the first and second research questions in the current study. The step-by-step process outlined in the proposed model offers a structured and comprehensive approach to interpreting documentary film messages, shedding light on their implications for dominant issues and their contributions to the development concept. The following captures how each step of the model will be applied to answer these research questions:

By following the proposed model, the researcher explores the dominant issues encapsulated within selected documentaries. He initiates by contextualising the documentary's genre(s), unearthing the narrative threads that contribute to its thematic tapestry. For example, the selected documentaries can be classified as investigative exposé, aiming to shed light on illegal practices at sea. This genre contextualization unravels the primary narrative thread that serves as the foundation of the film's message.

Moving forward, the researcher delves into the protagonist's journey, identifying stages within the monomyth framework that illuminate the issues at hand. In this case, the documentary's protagonists include not only the filmmakers themselves but also the local fishermen and communities affected by the destructive impact of illegal trans-shipment. By applying Joseph Campbell's monomyth framework, stages such as the Call to

Adventure (awareness of the issue), Crossing the Threshold (entering the world of illicit trans-shipment), Trials (challenges faced by local fishermen), and Transformation (efforts to expose and address the issue) can be identified. These stages illuminate how the issues of illegal trans-shipment and its consequences are at the heart of the documentary's narrative.

As the process unfolds, the transformation story in the documentary becomes evident. Moments of change are revealed as local fishermen and activists become advocates for change. This evolution intertwines with the overarching message, demonstrating how the affected individuals and communities are transformed from victims to champions of sustainable fisheries.

Through the lens of rhetorical efficacy, the researcher evaluates how the documentary employs persuasive elements to enhance its impact. Emotional appeals through personal stories of fishermen's struggles and livelihood threats, expert testimonies from marine biologists and policymakers, and compelling visual evidence of illegal activities strengthen the film's potency in conveying the issues. The fusion of investigative journalism, personal narratives, and scientific insights amplifies the documentary's power to expose the destructive practices of illegal trans-shipment. The researcher can equally assess the postures of the documentaries' narrator or central figures interviewed in the documentaries to unveil the quintessence of the documentary's narrative.

Applying the model to this question, the researcher can embark on a similar journey, weaving through each step to analyse the documentaries' impact on the development concept. In the process of genre contextualization, the researcher identifies the key

narrative threads that interlace to convey themes related to development within the selected documentaries. For instance, the documentary may incorporate elements such as survival instincts to highlight personal experiences and social change within a societal context. By examining instances where individuals overcome challenges to survive, the narrative thread of survival instincts aligns with themes of sustainable livelihoods. Additionally, the fusion of political jeremiad may underscore the urgency of addressing social disparities, further emphasising the documentaries' connection to development issues.

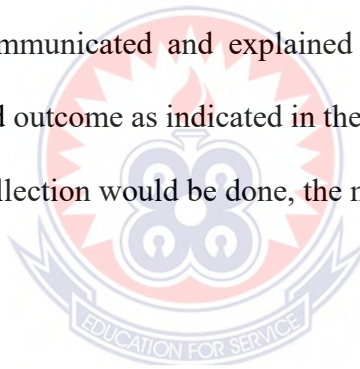
Rhetorical efficacy is then evaluated, unravelling how the fusion of genres amplifies the documentaries' influence on development discourse. The researcher can delve into how the seamless blending of political jeremiad, autobiography, and exposé documentary, for example, contributes to a more compelling and impactful narrative. Examining the credibility and authority of central figures, the researcher considers how their advocacy aligns with the development concept, enhancing the authenticity and persuasiveness of the documentaries' message.

Ultimately, the researcher unveils the central message and call to action, shedding light on how the issues raised within the documentaries contribute to the overarching development concept. This step reveals how the documentaries not only shed light on the challenges and complexities of development but also offer guidance and inspiration for meaningful action and positive change. Through this systematic analysis, the researcher gains a comprehensive understanding of how documentaries become potent tools for shaping development discourse and motivating societal progress.

2.6 Chapter Summary

In this chapter, I set out to review related literature on fishing, film concepts, and genres, stakeholders, cultural ideas, and documentaries' place in filmmaking. Most of the literature found was based on Western perspectives, and there is very little literature available on the topic from an African perspective, particularly in the context of Ghana. The review also suggests that development is supported by various communication processes such as documentaries and advertisements.

In addition, this study employed Herzberg's two-way motivational theory and Rosteck and Frenzt's (2009) module for interpreting documentaries to explain how messages in documentaries can be communicated and explained and how motivation can cause a phenomenon for a satisfied outcome as indicated in the study. The next chapter introduces and discusses how data collection would be done, the methodology and the analysis.



CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the methods and procedures used in the data collection and data analysis stages of this study. The chapter consists of the research approach, the research design, the sampling technique and sample size, the data collection methods and the data analysis plan.

3.1 Research Approach

The research approach adopted for this current study is the qualitative research approach. According to Creswell (2014), there are three main research approaches; quantitative, qualitative and mixed approach. Creswell (2014) states that the qualitative approach is a method for investigating and understanding the meaning that individuals or groups attach to a social phenomenon or human situation. Also, Patton and Cochran (2017) are of the view that the researcher's purpose in qualitative research is to uncover the facts without interfering with or influencing the natural setting of the phenomenon of interest.

Similarly, Denzin and Lincoln (2018) assert that the qualitative research approach discusses issues in their natural setting to understand or interpret events in terms of the meanings that people assign to them. Based on this assertion, the documentary “*When the Last Fish is Caught Part 1 and 2*” is a documentary set in a natural setting of a documentary film. Moreover, this study did not attempt in any way to influence or affect the content of the documentary. Additionally, Patton and Cochran (2017) proposed that the qualitative research approach is not “objective data to be quantified, but meaningful relations to be

interpreted” (p.11). Lindlof and Taylor (2017) assert that qualitative research as an approach focuses on the social meanings of individuals within a particular historical or cultural context. More so, Creswell (2017) is of the view that qualitative research is primarily concerned with investigating or exploring the meanings linked to social phenomena. In other words, qualitative studies are concerned with understanding social issues and making meanings of people in a particular way.

Creswell (2014) indicates that the processes of a qualitative study “involve emerging questions and procedures, data typically collected from participants’ settings, data analysis is inductively built from a particular to general themes and making interpretations of meanings of data gathered” (p.4). This study demands the gathering of data in the natural setting of participants in order to inductively develop themes from participants’ natural settings so that it can inductively construct themes from specific to general and make subjective interpretations. In line with these assertions, the qualitative approach was thought to be the most appropriate for this study. Braun and Clarke (2018) believed that meaning ascribed to a phenomenon varies from person to person, considering their viewpoint on the issues or context. This study is hinged on the argument made by Braun and Clarke that developmental issues vary from person to person and offer their opinion regarding the concept of development. This argument helps my study to understand the rationale behind the perception of what people think about development in the documentary “*When the Last Fish is Caught Part 1 and 2*”.

Finally, the aim of the study is not to generalise the findings. However, it is to delve deeper into the issues as advanced by Creswell (2013), that messages have latent meanings and a qualitative approach enables the researcher to provide an understanding of the messages.

This study delves into the motivation and content behind the production of the documentaries as proposed by Lindlof and Taylor (2017) that qualitative research relies heavily on an individual's interpretation of data by the researcher. In other words, the study seeks to examine the motivations and content of the producer in coming out with the documentaries *"When the Last Fish is Caught Part 1 and 2"*

3.2 Research Design

This study employed qualitative content analysis as the research design. Research design is a strategy and procedure that range from broad assumptions to a particular data gathering and analysis approach (Creswell, 2014). Burns and Grove (2017) argue that research design is a specific strategy or blueprint for how a research study should be carried out. Yin (2009) indicates that setting the conditions for data collection and data analysis is important to the researcher, as well as the phenomenon of interest which forms part of the research design. Ikart and Ditsa (2018) thus argue that a "well-constructed research design helps to answer research questions accurately, objectively and economically" (p.12). Ikart and Ditsa are of the view that a research design outlines a logical order to data collection and analysis, and to further enhance the drawing of an effective conclusion from the information gathered.

According to Wright (2015), the goal of research design is to create a master plan that will outline the procedures for data collection and data analysis. It outlines the key components of the study including its sample, methodology, and data collection strategy, all of which are intended to help answer the research questions (Thomas, 2010). It typically includes collecting data through methods such as interviews, document analysis and observations (Creswell, 2013). As indicated by Creswell, qualitative research is interpretative and

contains specific information, this study is interpretative because it seeks to come out with details about how people perceive and understand the concept development in the documentary *“When the Last Fish is Caught part 1 & 2”*. The data retrieved is analysed through processes such as coding to identify patterns and themes that emerge from the data gathered (Braun & Clarke, 2018). One key objective of research design is to help researchers come up with a plan that would enable them to either respond to the clearly stated research question or test the expertly crafted premise O’Leary (2017). Thus, the research design outlines the methodical plan to address a research problem (Creswell, 2014). Creating a logical link that joins data to study conclusions based on specific research problem-driven discoveries. Hence, the research design captures the entire research process, from the operationalisation of the concept to the research problem to writing the final report (Creswell, 2014).

Through the use of the recurring patterns, themes, and categories that emerge from the data through a systematic and thorough review of the content are analysed as espoused by Hleza et al, (2021). The use of qualitative content analysis as a design offered me the ‘tools and methods’ to interpret the highly subjective data accessed in this study. The design provided the researcher access to rich, detailed insights into the phenomenon and allowed the researcher to interpret the latent meanings for critical analysis and comprehension.

3.2.1 Qualitative Content Analysis

Qualitative content analysis according to Hleza et al (2021) entails choosing the appropriate data to collect and the unit of analysis. Qualitative content analysis is a design useful to examine both visual and textual data (Hleza, et al, 2021). Mohajan (2018) defines

qualitative content analysis as the intellectual process of classifying related things into conceptual categories or clusters, to identify contemporary patterns and links between various variables or themes. To give the data relevance and infer from Julien's (2008) claim, this study set out to analyse and categorise data into a series of themes. Mayring (2000, p.2) opines that qualitative content analysis is "an approach of empirical, methodological controlled analysis of texts within their content of communication, following content analytic rules and step-by-step models, without rash quantification." Similarly, Hsieh and Shannon (2005) assert that qualitative content analysis is a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns. These definitions above show how qualitative content analysis promotes a clear view of voice and text along with their unique settings. It provides for a subjective yet scientific understanding of social reality by researchers. Qualitative content analysis was used in this study because it enables the understanding of meanings and patterns embedded in the documentary *When the Last Fish is Caught part 1 & 2*. According to Braun and Clarke (2013), this form of data analysis is a strategy for filtering, making meaning and deriving meaning from data. Qualitative content analysis is mostly used as a way of assessing a wide range of textual material, narratives, manuals, recorded observations, and media such as drawings, pictures, videos and speeches makes it ideal to use it for materials within this domain and outlines the mode of selecting participants (Kabir, 2016).

Qualitative content analysis outlines steps in analysing data, including data preparation, coding, categorization, and interpretation (Kabir, 2016), where data preparation involves

getting abreast with the data and coming up with a coding scheme. Coding entails giving codes to sections of the data that represent concepts or themes that develop from the data. Categorization has to do with grouping the codes into broader categories that describe the patterns and themes in the data. Interpretation is about analysing the categories to conclude the research phenomenon (Kabir,2016). One of the advantages of qualitative content analysis is to allow an in-depth understanding of a phenomenon by analysing the data and drawing conclusions based on patterns and themes identified in the data. On the other hand, a weakness of qualitative content analysis is its subjectivity due to the interpretation of data. Thus; the interpretation of the data may be hinged on the researcher's subjective judgment (Mohajan, 2018) and as such, should be objectively conducted.

Owing to the above, this study on film and development: a study of the documentary *"When the Last Fish is Caught part 1 & 2"* is hinged on qualitative content analysis because the data is in the form of video, text and motion picture (infographic) which qualified as unit of analysis (scene in the documentary) for this study. The unit of analysis used in this study was a scene. Zhang and Wildemuth (2005) are of the view that the unit of analysis is about the basic unit of text which is considered during content analysis. The documentary had 42 scenes and each scene of the documentary constituted the unit of analysis for this study.

3.3 Sampling Technique and Sample Size

This study employed the purposive sampling technique in helping out with the data collection and data analysis. The sampling technique is the sampling process applied by the researcher in this study. According to Sackey (2020), the sampling technique is the

procedure a researcher uses to choose a sample for a study. In other words, the sampling technique guides the researcher as to the choices when deciding what to observe or whom to interview. Consequently, Lindlof and Taylor (2017) are of the view that the right sampling technique enables the researcher to set up a methodical link with communication phenomena with a minimum of wasted effort. This means that the sampling technique is relevant in every research work and ensures that data is appropriately collected. Taherdoost (2016) asserts that the sampling technique of a study may be influenced by the research objectives that underpin this study.

Wimmer and Dominic (2011) also believed that there are two types of sampling procedures. Probability and non-probability. Again, Wimmer and Dominic (2011) are of the view that probability sampling uses more of a mathematical rules unit whereby various units have equal chances of being selected. However, non-probability sampling has no mathematical rules. This study did not apply any mathematical rule in the sampling process, hence; the study used non-probability sampling. Furthermore, Wimmer and Dominic (2011) argue that there are types of techniques regarding non-probability sampling, they are; convenience sampling, snowball sampling, purposive sampling and unqualified volunteer sampling. In tandem with this assertion by Wimmer and Dominic (2011), purposive sampling was used for this study.

