

**THE ROLE OF RADIO ON THE PROMOTION OF UGANDA'S ENTERTAINMENT  
INDUSTRY, A CASE STUDY OF GALAXY FM**

**BY**

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**DECLARATION**

I **KALENDA ANNET** a student of Kampala International University declare that this research proposal is my original work except where references have been made and has never been submitted for a Degree or any award at any University or institution of higher learning that I am knowledgeable of.

Signature.......... Date.....15/08/2019.....

### APPROVAL

This research report has been produced under my supervision and guidance and it's now ready for submission to the Faculty of humanities and social sciences of Kampala International University with my approval.

Signature: .....

Date: .....

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(University Supervisor)

## **DEDICATION**

I dedicate this piece of work to my beloved parents for their continued contribution and support towards my education.

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## ABSTRACT

This research report comprises of five chapters that is to say chapter, chapter two, three, four and chapter five including the appendices which comprises of the acceptance letter from the organization, and the questionnaires.

In chapter one, a clear description of the background of the study, the problem statement, the research objectives, questions, scope of the study.

Chapter two comprises of the literature review, conceptual frame work and a discussion about the empirical studies of the research objectives.

Chapter three comprises of the methodology that will used to collect data from the field, it comprises of the research design, study population, sample size and procedure, sources and collection methods, data collection instruments data analysis and data presentation.

Chapter four presents the data presentation and analysis of the findings obtained from the field. Various techniques of data analysis were used that is to say, frequency tables were used to analyze the demographic characteristics of respondents, means and standard deviation for the effects of each objectives upon financial performance, and the linear regression to examine the relationships between the independent and dependent variables.

Finally chapter five consists of the conclusions and recommendations and further areas of research followed by appendices.

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## CHAPTER ONE

### INTRODUCTION

#### 1.0 Introduction

This chapter discusses the background to the study, problem statement, the purpose of the study, and the objectives of the study, the Research Questions, scope of the study and the significance of the study and finally the conceptual frame work.

#### 1.1. Background of the Study

The background of the study is presented in four perspectives namely; historical, theoretical, conceptual and contextual.

##### 1.1.1. Historical perspective

Previous studies have shown that the concept and practice of community radio as evident in present times began some 50 years ago in Latin America and part of Europe. The radios were seen as an alternative voice to or critique of mainstream radio that had failed to highlight the social injustices that were being leveled on the poor or otherwise the marginalized groups in society.

In addition, the commercial oriented approach, monopolization of radio by state and need to have a medium that could offer educational programs to the marginalized groups provided a platform which today's community radio is grounded (Fraser & Estrada 2001).

Historically, radio communications have come a long way since the grunts of the early cave men, but every new innovation can bring its own problems. Ever since the dawn of time, and that's a really long time ago, people have been communicating with each other. However, with society

moving into the electronic age, more people are communicating in cyberspace not only to access more information, but also to create a reality of their own (Parks, 2005). There is a revolution occurring in virtually every corner of the world today – the radio delivery revolution! Children of today and tomorrow will likely not remember broadcast, radio, music, or any type of information or entertainment radio being limited to one device, one screen, or one delivery system. The computer may have changed the 80's, but communications and radio are changing how our world discovers information today.

In Africa, the advent of new radio and communication technologies have brought about a profound transformation in the way people communicate and share knowledge and information. These new technologies offer vast new opportunities for public participation and engagement and have the potential to expand radio use even further. Radio and Communication is the world's fastest growing industry and is an area of rapid and continuous technological, political, economic, and social change. Much of the recent explosion in the stock of human knowledge is linked with developments in radio and communication. Communication has been around for a long time as a paradigm in development theory but as the times are changing, so are the communications for social change paradigms.

In recent years, the world has witnessed the fastest transformations brought about by advancements in communications technology. People are increasingly mobile and urban. Geographical, political and social landscapes are changing. All of these have impact on the way we communicate. These changes have posed valid questions to the existing paradigms in communication for social change.

However, the radio industry today has been punctuated by a very small number of very sharp and very important junctures. Radio and Communication have been facing stiff challenges due to digitization and, in particular, due to the internet, which can be seen as the most important platform for convergence developments and as a driver of numerous changes in the communication and radio industries. In the world of multilevel governance with private and public actors' radio landscapes and radio cultures are undergoing fundamental and far-reaching metamorphoses. Not to mention the ramifications of phenomena like ICT, radio convergence and global radio structures.

And in Uganda, its entertainment industry is mainly about film and music production, dance, theatre and poetry. All these aspects offer huge opportunities for the growing number of unemployed youths because they require record labels, studios, instrumentalists, writers, composers, directors, producers, on-road and off-road managers, events promoters, Social Radio managers, entertainment bloggers and distributors to thrive. Potential investors can start cultural rroupes, cinema halls, and theatres, run theatre companies or set up shops that sell equipment used in entertainment. And indeed many Ugandans are reaping from the industry.

In recent years, there has been a tremendous growth in the radio industry with over 25 radio stations establishment, majority of which are commercial radios, and 12 community radio stations in Uganda, has greatly influenced the developments of the Ugandan entertainment industry to shift from a foreign entertainment dominated industry to a local produce based.

And up to the early 20th century, the only way to share the imradiote drama of entertainment was either to watch or to attend. But then came radio. Live radio reporting gave the impression of being there, of being a witness of something emotional and suspenseful.

Announcers learned very quickly to give the impression of dense and dramatic events. Another advantage of the radio was and still is its very fast speed. Events and entertainment news can be diffused instantaneously in a very flexible programme and the radio medium can reach people at any time anywhere, i.e., in the car, at the Workplace, on the beach, etc. Technically, radio stations and their reporters can very easily be interconnected so that radio listeners can virtually move from one place to another.

A 2012 report, titled "National Electronic Radio Performance" describing the audio-visual sector, expressed concerns over the radio's role in enhancing political and cultural diversity because of interference by government, private owners, advertisers and other powerful players. This compromises the Ugandan radio's diversity and highlights the need for better editorial independence. Therefore the "Empowering Local Radios with ICTs" project will help increase knowledge among radio staff about ICTs for improved programming, editorial work, communication and interaction, broadcasting and delivery, financial planning and management and further enhance its editorial independence as a result.

Since their inception, community radio stations have focused on spreading information for development purposes, especially in rural areas. Traditionally community radios in Uganda have been promoting health, education, sports and community dialogue. A recent assessment of community broadcasting in the country points to the need to support community radio in establishing a sustainability framework to improve management structures, and build capacity in content development and radio broadcasting. The survey also highlights listeners views that local radios needs to air more local content and engage better with community members. The need for local content is the highest regarding news and current affairs, followed by entertainment, social/

cultural/ family uses, and educational/ developmental uses, cutting across gender lines and urban and rural locations.

The provision of information, Entertainment and skills has gained popularity in the quest to empower communities with Community Radios as a unique and effective tool for promoting social development. Chapman et al (2003) reported that the growth of rural radio stations reflects both the improvements in information technologies and the shifting of social and economic development paradigms towards a more participatory style of entertainment, information and knowledge transfer. Kumar (2004) identified radio as an avenue for participatory communication and as a tool relevant in both economic and social development.

### **1.1.2. Theoretical Perspective**

The mass radio in any society within which they function play roles that are germane to the development of that society, and of the members within the society, thus creating a social ecosystem that in turn impinges on the operations of the mass radio. Mass radio, as the phrase implies, are mass-based pathways to reaching a mass-audience that comprises people of varying backgrounds, who need the radio to keep up with the pace of events around them. There is an 'umbilical cord' relationship between the mass radio and society. Scholars interested in radio-enhanced socio-economic development (Schramm, 1964; Mowlana, 2000; and Oso, 2012) agree that there is a causal relationship between the mass radio (radio, television, newspapers and magazines as well as other associated platforms for mass-based engagements and interactions) and the society. Stressing the role of information, and thus communication, in the process of social change Mowlana (2000) noted.

Lasswell's (1960) functionalist perspective of thinking about the mass radio has to do with the roles that they ought to play in society. Lasswell assigned to the mass radio three roles for the society within which they function: surveillance, correlation, and transmission of cultural heritage from one generation to the next.

Surveillance as the first function of the mass radio refers to how the mass radio look out for both threats and opportunities in society. The second function implies how the mass radio correlate the different elements of society, allowing its segments work together. Transmission of cultural heritage from one generation to the next is the third. In addition to Lasswell's three, Wright (1960), cited in Hanson (2005), handed the mass radio a fourth function – entertainment. For the purpose of this study, the surveillance function becomes quite useful. Hanson (2005) emphasises that much of what we know we learn from the mass radio through the process of surveillance, by which the mass radio inform us about what happens not only around us but also in other societies. Surveillance is necessary because our only other sources of knowledge about the world we live in are our experiences and the direct experiences that others share with us.

### **1.1.3 Conceptual perspective**

Mass radio simply means the interaction of communication taking place at a wider scale, encircling vast population and wide spread territorial jurisdiction. Basically, radio is the disseminating medium of different types of news and information to the public at large through print and electronic sources. "The radio has been playing a catalyst role for the identification and the promotion of knowledge, information and understanding in a nation". From the sociological perspectives one can say that radio has become part and parcel of the everyday life. In this regard the Henley Centre has reported that "People in the UK spend nine hours a day consuming radio in its various forms, with television viewing occupying the equivalent of a day a week"

Radio is the most accessible mass medium of communication in use. And a radio is a crucial communication tool that is easy to run and maintain. It can capture more people, literate or illiterate at a time and also have lower cost than the community video, newspaper or television, particularly in developing countries.

#### **1.1.4. Contextual perspective**

Almost everyone is dealing with the phenomenon of entertainment in today's world. People are either entertainers themselves or entertainment fans, who follow entertainment events news and materials in mass radio including radio, TV and newspapers. Therefore, investigating radio and entertainment has been widely developed. Increase in reporting and studying in entertainment mass radio, especially about the audience and content in various entertainment events, is among such examples.

Mass radio are a function of increasing interest in entertainment and this interest increase of the audience develops attention of mass radio like newspapers, magazines, radio, TV, recently Internet and their wide entertainment news coverage. Considering effect of entertainment on different dimensions of personal and social life, importance of its development at national scale and radiotor role of radio in this regard, it is essential to identify role of radio in entertainment development and prepare appropriate plans for it. Therefore, any macro planning for effective use of radio functions in entertainment area requires deep identification of this area and investigation of these functions in different axes of development in entertainment industry. Mass radio of the country, especially national mass radio, need to leave traditional and sectional decision making in this regard and move toward strategic planning in different axes and consider consistent national and organizational goals.

In Africa, Mass radio have an axial and undeniable role in meeting the need for development awareness through transferring information to the audience and exchanging thoughts. This point makes it possible for humans to know their surrounding world and make their important personal and social decisions based on clearer and more updated information so that they could get familiar with their social responsibilities, especially for development. Second main responsibility of mass radio is their leadership and guidance role. Mass radio could play an effective, instructive and leading role in development, awakening public consciousness and raising public awareness by spreading novel ideas.

