

THE MEDIA AND MULTIPARTY POLITICS IN UGANDA

CASE STUDY: 93.3 KFM RADIO

BY

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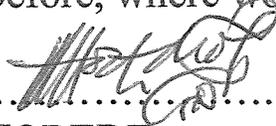
REGNO: BMC/5780/41/DU

**DESERTATION TO BE SUBMITTED TO THE FACULTY
OF SOCIAL SCIENCE, IN PARTIAL FULFILLMENT FOR
THE AWARD OF BACHELOR OF MASS
COMMUNICATION OF KAMPALA INTERNATIONAL
UNIVERSITY.**

2007

DECLARATION

I OCHOM NOBERT do here by declare that this thesis is my original work and has not been presented for any award to any institution before, where work of others has been cited.

Signature.......... Date.....*4/06/07*.....
OCHOM NOBERT.

APPROVAL

This is to certify that this thesis ~~entitled~~ the media and multiparty politics in Uganda submitted in partial fulfillment of a bachelor of mass communication degree of Kampala international university was under my supervision and guidance and is now ready to be submitted to the faculty of social sciences.

Signature..... Jerome Ongora Date..... 4th June, 2007.
Dr Ongora Jerome

707
6

DEDICATION

I dedicate this work to my parents and my family members for their invaluable support, effort and advice financially and morally during my course of the study. May the Almighty God bless you abundantly.

ACKNOWLEDGEMENT

I acknowledge the assistance extended to me by lecturers especially my supervisor.

Dr Ongora Jerome, the associate Dean of the faculty of social science and the entire staff of Kampala international university.

I also acknowledge the support given to me morally, materially and academically by my friends with whom I shared knowledge ~~with.~~

Lastly, I cannot forget to acknowledge the financial and moral support accorded to me by my parents and my girlfriend.

TABLE OF CONTENTS

**DECLARATION
APPROVAL
DEDICATION
ACKNOWLEDGEMENT
LIST OF TABLES
TABLE OF CONTENTS
LIST OF TABLES**

CHAPTER ONE

1.0 INTRODUCTION

**1.1 BACKGROUND.
1.2 STATEMENT OF THE PROBLEM.
1.3 AIM OF THE STUDY.
1.4 RESEARCH QUESTIONS
1.5 PURPOSE OF THE STUDY.
1.6 OBJECTIVE OF THE STUDY.
1.7 HYPOTHESES.
1.8 SIGNIFICANCE OF THE STUDY.**

CHAPTER TWO

2. LITERATURE REVIEW

CHAPTER THREE

3. METHODOLOGY.

**3.1 RESEARCH DESIGN.
3.2 POPULATION DESCRIPTION.
3.3 SAMPLING STRATEGIES**

3.4 DATA COLLECTION METHODS.

3.5 DATA QUALITY CONTROL.

3.6 DATA ANALYSIS(interpretation).

3.7 ETHICAL CONSIDERATIONS

3.8 LIMITATIONS

3.9 DELIMITATIONS

3.10 REFERENCES

CHAPTER

PRESENTATION OF FINDINGS AND ANALYSIS

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

5.2 CONCLUSION

5.3 RECOMMENDATION

BIBLIOGRAPHY

APPENDIX.

LIST OF TABLES

TABLE 1: Respondents by gender

TABLE 2: Educational level among the respondents

TABLE 3: Media ownership in Uganda (radio)

TABLE 4: Why the respondents listen to radio

1.0 INTRODUCTION

This study was carried out to identify and examine the role and challenges of the media in multiparty governance. This is because accessing information and expressing it, is a right of the media

1.1 BACKGROUND.

In Uganda the media has taken a new role, the concern has been, what they carry, the political and the necessary developments compiled with management changes that has been realized in the multiparty politics measured by the freedom of speech to publish and broadcast material.

Uganda is plagued with diseases, poverty, corruption, ignorance and war. So it is better to leave the media to freely broadcast these evils in the Ugandan society without any form of limitation to information.

The media is a means of importing information and skills to a huge audience. One pertinent way of making it take part actively in national development, is to deliver through them, pertinent information and also monitor back the response and contribution of the huge population or audience.

Therefore it is crucial that the media are incorporated by political pronouncement and consequent development machinery of a multiparty state like Uganda in short, that is how the media particularly the broadcast media will register positive achievement in the new multiparty politics/ state.

1.2 STATEMENT OF THE PROBLEM.

The relationship between the media and multiparty politics in Uganda culminated into unfair use of the media by other political parties which has led to lack of objectiveness in news reporting.