Purposive sampling was used to understand the phenomenon under study and know-how issues of development were discussed in the documentary. Oliver (2013) defines purposive sampling as a type of non-probability sampling in which the researcher makes the sole decision about which people to include in the sample based on a range of factors, such as the participants' knowledge about the phenomenon under study and their capacity and

willingness to participate in the study. Wimmer and Dominic (2011) also add that purposive sampling is a non-probability technique that specifically selects participants based on characteristics or features and omits those who do not meet the criteria.

More so, Creswell (2013) posits that purposive sampling is the process of choosing individuals or venues that will help the researcher understand the problem and research question. Palinkas et al (2015) proposed that purposive sampling comes in several forms: homogeneous sampling, maximum variation, typical case, extreme case, critical case, and expert case. This study used homogeneous sampling as advanced by Palinkas and co (2015) that homogeneous sampling is a unit of selection based on sample or participants having similar features, characteristics or areas of interest because such characteristics are of interest to the researcher. In this study, participants in the documentary share common characteristics and have common interests (issues of illegal fishing). This documentary was purposively selected because it is an award-winning documentary. The documentary received an award for Agriculture and Food Security organised by the Ghana Journalist Association (GJA) and also an award for the National Marketing Performance 2021 category, an award organised by the Chartered Institute of Marketing Ghana (CIMG), for its outstanding contribution to development.

3.4 Data Collection Methods

This study employed document analysis and an interview as the mode of gathering data. Mohajan (2018) avers that certain data collection methods have been linked to qualitative research including; in-depth interviews, group discussions, narratives and examination of documentary evidence. Moreover, Stake (2013) contends that there are numerous sources

and techniques for data gathering and analysis in qualitative research, interviews, observation, and document analysis, document analysis is suitable in the case of visual or motion pictures.

Similarly, Creswell (2014) posits that data collection includes not only the actual sorts of data and techniques but also getting permission, obtaining a sufficient sample size, recordings or documenting materials, and planning for ethical issues that may come up in the course of the work. In other words, in qualitative research study, there are four outlined methods used in gathering data and also, variety of data collection in qualitative research are used and possible, each with advantages and disadvantages. This means that gathering information or data requires searching over texts, documents, and in written or visual form. Document analysis gives the researcher access to data that may be challenging to access using other techniques and can provide the research with a historical background as well (Bowen, 2009).

The rationalisation for using the document analysis is to enable access to the content of the video in terms of text and audiovisuals do not only contain text or words. A document can be in the form of photographs, visuals and motion pictures recorded without the researcher's input or intervention (Mohajan, 2018). Thus, with this assertion, the documentary *When the Last Fish is Caught part 1 and 2* was adopted to systematically evaluate issues of development in the documentary as a scholarly contribution to the concept development from the perspectives of the fishing industry.

3.4.1 Document Analysis

Document analysis is mostly suitable for qualitative case studies because it includes in-depth research that provides rich explanations of an events, happenings, activities or programmes (Yin, 2018). Bowen (2009) as cited in Agboada (2017) defines document analysis as a systematic method for examining or analysing documents, both printed and digital material. According to Corbin and Strauss (2008), document analysis is a systematic process for checking and assessing documents, both printed and digital (computer-based and internet-transmitted). Document analysis in qualitative research is reviewing, examining, and interpreting facts or data to extract meaning gain insight, and procedure empirical knowledge (Corbin & Strauss, 2008). Creswell (2014) argues that records or documents can be accessed anytime it is convenient for the researcher, saving time and resources that would otherwise be used for transcribing, making them effective means to collect data. Creswell and Creswell (2017) add that documentary materials are necessary when a researcher wants to connect to previously observed that has been recorded.

Daymon and Holloway (2011) are of the view that finding, choosing, evaluating and synthesizing the material into themes, categories and various formats is the analytical process in document analysis. They asserted that documents are made up of writing and visual recordings or motion pictures made without the involvement of a researcher. They can be found in the form of broadcast, interactive, recorded visual, and audio (Daymon &Holloway, 2011). Leavy (2014) is of the view that due to its unobtrusive, non-reactive character, document analysis is an effective technique for qualitative research study.

Given the assertions by these scholars (Daymon & Holloway, 2011; Leavy 2014, Corbin & Strauss:2008) forms the basis for the use of document analysis for this study. Document analysis was used to analyse the documentary *When the Last Fish is Caught part 1 and 2* to come up with rich descriptions from the meanings obtained from the documentary as espoused by Daymon and Holloway (2011). Leavy, (2014) reinforced Daymon and Holloway's (2011) assertion that the electronic document (the documentary) used in this study was not created or produced by the researcher. As a result, the document has a built-in level of authenticity.

3.4.2 Interviews

According to Lindlof and Taylor (2017), in qualitative research, interviews are very helpful because they enable the researcher to understand people's viewpoints and experiences. Kvale (2007) indicated that interviews are professional talks, intending to get participants to talk about their experiences and opinions, as well as to record their language and concepts about a topic that the researcher has chosen (Rubin & Rubin, 2012). Moreover, to gather data, and address a specific question, interviews help lessen the researcher's subjectivity and prejudice, which are significant in sole reliance, inductive, and interpretive analysis (Lindlof & Taylor, 2018; Bertrand & Hughes, 2005). This method was used in this study because I wanted to understand the reason for the production of these documentaries from the producer, thus, his motivation for producing the documentaries.

More so, Braun and Clarke (2018) proposed that "an in-depth interview provides a detailed background about the reasons respondents give specific answers so that researchers can gather elaborate data concerning respondents' opinions, values, motivations, recollections,

experiences, and feelings” (p, 77). In line with this assertion, this study employed interviews to delve deeper into issues of the documentaries and also, explore the motivation behind the production of the documentary and give a detailed analysis of the data gathered.

Braun and Clarke (2018) are of the view that the purpose of an interview is to gather important data from key informants to share their opinions as captured in their own language regarding an issue in relation to a specific topic. In other words, whether an interview is conducted in person or through technological means, it is regarded as the exchange of opinions between interactors on a subject of shared interest. Interviews are one of the most important aspects of data-gathering techniques in qualitative research (Fetteman, 2019). A face-to-face interview was used in this study. Interviews are regarded as a collaborative process for learning about people’s thoughts feelings, and intentions (Eatough & Smith, 2017). To this effect, I collaborated with the producer of the documentary (interview) to discuss relevant issues about the documentaries and his intention behind the documentaries produced.

The use of the interview was to access specific information from the participant (producer) on the motivations for the study as espoused by Braun and Clarke (2018). In addition to this, Braun and Clarke (2018) proposed that the purpose of an interview is to gather relevant information from key informants through a professional conversation with the aim of examining their perspectives as captured in their own language on concepts in relation to a determined topic (p.77). As a result, the interviews enabled me to seek specific information that clarifies the problem using words, and communication patterns of the interviewee to seek a better understanding of the phenomenon. According to Lindlof and

Taylor (2017), a qualitative interview is a situation in which the interviewer enables others to freely express their interests and experiences. Dietz and Co (2022) state that qualitative interviews are mostly categorised into three namely; structured, semi-structured and unstructured. The semi-structured interview was adopted in this study. Semi-structured as a data collection method because I sought to ask questions within a predetermined thematic framework. Creswell (2018) avers that interviews are conversations (face-to-face or sometimes telephone-mediated) between a researcher and participant. In line with this assertion, the study adopted interview as one of the data collection methods. Where I gathered responses from the producer on the productions of the documentary *When the Last Fish is Caught part 1 and 2*.

3.5 Data Collection Procedures

Boateng (2022) as cited in Asiamah (2017) posited that the data collection process is a description of the procedures, methods, and means by which the researcher used different data gathering tools to gather data for the study. Similarly, O’Leary (2014) outlines two major procedures for conducting document analysis. The first one is; the interview procedure and the second procedure is writing down events and occurrences in a text. O’Leary (2014) is of the view that, both procedures (first and second) demand that the researcher analyses the data gathered more from the inductive perspective building or starting from a particular to general, from the important happenings in the texts or motion picture. Also, the process requires coding, themes and category construction (Bowen, 2009; Creswell, 2014; O’Leary, 2014). To corroborate the assertions of O’Leary (2014), in

conducting textual analysis, the content of the documentaries (text) provided important information for the analysis.

The research process commenced with a download of all the documentaries for this study from YouTube. This source is a credible, authentic and verifiable source of movies, and picture motion effects (O’Leary, 2014). After, I carefully watched the documentaries on my laptop in my room with a quiet background to avoid distraction. I watched the documentaries carefully scene by scene to familiarise myself with the content of the documentaries and understand them. The next process was transcription. I transcribed the documentaries onto a Microsoft Word page. In order to ensure accuracy, credibility and authenticity, the documentaries were compared with the transcripts for their authenticity. In the course of watching the documentaries vis-à-vis data analysis, the content (text) was categorized into scenes with highlighted colours for easy identification and analysis. Furthermore, I read the transcripts generated repeatedly to ensure that I become familiarise with the data in order to identify patterns and trends that came out from the data gathered. Whilst watching the documentaries, I was guided by the research problem, the research objectives, research questions, concepts, themes, trends in the area of research and the tenets of the theories underpinning the study. Following that, data was inductively analysed, drawing on the themes that emerged from each scene of the documentary to create themes that cut across all of the scenes.

3.6 Data Analysis Plan

Lindlof and Taylor (2002) are of the view that data analysis is the process of labelling and analyzing raw data into patterns, themes, concepts, and propositions from a document. In

other words, to make meanings out of the data gathered, it was relevant to analyse the data into themes and patterns. In keeping with this, the data analysis was done and carried out to identify trends, themes and patterns in the data gathered. Braun and Clark (2018) reinforced the assertion made by Lindlof and Taylor (2002) and defined data analysis as a process of labelling and breaking down raw data into patterns, themes, concepts and propositions. Braun and Clark (2018) describe thematic analysis as a data pattern which involves identifying, analysing, examining and indicating the trends or patterns within the data. Thematic analysis carefully organizes and defines your data set. The data analysis for this study was done in a way to draw the patterns and themes which emerged out of the data.

This study on the basis of these assertions, employed Braun and Clark's (2018) six-step approach for thematic analysis, comprising; (i) familiarizing with the data (ii) generating Initial code (iii) looking for themes (iv) reviewing themes (v) defining themes (vi) writing and immersed in the research by becoming familiar with the data.

The first step of data analysis was to get myself familiarised with the data. I immersed myself in the data through iterative watching of the documentaries to identify common patterns, trends and occurrences that are in line with the research questions guiding the study. This helped me to come up with detailed and direct quotes given by the participant (producer) and documentaries as well. To make the data complete and applicable for data analysis, any irrelevant responses and elements of the data gathered were put together for purposes of future analysis. In doing this, I watched the documentaries several times, to ensure that I could transcribe the data from the movie. I familiarised myself by repeatedly

watching the documentary and transcribing it into written text with the help of a research assistant. After the transcriptions, I read through the transcripts repeatedly to check and ensure the transcription was verbatim.

Secondly, using the open coding approach, I inductively generated initial code from the data gathered. Braun and Clark (2018) indicate that once data coding is achieved, it creates room for further interpretation and helps the researcher understand the theoretical aspect of the phenomenon under study. The codes are thus, the essential building blocks of what eventually was developed into themes for this study. Braun and Clark (2018) further state that coding helps to provide concise, brief explanations and interpretive labels for informational items relevant to any phenomenon being investigated. Hence, the data coding helped me come out with categories of themes that allowed new interpretations and the development of a theoretical understanding of the subject being studied. Whilst coding, I paid particular attention to every piece of information in the documentaries, to ensure familiarity with data and familiarity with characteristics. In instances where some information was intriguing and useful for creating subthemes and themes, I quickly took note of that and added it to the coding scheme.

At this point, I was able to immerse myself in the data and I continued to outline the intriguing data in creating other themes. Further, I categorised the codes by following strict iterative and repetitive readings (Braun & Clarke, 2018) in forming the established codes or the production of other themes. In this study, the researcher manually constructed codes by writing down words and phrases that represented thoughts that emerged from the data. Here, words like “po” (fante word for sea) which means sea and also, and “nam” (fante

word for fish) which means “fish” and phrases like “yen nya name” which translates “we didn’t get fish” and “Saiko fuo na wo tweee po no mu” which translate the “ saiko people spend their time fishing all day”

Step three involved the generation of themes that happened when the important data items had been coded. I came up with important themes that emerged from the data gathered and wrote them down as espoused by Braun and Clark (2019), at this stage, the codes generated are examined and analysed to show how various codes may be collapsed or based on some common shared meanings and common characteristics to create other themes. Also, words and phrases observed as important were highlighted and outlined for further analysis. Thereafter, I assigned codes into initial themes and organized the codes into broader themes in line with the statement of the problem, research objectives, research questions, and the tenets of the theories underpinning the study.

The fourth stage is the reviewing of themes. At this stage, I did a second review of the themes generated to ensure that they were in line with the dataset as propounded by Braun and Clark (2019). I did this by cross-checking the themes generated from the documentaries and interviews in my Microsoft Word document. This was to ensure that any form of inconsistencies with the dataset were dropped or deleted before the final analysis of the data. Hence, I tested the themes to check whether they were applicable to the codes generated or otherwise.