And in Uganda, radios have clearly become the leading medium in entertainment industry context. Like the TVs, it allows live entertainment event reporting. In addition, through their specific entertainment programs, radio stations in Uganda have highly been recognized for their crucial role in talents development in Uganda. For example, CBS radio in Central Uganda is highly accredited for its role in the late 1990's where it promoted Ugandan local music at the expense of Congolese Music, which led to the birth of artisits like Dr. Jose Chameleone aka Joseph Mayanja, Bobiwine aka Kyagulanyi Robert Ssentamu, Bebcool aka Moses Ssali, Mwozey Radio aka Moses Ssekibogo among others thus development of the industry. And currently it's hard to hear of any music event where a Congolese artist is to preside over as the main artist.

And, what is most important, radio shows live people, artists and presenters among others, usually perfectly built, completely fit, attractive, and highly trained young people. The "communication triad" i.e. entertainment, radio, and advertising - produces a highly marketable service show business. Due to added values stemming from dramatization, reporting skills, and broadcasting itself-televised entertainment events reaches more individuals than does on-site

events. "The phenomenon of mass consumerism of broadcasted entertainment events has created a much different feel for sport than in the past."

### **1.2. Statement of the Problem**

The commercial local broadcast industry, terrestrial radio and television stations, is critically important to Uganda's economy as a whole and to local sub-economies in particular. Local radio stations and other Radios key role in the dissemination of entertainment and local programming are well established.

The commercial local radio and television broadcast industry is important not only because of its direct employment, estimated at more than 30 thousand jobs nationwide, but because of the industries and economic activity it supports. Through advertising, the industry provides consumers with critical economic data on the price and features of products and services. As well, the entertainment industry being a prominent business where main are venturing today, radio stations have become prominent tools in production, managing, advertising and staging entertainment shows like Enkuka Yo'mwaka of CBS radio, Galaxy Zinna Awards, the White Party by Galaxy among others.

Despite the tremendous growth in the Uganda's' entertainment industry, the industry still lags behind despite the number of local talent in Uganda. Despite all this great talent in the entertainment industry, there is lack of audience and investment to the entertainment industry in the country unlike developed countries like the United States of America. It is because of this that Development Channel decided to boost the industry with the latest version of black magic digital cameras for video shooting and filming to boost the quality of videos. That's only 4 of

URASA Min Pro Black-magic 4.6k are in the country, and 2 of those 4 have been provided by Development Channel to the industry.

However, regardless of the registered achievements by the industry, Oriare & Mshidi (2010) does argue that there is a continued lack of commitment among the Ugandan radio stations to promote and spearhead the development of the entertainment Industry due to the ownership and editorial structures. They further argue that the Ugandan entertainment industry is choked with trivia, foreign entertainment and content and politics at the expense of most pressing local entertainment issues, which have instead delimited its growth rate. And Galaxy in particular, the music and entertainment news aired are more of foreign origin, as the station is focused at a youth audience which is seemingly more westernized. Thus this has influenced the researcher to undertake on this study to establish the role of radios on promoting entertainment industry in Uganda, looking at Galaxy as the study case.

### **1.3. General Objective**

To assess the role of radio stations on the development of entertainment industry in Uganda, a case of Galaxy FM

### **1.4. Specific Objectives**

- i. To examine the roles of local radio stations in promoting the Uganda entertainment industry.
- ii. To identify the challenges and opportunities available in the Uganda's entertainment industry.
- iii. To establish the relationship between radio stations broadcasting programmes and the development of entertainment industry in Uganda.

### **1.5. Research Questions.**

- i. What are the roles of local radio stations in promoting the Uganda entertainment industry?
- ii. What are the challenges and opportunities available in the Uganda's entertainment industry?
- iii. What is the relationship between radio stations broadcasting programmes and the development of entertainment industry in Uganda?

### **1.6. Scope of the Study**

#### **1.6.1. Content Scope**

This research will focus on assessing the roles played by radio stations in Uganda in promoting its entertainment industry, taking Galaxy FM as the study case, identifying the challenges and opportunities available in the Uganda's entertainment industry and establishing a relationship between radio stations broadcasting programmes and the development of entertainment industry in Uganda.

#### **1.6.2. Geographical Scope.**

The study will be carried out at Galaxy FM Zinna which is situated along Ggabba road, Kansanga Kampala Uganda. This is because, the station is believed to venture more into the entertainment industry more than others. And its strategic location which will help the researcher to minimize the data collection costs made it a great choice of case study for the researcher.

#### **1.6.3. Time Scope**

The study will focusing on reviewing the related literature about radio stations and entertainment industry for a period of one (1) year; 2018. This is because; this is the period when the radio

stations are believed to have greatly impacted the entertainment industry. However, the actual data collection of this study will take a period of 3 months, starting from January, 2019 to March, 2019.

### **1.7. Justification for the study**

The purpose of this study is to understand the specific role of Galaxy Fm on the promotion of entertainment industry in Uganda. It is worth to note that, there is little evidence to show that there are other studies that have dealt on the potential role of radio stations in promoting the entertainment industry in Uganda and where such studies have been conducted, they have only dealt scantily on the four pillars of society namely: social, economic, cultural and political. For instance; Githaiga (2004) premised her study on the role of community radio on peace building in Kenya, Mpehongwa (2009) carried out an impact assessment on community radios in Tanzania, Nguri (2008) investigated the role of radio stations on Kenya's post-election violence, thus leaving a gap for the researcher to cover.

### **1.8. Significance of the Study**

The study will be significant to the following stake holders;

#### **i. Academicians**

To academicians and researchers the study will provide a base for further studies and also give a point of reference to broaden their view on the role of radios in promoting the development of entertainment industry in Uganda.

**ii. Policy makers / government**

The study will help the Government formulate policies and regulations specifically on the entertainment industry aimed at benefiting all the stake holders in the industry that will enhance its growth and performance.

**iii. Industry and prospective investors**

The research will provide information about the challenges of the entertainment industry in Uganda, and the available opportunities explore so as to enhance growth of the industry.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introduction

The study explored the research questions as well research significance of the study, it intends to present the theoretical and empirical literature reviews, knowledge and other information relevant to the theme of this study. As such, this chapter focuses on reviewing the scholars' views about the study variables and objectives in particular. It is comprised of two sections, that is literature survey and literature review as discussed below;

#### 2.1. Theoretical framework

The study will be guided by Democratic-participant theory McQuail's democratic-participant theory of new radio.

- **Democratic-participant theory**

McQuail (2000) proposed democratic-participant theory in recognition of the emergence of new radio and what he termed as increasing dominance of centralized mass radio and in particular the state-owned and the private commercial radio. He argued that there was need for communities to take an active role not only in the consumption of mass radio products but also in their production.

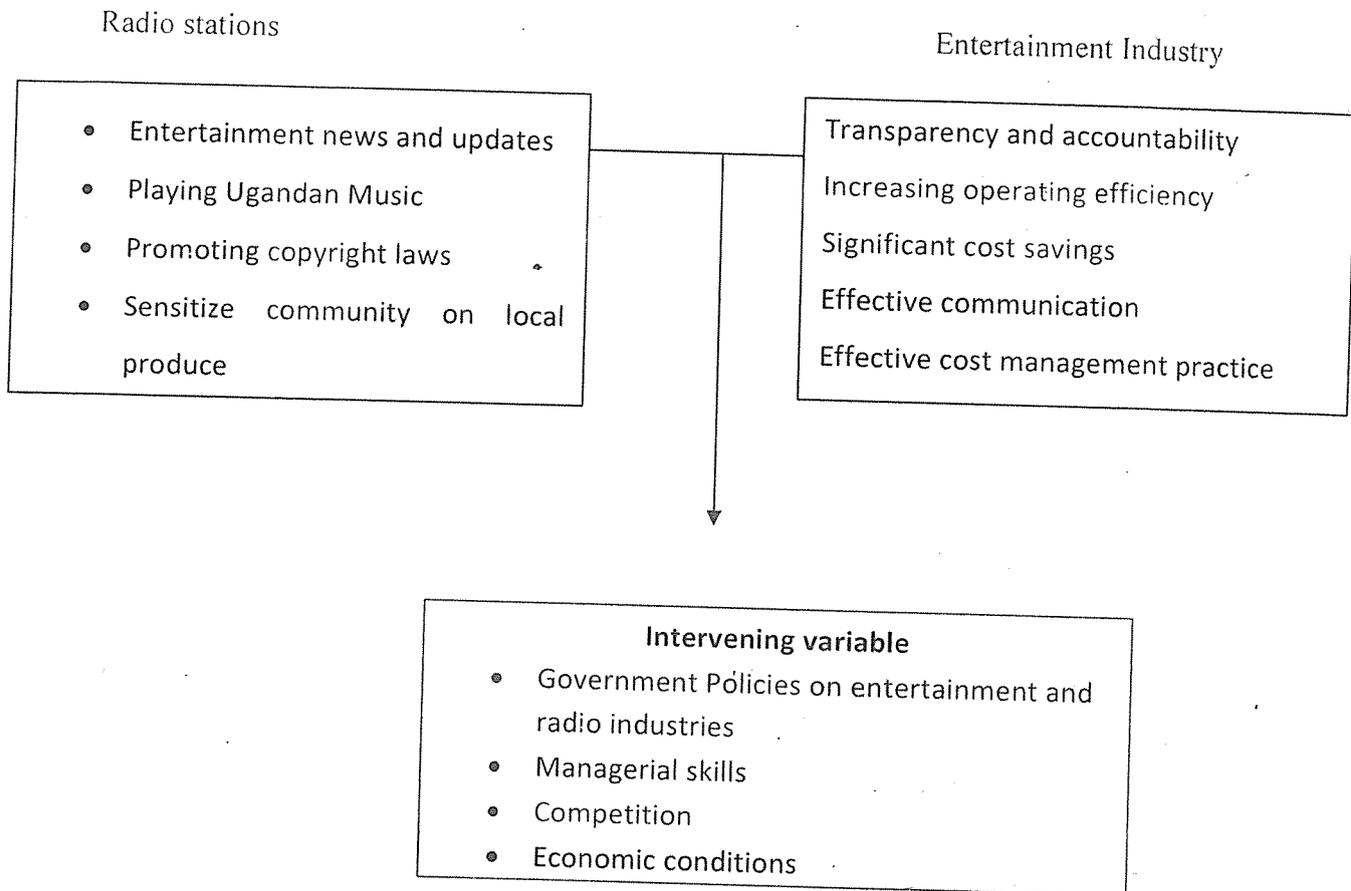
While appreciating community participation and interaction as key tenets in promoting development among community members, McQuail strongly advocates for radio pluralism at grass-root level and communication that embraces two-way information flow between the sender and the receiver and one that incorporates the needs, aspirations and views of both parties. To

him, this phenomenon can only be actualized through the establishment of small-sized radio that are within the reach and in the hands of the community members. However, he cautions that such stations should strive to broadcast the right and relevant information whilst upholding the principles of right to answer with its audience.

Based on the above it is clear that participatory communication model fits well in McQuail theory as a way of involving communities in development of innovations that suit their lived experiences and context (Mukendi 2009). However, Mukendi does strengthen McQuail's understanding by drawing a clear distinction between mere participation and participatory communication. He views participatory communication as the process of bridging understanding within a human community and often with the purpose of embracing change and common knowledge.

In addition, it can be summarized that McQuail's theory is in line with the ethos of community radio and will be useful in broadening our understanding on the role of Radio Mang'etele as far as promoting economic empowerment among women is concerned.

