

**PRINT MEDIA AND THE PROMOTION OF HUMAN RIGHTS IN UGANDA. A CASE
STUDY OF NEW VISION PRINTING AND PUBLISHING COMPANY**

BY

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DECLARATION

I **MUTEESI MARIAM** declare that this is my original work and to the best of my knowledge, it has never been presented to any institution for any academic award.

Signed  Date 12/Sept/2013

Muteesi Mariam

APPROVAL

This research dissertation entitled **print media and the promotion of human rights in Uganda** is done under my supervision as a university supervisor.

Signed

Mr. Mudoola Herbert

Supervisor

Date

DEDICATION

This piece of work is dedicated to my mum and sister, thank you very much for the great work both financially and morally during my stay at campus.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to God and all the people who have assisted me towards the successful completion of this dissertation.

Special acknowledgement goes to my mum and sister, thank you very much for every thing you have done and for their moral psychological and financial support.

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May God reward you abundantly.

DEFINITION OF KEY CONCEPTS

Media..... The media are a collective means of communication by which general public or populace is kept informed about the day to day happenings in the society.

Print media.....It is the kind of media that provide information in printed form.

Government.....It is the ruling agency of the state.

Human Rights.....Human rights are those moral rights that are particularly morally important and basic and that are held by every human being because they are possessed in virtue of the universal moral status of human beings.

Constitution.....It is a system of basic rules and principles by which democratic government is governed and which cannot easily be changed by the government in power.

LIST OF ABBREVIATIONS

UN.....United Nations

NRM.....National Resistance Movement

IGG.....Inspector General of Government

NGO.....Nongovernmental Organization

ABSTRACT

This dissertation explores print media and the promotion of human rights in Uganda taking New Vision printing and Publication Company as the case study. The methodology used was both descriptive and explanatory. Data was collected by use of questionnaires (open ended and close ended). Random sampling was used to select respondents from the company and all beneficiaries then the findings from the research was in position to show the approximate contributions of print media in the promotion of human rights in Uganda.

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CHAPTER ONE

1.0 Introduction

This chapter dealt with the introduction, background of the study, problem statement, objectives, research questions, significance and scope of the study.

1.1 Background of the study

The idea of “rights” is as old as the concept of the State. One may find their origin in ancient Greek and Roman political systems in Europe, Confucian system in China, the Islamic political system in the Muslim world and the “Panchayat” system in India. But the concept of rights in those systems was not fully developed and understood in the sense we know it today. It suited those socio-political milieus. However, it must be noted that this does not apply at least to Iranian and Western cases (prior to the beginning of constitutional era, when human rights provisions were articulated in such British constitutional documents as Magna Carta, 1215, the Petition of Rights, 1628 and the Bill of Rights, 1689 as they were the forerunners of the modern bills of rights), where obligations and responsibilities were more prevalent terms Osifeso (2008).

Many important events and revolutions also contributed towards the development of human rights. It was in the late 17th and the 18th centuries that the necessity for a set of written guarantees of human freedom was felt as a new philosophy of governance. The dignity and rights of man was the dominant theme of political philosophy of the 18th century. This theme flowered into practical significance with such historic documents as the Virginia Declaration of Rights, 1776, the America Declaration of Independence, 1776, the French Declaration of the Rights of Man and Citizen, 1789 and of more lasting importance, the series of Amendments to the U.S. Constitution, adopted in 1791 as the American Bill of Rights Anaeto (2008).

One of the greatest, in fact, revolutionary, developments in the annals of human history is that for the first time (under the aegis of the United Nations) in international relations a comprehensive list of “human rights” has been recognized which every individual, irrespective of his or her origin, religion, race, color, sex, nationality can claim as a member of human society. With the establishment of the United Nations “the age of Human Rights” has dawned. The UN Charter is the first international treaty to grant

recognition to human rights. It made several references to the concept of human rights, which could not elaborate the catalogue of rights for lack of time during its drafting and also the issue of defining rights acceptable to the international community was very complex Vijapur (1993).

On the side of Uganda, Uganda's human rights record deteriorated after Idi Amin seized power in 1971. By the end of the 1970s, it was one of the worst in the world. Several hundred thousand civilians died at the hands of local security forces. In 1986 Museveni pledged to improve Uganda's reputation for human rights. To achieve this goal, the NRM arrested and tried soldiers and civilians for such crimes, and the government worked to improve its reputation for respecting human rights Ernest (2001).