The fifth stage involves the definition of themes. In defining the themes, Braun and Clark (2019) are of the view that a researcher defines themes by giving a strict examination of the data collected. This implied that I interrogated the excerpts and added some images to

provide a rich thick description and convincing overview of the arguments brought forth by the themes I had generated from the data.

Finally, the sixth stage comprised producing a report. At this stage, I commenced the writing of my report. The report on the data analysis was linked to related literature and, the theory underpinning this study in order not to alienate the current study from prior research. This in-depth account provided excerpts from the documentaries, and also, provided a detailed account of the data to solve various research questions and with the aid of some excerpts from the coded data to ground the analysed themes (Braun & Clark, 2019).

3.6.1 Interview

Braun and Clark (2018) had it that the goal of an interview is to obtain important details and information from participants “through a professional conversation with the aim of getting the informant to share their perspectives as captured in their language on concepts in relation to a determined or specific topic” (p. 77). According to Creswell (2014), “qualitative interviews are the means by which a researcher conducts interviews with participants, either by telephone, face-to-face, or via the internet” (p. 189). Owing to this, interviews, whether in-person or mediated electronically, the exchange of perspectives, and ideas, between the interviewer and interviewee on a specific topic or area could be termed as interviews. In line with this, I employed semi-structured interviews for this study. Also, Magaldi and Berker (2020) describe semi-structured interviews as exploratory interviews. They further argued that a semi-structured interview is flexible as compared to a structured interview. In other words, a semi-structured interview gives the researcher the opportunity

to move from the required to another area to inquire answer regarding the phenomenon. Magaldi and Berker (2020) noted that a semi-structured guide helps the researcher dig deep into issues regarding this study. Braun and Clark (2018) confirm this assertion that semi-structured interviews are tailored to serve as a guide for the interviewer not to strictly adhere to questions outlined in an interview guide, either in terms of precise wording or the order and mode of questioning. In line with this, I designed a semi-structured interview guide which included opened-ended questions and a few close-ended questions which were in line with the objectives of the study and took care of the motivation of the producer in producing the documentary. The interview guide was designed purposely with explicit questions constructed in a more simple and clear language to avoid ambiguity to ensure access to thick rich ample data.

The interview guide was strictly conducted on samples with similar characteristics with a focus on the ability of the interview questions and the scheduled sessions to produce the desired outcome in order to assure the reliability of the interview data. Furthermore, the interview guide was updated based on the results of this study.

To begin with, I came to a consensus and had an agreement already with the participant (The Producer) through a phone call. This was made possible through building a good rapport with the producer and also, briefing him on the nature and form of the interviews.

Furthermore, the interview was done via face-to-face interactions and some part of the interview was done through the telephone depending on the producer's availability. Also, during the interview, I introduced cues and prompts to aid access to information, and in instances where the producer was being evasive with information. Also, I introduced some

probes and cues, to facilitate the discussions. Each interview (via virtual, google meet) lasted between thirty (30) and thirty-five (35) minutes depending on the line of the responses at the convenience of the interviewee.

3.7 Ethical Issues

Creswell (2014) indicates that researchers must factor into consideration that issues of ethical concerns may come up to influence the outcome of a study and have to carefully work to reduce such occurrences. Similarly, Creswell (2005) is of the view that it is unethical to enter into a social space or an organization to collect data without approval from the authorities or gatekeepers of an organization or social space.

In the same vein, Anney (2014) indicates that it is of the essence for qualitative researchers in their quest for data gathering to consider and employ ethical considerations in gathering data. Ethical considerations such as confidentiality on the part of the respondents, trustworthiness, credibility, transferability, dependability and confirmability. In a similar way, Jennings (2003) postulated that morality consists of norms of conduct about ideas like right and wrong or good and bad.

Following the assertion by Jennings (2003), Bowen (2009) highlighted that ethical concerns are a key component in research especially when collecting data. Researchers must consider ethical issues like authenticity, personal disclosure and credibility of a research report by exhibiting a high level of objectivity and sensitivity in the protection of research participants. Creswell and Creswell (2017) indicated that ethical discipline with respect to human respondents and informed consent is critical for all ethical considerations.

Akaranga and Makua (2016) postulated that ethical issues apply in all works of life, hence, academic researchers are interested in ethics regarding a phenomenon. This current study was conducted in a fair and unbiased manner.

Fouka and Mantzourou (2011) reinforce that issues of confidentiality and anonymity are closely connected to the rights of the participants and respect for the integrity and fidelity of participants of the study. Also, it is the sole duty of the researcher to protect the identity of the participants regarding the information they give to help the study. Furthermore, because this study is hinged on the producer's motivation for producing the documentary *When the Last Fish is Caught part 1 and 2*, it was imperative to ensure some ethical considerations in relation to the participant's (producer) informed consent, anonymity of identity and confidentiality of information.

3.8 Trustworthiness of Data

The degree of confidence in a study's data, interpretation, and methodology is referred to as its trustworthiness (Pilot & Beck, 2014). The idea of trustworthiness is to ensure that data interpretation and methods employed in a study (research) are not influenced and manipulated by the biases of the researcher. Marrow (2005) is of the view that, in order to validate and make the study trustworthy, the research was founded on the criteria of trustworthiness accorded to reflexivity, adequacy of data, and adequacy of interpretation. Shenton (2004) suggested that the idea of trustworthiness of empirical research is to ensure that the data produced is not manipulated by the researcher's biases which in effect could influence the outcome and findings of the study. Similarly,

According to Creswell (2014), a detailed description of a phenomenon is the best method to achieve a certain level of external validity. He avers that when a phenomenon is well described, one can start to evaluate how much the results gained are applicable to different eras, environments, people and circumstances. Therefore, to ensure credibility or trustworthiness in this study, the researcher used Creswell's (2014) eight verification processes, namely; triangulation, member checking for accuracy, peer debriefing, spending prolonged time at the research field, rich, thick descriptions of data, clarifying research biases, presenting negative case analysis, and providing opportunities for external auditing. Creswell (2014) indicates that qualitative researchers could use at least, a minimum of two (2) strategies in a research to ensure the credibility and trustworthiness of the study. In this study, I used three (3) of the verification procedures comprising member checking; they are, Triangulation, using rich, thick descriptions to convey the findings and also, ensuring the credibility of this study and use of peer debriefing.

Triangulation

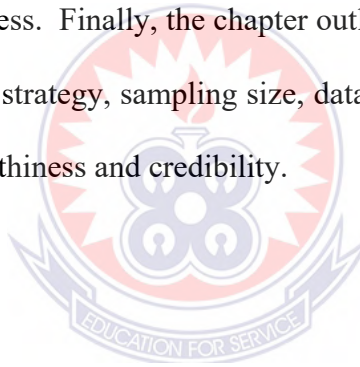
To begin with, triangulation according to Creswell (2014) means using datasets, methods, themes and or investigators to address a research question. In other words, triangulation improves the validity and reliability of your findings and lessens the impact of any study biases in your work by using this research technique. I used triangulation to increase the credibility and validity of research findings as advanced by Lincoln and Guba (2000). Lincoln and Guba (2000) outlined that there are four types of triangulation, namely; methodological triangulation, theoretical triangulation, data triangulation and investigator triangulation. In line with this assertion, I selected data investigator and data triangulation.

Furthermore, I implored the services of other researchers (my colleagues, and some lecturers) to help me to transcribe the content (text) of the documentaries and audios of interviews conducted. Regarding data triangulation, I employed various methods in collecting data in this study. This enabled me to hear different points of view from several participants. In order to convey the interpretations of the findings and utilize extracts to strengthen the arguments, I eventually submitted the analysis of the data with a rich, thick description. Secondly, I use peer debriefing in this study. Creswell (2014) notes that peer debriefing ensures the accuracy of the account. In other words, it involves locating a person (a peer debriefer) who reviews and probes into the qualitative study to ensure credibility and validity in this study. Peer debriefing was taken to examine the precision of the data and the interpretations which were generated from the data gathered. Also, errors detected with the data were rectified and added to the themes generated.

Finally, I used a rich, thick description to convey the findings as proposed by Creswell (2014). The data generated was subjected to rich, thick descriptions so as to convey the interpretation of the findings to the literature. I made a conscious effort to link the findings of the study to the relevant literature and the premise of the theories that underpinned the study as I interpreted the data. In a nutshell, I was able to put aside my biases by not altering any information that was found in the documentaries (content) and the audio generated from the interview conducted. This enables the researcher to come out with a thick and rich description of the data generated under this study as advanced by Daymon and Halloway (2011).

3.9 Chapter Summary

This chapter highlights and discusses the procedures and processes used in collecting and analysing data for the study. The researcher adopted a qualitative content analysis through a qualitative research approach to investigate the meaning of the documentaries *When the Last Fish is Caught Part 1 and 2*, through document analysis and an interview. Data was collected from various scenes in the documentaries *When the Last Fish is Caught Part 1 and 2*. Also, multiple data collection methods including interview and document analysis were used to collect data. Moreover, rationalization was provided for each method selected for the study. In line with ethical issues, the study was built on confidentiality, credibility, informed and trustworthiness. Finally, the chapter outlined this study: research approach, research design, sampling strategy, sampling size, data collection methods, data analysis, ethical issues and trustworthiness and credibility.



CHAPTER FOUR

FINDINGS AND ANALYSIS

4.0 Introduction

This chapter presents a detailed discussion and analysis of the findings of the data gathered through qualitative content analysis and interview on the dominant issues in the documentary, how the issues raised in the documentary contribute to the development concept, and the motivation behind the production of the documentary *When the Last Fish is Caught Part 1 and 2*. The researcher used thematic analysis to analyse the data, which was described and analysed in detail using Rosteck and Frenzt's (2009) model for interpreting documentary film, a monomyth-inspired approach, as well as Herzberg's two-factor motivational theory and the literature reviewed in chapter two of this study. The first research question aimed to identify the main issues addressed in the documentary "When the Last Fish is Caught". The researcher then presented the data in tabular form to highlight the dominant and recurring thematic categories. Additionally, data collected for RQ2 and RQ3 were categorized into themes based on the themes that emerged from the data gathered for each respective research question.

4.1 RQ1. What are the dominant issues in the selected documentaries?

Documentaries, like other media texts, are filled with messages. Therefore, to fully grasp the intended meaning, it is crucial to watch and re-watch various scenes, just as one would with any other media text. According to Schudson (2013), documentary films use audiovisuals to convey messages, ideas, and information to their target audience. Film images may seem like reality, but documentaries create and raise awareness of real issues (Moore, 2017). This study aimed to identify the dominant issues found in the *'When the Last Fish*

is Caught pl 1&2'. Codes generated from all 42 scenes revealed that messages can be categorised into the following themes: *Illegal fishing, Stakeholders, stakeholders and Fishing logistics/equipment.*

Table 1: Frequency Distribution Table of themes generated from ‘When the Last Fish is Caught’

Themes	Frequency	Percentage
Illegal Fishing	16	38.0%
Stakeholder Interventions	12	28.5%
Negative effect on Livelihoods	10	23.8%
Access to Logistics for Fishing	4	9.5%
Total	42	100%

Data retrieved from source, ‘When the Last Fish is Caught’ 2022

4.1.1 Illegal fishing

Illegal fishing is intentionally ignoring the existing laws and regulations regarding fishing activities (Abakah & Owusu, 2023). Illegal fishing occurs when vessels violate fishing regulations and rules governing fishing, and use unapproved ways, and equipment for fishing (Koranteng, 2022). In the documentary *"When the Last Fish is Caught"*, illegal fishing was the primary theme discussed. Table 1 shows the frequency distribution of themes in the documentary, with 16 scenes (38.0%) dedicated to showing information or messages related to illegal fishing. Therefore, the table ranks illegal fishing as the top

theme in the documentary. Crawford (2016) cited illegal fishing activities by industrial trawlers fishing in in-shore waters, including the use of carbide and explosives, unapproved nets, transshipment (Saiko), and petrification. Images and interviews from the documentary demonstrate the rampant nature of illegal fishing. For instance, an image depicting illegal fishing by industrial trawlers.

“... They are using an illegal net sack, otherwise, they shouldn't be landing juvenile fish. The fish they are throwing back into the sea, they are dead, when they get to the bottom of the sea to cause Petrification”



Figure 1: Industrial fishers engaging in illegal fishing.
(Source: the documentary *'When the Last Fish is Caught'*)

In Figure 2, the scene above shows an industrial fisherman engaging in illegal fishing. In the scene, the producer (Richard Kojo Nyarko) confirms that the activities of industrial

fishing remain one of the major challenges confronting the fishing industrial, citing the act of dumping back into the sea dead fish (small per large) and involving in transshipment, fishing with small nets, and overfishing. Illegal activities are both practised by industrial and artisanal fishers. These activities by the fishermen have a direct impact on the livelihood of the people living on the coast. As the producer indicated; ‘...*They will put a small net inside the big net or the sack. That small net will prevent the piece (fish) from passing through the net. After the activities when they are coming to the shore, they take off all those nets, they are afraid that when they go to their shore. They will arrest them (fishermen). They themselves know that what they are doing is offensive or is not the right thing or supposed to be right thing...*’



Figure 2: industrial fishers using small nets for fishing at sea.