## 2.2. Conceptual frame work



Source: *Researcher Formulation, 2019*

## 2.3. Review of related literature

### 2.3.1 The role of the radio stations on the promotion of Entertainment Industry

**Communication.** Radio is part of the mass communication industry which includes newspaper, television, radio its self, internet, and other means or instrumentality for storing and communicating information. Recently, the publicity which entertainment industry enjoys is second to none. The radio gets people informed of the happenings within their locality and far beyond. Folks can relax at the comfort of their homes, and simply recourse to their radio devices for live-streaming and updates of entertainment events and news throughout the world. And they can share their opinions live on various issues in entertainment industry. When entertainment news is publicized, do you really know the beneficiaries? The Actor! H/she becomes popular, and if he is the best, then he becomes an icon, a demigod and his name enters into the hall of fame. Most importantly, the radio personalities are not left out. Without the radio personalities and the radio its self, the events will lose its substance.

**Promotion of Entertainment culture.** Moradi (2010) found that four-fold roles of entertainment radio impact the development of public entertainment culture, but these roles are not implemented in some reasons (Azmoon, 2010). Ghiami Rad (2009) in his research on "advertisement plans about entertainments provided by public radio" concluded that such programs have high impact (80 percent) on development and promotion of entertainment in athletic dimension, while it have inconsiderable impact (20 percent) on public dimension of entertainments (Cairney et al, 2009). In his study, Mahdavian Mashhadi (2008) stated that public radio plays an important role to activate the public, athletic, and professional dimensions of women's entertainment (Khodayari and Jafari, 2011). Ghasemi (2007) examined the role of public radio in development of entertainment industry and proposed a pattern and found that

there is significant difference between status quo and desired status (Kordi, 2007). Kordi (2007) in his study found that there is significant difference between status quo and desired status of entertainment in development of country's entertainment in groups such as music labels, Awards organizers, promoters companies etc (Mahdavian and Mashhadi, 2008).

**Public attitude towards Entertainment.** (2011) proposed a model which tries to address the better understanding the informing attitude in entertainment. They found that entertainment arena compared to other areas, is the best field to perform advertisement (Greenwood and Hinnigs, 1996). Ballard (2009) concluded that using public radio undertake levels of directing exercise. In fact, regularly using the radio (TV, DVD) is the best director of exercise.

**Attracting entertainments sponsors.** Strelize (2005) believes that the role of television shows in attracting sponsors is salient. He also states that the more the television shows of entertainment events / shows in the national and international levels, the more is the attracting of sponsors (Strelize, 2005). Mull (1997) examined the attitudes of physical education experts on the role of public radio on propensity to public and athletic entertainment. He discovered the relationship between radio and development of public and athletic entertainment (Sui et al, 2008).

**Physical activities and readiness.** Encourage people to physical activities and enhancing physical readiness is an important and tough obligation since given the progress in technology, society increasingly is successful to reduce the need to mobility (Cairney, 2008). Specialists believe entertainment and physical educations have mutual relationship with culture and social educations through cultural-entertainment structures and cultural-entertainment behaviors. To realize the cultural attitude towards entertainment and physical education, the structures,

behaviors, and objectives of at least four organizations including High Education Ministry, Instruction & Nurture Ministry, radio, and Physical Education Organization should be coordinated and cooperated (Daley and Parfitt, 1996).

**Entertainment Marketing.** Entertainments marketing have been defined by many authors over the years. Beech and Chadwick (2007) define entertainments marketing as -An ongoing process through which contests with an uncertain outcome are staged creating opportunities for the simultaneous fulfillment of direct and indirect objectives amongst entertainment customers, entertainment businesses and other related individuals and organizations. According to these authors, people are exposed to entertainments marketing almost everywhere, either reading a newspaper or magazine, watching entertainments programs on television or simply by walking down the street through tools of marketing communication such as billboards and advertisements.

Entertainments marketing are divided into three sectors. The first is the advertising of entertainment and entertainments associations such as the Olympics, English Premier League and the National Football League. The second concerns the use of entertainments events, entertainments teams and individual athletes to promote various products.

### 2.3.2. The challenges faced by the Entertainment industry in Uganda

There are basically three major issues that affect entertainment in Uganda: these include Entertainments facilities, finances, Human resource: Explain how these affect entertainments in Jganda.

## **Human resource**

By its nature, is the most productive in environments that focus on human capital, which is the primary resource of the entertainments industry in Uganda. After all entertainments are in essence, the production and consumption of human performance and effective management of that resource is paramount in achieving outcomes for entertainments. This is also very crucial in the day to day running of filming in Uganda both at the association and Labels level, the human resource both at the managerial level and the active playing level and the playing actives playing of the game are important. But due to poor managerial structures of Uganda filming association have affected performances of filming companies in Uganda like my personal Labels (Rockets) filming Labels, for 8 months running of the companies and associations.

Many potential people run away because they have a feeling that it's a dangerous game. It's the work of human resource to set up policies that will favor the entertainment to the people to have a mind of the game since due to the situation of how filming is played. It is the Human resource to promote the entertainment through its policies.

Other can't join the game because they haven't been inducted on how the game is managed or played. Filming has lost many Actorsof different religions of the country, due to poor human esource managerial skills. There has been no possible means of filming companies are filming ssociation to promote filming in schools and other institutions of study. Filming in Uganda has een there for quit a good time but many people don't know about it that's why it gets very few eople joining it.

Human resource also affects filming entertainment in Uganda through political way. From a shift local public opinion to a change in government or even a new entertainment world superpower

entering the entertainments in Uganda, politics influence how much funding is available. How much tax must be paid, minimum ways of rates; when planning ahead of entertainments or filming you need to consider likely changes to entertainments association managerial markets, budgets and availability of suitable players, managers, coach to run the entertainment but this has failed due to political situations.

Human resource affects filming through economically this goes on how much money is available for salaries of players, managers, coaches and for training and equipment is the most imradiote concern in human resource planning. However, external economic plays and equally critical rate. For example Filming Association and Companies don't have has much money to spend in an economic down turn and tend to be much more selective of players, coaches; This in turn makes the local entertainments even more difficult to build in Uganda.

Human resource also affect entertainments technological, now technology brings new skills requirements, so entertainments associations like Uganda filming association always need to be aware of proficiencies and training needs when planning human resources. This affect filming in away all new training entertainments equipment's when on market cannot be affordable due to high economic or financial problems. Here we have to make sure that human resource managers are ware of new equipment or knowledge be needed so they can build the required skills but due to poor technological issues filming can't reach the new effective training equipment and raining skills.

### **Legal Issues**

Employment law is the most significant sector of the legal system that affects Actors and filming managers. In most cases, there is plenty of time to implement changes to policy, as the law can

take a while to take affect the filming companies in Uganda. The human resources are the managers of both finances and the facilities meaning without it we may see filming in a down both of Labels and Association level. However the addition of new practices may only enhance performances up to a certain point perhaps due to the costs involved in implementation. Also entertainments organizations have diverse goals, winning Awards, student health and wellbeing and extra particular programs, so the human resource needed to support these goals and policies needed to more diversify than many for profit-organization.

### **Entertainments facilities**

This affects the entertainments of filming and rockets. Filming Labels in particular in the way that without them the Labels may even be stopped from participating in some events organized by the Uganda filming association like lack of fully entertainments journey to use in an entertainments event organized since the Actors are expected to be fully equipped in a filming equipment, filming stick, etc. But due to the costs of these entertainments facilities has led to low developments of filming in Uganda.

Lack of office premises for the labels has its facility has led to low development of the rockets, filming labels, these offices help the labels for easy trace of it, in record keeping but has the labels has no offices that can unite all of us from Actors to coaches, managers, stake holders. An example is lost season Rockets filming labels was denied to play a game because it didn't fulfill terms of the Uganda filming Association.

Costs to get facilities example in door stadiums are very expensive to be hired by an association companies in Uganda like Lugogo indoor to be hired during or for indoor filming it's costly use of filming companies so due to high costs of hire of entertainment of filming in Uganda.

Substandard entertainments facilities, like shooting equipment, theaters, video halls, museums among others which are not international sizes, causing many losses inefficiency and substandard contents in the entertainment industry of Uganda. This has therefore caused many people to take off from the industry of entertainment so due to this has led to low entertainment development in the country.

Lack of standard entertainments equipment like our Labels still use old filming sticks, and many equipment that isn't professional for the game. So this has led to low levels of nurturing talents of filming.

Poor distribution of facilities and location like filming equipment like sticks and developing of filming into primary schools, secondary schools, universities for development, so to this has leader to low growth of filming into Uganda.

Private ownership of entertainments facilities like filming fields, companies and equipment by the people who introduce the game to schools because of the end they take advantage of equipment to be given out being sold off to filming Actors which equipment are really expensive so due to this people, Actors can afford to buy them have leading to low development of the game in Uganda and of Labels levels at large.

Expensive filming facilities like fields to put up, sticks, shoes, to use during the game play if there were easy to acquire filming entertainment would have been for in terms of growth but due to this has led to low growth of filming example rockets filming Labels has failed to buy a keeper's kit due to high prices of it, only two companies out eight in Uganda own keepers kit.

Lack of experts to run or manage the entertainments facilities and equipment like entertainments equipment, offices, now training equipment whereby has filming association have got new

training kits to filming Actors which we have no people who know how to use in them so to this has affected the growth of the entertainment in Uganda hence if we had people who know how to use new machines to train filming Actors would have been of its pick.

### **Finance**

Like we all know, no activity can be run without being financed, finances are very vital especially for a growing entertainment activity like filming, the association needs lots of funds to develop, run different initiatives that are programmed. This is the same to companies like Music Labels without these funds the Labels can't run.

Due to finance issues the Labels can't pay the affiliation fee which money is paid to the association to allow the Labels as members, so finance is the key factor to boost filming at both Labels level and association level so if finances were there the filming companies would have been functioning so perfect and being able to pay affiliation fees.

Due to finance the Labels has failed to pay the membership fees which keeps on raising it can't cater for its day to day running. This money is paid to the filming association when to the national filming association of Uganda to recognize the Labels has are member of filming fraternity hence if finances were there Labels would have been able pay its membership fees yearly.

At a large extent finance, entertainments facilities and human resource have affected the smooth growth and development of filming in Uganda negatively like finance without funds companies cannot afford to buy filming equipment, pay allowances, membership fees for Actors hence if there were funds companies would have been able to afford everything, due to entertainments facilities without them the filming equipment used to play, offices and others. Also human

resource has led to poor growth of the filming game since there are know people to run the available resources like filming equipment of training and managers, hence leading to the low development of filming in Uganda. And at smaller extent these have also helped in the development of filming in Uganda at Labels and association level since they help in the day to day running of the business of filming in Uganda.

#### **2.4. Related studies**

Research into the relationships between youth, radio, and politics does not present a clear-cut picture. For example, although research shows that youth who read newspapers and consume radio are more likely to engage in various kinds of civic activities (Buckingham, 1997; Lopez et al, 2006; and Amadeo, Torney-Purta & Barber, 2004), many Northern scholars argue there is no longer a straightforward, unambiguous interrelationship between watching or reading the news, civic identity and social identity among young people (Barnhurst and Wartella, 1998; Buckingham, 1999; Beekhoven & Van Wel, 1998; Katz, 1993; Livingstone, 2002). Chaffee & Yang (1990) argue that 'television dependent citizens' can hardly be seen as citizens at all as they are less likely to vote, understand political processes, and be involved in politics (quoted in Buckingham, 1997: 346). This raises questions about the salience of the consumption of particular radio to political engagement.