It is an obligation therefore, that citizens should listen to 93.3 K FM radio since it is one of the mouthpiece for the elite , literate and even students and other scholars.

The role of the media in any multiparty state (politics) will be seen as beneficial and necessary for the conduct of multiparty politics. The benefits canes from, the flow of information about public events to all citizens and the exposure of politicians from the different parties and governments to public gaze and critique.

The role of the media is and should be the service of free expression. The failure to realized this function and behavior of the media, especially in the new multiparty state like Uganda leads to the significant structure of development communication leadership as opposed to being more mouthpiece of its owners. Journalists in the multiparty state have expressed intimidation, arrests by the ruling party and denial of information, the failure to realize this freedom of expression then the media especially in the multiparty state won't be objective.

When dealing for example, with new reports about meetings between president Museveni and Joseph Kabila or the hostilities of Joseph Kony or the matoput way of justice as they are talked about or broadcast/aired in different countries, these new items, which might deal with the same basic issues and events, the same basic facts are most likely to be portrayed differently in various places.

Hence, when considering News, given the presentation of instinctually non identical stories reading or interpretation of the news are bound to be different, not only because of the different, multiparty countries, but also because the stories are presented in different marines in the first place. And in the course of this process, New organization does not only reflect the journalists attitude and interpretation but also the position of other agents such as politicians , civil servants and the clergy and other power holders in society. Therefore, message analysis must be done in dynamic contextual frame work, taking into account the socio-cultural ecology where meaning is produced and reproduced without the broader context of the discussion of the media seems to be rather limited and convincing futility of any exercise intended to bring about the independence of news and information in the new multiparty politics.

1.3 AIM OF THE STUDY

This study aimed at showing and awakening media consumers on the impacts of the relationship the media and the new multiparty politics in Uganda and advocate for fairness in the exercise of news gathering, reporting and broadcasting based on truth and accuracy.

The study also aimed at analyzing the current situation surrounding the media in Uganda as far as the multiparty politics is concerned both positively and negatively.

1.4 RESEARCH QUESTIONS.

- (a) How does the media promote multiparty politics in Uganda?
- (b) What is the impact of multiparty politics on the media?
- (c) Was it of any benefit for the media especially the broadcast media, to be left independent without control in any developing country in this case Uganda?

1.5 OBJECTIVE OF THE STUDY.

- (a) Was to determine the impact of the multiparty politics on the media and the people of Uganda.
- (b) Was to assess the role of the radio in a multiparty state and Uganda in particular.
- (c) Was to determine whether multiparty politics is of benefit or concern to people living in Uganda.

1.6 HYPOTHESIS.

The media especially the broadcast media and radio in particular in a multiparty state/democracy promotes a free flow of information about public events of national importance in Uganda.

1.7 SIGNIFICANCE OF THE STUDY.

- (1) The findings will be used to show the citizens the impacts of multiparty politics on the media.

- (2) The findings will help Ugandans and other neighboring countries, the importance of the media in shaping opinions.
- (3) The findings will help in knowing what multiparty politics is all about.
- (4) Further more, the findings shall help the citizens understand the media in a deeper dimension.
- (5) The findings will also help provide new knowledge as far as the importance of going multiparty in Uganda and can be as a variable resource material for journalism as well as political students and other media consumers.

CHAPTER TWO

2.0 LITERATURE REVIEW.

In the name of the press freedom and nationalism journalists deliberately write seditious and criminally rebellious stories against the government. This is because, most African journalists still believe that a good press is one that is in constant state of war with the government. The progressive journalist is one who writes anti- government stories and leading journalist is one who is in and out of prison (Graham mytton 1983, 120)

Further, the scholar argues that strategies used against the colonial powers should not be applied against colonial powers should not be applied against African government. As an example he cited the case of an African journalist who wants to expose corruption in high places but is very likely to have the professional training for the pain staking investigation required. Un deterred never the less, he splashes the details of his serious allegations allover the front page, only to discover that a news item or an editorial concerning government that would raise eye

blows in London can initiate riots or violent anti- government demonstration in an African country.