(source: ‘*When the Last Fish is Caught*’ documentary)

The image above depicts industrial fishers who are illegally fishing at sea. They use small fishing nets and engage in other illegal activities. According to the fishermen, they resort to unapproved methods of fishing to provide for their families and make a living. They also engage in transshipment, known as ‘saiko’, to stay in business. This illegal fishing practice is a significant contributor to the country's lost income and is an area that needs to be addressed. In another interview, Nana Anobil, a chief fisherman at Abandze, shared with the producer how illegal activities of industrial vessels affect their business and livelihoods. He reported that;



Figure 3: An interview with one of the fishermen (Nana Anobil)

(Source: ‘*When the Last Fish is Caught*’ documentary)

“ those days, when we started fishing, the catch was good but this time, the trawling boats do not allow those of us who use the canoes. They come as close as possible and sweep all the fish that we (artisanal fishers) should be catching. Also, they use the smallest of nets to

catch the fish (small per large and large per large). All they do is to take what they want (largies per large) and the rest are thrown back into the sea, so the industrial vessels are really disturbing us (artisanal fishers)...”

According to Nana Anobil, the activities of the industrial trawlers are causing more harm to them (artisanal fishers) than good, also, having a negative impact on the sea. According to Him, their activities and engagement drive away the sea fishes to a far place and also, their activities cause pollution to the sea. This goes a long to affect their livelihoods. He further reported that some artisanal fishers also engage in these illegal activities and sustain the illegal activities of the industrial trawlers by engaging in transshipment, thus; buying from them the unwanted fishes (small per largies) caught by the industrial fishers to come and sell to the fish mongers and other people.

Nana Anobil indicated that these illegal activities by industrial trawlers are sponsored by some government officials and other powerful; efforts to bring these people to book and stop these activities have proven futile and to no avail, and this is making their work difficult and having a negative impact on their livelihoods. The nature of their work is cyclical which means, that other people also depend on them for survival, starting from the fishermen to fishmongers, through to the final consumer. Stating that an impact on them has an impact on these people. In an interview with Prof. Kobina Yankson, Head of the Scientific and Technical Working Group, speaks on the consequence of the saiko business and its devastating effect on the coastal dwellers who depend on the sea. He reports that; “... *We have conducted studies and come out with the results that 55% of the fish in the tablet belong to the small per large group. Now, the majority of them more than 90% are juveniles thus; small per large catch is what industrial vessels catch. Meaning these*

industrial vessels are fishing in in-shore waters and not off-shore waters. Also, because they do not want these small fishes, they poured the dead fishes back into the sea, which causes petrification in the water, this is what our biology tells us...”



Figure 4: an interview with Prof. Kobina Yankson
(Source: *'When the Last Fish is Caught'* documentary)

4.1.2 Stakeholder Interventions

In this study, the concept of stakeholder intervention is based on the work of Clarkson (1995) and was later reviewed and expanded by Miles (2011) that stakeholder interventions are considered as activities that stakeholders undertake to influence the firm's or mitigate a situation or outcomes in a way that affects the firm's value. Stakeholder intervention refers to the activities that stakeholders undertake to influence a company's situation or to mitigate a situation or outcomes in a way that affects the value of the company or group. These strategies and actions are used by stakeholders to shape organizational decisions and

outcomes. In simpler terms, it is the process of stakeholders taking steps to influence or impact a company's decisions and results.

Owing to this, these are strategies and actions used by stakeholders to influence or shape organisational decisions and outcomes. These claims are as a result of their dealings or activities with the firm or organization, and stakeholders with similar interests can be grouped. Out of the 42 scenes analyzed in this study, 12 (28.5%) included messages or information from stakeholder intervention, as shown in the table above. The documentary *When the Last Fish is Caught part 1 and 2* highlights the theme of stakeholder interventions, showing how individuals or groups with shared interests and other characteristics can influence or impact fishing activities through decision-making and implementing projects to mitigate their situation or problem. The producer, in an interview with the Minister for Fisheries and Aquaculture Development, it was mentioned that some of the stakeholder interventions, including policies and initiatives to help the fisherfolks, also, interventions hold a significant role in the fishing industry, particularly in addressing the problem of illegal fishing. Additionally, the decisions made by authorities regarding this issue have a considerable impact on the activities of the fisherfolks. She revealed that;

“...When I took office barely a month ago, we were slapped with erm yellow card and so I called the European Union (E.U) ambassador from Ghana and I said my sister what is happening? How can I be slapped with such erh erh punishment when I just took office barely a month ago? Then she said sister calm down, it was something that was there before you came and you are to bear the cross, so let's see. So, we started working and I had to move from Ghana to E.U with the President to go and talk to them. So, I realized that I cannot always be begging the European Union to be, I mean erh easing our sanction

and other things and so we have to do the right thing. So, I came to the fisherfolks to tell them that please this is the situation that we are in and so I will need your support...”

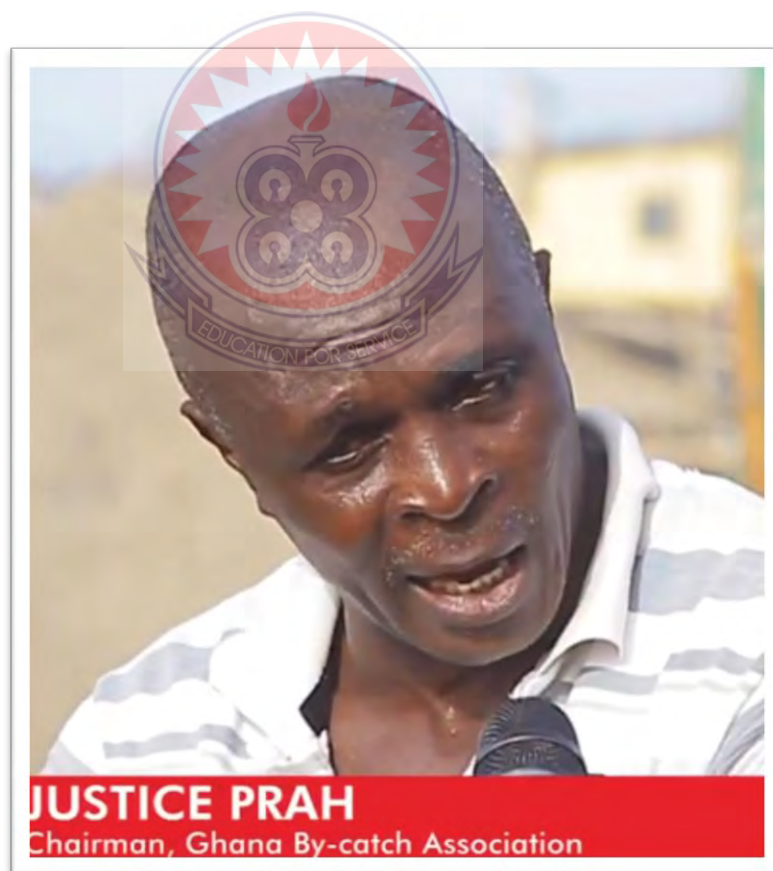


(Figure 5: Interview with Mavis Hawa Koomson, Minister for Fisheries and Aquaculture Development)

(Source: When the Last Fish is Caught)

Some stakeholders believe that illegal fishing is necessary for their livelihood, as they rely on the by-catch (Saiko) to sustain themselves. They argue that their activities (interventions) actually help to preserve the sea from pollution and that illegal fishing has become a key source of employment. While transshipment is considered illegal among artisanal fishers, it has created jobs for many people, including fishmongers and sellers. Mr. Justice Prah, Chairman of the Ghana By-catch Association, has spoken out about this

issue in an interview. “... *Saiko is a type of a job or a work that has a lot and the saiko is the by-product or the by-catch of the industrial vessel which will be throwing into that sea, we collected it as they regard it as waste and we collect this for our livelihood and make a lot of people employment. Is a chain work, we brought this by-catch forming not frozen just fresh but the moment we brought it at our shore, it got rotten, so, we made a plead to those who throw it away the vessel owners and they sell the frozen to us and this have created a lot of employment rather throwing it to the sea as waste or pollute the sea, that why it has create and have brought it and it has created a lot of job and saiko its not purposely for Elminas, is for the whole Ghana...*”

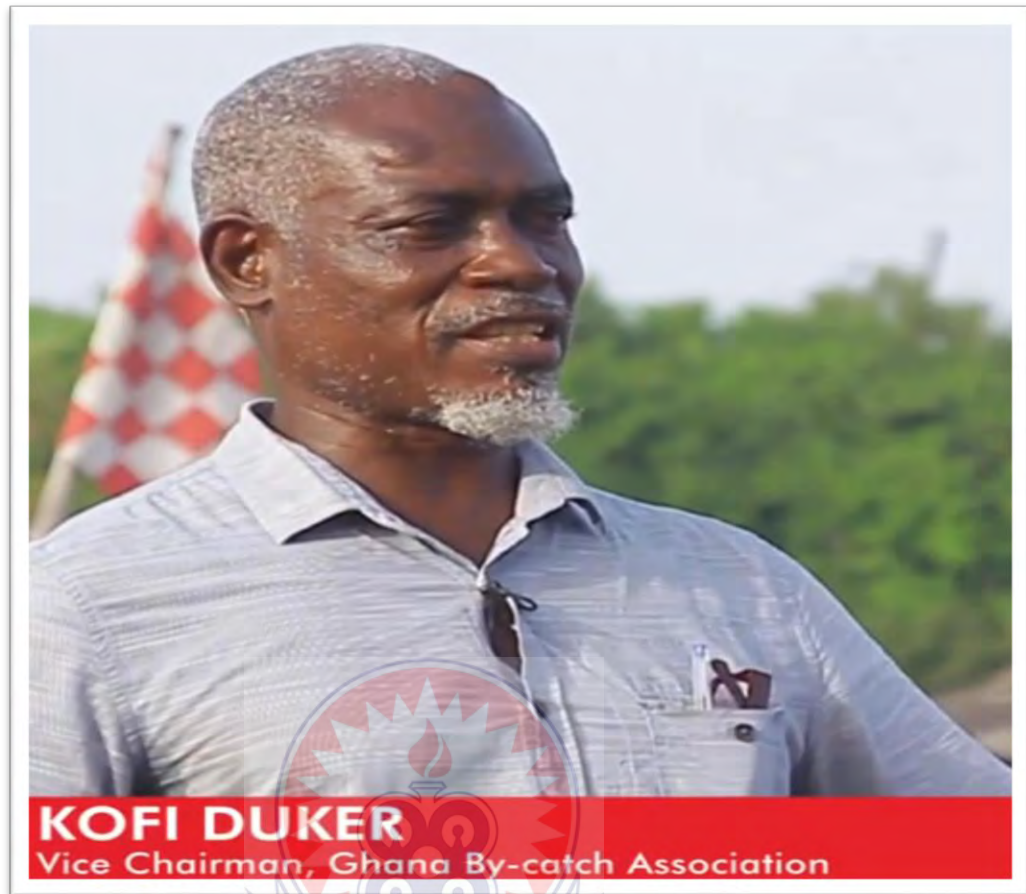


(Figure 6: An interview with Justice Prah, Chairman, Ghana By-catch Association)

(Source: When the Last Fish is Caught)

Some stakeholders, who support the activities of industrial vessels, have expressed their concerns over the ban on such activities. They argue that the activities create employment for many people and should be given second thoughts. They further explain that transshipment, which is a common activity associated with industrial vessels, is not only carried out by industrial fishers but also by artisanal fishers. Therefore, it should be seen as a good venture for making a sustainable livelihood for people, rather than a bad phenomenon. When we spoke to Kofi Duker, the vice chairman of the Ghana By-catch Association, he echoed what Justice Prah had said. Duker expressed his concern about...

“... Yes, they’ve banned us for almost about getting to one year. The real fishermen, the artisanal fishermen are not getting their fish and then the fish are being dumped into the sea. Yes, they are thrown overboard because they didn’t go there purposely for this by-catch, they went there for their own fish, so, if you’re not going in for it, they will dump them. So, the real fishermen are not going in for their fish, it is not because of saiko. Saiko is not the activities we are doing the bringing down the fish itself. I don’t see any reason why you would say you have to ban the saiko because the fish you bought from the vessel is our career and livelihood. These fishes are very low cost for even the school feeding, for the hospitals, for their canteens and everything...”