Putnam (1995 & 2000), and more recently Mindich (2005), suggest that the marginal significance of news and current affairs programmes in the lives of Northern youth is indicative of their limited social involvement. On the basis of research in the Netherlands, Costera Meijer (2006, 2008) and Drok (2009) conclude that young people's interest in news is still indicative of their social engagement but does not impact on their actual news use. In other words it appears that for some Northern youth, the informative function of news and radio is becoming secondary

to their communicative function (Costera Meijer, 2008). A driving concern about the relationship between youth, radio and civic engagement is the finding by the Times Mirror (1990) study that suggests young people who are not well-informed politically may fall prey to 'blind faith' in political leaders.

Given the complexity of the relationship between youth, radio and civic engagement, it is helpful to unpack some of the key issues that have been raised through research. A key argument that underpins this relationship is the link between 'information', often associated with 'hard news' and political involvement. A fundamental question is whether being informed enhances public ability to fulfill democratic responsibilities. Delli Carpini & Keeter (1996) think this is the case, but Lupia & McCubbins (1998) argue that citizens don't need much knowledge to fulfil their duties as citizens. The existing research centers on a debate about the relevance of traditional forms of news radio to today's youth, as they attempt to relate broader political events to their everyday lives (Katz, 1992; Buckingham, 1997; and Costera Meijer, 2006). Buckingham (1997) links these concerns to Habermas's notion of the public sphere, which underpins traditional notions of journalism and its contribution to democratic culture. However, in order to achieve this social engagement in the public sphere, Habermas privileges 'rational critical debate' a position which has been critiqued, as discussed earlier in this study.

The use of the internet and new radio to mobilize the youth and other politically active citizens to engage in alternative political activity follows the premise made by many politicians and researchers who regard new radio as a means through which to capture this 'apathetic' and non-participatory group. There are examples of British politicians using the internet to connect with their constituencies (Gibson & Ward, 1998), governments using mobile phones to encourage voting (Dale & Strauss, 2009) and using the internet as a key source of information provision

(Xenos & Moy, 2007). The assumption is that the internet is an alternative means to engage and connect with young people because young people are not engaging in traditional political activity as a result of not consuming traditional mass radio.

Carpini (2000) cites research that found 70% of young people between 18 and 25 years regarded the internet as a source of valuable political information. He adds that “what these technologies seem clearly to provide is access to young adults, an increased ability for organized interests to more effectively reach young adults, and new or easier opportunities for already engaged (and perhaps interested but not yet engaged) young adults to participate and do so more effectively” (2000: 348). The question is whether the internet and new radio are mobilizing young people to engage in traditional political action and civic duties. Researchers and theorists regard the issue from within two camps – the optimistic and the pessimistic.

Research on the use of Facebook as a particular medium of social communication amongst youth has provided mixed results (Pew Research Centre 2011; Boyd, 2008). Cyber-optimists have branded social radio the ‘new vessel’ of cyber-democracy and a ‘tool of political freedom’, which enables social movements and activists to reinvigorate democratic processes (Downing, 2001). Clay Shirky, a cyber-optimist, sees new radio technologies as having the potential to ‘organise, plan, and coordinate direct political actions – elections, demonstrations and insurrections’ (2011). In response, cyber-pessimists like Malcolm Gladwell (2010) dismiss social radio activism as based on weak ties and therefore limited to low-risk participation. Evgeny Mozorov adds that social radio are affecting the world “but it also looks like the other side-the authoritarian governments are getting empowered as well” (2011: 5). Despite this seemingly endless theoretical debate, new radio technologies such as SMS messages and mobile radio have been seen as enabling activism worldwide (Kellner, 2002).

Online social networks are believed to have played a key role in recent democratic revolutions in Tunisia and Egypt (Joseph, 2011; González-Bailón 2011), leading to the coinage of the concept 'Twitter/ Facebook Revolutions' (Christensen, 2011; Bohler-Muller and Van der Merwe, 2011). Social network sites such as Facebook, Twitter and BlackBerry Messenger have been used by the Occupy Movement in the United States (Sassen, 2011), protesters in the 2011 London riots (Bright, 2011) and rioters in 'Occupy Nigeria' (Fripp, 2012) to facilitate and coordinate political activity. This fuelled debates on the relationship between social network sites and political action. Internet access and usage figures in South Africa are difficult to determine but some research estimates them at 20% (World Wide Worx), which makes it one of the least used means of communication and information gathering in the country, heavily outweighed by radio (77%) and television (69%). More recent research has suggested this figure might be higher, with one third of South Africans accessing the internet daily (de Lanerolle, 2012). What is significant about this number is that the researchers suggest 84% of these users access the internet through their mobile phone, with only 18% accessing through a computer. While fixed internet may not hold out much hope as a means of mobilizing young South Africans to engage in political action, perhaps holding greater potential is the mobile phone, which has high penetration, and usage rates. With mobile phone access at around 83% (RIA household survey, 2008), the potential for reaching young South Africans via their mobile phones is a possibility.

Crimes statistics show black youths, particularly young black males, commit a disproportionate amount of crime, however the radio is known to sensationalize news stories and make vast exaggerations. Drawing on existing work regarding black youth crime and the representation it acquires in the radio, Hall et al s (1978) Policing the Crisis study demonstrates how the radio shapes public views regarding a particular group in society. The 1970s moral panic surrounding

muggings was blamed predominantly on young black men. The radio represented them as muggers and a threat to society which resulted in alienation and marginalization of this particular group. Subsequently, there was over policing of black youths in the UK.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0. Introduction

This section presents the research design, areas of study, study population, study sample, data collection, data processing and analysis, and anticipated limitations to the study. The methodology brings out the overall plan of executing the study. It looks at the area and population of study. It also describes the various methods that were used in the collection and analysis of data. It also highlights the problems anticipated during the study.

#### 3.1. Research Design

The research design is of a descriptive research design. Qualitative and quantitative approaches will be used to collect data. This will enable the researcher to get divergent views on the subject. Through qualitative methods, the respondents' attitudes, behaviours and experiences will be captured. The researcher will use quantitative methods such as questionnaires and structured interviews to gather large scale data, in a relative manner (Bryman and Bell, 2007).

#### 3.2. Target Population

The study targets a population of 600 respondents of which will include; 1000 employees of Galaxy FM radio, 1000 Ugandan local musicians, 2000 comedians, 4000 fans and 2000 promoters from which the sample size will be selected using Krejcie and Morgan 1970.

**Table 1: Sample size Determination**

<b>Category</b>	<b>Population</b>	<b>Sample size</b>
Musicians	1000	55
Comedians	2000	60
Radio presenters	1000	70
Promoters	2000	85
Entertainment Fans	4000	100
<b>Total</b>	<b>10000</b>	<b>379</b>

Source: Krejice & Morgan, 1970

### **3.4 Sources of Data**

#### **3.4.1. Primary Data**

The study will use primary data collected using a questionnaire that will be administered using a 'drop-and-pick-later' method. Each questionnaire will contain four sections; section one consisting of general information, section two will deal with the challenges and opportunities in the entertainment industry and section three will focus on establishing relationships between study variables.

Primary data will be collected using self-administered questionnaires, on a face to face environment to ensure clarification of issues to the respondent and so as to attain high response rate and minimize errors (Saunders, etal 2011).

The questionnaire will be pre-tested on two managerial staffs to determine its suitability for the purposes intended. This will assist in re-designing it and in estimating the amount of time, money and personnel that will be required to process the main study data efficiently and successfully (Thornhill, 2009).

### **3.4.2. Secondary data**

Data will be collected from journals, articles, books and authors that will be written about the same topic and related literatures and topics of the different authors and researchers. For purposes of this study, secondary data will be collected through the use of a literature survey. Under this method both published and non-peer reviewed materials such as books, reports, articles, documents, journals and internet resources will be used. The literature survey will further provide a useful background to compare the study variables.

## **3.5. Data Collection Instruments**

The following methods of collecting data will be employed by the researcher so as to obtain the required information in writing this research work;

### **3.5.1 Interview Method**

akinada, (2005) an interview is a face to face conversation between the researcher and a respondent will be conducted for the purpose of obtaining information.

(Bell, E., & A, 2007), further describes an interview as a dialogue between the interviewer and respondent with the purpose of eliciting certain information from the respondents. Interviews take different forms ranging from face-to-face interviews to technology radioted interviews.

In this study face-to- face interviews will be conducted to obtain primary data. This type of method is credited for allowing the interviewer with room for probing and gathering more information depending on the knowledge, ability and experience of the respondents. In using this method, interviews will be conducted with the respondents to establish the performance the facts of the study.

### **3.5.2 Questionnaires**

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from the respondents. A questionnaire with close ended questions will be designed and used for the collection of data from the study respondents of the study.

### **3.6. Data Analysis**

Kakinada, (2005), Data obtained will be analyzed using both qualitative and quantitative data analysis techniques such as frequencies and percentages cross tabulations, charts and verbatim explanations and SPSS where appropriate.

### **3.7. Ethical Considerations**

In order to abide by the general best practices that guide empirical studies at the ministry, the following process will be adhered to ensure that this study will be ethically done.

- The researcher will be required to obtain an introductory letter of authorization from the university which is to introduce her to the officials and staff of Galaxy FM.

- The participants to be interviewed will be asked to assign a sign-off sheet to prove that they have accepted to take part in this study with their consent. In the sign-off sheet, the researcher will provide contacts for participants to request for any further information that they will need regarding this study.
- The researcher will assure the participants about confidentiality and that the information given to the researcher will only be used for purposes of this study only. The researcher will also ensure that the research process will be devoid of any strenuous psychological or physical risks.
- All the information obtained from the respondents will be treated confidentially thus no attempts will be made to point out names of respondents since the researcher will be dealing with a vital place to the organizations.

## CHAPTER FOUR

### PRESENTATION OF FINDINGS

#### 4.0. Introduction

This chapter presents the findings in relation to the research objectives established earlier on in Chapter One. The data collected from the field was processed and analyzed both quantitatively and qualitatively. The qualitative approach used in analysis provided more clarification on explanations on qualitative data and Qualitative information was summarized to show the responses of the respondents. All these findings were interpreted and presented, through re-examining research objectives.

#### 4.1. Response rate.

Of the 397 study questionnaires distributed, only 300 were received and 97 questionnaire copies were not brought back from the respondents due to unforeseen circumstances. Thus contributing to a response rate of 75.5%

This response rate was found to be satisfactory since according to Mugenda and Mugenda (2003), a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a response rate of 70% and over is excellent.

## **4.2. Findings on Description of Respondents**

The study was conducted at Galaxy FM Zinna, Kampala- Uganda; and it was from this geographical area of study that the researcher randomly selected various respondents who participated in individual questionnaire answering using questionnaire guides to obtain the necessary information.