The media's ability to incite trouble is borne out in one case, which involves radio broadcasts. In 1966, a ceiling of Hawsas in the former Easter region of Nigeria the news was followed by bloody retaliation in North and a massacre of/Ibos. (Mamdani Mahmood. 2001, 132)

When Tom Mboya (one of the prominent politicians) was nominated in Nairobi in 1969, the government radio station (Voice of Kenya) chose initially not to report the news. It was feared that members of Mboya's Luo tribe would retaliate against the Kikuyu the group that dominated the country's political life and of which the assassins were assumed to be members. This was in fact retaliation in any case, and it might even be argued that this silence on the part of the media (Radio) in which everyone Knew to be under government control actually encouraged the Luo's to believe that a Kikuyu conspiracy existed within the government (The daily Nation Friday April 20, 1970)

In the egalitarian view, democracy is a political procedure that counts equals. But in what specific ways should democracy manifest such equality.

The most obvious answer is to count everyone a like for purpose of voting. Each person gets one and only one vote, Given that individual rights necessary to domestic process are respected, each person is an equal in terms of domestic procedures themselves.

However, It is charge, with reasons that such procedural equalities of wealth and power. Thus, Socialists, democratic Marxists, and e.g alitarian liberals will maintain that democracy can flourish only when gross economic inequalities have been

eliminated through our society. Such inequalities is undemocratic, it is held, because it permits the concentration of vast amounts of power in an allegedly private realm free from democratic control. Yet this power can be used to influence or mold public opinion and so significantly affect the democratic process (Nomman E.Bowie 1977).

One of the main effects of holding elections was to involve the masses of ordinary citizens in acting out their support for the state and by so doing strengthening the support. For this to happen millions of voters must be stimulated to go out and take the trouble to vote. Government can not easily get people out to the polls. So how reap particularly great where only one state of candidates is allowed, so there is no suspense whatever about the out comes of the elections. How can the voters be mobilized to get out and vote under electorate and get them to the polls, is it controlled by it's leaders who are at the same time rulers of the state it may have a membership that extends down in to every village so it is strategically placed to turn out large numbers of people. (Phillips shrivel 2001).

CHAPTER THREE.

3.0 METHODOLOGY

3.1 Research Design:

The principle task of this project was to provide arrangement of systematically assembled evidence with which to consider the possibility of short term and long term impacts of multiparty politics on the media in Uganda.

The study targeted all people in the mass media industry since they are the relevant people who could provide the best information needed. The study also targeted those who listen to different radio stations in Uganda and well advocated people like politicians, lecturers, college and university students.

3.2 AREA OF POPULATION DESCRIPTION.

In this study the targeted population were those who reside in urban areas because this was where information and communication in urban is highly experienced and hence those are the elements of the mass media, it revealed the best information required.

This target population included people in the media industry, the advocated and knowledgeable ones like teachers and University students.

The study selected such a class of people because they are the ones who easily and regularly access information and mostly listen to radio and also they are the category of people who are seen to be knowledgeable in any population.

3.3 SAMPLING STRATEGIES.

For this study, resources used for gathering information and time made it impossible to study the entire urban population since it was very large. So it forced me to select few people and simple use of judgment sampling whereby, I selected item of study and got particular information for that selected item.

3.4 A DATA COLLECTION METHODS.

In this data study I used methods drawn from mass communication research and applied qualitative methods. The data collection consisted of:

- (i) **Individual interview:** An open ended and discursive interview, but with structure elements: This assessed all the possible information required about the notion of media and multiparty politics.
- (ii) **Participant observation:** In data collection period, I spent most of my time listening to different radio stations, reading books and news papers to obtain the information i needed. I also spent most of my time in different institutions of higher learning and media organizations in order to determine and see the role of the media in the multiparty governance.
- (iii) The questionnaire was designed in such away that each question was related to the objectives of the study, and I also used close ended and open-ended questions. In the close-ended questions respondents were given a list of alternative choices from which to select an appropriate answer while in the open-ended questions. The respondents were asked to provide their own opinion on the questions and this helped the researcher to get extra information from the respondents.

The questionnaire was chosen because it would enable the researcher to collect a large amount of data from the respondents within a short time for quick analysis. Also data collected using questionnaire was easy to analyze especially with the use of a computer.

3.5 ETHICAL CONSIDERATION.

Before the study, I sought permission from the management of those institutions and media organization, party Headquarters, which the study targeted and information acquired was kept confidential as away of ethical consideration after being obtained. The purpose of the study was also to explain to the concerned people at all levels.

3.6 LIMITATIONS OF THE STUDY.

The whole population was not covered by the study since the area of the study was quite large, Focus was therefore on those who are knowledgeable and have access to information to overcome these limitations.