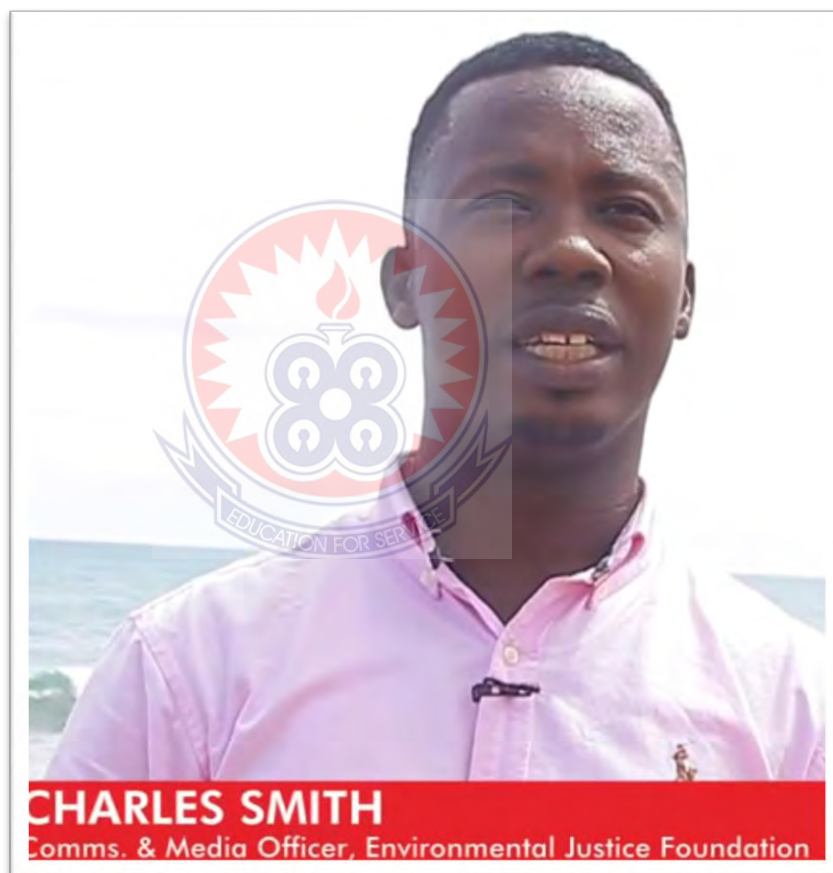


(Figure 7: an interview with Kofi Duker, Vice Chairman, Ghana By-catch Association)

(Source: When the Last Fish is Caught)

The issue of transshipment has caused a rift among stakeholders, with some supporting the practice and others opposing it. Charles Smith, the Communications and Media Officer for the Environmental Justice Foundation, praised the Minister for Fisheries and Aquaculture Development for taking a bold step in banning illegal activities carried out by industrial vessels. He urged the minister to enforce the laws across all sectors to promote orderliness in the fishing industry. He disclosed that;

“... I can say that it is a step in the right direction, also, cases of saiko erm which are currently been dealt with or have been adjudicated in the court. At least, I know of the Takoradi court, and it is important for us to bring or make known all these suspected cases of saiko and let them go through the prosecutorial thing without any hindrance or whatsoever so the law takes its cause naturally and finds imposed are paid. Now, once this is done, it will serve as a deterrent for people who are into this act...”



(Figure 8: an interview with Charles Smith, Comms & Media Officer, Environmental Justice Foundation)

(Source: When the Last Fish is Caught)



(Figure 9: an interview with Nana Kweigya, President, Canoe and Gear Owners Association of Ghana)

(Source: When the Last Fish is Caught)

Nana Kweigya, on the other hand, commended the minister for putting in place measures and mechanisms to curb the illegal activities going on for a while and also, entreated the Minister to help the fisherfolks in the acquisition of fishing equipment to help them in their work. He indicates that; *“... I think the Minister, Hon. Mavis Hawa Koomson, has shown a lot of interest and commitment in the number of issues, in the case of supply of input, the minister demonstrated leadership in ensuring that outboard motors and nets meant for fishers were supplied. It is our expectation that the Hon. Minister will take steps to eradicate the unhealthy competition that artisanal fishers have been subjected to by industrial fisher so that artisanal fishers will have what is meant for them...”*

4.1.3 Negative Effect on Livelihoods

Livelihood refers to how individuals and communities secure resources to meet their basic needs and support their well-being (Tuokuu & Idemudia, 2020). The focus on the negative effect on livelihood in this scene highlights the detrimental effects of illegal fishing activities on people's lives, particularly in terms of survival and family support. The documentary *"When the Last Fish is Caught"* depicts instances where people express their inability to provide for their families due to illegal fishing activities conducted by industrial vessels and some artisanal fishers, which remain their only source of revenue and income. Out of the 42 scenes, 10 scenes represent 23.8% featured the livelihood message, as shown in Table 1. In the documentary *"When the Last Fish is Caught,"* both artisanal fishers and other stakeholders, such as fishmongers and fish sellers, expressed their concerns about how illegal fishing is negatively impacting their livelihoods. In an interview with the documentary producer, some fisher sellers and fishmongers shared how these activities are affecting not only their livelihoods but also the state as a whole. She disclosed that;

"... all our resources have been taken away from us. All we have left is the fishing business, but the business (fishing) is not doing well at all as a result of what the Chinese are doing on the sea, and this is making it difficult to cater for our families, especially our children..."



(Figure 10: an interview with Abena Nsiah, Fishmonger, Abandze)
(Source: When the Last Fish is Caught)

During an interview, Efua Aframa, a fishmonger, in Abandze, shared that the rise of illegal fishing activities has had a detrimental effect on their livelihood and income. She revealed that these activities are largely carried out by the Chinese, who use industrial vessels for illegal fishing and even sell the fish to the local people. The documentary, “When the Last

Fish is Caught,” highlights that the Chinese are largely involved in these illegal activities. Efua Aframa strongly believes that the situation needs to be addressed promptly.



(Figure 11: an interview with Efua Aframa, Fishmonger, Abandze)
(Source: When the Last Fish is Caught)

“...The Ministry is advising us against going to sea due to the closure season. But the Chinese are in the sea fishing, they are the only one’s fishing and selling the fish to us but we have been told not to go fishing...”



(Figure 12: an interview with Efua Akyere, Fishmonger, Abandze)
(Source: When the Last Fish is Caught)

Efua Akyere, on the other hand, pleaded with the government to do something about their situation because it is having a negative impact on their livelihoods and as a result, they are not able to cater for their children in school. she reveals that;

“... Now the fishing job has become very tough, it has become very tough for those of us here at Abandze. Our men do not get any catch when they go fishing. This has made it difficult to take care of our children. The fishing business is what we depend on, we appealing to the government to deal with the saiko people, they are really worrying us...”

4.1.4 Access to Logistics for Fishing

Fishing equipment refers to the tools, gear and apparatus used to capture and process fish, shellfish and other aquatic organisms. It encompasses various items designed to facilitate different fishing methods, such as rods, reels, lines, hooks, nets, traps, and processing machinery (Anderson, 2018). The study showed that fishing equipment is a common cause for concern among fisherfolks, as they find it both expensive and hard to come by. Fishermen and fishmongers have expressed dissatisfaction with the high cost of the equipment they use, particularly fishermen. The documentary "When the Last Fish is Caught" contains 42 scenes, out of which 4 scenes (9.5% of the total) feature fishing equipment. One particular scene in the documentary highlights the high cost of fishing equipment. In an interview with a fisherman named Nana Anobil, he expressed his concerns about how expensive it is for fishermen to acquire the necessary equipment for their work. He laments the financial burden that comes with purchasing fishing equipment. He laments that;

“...Just look at the cost of one outboard motor, just look at how a canoe is acquired. Today before you can get one, you might have spent about one billion Ghana cedis. This time the cost of an outboard motor is about two hundred and fifty (250) Ghana cedis and to think that after acquiring all that, there is nothing to show for it, so, at the end of the day, if we don't get anything to help us pay our bank loans, it is very difficult and affect our livelihoods and income...”

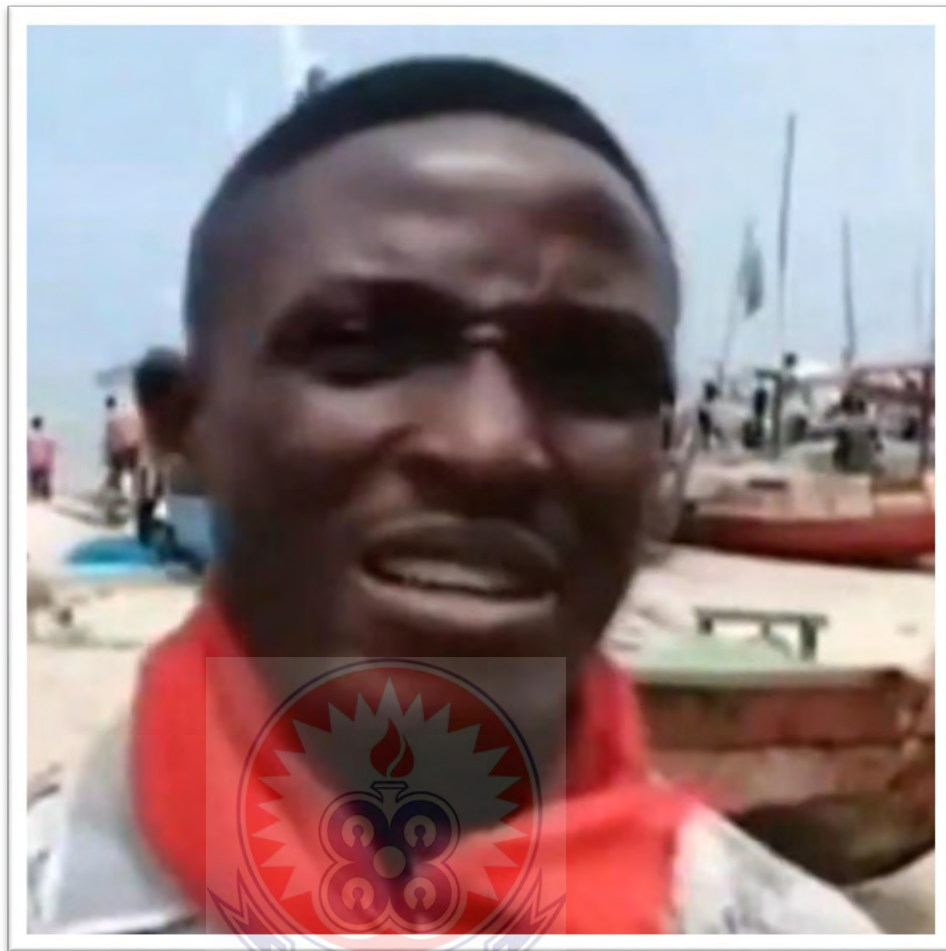


(Figure 13: an interview with Nana Anobil, Fisherfolk, Abandze)

(Source: When the Last Fish is Caught)

During a scene in the documentary, a group of fisherfolk organized a demonstration to express their frustration over the exorbitant cost of equipment and the illegal activities of Chinese fishermen in the sea. They urged the government to support them by reducing the price of equipment so that they could afford the tools necessary for their fishing work. He indicates that;

“... if someone is in red, it means a danger. Erm but this one is a danger to our livelihood as fishermen. We are complaining that the government should reduce the prices of our equipment to buy some and use it for our families and do away with the Chinese who are everywhere...”



(Figure 14: An interview with one of the Fisherfolks at Abandze)
(Source: When the Last Fish is Caught)

The Minister for Fisheries and Aquaculture Development, Mavis Hawa Koomson, has acknowledged the concerns raised by the fisherfolk and assured them that the government is taking steps to address the illegal activities that occur at sea. Additionally, the government has implemented measures to help reduce the financial burden of equipment costs for the fisherfolk, in order to support their livelihoods. She added that;

“... Already, there is no saiko, you see when the saiko is locally referred to as transhipment on the sea but now we don't do transhipment on the sea, what they do is what we (Ministry)

told them to do. Also, the government is giving them a 15% discount on their equipment. The government has outlined certain policies to mitigate the process of getting their equipment, especially the outboard motors and appropriate nets. The leadership is liaising with people on the ground, so they can their numbers and things to consider to reduce prices for them. Fisherfolks will be arrested for not using the right net for fishing...”



(Figure 15: The Minister speaking to the media on illegal fishing)

(Source: When the Last Fish is Caught)

Relating these themes, *illegal fishing, stakeholders, livelihoods, and fishing equipment* generated from the data to Rosteck and Frenz's (2009) model for interpreting documentary film. In literature, Rosteck and Frenz's (2009) model outlines how each step of the model will be applied to the various research questions, especially the themes generated. With

regard to the model, Rosteck and Frenz (2009) proposed six steps for analysing a documentary film.

The first step in creating a documentary film is to conceptualize its genre. Rosteck and Frenz (2009) propose that the producer must identify the type or nature of the film, whether it's a political jeremiad, an autobiography of a renowned person, a wildlife documentary, or a science education film. For this study, the researcher identified the documentary film used as an investigative expose. Rosteck and Frenz (2009) suggest that the audience should be willing to identify a documentary and its type before developing a mindset towards it. Therefore, it is evident that "When the Last Fish is Caught" is an investigative expose that provides information, messages, and meaning through text, sound, and images about illegal fishing practices in some coastal communities in Ghana. The theme of illegal fishing emerged from the data, highlighting some of the bad fishing practices that fishermen engage in. The producer went undercover to expose these illegal activities of some fisherfolks, including industrial vessels, as shown in the documentary. Hence, this is in line with the first theme generated from the gathered data. In addition, the next stage of the model involves analyzing the journey of the protagonist in the documentary.