All these were directed to collecting information about the roles of local radio stations in promoting the Uganda entertainment industry. As per the study analysis, Data was attained from various respondents as per the researcher's target.

*However, the socio-demographic characteristics measured in this research are sex, age, level of education.*

## **4.2. Demographic characteristics of the Respondents.**

### **4.2.1. Gender of respondents**

The findings on gender, age, marital status and educational level of respondents are as indicated below;

**Table 2: Shows the Demographic characteristics of the respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	195	65
Female	105	35
<b>Total</b>	<b>300</b>	<b>100</b>

**Source: Primary Data, 2019**

Table 4.1 shows that 195 of the total respondents were male representing 65% and 105 of the respondents were female representing 35%. This therefore shows that most of the respondents were male.

Involvement of both male and female respondent's enhanced representativeness and reliability of the data collected. These findings concur with Mbabazi (2008) who argued that data collection that incorporates responses from both sexes is reliable than from a single sex.

#### 4.2.2. The age of the respondents

Table 3: Showing the age of the respondents

Age	Frequency	Percentage
20- 35	150	50
36-45	90	30
46- Above	60	20
<b>Total</b>	<b>300</b>	<b>100</b>

Source: Primary Data, 2019

Table 4.2.2 also indicates that the ages of the respondents were divided into three categories; (20- 35, 36-45, and 46- Above. Majority 150 of the respondents were under 20 - 35 years (representing 50%), 90 of the respondents were aged between 36 – 45 years (representing 30%) and finally, the minority of the respondents (60) was aged between 46years and above (representing 20%).

The results therefore indicate that the majority of respondents were of mature and experienced age which made the researcher to consider their views as valid and authentic in relation to the study. These findings concur with Amin (2005) who argued that majority age of above 18 years adds value to the responses given that mature people are more and take time to think about a particular aspect of life Respondents were also asked to indicate their highest level of academic qualifications (education).

#### 4.2.3. The marital status of the respondents

**Table 4: Showing the age of the respondents**

Age	Frequency	Percentage
Married	150	50
Divorced	69	23
Widowed	30	10
Single	51	17
<b>Total</b>	<b>300</b>	<b>100</b>

Source: Primary Data, 2019

Table 4.2.2 also indicates that 150(50%) were married, 69 representing 23% were divorced, 30(10%) were widowed and only 51(17%) were singles. This therefore indicates that most of the respondents bared a high sense of responsibility and so they were expected to explore and articulate issues as expected by the researcher.

#### 4.2.4. Showing the educational level of the respondents

**Table 5: Showing the educational level of the respondents**

Age	Frequency	Percentage
Primary	48	16
Secondary	60	20
Diploma	90	30
Degree and above	102	34
<b>Total</b>	<b>300</b>	<b>100</b>

*Source: Primary Data, 2019*

Table 4.2.2 indicates that 48(16%) were primary levels, 60(20%) were secondary school graduates, 90(30%) were Diploma holders and finally Degree and above. That's the highest percentage of bachelors' graduates suggests that the respondents were adequately educated and could easily understand the issues under discussion in the research questionnaire.

This is based on Uma (2000) who argued that it is important in social investigation research to involve people that have attained an acceptable level of literacy and numeracy in order to be in position to understand and interpreted the content in questionnaire.

#### 4.3. Presentation of the study findings

##### DESCRIPTIVE ANALYSIS AS PER THE SPECIFIC OBJECTIVES OF THE STUDY

In this section, the researcher presents the major findings relating to the variables under study. The responses were rated on a 5 point Likert scale ranging from; 1 which represented strongly agree, 2 represented agree, 3 represented not sure, 4 represented disagree and 5 represented strongly disagree. These are presented following the specific objectives of the study.

**First Objective: Descriptive analysis of the role of radio on the development of the entertainment industry in Uganda.**

In this objective, the researcher sought to determine the role radio stations play in the promotion and development of the entertainment industry in Uganda. The researcher presented a number of items to respondents seeking for their opinions on different elements of the radio roles in entertainment industry.

The responses were rated on a 5 point Likert scale ranging from; 1 which represented strongly agree, 2 represented agree, 3 represented not sure, 4 represented disagree and 5 represented strongly disagree.

The mean of the scale was a score of 3.0 suggesting that the respondent neither agreed nor disagreed. Any score above 3.0 therefore signified that the respondents disagreed with the item while scores below 3.0 signified that respondents agreed with the item.

In the first question about this objective, the researcher inquired from respondents on whether the respondents had some knowledge about the area radio station (galaxy) and its programs and their effectiveness in entertainment industry. Findings about this question are presented in table 4.7.

**Table 6: Percentage of people with radio in their homestead**

Respondents	Frequency	Percentage
Strongly agree	98	32.8
Agree	90	29.8
Disagree	67	22.3
Not sure	45	14.9
<b>Total</b>	<b>300</b>	<b>100</b>

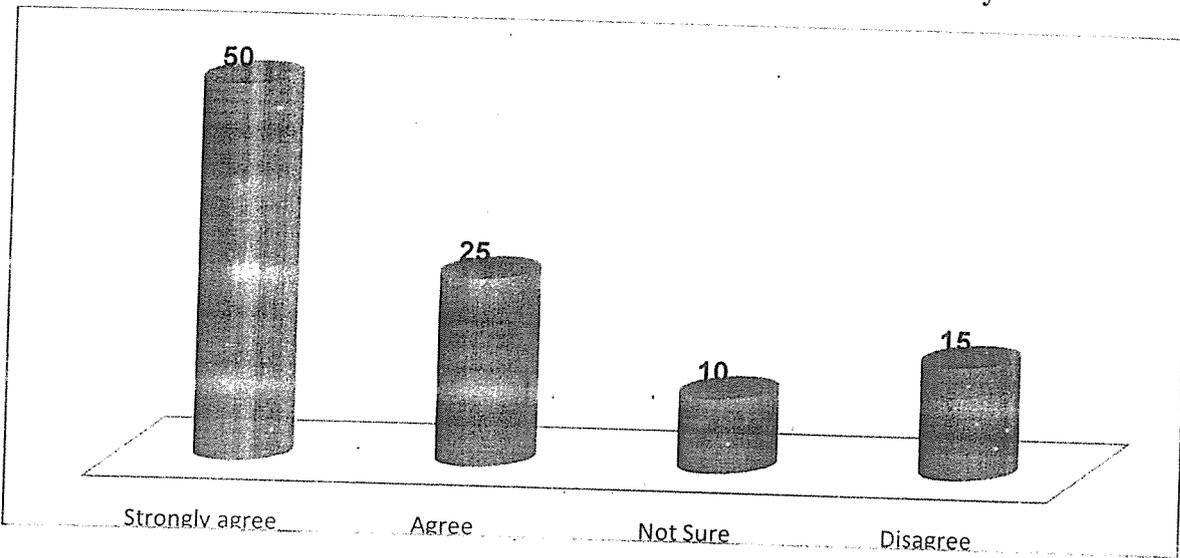
Source: primary Data (2019)

From the table 6 above, the study established it that most people do own or have radios in their homes where they listen to issues pertaining entertainment industry in Uganda. This was argued by the majority respondents representing 98(32.8%) who strongly agreed, and 90(29.8%) who agreed. This is evident to Jacobson (2002)'s study who asserted that, from the table 4.7 above, it was evident that majority (94.2%) of the population owned a radio set in their homesteads. The low cost attached on radio sets in Uganda could be the reason as to why almost every homestead in the area had a radio set. In addition, this positive response is a clear indication that majority of the target population are better placed to listen to radio not withstanding a radio that is within their geographical proximity. And according to the study conducted by Radio Institute in 2010, nearly all Ugandans considered radio as an indispensable tool for delivering Entertainment formation and news hence the increased number of households with radio sets.

However, the researcher also wished to determine the peoples' awareness of the radio station in their area.

*% of respondents with knowledge about Radio Galaxy according to respondents' view as per figure 4.3.2 below;*

**Figure 1: percentage of respondents with knowledge about Radio Galaxy**



**Source: Primary Data, 2019**

From the figure 1 above, the study discovered that majority of the study respondents were aware of the radio station. That's to say; 50% strongly agreed, 25% agreed, 10% were not sure and 15% disagreed. This was a clear indication that the population does listen to Radio Galaxy. Again, station's proximity to the people could be another reason that the majority of respondents said knew the station as it is within their geographical area. Those who said were not aware (15%) of the station could be attributed to their newness in the area or lack of interest in knowing what community initiatives existed in their area.

**Table 7: Station most listened programs**

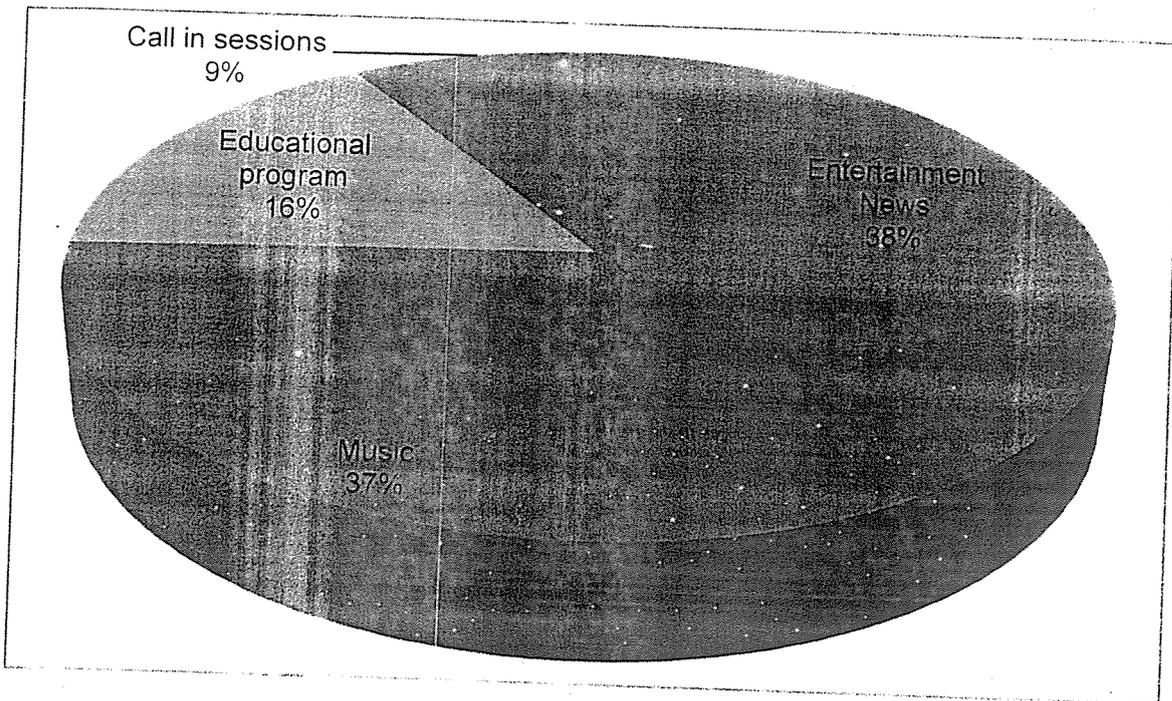
Responses	Frequency	Percentage
Strongly agree	200	67
Agree	30	10
Not Sure	30	10
Disagree	40	13.3
<b>Total</b>	<b>300</b>	<b>100</b>

**Source: Primary data, 2019**

From the table 7 above, the study discovered it that when asked to choose the three programs they listened often from the programs, majority of the respondents revealed that they mostly listen to music shows, Women and Development programs respectively were their most favorite shows. This phenomenon could be explained by the station's timings and interactivity nature of the programs.