3.7 DE-LIMITATIONS.

Focus was therefore, on those who are knowledgeable of a large area of study.

Carefully and purposeful selection was made for the qualitative data as this would ensure that the findings are a representative body of knowledge.

CHAPTER FOUR

presentation of findings and analysis

Table1: Respondents by gender

	Frequency	Percentage
Male	68	85%
Female	12	15%
Total	80	100%

Source: primary data

Table2: Educational level among the respondents- media/radio listeners.

	Male		Female	
	Number	%	Number	%
Tertiary	16	25%	03	6%
Secondary	43	63%	11	73%

Source: Primary data

Table3: Media ownership in Uganda (Radio)

	Frequency	Percentage
Private	100	100%
Government	02	5%
Partnership	10	15%

Source: secondary data

Table 4: Why the respondents listen to radio

	Male		Female	
	Number	%	Number	%
Music	10	12%	10	12%
News	30	45%	5	7%
Education	55	80%	25	30%

Source: Primary data

This table shows that more men listen to radio mostly during News bulletins and educational programs than women do. most women prefer educational and music programs to news.

The role of the media in enhancing good governance in multiparty politics.

Governance implies the ways through which citizens and groups in a society voice their interest, mediate their differences and exercise their legal rights and obligations.

Good governance includes notions of greater participation by civil society parties, in decision making, instituting the rule of law, anti-corruption, transparency, accountability, poverty reduction and human rights.

Therefore the role of radio (media) is as follows;

- By reporting and denouncing cases of human rights violations, a free and open media with increase awareness among citizens about their rights and has acted as a reliable source of information on the basis of which politicians, civil society organizations and public authorities can work to bring down the incidences of arbitrary abuse.
- The media (radio) has promoted vigilance towards the rule of law, especially through fostering investigative journalism and this has further promoted the openness of courts, legislative and administrative proceedings and access to officials and to public documents.
- The media has exposed corrupt officials for example the global fund issue in Uganda and this has in away promoted transparency and accountability corruption.
- The media sets agenda in the minds of the citizens and hence helps in greater participation by citizens in decision making process and this can help ensure that political decisions are adapted to the needs of the people affected by them.
- Freedom of the media allows for the formation of public sphere in which awide range of debates can take place and a variety of viewpoints be represented.

- The media (radio) helps the citizenry express their assent of dissent or explore aspects of issues not considered through official channels.
- The media sensitizes the public about its political rights for example a right to belong to any political party, a right to vote for a candidate of their choices, right to a fair trial, right not to be tortured etc.

The media (radio) in a multiparty plays various roles for example, allow various view points flourish in society, create a awareness, educate, promote human rights however, these can only become a reality if the media is free to do so that is to say, not limited by the government in power by denying it access to information, threatening the media etc.

Challenges the media (radio 93.3 KFM) faces in multiparty governance.

There are many obstacles that often face the journalists investigating cases of human rights violations and the operations of their media houses especially KFM 93.3 as seen below.

- Lack of fair access to official information from the government, sometimes the journalists are denied information or told to pass through very many channels to get information and this affects them in terms of meeting the deadlines.
- Heavy fines or even prison terms, for my case study (KFM 93.3), Andrew M Mwenda a journalist/presenter at KFM radio station was on Friday morning august /12/2005 arrested and detained at CPS.
- Restrictive censorship- journalists self censor themselves with the fear of being arrested, or even killed or abducted by

**KFM 93.3 (RADIO) JOURNALIST IN DETENTION AT
CENTRAL POLICE STATION**



security personnels and this has affected the delivery of information to the listeners of 93.3 KFM.

- Withdrawal of operational licenses of journalists and even the media houses in this case KFM 93.3's license was withdrawn and the station closed down on 12/august/2005 and this affected their profits and listener ship.
- Insecurity- in areas with insecurity it has been very difficult for the radio to find a journalist who would accept to work in such places and this has affected their balanced flow of information from such areas, hence affecting further variety of information.
- Journalists from KFM 93.3 who investigate corruption often face severe reprisals as corrupt officials threaten their place of work, their families and their reputation and here Andrew M Mwenda is one such example.

93.3 KFM radio has faced so many challenges in its bid to serve the public. That is to say, government oppressive laws and threats from individuals, the army/security agencies; all these hinder the smooth operation of the radio/media. For example, journalists have often been arrested and dragged to court, the media house closed. However now what is the way fore ward for the government to ensure that there is free flow of information.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

While carrying out research on media and multiparty governance in Uganda, 68 male and 12 female respondents, that is about 85% and 15% respectively of the total urban population.