This step requires a critical examination of the main characters as they undergo a transformative journey, using Campbell's monomyth stages such as "*Call to Adventure*," "*Crossing the Threshold*," "*Trials Transformation*," and "*Return*." *The Call to Adventure* refers to identifying or acknowledging the problem confronting people and creating awareness about it. *Crossing the Threshold* involves preparing and implementing measures to resolve the problem or issue. It also involves finding solutions to the problem or issue,

as exemplified in Figure 3, where a fishmonger pleads with the government to intervene and save their livelihoods, which are being jeopardized by illegal fishing. During this step, the researcher was able to analyze the documentary's characters and their individual situations. The issue of illegal fishing was identified, as well as the characters' efforts to involve relevant stakeholders, such as the government, to help them overcome the issue. This was clearly shown in the documentary. An example is seen in Figure 11, as a fisherman recounting some of the challenges they encounter on the sea as a result of industrial fishers. Figure 12, and Figure 13, are interviews in the documentary discussing how the issue of illegal fishing is having a negative impact on their livelihood and also, affecting their lives. On the other hand, as illustrated in Figure 13, during an interview with the Minister, the producer discussed some of the government's policies aimed at supporting legal fishing practices and preventing illegal fishing activities. This step helps the researcher to gain a deeper understanding of the main character's situation in the documentary. *Trials* in a documentary are the obstacles that the main characters face during the course of the documentary. In Figure 4, some fisherfolks shared their work challenges with a producer. This is captured under the theme "*Livelihoods*". *Transformation and return* the text focuses on the significance of identifying a long-term solution to tackle a particular problem. It highlights the impact of the solution on people and the rules put in place to ensure ethical conduct. The stages of Campbell's monomyth were utilized to illustrate the transformation and eventual resolution.

The third step is about identifying transformation in the documentary. The following passage analyzes the depiction of the protagonist's transformation in the documentary "Rosteck & Frentz, 2009". The aim is to identify the moments of self-discovery, growth,

and change shown in the documentary, which contributes to the protagonist's credibility as an advocate for the documentary's message. The sources used for this analysis are Parson (2021), Rosteck & Frenz (2009), and Janpol & Dilts (2016). Owing to this, during the documentary, the researcher came across a transformational scene that emphasized issues that led to the growth and development of the people. One notable example is Figure 9, which shows an interview with Nana Kweigyaa. During the interview, Nana Kweigyaa expressed gratitude to the Minister for helping them with their case. In a similar instance, the producer, in an interview with Prof. Yankson, commended the minister for putting a halt to some of the illegal activities engaged in by some fisherfolks and also, proposed that rules and regulations must be adhered to and enforced to ensure sanity on the sea as advanced by Rosteck and Frenz (2009).

The next step proposed by Rosteck and Frenz (2009) is evaluating the rhetorical efficacy that emerges from the fusion of genres. In his work, Parson (2021) emphasizes the importance of understanding how different cinematic elements, such as political advocacy, personal transformation, and scientific exploration, come together to create a powerful narrative. This intricate fusion, as noted by Endres (2012), Janpol et al. (2016), and Murphy (2013) adds credibility to the film in a study conducted by Rosteck and Frenz in 2009, it was suggested that the genre of a documentary must align with its rhetorical efficacy. In the case of this study, the documentary film used investigative techniques and included words such as "*undercover*", "*investigate*", "*expose*", and "*bring to light*" to confirm its nature as an investigative journalism piece, which seeks to expose the destructive nature of illegal fishing activities. The producer of the documentary film revealed to the audience some of the illegal activities (transshipment) carried out by industrial fishers on the sea,

which confirms the first dominant theme under this research question, as shown in Figure 2.

According to Rosteck and Frenz (2009), the next step is to evaluate the credibility and authority of the documentary's narrator or central figures. This involves analyzing the number of experts featured in the documentary and determining whether they possess the necessary knowledge and expertise to speak authoritatively on the subject matter. Additionally, credible individuals should be consulted to validate the documentary's claims. This aligns with Endres' (2012) observation that personal experiences enhance a documentary's persuasive power. In this regard, the producer spoke to experts in fisheries, including Prof. Yankson (Figure 5), to discuss the issue. Also, in a similar instance, the Minister for Fisheries and Aquaculture Development in Figure 6, figure 7 and Figure 9 had other stakeholders by virtue of interests and experiences in the fishing industry who were interviewed on the menace (illegal fishing). The interviews with these individuals offered credibility and authority to the documentary film "When the Last Fish is Caught" and the producer of the documentary as espoused in the step by Rosteck and Frenz (2009).

The last step is unveiling the documentary's central message, as advocated by Rosteck and Frenz (2009). Within this core, the urgency of the narrative resonates, offering a clarion call for action (Endres, 2012; Janpol & Dilts, 2006; Murphy, 2013). Parson (2021) and Murphy (2013) suggest that films should convey a clear message to the audience. Additionally, it is important to identify any issues that require addressing or recommendations presented to viewers. Owing to this, in the documentary film, illegal fishing remains the dominant theme among the various themes generated for this study. The central message of the

documentary film "When the Last Fish is Caught" is in alignment with the main theme of this study, which is illegal fishing. During an interview with stakeholders involved in this documentary, the producer acknowledged the severity of this problem and provided a solution to curb this menace. This is seen in the various interviews like Figure 4, figure 6 and figure 7 of this study. Rosteck and Frenz (2009) propose that understanding documentary films requires knowledge of the producer, content type, main idea, expert knowledge or insight and solution to the issue for the audience to appreciate and make meaning out of the content.

4.2 RQ2. How do the dominant issues raised contribute to development concept?

The answer to this research question was born out of research question one's (1) findings. Development concept according to Cowen and Shenton (2005) is an expansive phenomenon embodying progress, growth and change across various facets of human existence. It aims to improve the quality of life and well-being through various dimensions, such as economics, social, education, politics, and culture. Chambers (2016) reinforced this assertion by Cowen and Shenton (2005) that the development concept is not a one-size-fits-all concept; but rather a context-specific phenomenon that varies across regions and cultures. Additionally, Quintella and Soares (2008) are of the view that the development concept traverses into various disciplines such as education, healthcare, gender equality, environmental sustainability, and political stability. These elements collectively contribute to the holistic progress of the concept development.

After a thorough analysis of the data, thus; the documentary (When the Last Fish is Caught), the following themes were identified as contributors to the development concept; Interventionism, Communal Ownership, Advocacy and Sustainability for Livelihoods.

4.2.1 Interventionism

Interventionism according to Cowen and Shenton (2005) A governing body or external entity deliberately interfering or involving themselves in the affairs of another organization, nation, or community to improve a current situation within a defined jurisdiction. The interventionism aims to influence, modify, or control policies, behaviours, or outcomes of the target entity. Midgley (2014) argues that interventionism may involve actions such as imposing sanctions, providing aid, deploying troops, or intervening in a situation especially structures to promote certain interests. The reasons for interventions can vary from humanitarian concerns to strategic geopolitical interests. Owing to this, the theme of interventionism is exhibited in the documentary When the Last Fish is Caught emphasising the means, strategies, policies and sanctions to implement to mitigate or curb the menace (Illegal Fishing) in the fishing industry. Interventionism, features an important aspect of the documentary, highlighting the areas which need to be addressed, and providing a solution to ensure sanity in the fishing industry to have a positive effect on their livelihoods. The documentary saw the Minister outlining various policies and means to initiate to curb the situation. She indicated that;

“We are also going to buy patrol boats and implement VMS to be patrolling on the sea and track vessels engaged in illegal fishing (transshipment). Now, we can only do land patrols

and even that one, is not very effective but when we add the patrol boat it will also help us...”

According to the Minister, this initiative will bring massive development in the lives of the people. Citing that interventionism remains one of the key components of development as espoused by Cowen and Shenton (2005). In the documentary, all stakeholders acknowledged the idea of interventionism and proposed initiatives to improve the lives of the people. The documentary noted that the lack of laws and regulations to monitor illegal activities by industrial vessels was a major problem. The enforcement of these rules and regulations is necessary to promote safety at sea. In the documentary, the producer highlighted some of the new initiatives yet to be rolled out by the ministry to curtail the activities of illegal fishing, which are having a negative impact on the livelihoods of fishermen and the people living in the community.

These issues raised according to the locals left unattended harm their lives, especially livelihoods which play an integral component of development. Development concept as discussed in the literature traverses into various fields and livelihoods remains a key aspect of it. In literature, scholars like Chambers (2016), Quintella and Soares (2012) and Cowen and Shenton (2005) consented to the fact that development concept highlights the idea of growth, progress, and initiatives to drive home development and identifying interventionism as one of the means of achieving development. Interventionism comes about with initiatives, means, policies and strategies to curb the menace of illegal fishing and put in place measures to ensure that growth and progress is achieved, these are all geared towards development. In the documentary, the minister indicated some initiatives to curb

the problem. Below is an image of the proposed initiative of using VMS to track down vessels engaging in illegal fishing.



(Figure 16: An instructor demonstrating how the VMS works)

(Source: When the Last Fish is Caught)

4.2.2 Communal Ownership

Communal ownership is an important theme in the documentary (When the Last Fish is Caught). The theme of communal ownership emphasizes the sea's importance to the local community, highlighting its benefits to the people living in the area. The concept of communal ownership refers to a system in which assets, resources, or property are collectively owned, managed, and utilized by a group or community rather than individuals

or private entities (Tufté & Mefalopulos, 2009). The theme of communal ownership highlights that the people depend heavily on the sea for survival (When the Last Fish is Caught) an interview with the actors of the documentary revealed that the sea (fishing) remains their major of livelihood in the community, citing that the community is predominantly a fishing community and no other major source of livelihood other than fishing.

'...All we have left is the fishing business, but the business (fishing) is not doing well at all as a result... The fishing business is what we depend on, we appealing to the government to deal with the saiko people...'

The theme underscores the importance of the sea in the lives of the people living in the community and emphasizes sustainable practices and resource stewardship (Chambers, 2016; Sen, 2009). To achieve sustainable development, it is crucial to involve all stakeholders in the discussion and gain their acceptance. Mefalopulos (2008) argues that for development to succeed, communal ownership must be embraced and owned by all stakeholders, particularly the immediate ones, through adequate information. However, Sen (2005) challenges this idea that development must be measured by indicators such as the Human Development Index (HDI) for it to prosper. The indicators are tools for measuring the impact and longevity of development. Mohan (2015) on the other hand argued that development should be a common phenomenon to all people, must be beneficial to all parties within a jurisdiction and importantly be recognized and owned by the people of concern. Cowen and Shenton (2005) proposed that understanding the socio-cultural setting of a people is one of the best ways of sustaining development. The socio-

cultural setting of a place determines the type and kind of development needed to be taken there. Also, socio-cultural setting fosters done in the right way fosters resilience among communities and societies, this plays an integral part to development, and ensuring the ability to withstand and recover from challenges (Mefalopus, 2008). Mohan (2015) criticize the concept communal ownership that, communal ownership is not about commonality among people living in a particular community but factor into consideration other important elements of development such as communication approach, the type of initiatives or intervention be in line with need of the people. Critics of this paradigm, including Mohan (2015) and Mefalopulos (2008) argue that communal ownership is one common characteristic of development, and a context-specific phenomenon because every community and their want of needs and may react and respond differently to an intervention or initiative proposed.

The facts from the data reinforced the idea communal ownership as a key component of development, hence, it remains a context-specific. The data further show that before communal ownership is achieved, there must be the existence of an external factor or power, in the case of the documentary, Chiefs, Elders of the community, Opinion Leaders and Government appointees (Minister) to intervene in the menace. The theme communal ownership intersects with development by addressing the basic aspects of social, economic, environmental and cultural progress. The idea of communal ownership presents alternative models that prioritize the well-being, empowerment, sustainability, and resilience of the collective. (Cowen & Shenton, 2005). Embracing the idea of communal ownership enriches the development discourse by integrating values of equity, participation, and preservation into strategies aimed at fostering comprehensive and enduring development

(Mohan, 2015; Chambers, 2016, Cowen & Shenton, 2005). As facts are revealed in the documentary “When the Last Fish is Caught” the sea remains an integral part of their culture. Development seeks to unearth and preserve the cultural heritage and traditional knowledge (Mefalopulos, 2008), hence; protecting indigenous practices and communal ways of life contributes immensely to the richness and diversity of a group’s or community’s cultural fabric, thus promoting development that values heritage alongside progress, these remain attribute of immanent development (Cowen and Shenton, 2005).

4.2.3 Advocacy

According to Jenkins (2016), advocacy is an interrelated action strategically designed to effect change at various levels (Morris, 2015). Casey (2015) explains that advocacy as a concept, embodies the proactive pursuit of social change and the advancement of causes by individuals or groups aiming to influence policies, practices and attitudes. The theme of advocacy focuses on the campaign against the menace of illegal fishing. Mefalopulos (2008) revealed that advocacy is done through activism, campaigning, consulting, engagement, lobbying, negotiating, organizing policy work, political action and social action, advocacy is done through these avenues to influence a situation or decision. Advocacy activities according to Jenkins (2016) is aimed directly at the decision makers, thus, seek to influence indirectly through shaping public opinion and alternatives such as policies and practices. The data saw fishermen, fishmongers and other stakeholders such as non-governmental organisations beseeching the government to intervene in their situation and the need to create awareness on the part of the fisherfolks. Per the data, identifying the problem is another issue and proposing solutions to the problem for

immediate response is another challenge in advocacy (Casey & Dalton, 2006). Owing to this, the data reveal that several avenues were used to implore the various stakeholders to intervene in the situation (illegal fishing).