*According to the station's program manager Esther Mbole, these programs are aired during both morning hours and evening hours do provide ample time for the entertainment news and contents. In addition, the program manager also cited Koma nesa (sleep well) program as also having a relative high listenership especially among those below the ages of 35 years.*

In order to understand better which age group preferred which program, a cross tabulation between age of the respondents and station's programs was done as shown in the figure below.



Source: Primary Data, 2019

An analysis of the relationship between program preference and age as far as the role of radio station in promoting entertainment in Uganda as concerned, revealed that majority of the population listen to Entertainment News program representing 38% of the total respondents, 37% of the total respondents listen to Music shows / programs, 16 % of the respondents listen to education programs and lastly 09% enjoy call in sessions programs at Galaxy fm. While it is appreciated that entertainment News programs may often carry in them diverse issues ranging from politics in the industry, economic, social, educational issues, performances at various shows

among others and therefore have a double characteristics, the low rating of station's presenters is an unpleasant one especially coming from the locals who know them well.

#### 4.4 Radio usage by youth at

Figure 2: Radio usage by age



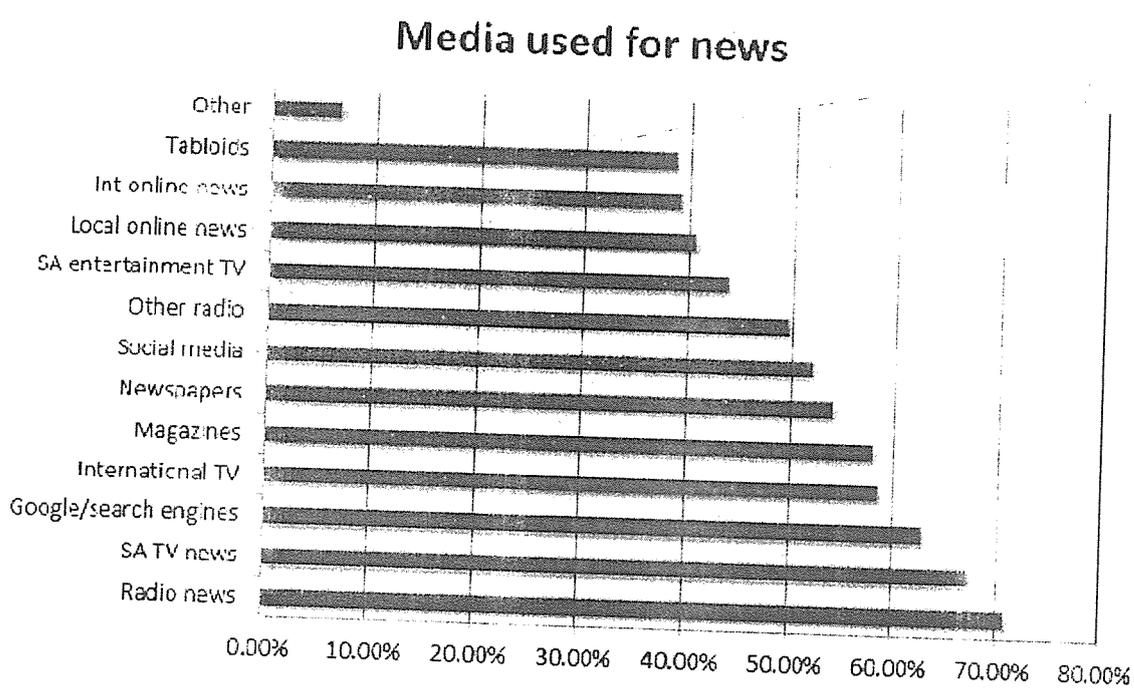
Source: Primary data, 2019

The study findings established that; most respondents said they use radio news most for getting information (40%), with TV news (30%) as the second highest source of information. Google or other search engines was the third most stated source of news radio (20%). The medium used the least by survey respondents to gather news were tabloid newspapers (10%).

Unemployed youth use tabloid newspapers significantly more than others in the employment category (58.8%). but are at the same time the highest users of TV news (82.5%). There is equally high use amongst unemployed youth of radio news as a source of news (82.5%). Of the

radio surveyed, employed youth use TV news most to obtain news (71.9%). Employed youth also use mainstream newspapers significantly more than other occupation categories (61.7%). Employed youth use tabloid newspapers least to obtain news (36.1%). Radio news is the most significant source of news for youth attending school (73.4%) with Google or other search engines the second most preferred source (68.9%). The most preferred way for young people in college of university to access the news is through Google or other search engines (68.4%). Six out of 10 young people (61.3%) in this category said they use social radio as a news source – the highest amongst all the occupation categories and the findings were supported by Malcolm Gladwell (2010) who argued that: dismiss social radio activism as based on weak ties and therefore limited to low-risk participation, adds that social radio are affecting the world “but it also looks like the other side-the authoritarian governments – are getting empowered as well”.

Figure 3: Type of radio youth get information on topical issues



Further findings portray that; strong disparities for the use of Google and other search engines as a source of information for news amongst Kampala youth. Although unemployed youth show the lowest usage of Google or other search engines (40.4%), this figure is still much higher than general internet usage figures across Kampala district. There is disagreement about the number of internet users in Kampala district. Some statistics show figures of 20% (World Wide Worx) while another more recent study showing evidence of up to one in three people in Kampala district, or 12.3 million people, accessing the internet (De Lanerolle 2012: 6).

More interestingly is the comparatively low number of respondents who said they use either local online news websites (40.5%) or international news websites (39.2%) to obtain news information. This is significantly lower than the figures for Google and other search engines across all respondents (62.8%), but still significantly higher than the average for internet use across the City. This may point to the fact that young people are using the internet to find specific information, using search engines to find relevant information rather than relying on generic local or international news websites the findings were in line with (Kafai & Bates, 1997) who asserted that; when searching through websites, youth pay great attention to visual and interactive elements, interactive elements range from as simple as a profusion of links and the ability to customize interface, to multiradio such as animation, either passive or interactive. Kafai and Bates (1997, p. 109), in a study of 196 students in first- through sixth-grade classrooms, find that youth much preferred to explore and engage sites with engaging graphical, multiradio and interactive elements, so much so that they often ignored text-only sites.

Youth with tertiary education also use Google or other search engines as their most preferred source for news most often (71.8%) and significantly more than respondents with lower education levels (No/little schooling, 53.1%, Grade 12, 65.5 %.) Seven out of 10 (71.9%)

respondents with little or no education use radio news as a source of news most. TV news is also a predominant source of news (70.6%) in this category. Respondents with Grade 12 education also use radio news most to access news (74%), with Google and other search engines as the second most used medium for news access (65.5%). Younger survey respondents (15-20 years) use radio news most to access news (70%) and Google or other search engines almost as much (68.8%) Google and other search engines saw significant disparities amongst different age categories and the findings were supported by (Benkler, 2006) who emphasized that; the Internet has been radically transforming the way youth seek and access information. Before the Internet, the academic research process for most students could be over-determined by the intervention of adult authority. Students began with their school-issued textbooks and progressed to library research, which was as limited by their skill level and sophistication as it was by the library's collection or opening hours. Now, it is very simple for a student who, say, does not like a textbook's explanation of a particular topic to research it online, day or night, and to find different information without adult oversight. The information available online may also include forms which are rarely found in a library such as pirated entertainment content, self-published research and opinion, video games and other radio, and peer discussion boards.

Older respondents (31 years and older) use this technology the least of those surveyed (49.2%). While 60.3% of 21 – 30 year olds also use Google and other search engines for news access, this medium was the third most used within this age group after radio news (72.3%) and TV news (71.8%). Views from interview guides revealed that; respondents use both radio news and TV news equally as sources of information of the radio surveyed (74.1%). TV news is used significantly less amongst White youth (46.3%), who use Google and other search engines most access their news (78.2%). Coloured youth also use radio news the most to access news

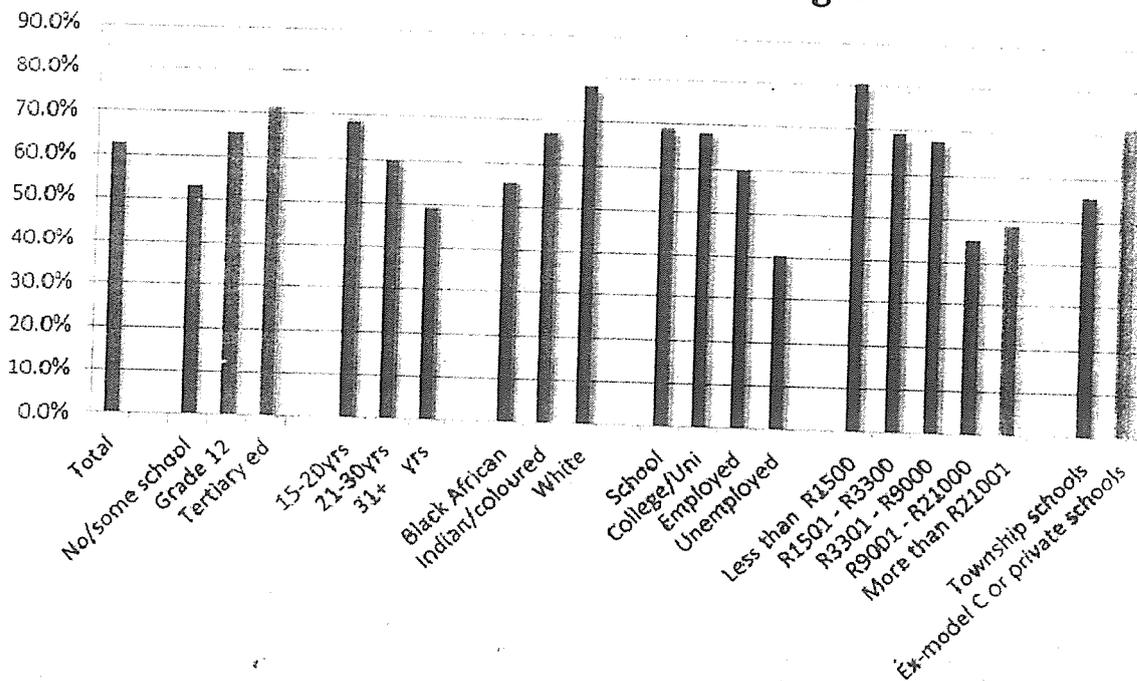
(68.2%). Tabloid newspapers are the least preferred news source (38.1%) among this group. Significantly, more youth use tabloids as a news source (45.8%) than White youth (11.6%).

Youth with high income levels use Google and other search engines the most to access news (80.8%) and uses tabloid newspapers the least (20.2%).