16 male respondents have at least gone up to university or tertiary level, that is about 25% of the urban population and 03 females representing 6% of the urban population. 43 males and 11 females went up to secondary level, 63% and 73% respectively representing urban population.

Ownership of the media in Uganda is mostly dominated by the private sector which own about 100% of the media (radio, tv, news paper, magazines, audio-visual, electronic newspapers), government owns about 5% and 15% in partnership.

The people listen to Radio for different reasons, 12% of both the female and male listen to music, 45% and 7% male and female respectively listen to radio during news bulletins, 80% and 30% of male and female respectively listen to radio during the educative programmes.

The media is very important in Uganda in several ways:- denouncing cases of human rights, promoted vigilance towards the rule of law, exposed corruption, sets agenda for people to base on, formation of public sphere.

The media has faced so many challenges in Uganda, for example, lack of fair access of information, heavy fines or even prison terms, restrictive censorship, severe reprisals, insecurity etc.

5.2 CONCLUSION

The goal of this study was to establish the role of the media and the challenges the media is facing in multiparty governance in Uganda.

The results of the study show that the media has various roles that are vital for democracy to prevail in a multiparty governance. However, media activities should not be viewed in isolation from other areas of democracy and governance programs and understood to only be important in civil society programming, infact greater impact may be achieved by integrating media support into additional democracy and governance areas, particularly rule of law. This indirect approach may prove extremely beneficial in environments where outright media support activities might be impossible.

Given limited democracy and governance budgets generally, and media sector support, it is important to prioritize activities according to which areas will yield the greatest impact over the shortest period of time, or which activities according to which areas will yield the greatest impact over the shortest period of time or which activities will produce the most sustainable long-term results.

Media law reform is a priority area in this sense since it addresses the structural and institutional constraints to media sector development, it is necessary, but not sufficient condition in order to create a media sector that will support democracy. Media sector support is a critical prong of strategies to support democracy and good governance in a multiparty.

Challenges to media sector development and especially KFM 93.3 are great and some-such as media oligarchs, hostile political regimes, and restrictive censorship, withdrawal of licenses etc,

may prove beyond the scope of international organizations assistance such as USAID.

5.1 RECOMMENDATION

To avert the challenges the media is facing, there are a number of things the government needs to do to ensure good relations with the media in the multiparty governance in Uganda.

The government/party in power needs to ensure an independent media that is guaranteed access to public documents and decision-making processes is able to bring possible conflicts of interest to light and assist the government in maintaining clarity in the execution of its directives.

The government should ensure positive expressions of an open relationship between the media and democratic governments include: judicial protections for the media, inculcated respect for the freedom of expression and access to information, support for national independent broadcasters and news agencies in the public service and lessening of punitive restrictions on journalistic activities.

Access to information ensures wider access to information, through the enactment of freedom of information, legislation ensures greater citizen participation, and this allows all stake holders to come to the table equally on important issues. Therefore the government needs to ensure free access of information to enable the above to happen.

Governance of the media, if we affirm that independence and pluralism in the media are infact preconditions for democracy to flourish, it is possible for key elements in government to be

committed to media that do not simply repeat what they would like to hear.

The implementation of a legal and regulatory environment that encourages freedom and pluralism in public information is often facilitated when governments and professional associations have access to comparative examples of media legislation, codes and co-operation strategies for media development; therefore the government needs to ensure this.

The media council should promote training among media professional and broad education for those who wish to enter the profession. Such training should emphasize the values of independence, professional ethics, gender equity and the role of media in democratic societies.

The government should embark on supporting the capitalization of media- financial development, such restraints may be characterized by limited advertising revenues, start-up capital and investors, business skills and an understanding of audience share or audience preferences. Activities designed to eliminate this sectoral weakness have supported the capitalization of the media. Specific activities include lobbying for higher journalist salaries, strengthening distribution mechanisms, and providing financial and technical support to develop.

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APPENDICES.

FINANCIAL PLAN (BUDGET).

ACTIVITY	COST UGANDA'S. IN UG. SHS.	IN US
1. Designing study in instruments and stationery.	310,000	150
2. Field Familiarization cost.	160,000	80
3. Pretesting costs	80,000	50
4. Field allowance the data collection.	130,000	100
5. Binding Expenses.	90,000	60
6. Miscellaneous	40,000	20
TOTAL	810,000	460

93.3 KFM RADIO STATION



Kampala