After thoroughly analysing the data, the data reveal how advocacy plays a crucial role in development across various spheres, be it social, economic, environmental or political. In the documentary “When the Last Fish is Caught”. Spotlight on the social aspect of advocacy exhibited in the documentary “When the Last Fish is Caught” shows how advocacy borders on development, thus, creating awareness and educating the people living in the community about the menace of illegal fishing. Advocacy plays a significant role in the development progress; it serves as an avenue to educate people on a prevailing phenomenon (Eade & Diokno-Pascual, 2002). The concept of advocacy aims to educate individuals or groups about certain issues, empowering them to take action on the issue at hand. In line with this, the purpose of advocacy is to educate people or groups about particular issues and empower them to take action (Wessel, 2016). The documentary showcased various scenes where individuals and groups pleaded with stakeholders (Governments and other organisations) to intervene in the issues they were facing, thus; deciding to curb the menace confronting them and hurting their livelihoods.

However, Wessel (2016) challenges the notion that advocacy is solely about identifying and solving problems. Advocacy is a collaborative effort that is motivated by the interests of a group, rather than an individual or policy. Wessel (2016) argues that advocacy plays a crucial role in facilitating progress, growth, and the identification of challenges that need to be addressed to achieve set goals or make an impact. Anderson (2022) corroborated the

findings of the data that advocacy occurs as an important aspect of development and focuses on issues confronting a group, also, advocacy highlights a group's effort of a range of activities which is conducted to influence decision-makers at different levels with the overall aim of combatting the structural causes of poverty and injustice. Owing to this, the data revealed how illegal fishing affects the livelihoods of fisherfolks and others.

RQ3. What is the motivation behind the production of the documentary?

According to Cherry (2023), the term motivation describes the rationale for undertaking a particular action or activity. It is thus, the process that initiates, guides and maintains goal-oriented behaviour. The phenomenon also involves factors that direct and maintain goal-directed action. She notes although such motives are rarely directly observable. As a result, we must often infer the reasons why people do the things that they do based on observable behaviour (Nevid, 2013). Motivation, in essence highlight the why and action behind a decision taking or an action behind a phenomenon. Melly (2021) describes motivation as a process of decision-making in line with an unforeseen psychological thought towards an outcome, thus; maintaining goal-oriented behaviour, as espoused by Cherry (2023) motivation is the driving force behind human behavior. It is triggered by biological, emotional, social, and cognitive factors that activate and direct our actions. These actors she considers as direct and maintain goal-directed actions.

Nevid (2013) indicated that it has been discovered that motivation is the primary driving force behind human action, deeply ingrained in our minds, and manifests as satisfaction or dissatisfaction. Owing to all these assertions by these scholars, research question three

(RQ3) sought to uncover the motivation behind the production of the documentary *When the Last Fish is Caught Part 1 and 2*

After a thorough assessment of the data retrieved, it came out that various themes emerged as the motivation behind the production of the documentary; *Organisational/Professional Recognition, Economic Gains, and Personal Interest*.

4.3.1 Organisational/Professional Interest

The theme of Organisational/Professional interest stems from the data gathered. Organisational/Professional interest according to Chaplain (2019) refers to a field or area of expertise that an individual is dedicated to or actively involved in within a career or profession. This phenomenon stems from a range of things such as a specific industry, job role, academic discipline, or skill set that someone has as a result of achievement or reward.

Owing to this, the data retrieved for this study revealed that motivation begins with a spark or an urge to pursue something. Also, the idea of motivation is conceived by an individual before it traverses into a group's interest. In an interview with the producer of the documentary, he indicated that the idea to go uncover and produce this documentary was borne out of personal interest before becoming the entire organisation's interest. The motivation stems from the huge amount of money the nation loses through this menace. He indicated that;

“well, hmmm, the motivation came from the fact that some Chinese were engaging in our traditional fishing, I mean, they are doing fishing like our people are doing, also, the loss

the country incurs as a result of illegal fishing, yeah, these factors pushed me to put forward the idea to the house for investigation”

Additionally, the interview indicated that the urge to produce the documentary needed to go through stages before the outcome thus, the documentary. The idea must be discussed by all in the interest of the organisation before coming out with the documentary, thus the stages involved in putting out the documentary. In line with this, exploring professional and organisational interests within the context of Herzberg's theory provides valuable insights into employee motivation and organisational management. Professional Interest, employees often seek intrinsic motivators in their professional sphere, aligning with Herzberg's motivators. These motivators include challenging work, recognition, responsibility, growth opportunities, and achievement (Galamakis & Peramatzis, 2022).

Despite satisfying their professional and organisational interest, the producer admits to going through stages and processes in line with intrinsic motivators as espoused by Galamakis and Peramatzis (2022). Also, the data revealed that not all outcomes of motivation are met with success as proposed by Herzberg (1959) that motivation is an urge that drives an individual or group to succeed. The data indicated that some outcomes born out of motivation were not successful and this corroborates with Fuller et al (2008) that goal-oriented, persistent and consistent are elements of achieving motivation thus, successful outcomes. In the interview with the producer of the documentary, he recounted that;

“Oh, we weren't successful at the first time, yes, we needed to have the necessary equipment, erm, logistics and had to generate our own money to finance the project. We

failed so many times in our quest of getting this documentary done and put it out there for public consumption but later, we were successful at it”

From the data, the producer revealed that the theme of professional and organisational interest is driven by the desire for meaningful tasks that allow them to exercise their skills, contribute to the organisation, and derive a sense that can enhance employee satisfaction, engagement and overall performance. Motivation among the organisation is regarded as a collective thing, however, the idea is first conceived by the individual before it becomes the group’s interest and finally the outcome thus; fulfilment. Also, the findings affirm Wegner and Miller (2023) that understanding Herzberg's motivation theory is an avenue where organisation prioritises job satisfaction which plays an integral part of the theory, thus; highlighting the intrinsic side which emphasizes the importance of not only addressing hygiene factor of the theory (working conditions, fair compensation and job security), to prevent dissatisfaction but, also to actively ensure incorporating motivators into work place to attain the outcome of the theory, thus; employee satisfaction and commitment (Wegner & Miller, 2023).

Additionally, data from the findings indicated that motivators as well as ideas from an individual are welcome due to the nature of the working environment of the organisation. The Organisation (Multimedia) has provided an enabling environment for workers to welcome any idea from a worker to work on, these ideas are in the interest of the public and the organisation. This finding corroborates Saraswathi's (2011) assertion that motivation especially the extrinsic factor ensures that an organisation recognises and leverages motivators in their practices, thus ensuring employee motivation or morale,

productivity, and retention, putting in place an avenue which ensures growth opportunities, meaningful recognition on the side of the employees and create a reliable and supportive working culture and ethics which aligns with Herzberg's motivation theory and principles and contributes to providing an environment conducive to employee satisfaction and ensure high performance.

In a similar instance, findings from the data show that the organisation makes a conscious effort to strike a balance between motivators (intrinsic and extrinsic), that is finding a delicate equilibrium between addressing the hygiene factors to prevent dissatisfaction among employees and actively cultivating motivators to achieve satisfaction and engagement, thus, creating an avenue for feedbacks, conduct surveys to analyse the state of the organisation, carry out assessment to figure out issues and act upon them (types of factors) effectively. The findings also align with the tenets of the theory. The theory ensures and encourages a move from highlighting solely extrinsic motivators (hygiene factors) like pay, parcels, other incentives and working conditions to understanding and promoting intrinsic motivators like growth, and recognition. Also, the move or shift reinforces the evolving nature of work preferences, especially among employees with the aim of growth and personal interest with the aid of an organisation.

Ultimately, the findings under the theme of organisational/professional interest stem from the data gathered, and these findings from the data often align with Herzberg's motivation theory. The theory remains an integral part of understanding and addressing the complex interplay between organisational and professional interests. By admitting and accepting the relevance of both motivators and hygiene factors, organisations can ensure and create an enabling environment for employees that not only prevents dissatisfaction, however, also,

actively trains employees' satisfaction, motivation, achievement and organisational interest or success.

4.3.2 Economic Benefits/Gains

The theme of economic benefits came out from the findings of the data gathered. Economic benefits according to Wells (2021) highlight the tangible benefits that can be measured in terms of revenue generated, and saved through the implementation of policies or projects, rewards and grants. Economic benefits are mostly quantified in terms of money, generated as an individual or a group, such as net income, revenues, etc.

Additionally, Wu (2023) proposed that economic benefits are relevant for individuals, businesses, and economics as they contribute to financial stability, growth and improved living standards and conditions. Economics benefits or gains often are in the form of financial benefits (cash prizes, grants) or advantages obtained from activities, investments, employments or any form of economic endeavours. These gains or benefits come in various forms. However, Wells (2021) noted their significance can vary based on personal priorities, organisational culture, and the overall economic context.

Relating the theme economic benefits or gains to the Herzberg motivational theory, findings from the data gathered from the interview point to the fact that economic benefits falls under the theory (hygiene factors), economic gains such as (incentives, benefits, bonuses, and salaries) serve as hygiene factors that motivate employees to work hard, if absent or perceive as inadequate, can cause dissatisfaction. Owing to this, during the interview, the producer reveals that; *“well, getting money was not our aim focus but*

gaining attention of the publics about this issue (Illegal Fishing) was our concern... We knew that if we do a good job, the recognition will come, alongside the money and other benefits, erm opportunities too and truly, truly, we have gotten that..."

Herzberg calls these factors as element of motivation, thus; these are causative factors of motivation. Element of motivation sparks from anything or factor, as a matter of fact, economic gains or benefit focuses on the out of the element of motivation, say successful or not successful. Economic gains, as identified as an element of hygiene factors, outline elements that, when lacking, can cause dissatisfaction among employees. For instance, fair compensation and adequate salary are considered hygiene factors (Wegner & Miller, 2023). Facts from the data point to the fact that, salaries, and other incentives remain an important aspect of the work, hence; members deploy in the documentary process received enough or adequate resources to help them in the production of the documentary. In another situation, the data underscore that if the incentives, resources, and pay is perceived as inadequate, it can lead to dissatisfaction, but merely improving the salary of the workers might not significantly spark the motivation once a certain level of compensation is achieved.

Additionally, deducing from the data, the researcher discovered that economics gains or benefit does not necessarily contribute to the outcome of the motivation or element as proposed by Wegner and Miller (2023) that economic gains or benefits is the ultimate outcome of motivation or end product of motivation, however, data gathered for this study indicated that economic gains or benefits can also serve as motivators to some extent. In an interview with the producer, H revealed that;

“Erm well, the team or better the crew, drew inspiration from the opportunities this documentary (When the Last Fish is Caught) will render to them... this is so because we have done some before and the chances and opportunities that we had as a group and individual was immerse, trust me... so the economic gains... mmm we cannot rule it out as a media house and individuals, so yeah it helps...”

On the contrary, according to Herzberg, factors such as recognition (personal or group), achievement, responsibility, and the nature of the work itself have a stronger impact on motivation than economic gains alone. Herzberg, proposed that economic gains, rather, triggers motivation to happen. Highlighting the outcome of motivation, such as monetary rewards and how they can motivate employees, and this might not be long-term motivation or job satisfaction.

According to Herzberg’s theory, the theory stipulates that economic gains (salary, benefits, bonuses and other incentives) contribute to hygiene factors of motivation. However, their presence does not necessarily lead to increased motivation or job satisfaction beyond a certain point. Instead, intrinsic motivators like recognition, challenging work, growth opportunities, and a sense of achievement play a more significant role in enhancing motivation and overall job satisfaction.

Ultimately, findings of the study revealed that setting and condition of the work plays a significant role as far as motivation is concern. Underscoring the importance of motivators and also, underscoring the benefits align with the theory’s hygiene factors and motivators and their impact on employee motivation and satisfaction. The findings of the study corroborate with Galamakis and Peramatzis (2022) assertion that motivations can stems

from intrinsic factor or extrinsic, which captures the environments, personalities involved, culture and individual's upbringing (socialisation). The findings of the study indicated that the conditions at work and the working environment shaped, and motivated workers in the documentary to come up with the best product possible.

4.3.3 Personal Interest

The theme of personal interest focuses on the individual's satisfaction gained from the documentary production. Rosales and Sulaiman (2016) describe personal interest as a multifaceted idea that plays a pivotal role in contributing to individual preferences, motivations and pursuits across various domains. Personal interest at its core, encompasses a spectrum of dimensions: Personal interests spark an innate passion, kindling a fire within individuals to explore, learn, and delve deeper into subjects or activities that captivate them.

Personal interest serves as the compass guiding individuals through their choices, actions, and aspirations. It encapsulates the unique set of inclinations, fascinations, and curiosities that drive individuals towards specific activities, subjects, or pursuits. Embedded within the fabric of personal identity, these interests often evolve, intertwining with experiences and influencing life trajectories.

Relating the findings of the study to the theory, the data of the study established that personal interest play out and delves in the factors that contribute motivation and job satisfaction. The theory partitioned workplace factors into two categories; hygiene factors (which, when inadequate, can cause dissatisfaction) and motivators (which, when present, can enhance satisfaction and motivation). The researcher discovered that elements of

motivation such as salary, better condition of service, work itself, recognition and achievement. Aligning personal interest with factors of motivation in relation to Herzberg motivation theory. The theory acknowledges that personal interest can lead to job satisfaction, productivity, and a sense of fulfilment. It promotes a harmonious blend professional pursuits and personal passions.