Radio news is the most accessed radio for those in the lowest income category (80%), while least used amongst this group is international online news websites (28%). The second lowest income group use TV news as their predominant source of news (82%). This category is the highest users of this medium amongst all income categories while the highest income groups use TV the least (56.7%). Radio news is used most by the third lowest income group as their most significant news source (71.4%), while radio news show significantly lower figures as a preferred source for the higher income groups (60-61%) this was in line with (de Lanerollé, 2012) who said that; internet access and usage figures in South Africa are difficult to determine but some research estimates them at 20% (World Wide Worx), which makes it one of the least used means of communication and information gathering in the country, heavily outweighed by radio (77%) and television (69%). More recent research has suggested this figure might be higher, with one third of South Africans accessing the internet daily. What is significant about this number is that the researchers suggest 84% of these users access the internet through their mobile phone, with only 18% accessing through a computer.

Figure 4; Radio usage for news by the youth at Galaxy fm

### Media use for news - Google



It seems that young people have an interest in using online resources (particularly search engines) to find news information but they may be prohibited by cost, access and education. Young people, who are better educated, employed or in an educational institution are more likely to use online resources for gathering news. There is no significant difference in the use of Google or other search engines as a news source amongst respondents who live in different areas.

The second highest income group uses Google and other search engines, and local online news sites as the two highest sources for news (both 69.2%). Respondents from suburb areas (79.1%), trading areas working with Galaxy fm (68.9%) and cities (68.1%) all use radio news as the most referred source of information. Respondents from rural areas use international online news

websites the least (31.6%). Respondents from rural areas (53.9%) use tabloid newspapers as a news source significantly more than those in large cities (31.7%). Tabloid newspapers are the least preferred medium of information for urban respondents as well as respondents in small towns (38.1%). Almost eight out of ten respondents in rural areas (76.7%) prefer TV news as a source of information while 63.1% of urban respondents and 67.1 of respondents in small towns prefer the same medium. Local online news websites, social radio, and Google or other search engines show no significant difference in usage by respondents from different areas again the findings were supported by (Hall et al s (1998) who emphasized that; crimes statistics show black youths, particularly young black males, commit a disproportionate amount of crime, however the radio is known to sensationalize news stories and make vast exaggerations. Drawing on existing work regarding black youth crime and the representation it acquires in the radio, policing the Crisis study demonstrates how the radio shapes public views regarding a particular group in society.

Significant differences are evident between respondents who attend different types of schools with respondents attending township schools using predominantly TV news (75.1%), and radio news (74.6%) as sources for news. These respondents also use tabloid newspapers significantly more (47.1%) than respondents who attend private schools (28%). Radio usage amongst Kampala youth is surprisingly comparable with the young people in the neighboring countries who also still favour traditional broadcasting radio rather than printed newspapers. Kampala youth favour radio more than television as opposed to suburb youth who favour television over radio as their most important news source. Young people in the city suburbs also use online news proportionately more as sources of news than printed newspapers. While city youth use online resources to access news, city suburb youth use search engines rather than news websites to

gather news. The findings matched with Putnam (1995 & 2000), and more recently Mindich (2005), suggest that the marginal significance of news and current affairs programmes in the lives of Northern youth is indicative of their limited social involvement. On the basis of research in the Netherlands, Costera Meijer (2006, 2008) and Drok (2009) conclude that young people's interest in news is still indicative of their social engagement but does not impact on their actual news use.

Figure 5; How youth utilize information got from various radio sources

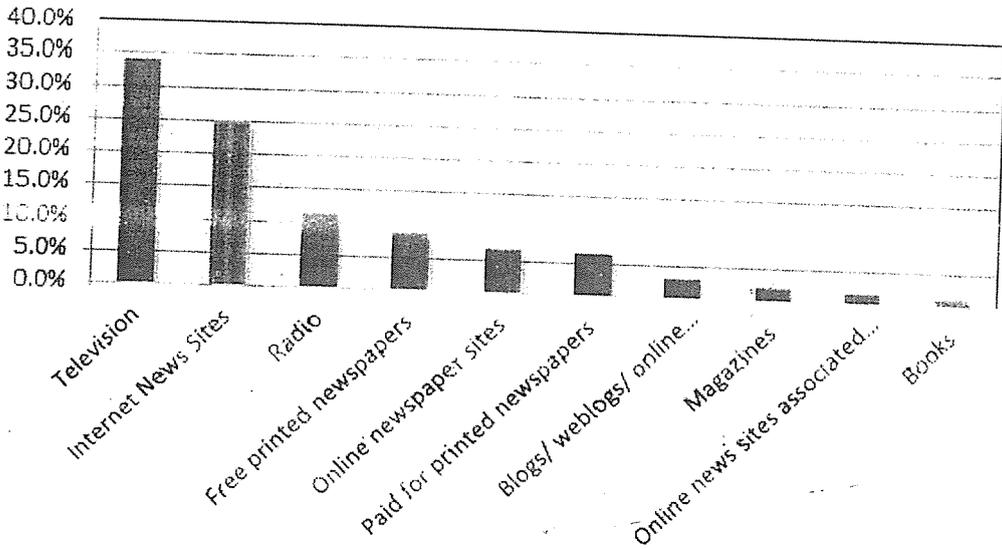


Figure 5 above shows that; from both the survey and focus group results that youth do have some interest in consuming news. When asked which three radio genre they enjoy the most, the survey respondents mostly answered soap operas (47.1%), which may indicate why TV consumption is so high for young people. News is the second most enjoyable genre (40.9%), with situation comedies as the third most enjoyable (39.6%). When asked which genre of radio they prefer, focus group respondents echoed these findings by noting comedy, soap opera's, news on Al Jazeera, documentaries and sport. The fact that news scores relatively highly amongst the youth may have to do with the 'politics of the remote' as a number of focus group respondents noted

that they watch particular programmes because those with the power over the remote were watching them. One participant notes;

*“For me, it’s not (that) I don’t enjoy news but it’s about the politics of the remote control in residential communal properties. I don’t look forward to watching news but just watch it as and when I have time.” “At 7pm you know it’s time for the news at home so we just stay and watch with our parents.”*

As one might expect, interest in news increases with age amongst both Kampala and suburb youth. Kampala school attendees are significantly less interested in national news (63.5%) as a radio topic than unemployed youth (71.1%), students (73.6%) and employed youth (77.3%). The findings were supported by Lenhart, Madden, & Hitlin, (2005) that the Internet has become one of the most important information sources for young people who have access to digital technology and the basic skills to use it. Surveys further indicate that online information plays a significant role in decision-making, including decisions in important areas of life such as health, education, and financial matters.

#### **1.5 Ways youth utilize information got from various radio sources**

There are significant differences in politics as a radio topic of interest amongst different settings with lowest interest from the background of respondents (23.3%) and highest amongst unemployed respondents (44.5%) (White respondents = 30.6%). The radio topic that was of most interest to the nature of respondents was popular culture – which showed similar levels across all ages and no significant differences amongst the respondents. Unemployed respondents show strong levels of interest in education (86.9%), while significantly fewer employed respondents showed an interest in this topic (74.4%) and even fewer White respondents showed an interest in

this topic (68%). Employed respondents showed strong interest in comedy/humour (87.8%), popular culture (86.4%) and health (83.7%). Health was also of strong interest to the other respondents and showed no significant difference amongst different settings (79.6% and employed = 80.3%). Very few of the topics of interest surveyed show any significant difference amongst the income categories across survey respondents. The findings were supported by

Margolis & Resnick, (2000). The optimists believe the internet and new radio will enable more democratic engagement because it lowers the cost of communicating about politics and political activity, it lowers the cost of being associated with organizations which engage in political activity and it makes participation cheaper and easier (Rheingold, 2000). The pessimists argue the internet plays no significant role in changing political behavior.

'Breaking news' was of least interest to respondents earning lower incomes. Comedy/humour show an increased interest as income increased (highest earners, 88.5% and lowest earners, 64.7%). Careers/job hunting is of most interest to those who earn the least (80%) and of least interest to those who earn the most (60.6%). Interest in education as a radio topic increases significantly as income decreases, and social justice is of most interest for the highest income earners (73.1%). Only 48.2% of middle income earners think social justice is an interesting radio topic. Very few of the radio topics surveyed show significant differences across school categories. Respondents from township schools show the most interest in education (85.2%) and popular culture (84.4%) as radio topics. The interest in education as a radio topic was significantly higher than those in schools (76.4%) and may have been strongly influenced by the difficulties that township and poorer schools have in accessing educational resources such as textbooks, infrastructure and teachers. While popular culture is the topic of greatest interest to

respondents from private schools (88.6%), these respondents also show high levels of interest in comedy/humour (84.3%) and topics of human interest (79.1%).

Interestingly, two of the most highly regarded topics – education (81.3%) and health (80.3%) – were also two of the topics most associated with youth in radio reporting between January 2011 and September 2012. The content analysis show education, crime and health were the three topics most associated with the youth in radio reporting with education outweighing all the other topics. This may indicate a link between radio coverage and topical interest by readers. As with the survey results, politics as a topic scored very low in terms of radio coverage associated with the youth. Again, one may see a greater interest in politics and political activity amongst the youth if the radio associated such activities with young people in a positive way in their coverage of youth in Kampala City.

The finding were in line with Yang (1990) argue that ‘television dependent citizens’ can hardly be seen as citizens at all as they are less likely to vote, understand political processes, and be involved in politics (quoted in Buckingham, 1997: 346). This raises questions about the salience of the consumption of particular radio to political engagement.

## CHAPTER FIVE

### SUMMARY OF KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.0 Introduction

This chapter mainly deals with summary, conclusions and recommendations related to the impact of radio and academic performance among the youth. In determining television viewing, measures such as frequency of television viewing, programs watched, duration of TV watching, and time slots often watched and utilized. And this was done in line with the objectives of the study that is; to find out the type of radio youth get information from on topical issues, to establish the kind of information the youth get from radio in Kampala and to examine how the youth utilize the information got from the radio.

#### 5.1 Summary of the Findings

The summary of the findings were presented in accordance with the research objectives of the study.

##### 5.1.1 Findings on the roles of local radio stations in promoting the Uganda entertainment industry.

The study found out that, with radio stations being part of the mass communication industry like newspapers, televisions, etc, and other means or instrumentality for storing and communicating information. That's the study portrayed it that radio stations gets people informed of the happenings within their locality and far beyond in the entertainment industry. Thus keeping them updated on the entertainment happenings.

The study further asserted it that, radio stations have extensively enabled folks and the general public to keep themselves informed and share entertainment information. That's they share their opinions live on various issues in entertainment industry, and Folks can relax at the comfort of

their homes, and simply recourse to their radio devices for live-streaming and updates of entertainment events and news throughout the world.

In addition, the study also asserted that, radio stations do create outstanding personalities / role models to emulate in community. That's when entertainment news is publicized; those involved in the news are promoted automatically. Thus he /she become popular, and if he is the best, then he becomes an icon, a demigod and his name enters into the hall of fame. Most importantly, the radio personalities are not left out, since without the radio personalities and the radio its self, the events will lose its substance.

#### **5.1.2 Findings on the challenges and opportunities available in the Uganda's entertainment industry.**

The study found out that, regardless of the successes achieved, the Uganda's entertainment industry is going through unfolded challenges ranging from; Entertainments facilities, finances, Human resource personals, clear entertainment laws, hooliganism among celebrities, unnecessary showbiz, frequent fights amongst the industry icons among others, yet they are very crucial in the day to day running of the industry both at the association, Labels level and management levels. Thus, this have affected and limited its growth trend /heights to explore radically.

#### **1.3 Findings on the relationship between radio stations broadcasting programmes and the development of entertainment industry in Uganda**

The results from the interviews suggested that the typical role models created by the media (media personalities and entertainment superstars) that youth aspire to emulate do not send a positive message to the community in most cases and may actually be harming the community.

There seems to be a demand for role models that have achieved through education. There is a view that the lifestyles of media personalities and musicians are so distant from the average individual's lifestyle that it would be irrational to aspire to follow in their footsteps. It was mentioned that these role models, musicians in particular dabble in illegal substances and this is highlighted in the radio.

The study also found out that, famous musicians and media personalities that do openly take or refer to drugs in their work are indirectly promoting the use of illegal substances which is considered to be a deviant act within society. The negative portrayal of radio personalities and musicians has affected their status as positive role models to the youth. Thus, the radio portrayal is often almost of the negative side, aside from their entertainment achievements they get a lot of bad press. The radio does not highlight positive aspects of a celebrities lifestyle. For example, the charities they support and other positive schemes they are involved with. Too often the radios are concerned with an individual's private life.

Although adultery is not a criminal offence it is considered to be deviant in mainstream society. During the interviews it became evident that individuals that have achieved through educational means should be promoted as role models. There are other fields or professions that youths can aspire to or have the ability to aspire to but a lot of the youths today, the culture they live in see music and entertainment industry as the only visible avenues as a way out of poverty. That's, there's not enough emphasis put on education which is fundamental in community development rather than entertainment news. This claim is further supported by relevant literature. As stated in the literature review, youngsters need a new generation of role models, drawn from the legal profession, business and education, to counter under-achievement and involvement in crime.

## **5.2 Conclusion**

### **5.2.1 On the roles of local radio stations in promoting the Uganda entertainment industry.**

The study concluded that radio stations are a medium of communication and a source of information which gets people informed of the happenings within their locality and far beyond in the entertainment industry. Thus keeping them updated on the entertainment happenings. In addition, the study also concluded it clearly that radio stations are to be credited for their role in creating and promoting outstanding personalities / role models to emulate in community through entertainment news is publicized, thus creating icons.

### **5.2.2. On the challenges and opportunities available in the Uganda's entertainment industry.**

The study concluded that the Uganda's entertainment industry is going through unfolded challenges ranging from; Entertainments facilities, finances, Human resource personals, clear entertainment laws, hooliganism among celebrities, unnecessary showbiz, frequent fights amongst the industry icons among others, yet they are very crucial in the day to day running of the industry both at the association, Labels level and management levels which has limited its growth trends, thus making it dormant.

### **5.2.3. On the relationship between radios stations broadcasting programmes and the development of entertainment industry in Uganda.**

The study concluded that the typical role models created by the media that youth aspire to emulate do not send a positive message to the community in most cases and may actually be harming the community. There seems to be a demand for role models that have achieved through

education. In addition, it was concluded that despite the positivities of radio stations, the negative portrayal of radio personalities and musicians has affected their status as positive role models to the youth. Thus, the radio portrayal is often almost of the negative side, aside from their entertainment achievements they get a lot of bad press. The radio does not highlight positive aspects of a celebrities lifestyle. For example, the charities they support and other positive schemes they are involved with. Too often the radios are concerned with an individual's private life.

### **5.3 Recommendations**

#### **5.3.1 On the roles of local radio stations in promoting the Uganda entertainment industry.**

The study recommends that, there is need for the government of Uganda to table strict laws governing the entertainment industry so as to better it.

The study recommends that, there is need for serious implementation of existing media regulations and restrictions like copyright laws, information content on radios, TVs and other media platforms through the UCC and other legal arms like justice sector

#### **5.3.2 On the challenges and opportunities available in the Uganda's entertainment industry.**

The entertainment industry should adopt and avail training schemes to its personalities in areas of management, behaviour management, and ethical considerations among others.

The industry through the ministry of gender and culture should also request the government to avail funds and some equipment on top of developing entertainment facilities like Theaters, museums among others for the betterment of the industry.

The industry should also embark on recruiting qualified management persons to help in managing their labels, radio stations, TV stations among others rather than looking at brothers, sisters and friends and talent only.

### **5.3.3. On the relationship between radios stations broadcasting programmes and the development of entertainment industry in Uganda.**

There is need for the government for appoint aboard of members to strictly monitor the entertainment industry. This will help to regulate the un-social behaviours, vulgar contents like videos, words, songs among others which are normally put on air by some media houses and personalities regardless of the existing un-functioning media laws.

There is also need to eliminate politics from the entertainment industry as it may be a turn around and a blow to its growth heights.

### **5.4. Recommendations for further studies**

Basing on the findings and conclusions of the study, the following recommendations are made:

Whilst conducting research into youth crime and culture, it quickly became evident that the term culture was too general. To be more specific, there are different cultures within youth culture, for example Caribbean and African culture.

Research between these two distinct groups in relation to involvement in crime may produce additional findings that can coincide or even develop further knowledge regarding black youth crime. As was mentioned in the main body, the educational system was considered to be institutionally racist, this was criticized by the apparent success Asian pupils achieve in education.

The relationship between black and Asian youths is another area for further research, the Radio's portrayal of the two groups and how society treats them accordingly. As minority ethnics, we all may not be treated the same by society and the radio. This will be a good representation of this.

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## APPENDIX I: QUESTIONNAIRES

Dear Sir or Madam

I am a student of KIU pursuing a bachelors Degree of Mass communication. As required by the university, I am conducting research about the topic: " the role of radio on promotion of entertainment industry in Uganda"

All information provided will be treated confidential. No name will be ascribed to any response.

You are at liberty to answer or not to answer any questions that seem to embarrass you.

Please kindly complete every item as frankly as possible and make comments wherever necessary.

Thank you.

.....  
Candidate

### SECTION A: BIO DATA

Gender

Male	Female

Age Group

21 – 30 yrs	31 – 40 yrs	41 – 50 yrs	Over 50 yrs

3. Department in the company

Finance    Project management    Marketing    General managers    Support staff

4. Working experience in the company.

Less than 1 year    1-2 years    2-4 years    4 -6 years    Over 6 years

5. Level of education

Certificate    Diploma    Degree    Masters    Professional course

1    2    3    4    5

**For the sections below, position your opinion by ticking on the sector of your choice**

Strongly disagree    Disagree    Not sure    Agree    Strongly agree

1    2    3    4    5

SECTION B

Do you ever listen to the Radio? 1) Yes 2) No

2. Do you ever watch TV? 1) Yes 2) No

3) Do you feel your area is adequately covered by Radio? 1) Yes 2) No

b) If no, why do you say so? (Multiple responses allowed)

- Poor Signal/Limited coverage
- We receive only a few radio stations
- There isn't any radio station in the district
- No electricity/ Frequent power cuts
- Some people don't have radios
- Interference of radio signals
- Other (specify) \_\_\_\_\_

4. a) Do you feel your district is adequately covered by TV? 1) Yes 2) No

b) If no, why do you say so? (multiple responses allowed)

- Poor Signal/Signal not clear
- We receive only a few TV channels
- No TV Signal/No TV coverage in the area
- No electricity/ Frequent power cuts
- People cannot afford TV/there are no TVs
- Interference of TV signals
- Some TV channels have to be paid for

- Other (specify) \_\_\_\_\_

## AUDIENCE NEEDS AND PREFERENCES

5. What needs do you normally expect your radio/TV station/s to meet? (Don't read list. Circle all mentioned)

Name of Radio or TV Station that meets these needs

Extent to which these needs are met (Circle as applicable)

- |                                    |        |             |         |
|------------------------------------|--------|-------------|---------|
| 1 News/Current affairs             | 1. Low | 2. Moderate | 3. High |
| 2 Personal announcements           | 1. Low | 2. Moderate | 3. High |
| 3 Entertainment programmes         | 1. Low | 2. Moderate | 3. High |
| 4 Business entrepreneurship issues | 1. Low | 2. Moderate | 3. High |
| 5 Educational / Development issues | 1. Low | 2. Moderate | 3. High |
| 6 Social/Cultural/Family issues    | 1. Low | 2. Moderate | 3. High |
| 7 Debates/ Talkshows               | 1. Low | 2. Moderate | 3. High |
| 8 Political issues                 | 1. Low | 2. Moderate | 3. High |
| 9 Entertainment (Music/drama)      | 1. Low | 2. Moderate | 3. High |
| 10 Sports                          | 1. Low | 2. Moderate | 3. High |
| 11 Programmes in my language       | 1. Low | 2. Moderate | 3. High |
| 12 Others Specify: _____           |        |             |         |



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ii) If no, what are the reasons?

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*What to you constitutes a local programme/song/film?*

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20. a) Are you getting enough "local content on radio?"

- 1) Yes                      2) No

b) If no, why do you say so?

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22. a) Do you think all radio in Uganda has a duty to make people feel Ugandans (promote a Ugandan National Identity)?

- 1) Yes              2) No              3) Have no opinion

b) Explain your answer:

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**SECTION C**

Role of radio on entertainment industry	RANKINGS			
	1	2	3	4

1	Entertainment news and updates				
2	Playing Ugandan Music				
3	Promoting copyright laws				
4	Sensitize community on local produce				
5	Transparency and accountability				
6	Increasing operating efficiency				
7	Significant cost savings				
8	Effective communication				
9	Effective cost management practice				
10	Promoting a Ugandan cultural identity				
1	Nurturing, Promoting and developing fresh talents				
2	Promoting distinct ethnic identities in terms of music, dance and drama				
3	Promoting distinct ethnic identities in terms of oral literature				
	Availing a balance of information, education and entertainment				
	Availing information essential for entertainment development in appropriate language				

16	Promoting protection of the rights of copyright				
	<b>Challenges</b>				
17	Government Policies on entertainment and radio industries				
18	Managerial skills				
19	Competition				
20	Economic conditions				
21	Political interferences				
22	Limited Coverage				
23	The language of broadcasting				
24	Local content				
25	Distinctive Audience Needs				
26	Lack of radio independence				

**THE END**

Appendix 2

Sample Size Scale Table

N	f	N	f	N	f
10	10	220	140	2300	290
15	14	230	142	2400	297
20	19	240	143	2500	302
25	24	250	152	2600	306
30	28	260	155	2700	310
35	31	270	159	2800	313
40	35	280	162	2900	317
45	40	290	165	3000	320
50	44	300	169	3100	322
55	48	310	173	3200	327
60	52	320	181	3300	331
65	56	330	186	3400	335
70	59	340	191	3500	338
75	63	350	196	3600	341
80	68	360	201	3700	345
85	71	370	205	3800	348
90	73	380	210	3900	351
95	76	390	214	4000	357
100	80	400	217	5000	361
110	86	450	228	6000	364
120	92	500	234	7000	367
130	97	550	242	8000	367
140	103	600	248	9000	368
150	108	650	254	10000	370
160	113	700	260	15000	373
170	118	750	265	20000	377
180	123	800	269	30000	379
190	127	850	274	40000	380
200	132	900	278	50000	381
210	136	950	285	75000	382
		1000		100000	384

Source: Krejcie and Morgan (1970)