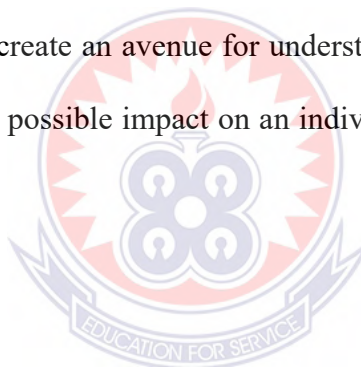
Spotlight on factors of motivation in line with the theory. The researcher discovered from the interview that some factors or elements of motivation triggered the interest of the producer and other members on board to contribute to the documentary. However, according Herzberg (1969), salary is not considered as a motivator but rather, identified it as a hygiene factors, thus, a phenomenon can lead to dissatisfaction or satisfaction especially on side of the individual. Herzberg argued that a salary does not mean or contribute to an individual's personal financial needs or interest, it can lead to an unpleasant outcome. An instance where an individual highly values vacation or travel but their the work pays poorly, it can be described as dissatisfied due to the inability to pursue their interests or financial needs. In the data gathered revealed that incentives are shared equally but salaries differ from person to person; the producer indicate that; *“satisfaction, errmm, I cannot tell individually, but as a group, we were satisfied with the outcome of the project. You see we had several awards with the documentary in question (When the Last Fish is Caught). Also, we already have a good working atmosphere and regarding salary di33, you know it, your qualification counts a lot when it comes to that, and it differs too, so yeah, individually, I cannot tell but, as a group, we were extremely satisfied...”*

Additionally, personal interest aligns with working condition. Personal interest is influenced when the individual perceives the working condition to be good and supportive in various aspects of growth and progress. For instance, an individual passionate about environmental conservation might feel dissatisfied working in a company that do not prioritise sustainability. Herzberg (1969) establishes that working condition is subjective in nature and personal, the subject matter changes to group interest when participant involved agree to it (environment), this is born out no option, good salary, and personal reason. Also, personal interest may clash with policies of the organisation or company, this according to create and brings about work-balance in the organisation, where the organisation or company's culture aligns with the individual's beliefs and principle promote satisfaction, and get a rewards and recognitions (Wegner & Miller, 2023).

The data from the data revealed that recognition and achievement play an integral part of factors or elements of motivation. The researcher discovered that it was one of their primaries aims of the production of documentary. Recognition and achievement align with personal interest, are all areas of motivations, thus; individuals seek recognition or sense of accomplishment in an organisation or company. Recognition and achievement according to Herzberg (1969) is the final outcome of a project or work. Recognition and achievement come in the form of cash, grants, donation, diplomatic opportunities to the individuals involved in the project. Also, facts from the data established that often times, the nature of the job aligns with personal interest, this enhances the individual drift towards the intrinsic motivation. The producer reveal that the nature of the work easily get employees recognised by the public and corporate organisation, however, Herzberg (1969) outlines that the nature of the work must lead employee to get recognised through an award

scheme or achieve a milestone as a result of a work done or project implemented, hence, ensures and promotes growth and advancement among employees and the organisation which is a key component of development.

In essence, personal interest can significantly influence and contribute to motivators and hygiene factors of an individual's motivation and satisfaction from a job or work. Citing that, the job or work align with personal passions and values, it can act as an element of motivation, which cause job satisfaction and motivation. Conversely, when the individual or personal interest intertwine with aspects considered as hygiene factors, they can cause dissatisfaction and reduced motivation among employees. Their theory (Herzberg's two-way motivational theory) create an avenue for understanding how these factors interplay in the workplace and their possible impact on an individual's motivation and satisfaction levels.



4.4 Chapter Summary

This chapter discussed the findings and analysis of the research questions for the study. The data gathered on all research questions were critically examined, described, explained and analysed using the theory Herzberg's two-way motivational theory and Rosteck and Frenzt's (2009) module for interpreting a documentary. The first research question (RQ1) sought to identify the dominant themes in the documentary, and came out with four themes, Illegal Fishing, Stakeholders Intervention, Effect on Livelihoods, and Fishing Logistics. The themes were critically analysed in relation to the module. The second research question (RQ2) delve into how the themes contribute to development concept. Also, three themes were generated in response to the research question. The themes generated were,

Interventionism, Communal Ownership, and Advocacy. Research question three (RQ3), looked at the motivation behind the documentary “When the Last Fish is Caught” and three themes were generated and these are; Organisation/Professional Interest, Economic Benefits or Gains, and Personal Interest, these themes were analysed using Herzberg’s two-way motivational theory.



CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter highlight the summary of the study and conclusion based on the major findings of the study. The study further provides recommendations based on the data gathered and research findings that came out of the data. Additionally, the limitation of the study and as well as areas for further research are also outlined in the chapter.

5.1 Summary

The study sought to understand how films especially documentaries play a crucial role in the development process or concept, the case of *When the Last Fish is Caught* documentary. The study sought to come out with the dominant themes in the documentary and how these themes contribute to the development process or concept. The study further looked at the motivation behind the production of the documentary “*When the Last Fish is Caught*”. The study further captures the significance of the study, as well as the scope/delimitation.

In addition, a review of related literature was critically done and this set the basis for the findings of the study to be critically examined and analysed. Reviews were done on all outlined key concepts related to the study in this regard. Herzberg's Motivational theory and Rosteck and Frentz's (2009) module for interpreting documentaries were used as the theoretical underpinnings of the study. The theory and module helped in making meaning of the data gathered for the study. Qualitative (Creswell, 2014) and qualitative content

analysis were used for this study as the research approach and design respectively. In addition, document analysis and interview were used as the research data collection method used in retrieving data for the study. The participant (producer of the documentary) of the study was purposively selected as a sampling technique of the study as espoused by (Lindlof and Taylor, 2017). The unit of analysis for this study was a scene, and the interview was done in a semi-structured manner. Also, the findings of the study were thematically examined and analysed (Braun and Clarke, 2018) presented below in a detailed description with the aid of excerpts (pictures and quotes) from the data.

5.2 Main Findings and Conclusion

Upon the examination and assessment of the data, below are the key findings found based on that, a conclusion was made. The first research question captures the dominant themes in the documentary *When the Last Fish is Caught Part 1 and 2*. The data revealed that the following themes contribute to the dominant themes found in the documentary with the aid of Rosteck and Frentz's (2009) module for interpreting documentaries; Illegal Fishing, Stakeholder Intervention, Negative effect on Livelihoods, and Fishing logistics. Analysing and meaning of these themes were made possible with the help of Rosteck and Frentz's (2009) module for interpreting documentaries, thus; using the outlined tenets of the module in analysing the data retrieved from the documentary.

The second research question delve into how the themes identified contribute to development concept or process. The following were the themes that emerged from the data gathered; Interventionism, Communal Ownership, and Advocacy. The data of this research question revealed that interventionism remains an integral element of

development, emphasizing that it remains the element various stakeholders engage each other to discuss issues concerning them with regards to development as espoused by Mefalopoulos (2008) that interventionism in development process spells out how policies, projects and initiatives can be strategically be implemented, hence, by engaging the needed stakeholders to promote economic growth, eradication of illegalities, reducing inequality, ensuring market efficiency, managing crises, and encouraging innovation as seen in the documentary of this study.

Communal Ownership and Advocacy, also, plays an important role in development process. Highlighting the policies and initiatives, which remains an integral component of development. The data from the study indicated that these themes (Communal Ownership and Advocacy) ensures accountability, and fosters a sense of responsibility and ownership, leading to more impactful and sustainable development outcomes.

In addition, the findings of the research question three (RQ3) points to the fact that, these themes *Organisational/professional recognition, Economic gains, and Personal interest*. These themes were possible with aid of the Herzberg's Motivational theory. It was confirmed and concluded from the data that motivation can stem from anything revolving around the environment, thus, hygiene factors or motivational factors, hence, from the perspective of an individual to a group (Wegner & Miller, 2023).

5.3 Limitations

This study was confronted with some challenges or limitation. The study which sought out to identify the dominant themes in the documentary, also, how the themes borders on

development concept and, discover the motivation behind the production of the documentary. Owing to this, the researcher encountered the following limitations;

First, access to the documentary “When the Last Fish is Caught” became a problem. The researcher had to secure permission to access the file by getting an introductory letter from the school of communication and media studies, which was in turn delivered to the administration of Multimedia Group of Companies to grant to the researcher access to a copy of the documentary “When the Last Fish is Caught”. This was to prove that the researcher needed access to the documentary solely for educational and research purposes. Consequently, permission was granted to the researcher to ahead download the documentary from “YouTube”

Another challenge was access to the producer and appropriate venue for the interview. Getting access to the producer was a challenge and venue appropriate for the interview was another problem. Also, changing of venue from one place to another kept us delaying and due to time bound of nature of the work and busy schedule of the producer, the producer agreed to have the interview via google meet to the convenient of both parties. Eventually, the interview was successfully done via virtual means.

Finally, another challenge coupled this study was the issues of language code switching. The dominant language used in the documentary was English, however, on occasion and some scenes saw the actors speaking “Fante”. Due to this, there was the need for the researcher to seek the help of a translator to help translate from Fante to English with the right process. However, all efforts to secure a translator proved futile. The researcher had to rely on the narrator’s interpretation to make meaning and understanding to the study.

Also, the limitation of the study, however, did not in any form manipulate or take away the authenticity of the study, as it has implications for further studies.

5.4 Suggestion for Further Research

For future studies, the study suggests that future researchers can delve into this study by using different methodologies and try it in some parts of Ghana and Africa at large to understand and appreciate the various perspectives of the concept development and some underlying meaning to it.

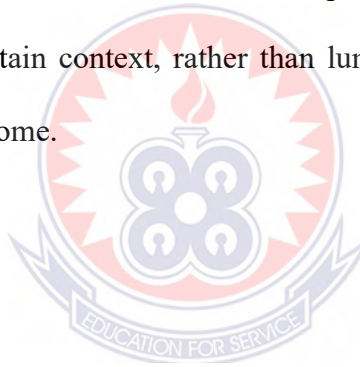
In addition, future researchers can look into a similar study on audience behaviour and reaction to a developmental intervention or project. Also, a similar study in the areas of agriculture, education, sport, and health sectors analysed the reaction of a group of people aftermath of development initiatives using reader response theory.

5.5 Recommendations

Based on the findings, discussions and conclusion of the study, the following recommendations are made; First, as demonstrated in this study, development can be communicated in several forms, including films (documentaries), which is an avenue for communicating developmental project or possibly educating people and also, a medium for churning out views concerning an issue. Films or movies have been identified as a powerful avenue for influencing and reinforcing ideas in people as espoused by Powers (2017), films, in any form can or capacity have the power to influence or change and inform people's perception about a phenomenon as established in the findings of the study. The

researcher, therefore recommends that avenues for communicating development must be studied, vis a vis the perspectives of development.

Owing to the above, thus; the complex nature of the development concept and how it dovetails into various fields, such as environmental issues, socio-economic impacts, advocacy, health and sustainable projects as far as development is concerned with the aid of films (documentaries). As the study demonstrated in the findings, the idea of development remains an unsettled debate, and as a result, is a context-specific phenomenon which must be understood from a specific context, and the core elements of development. Due to this, the researcher recommends that development, the idea of development must be addressed within a certain context, rather than lumping things together in a holistic manner to achieve an outcome.



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APPENDIX

INTERVIEW GUIDE

My name is Felix Mark Aggrey, a graduate student at the University of Education, Winneba, pursuing a Master of Philosophy (MPhil) Degree in Development Communication. I am conducting a study titled **“Film and Development: A study of the documentary “When the Last Fish is Caught”** and will be pleased if you can assist me in the collection of data. I would be grateful if you can respond to some of these questions. All responses will be kept confidential as the data is strictly for academic purposes. Your insights and experiences are crucial to this study. The interview will be recorded for research purposes.

Section 1: Background Information

1. Can you provide some background information about your involvement in the production of "When the Last Fight" and your specific role in the documentary?

Section 2: Personal Motivations

2.1. Intrinsic Motivations

- a. What personal interests or passions led you to participate in the production of this documentary?
- b. How did the subject matter of the documentary resonate with your own values and interests?
- c. Were there moments during production when your personal motivations played a significant role?

Extrinsic Motivations

- a. Were there any external factors, such as financial support, recognition, or potential career advancement, that influenced your decision to be part of this documentary?

b. How did the availability of resources or external rewards impact your motivation to work on this project?

Section 3: Thematic Motivations

3.1. What are the central themes and messages of the documentary "When the Last Fight," and how did these themes motivate the production?

3.2. Did the documentary aim to address specific social, cultural, or political issues, and if so, how did these issues drive the motivation for the project?

Section 4: Collaborators and Stakeholders

4.1. How did the involvement of collaborators, such as fellow filmmakers, actors, or crew members, influence your motivation in creating this documentary?

4.2. Were there any specific organizations or stakeholders that played a significant role in the production, and what motivated their participation?

Section 5: Audience and Impact

5.1. How did you envision the documentary's impact on its audience, and how did this motivation guide your creative decisions during production?

5.2. Can you share any instances or feedback from the audience that reinforced your motivation or demonstrated the documentary's impact?

Section 6: Challenges and Resilience

6.1. Were there significant challenges or obstacles encountered during the production of the documentary, and how did your motivation help you overcome these difficulties?

6.2. Can you describe a particular challenging moment during production when your motivation was put to the test?

Section 7: Reflection and Future Aspirations

7.1. In hindsight, how do you feel about the motivations that fueled the production of "When the Last Fight"?

7.2. Do you believe the documentary successfully achieved the goals and motivations you set out to fulfill?

Thank you for sharing your valuable insights. Your participation will greatly contribute to my study.