In May 1986, NRM officials created a Commission of Inquiry into the Violation of Human Rights to investigate these crimes under all governments since independence until the day before the NRM seized power. The commission examined judicial and other records regarding arbitrary arrest and detention, torture, and executions. Its hearings began in December 1986, when an investigation team and the commission's chief counsel, Edward Ssekandi, began selecting witnesses who would testify in public session. One of the most controversial witnesses, a former NRA political instructor, testified that political opponents were considered traitors Beitz (2004).

A lack of resources hampered the commission's performance. Financial and transportation problems initially confined its activities to Kampala; later, these difficulties temporarily brought public hearings to an end. Although a February 1988 Ford Foundation grant enabled the public hearings to resume, the commission's final report was unavailable in late 1990. In 1987 the president also established the post of inspector general of government (IGG) to investigate individual complaints about human rights abuses committed since the NRM came to power Benn (2008).

Several nongovernmental human rights organizations also worked to improve conditions in Uganda. The UHRA, for example, has monitored developments in Uganda since the early 1980s through its quarterly publications, *The Activist*. Initially, UHRA's relations with the government were tense after the 1989 arrest of UHRA Secretary General Paulo

Muwanga for comparing the NRM's human rights record to that of the Amin government. Muwanga was subsequently released and a UHRA report in 1990 generally approved of Museveni's human rights record Boutros (2003).

The Uganda Law Society is one of the most vocal advocates for protection of human rights in Uganda. In 1990 a quarter of the country's 800 lawyers belonged to the Uganda Law Society. Apart from speaking out against human rights violations in northern and eastern Uganda, the Uganda Law Society has called for an independent judiciary, an end to illegal arrests and detentions, legal reform, and constitutionalism. A lack of funds and resources has hampered Uganda Law Society activities. Throughout 1990, according to Amnesty International, the NRA killed a number of unarmed civilians in the districts of Gulu, Tororo, Kumi and Soroti. Despite several government inquiries, Amnesty International claimed that no NRA personnel were ever charged with these human rights violations or brought to trial. Moreover, more than 1,300 people remained in detention without charge at the end of 1990. Government officials labeled most of these allegations "exaggerated," but it was clear that they were unable to eliminate abuses by the military forces and that Uganda would face mounting international protests engendered by such abuse Butler (2000).

1.2 Statement of the problem

Although Uganda has made significant progress in print to bring issues which relate to human rights. Criminalization of print media offences is generally unfavorable to the print media and in particular, criminalization has related to reporting on military, security, corruption and governance issues. National security remains a blanket condition not specifically defined. That entitles state officials to lawfully prevail over the rights of journalists. in Uganda, the violation of human rights are in various provisions relating to bad arrest of offences, poverty, corruption and unfair treatment at all levels. It should be noted that the Government's commitment to human rights often comes to a test when the print media reveals politically controversial information and at times such print media houses are blamed Daramola (2003).

Some laws like the marriage bill(still in discussion), land amendment bill, laws of arrest put up by the Ugandan constitution in the name of national security, sometimes drive citizens to practice self-control and at the ed lead to chaos. The proposed amendments to the citizens by the constitution even pose a bigger danger to the population in Uganda, hence all the above sufferings forced the researcher to carry out research on the above issue and find out how the New Vision printing and publishing company has enabled citizens to promote and fight for their rights Ewing (2009).

1.3 General objective of the study

To examine the effects of print media in the promotion of human rights in Uganda.

1.3.1 Specific objectives of the study

This study was specifically designed:

- i) To assess the role of print media in the promotion of human rights in Uganda.
- ii) To examine the role of NGOs in promoting human rights in Uganda.
- iii) To describe the challenges faced by the print media in promotion of human rights in Uganda.
- iv) To find out Solutions to the above challenges.

1.4 Research Questions

- i) What is the role of print media in the promotion of human rights in Uganda?
- ii) What is the role of NGOs in promoting human rights in Uganda?
- iii) What are the challenges faced print media in promotion of human rights in Uganda.
- iv) What are the solutions to the above challenges?

1.5 Significance of the study

Having learnt from the field of Mass Communication that the print media educate and inform the public and also perform the role of agenda-setting which makes mass print media audience to consider as important any issue which the print media concentrate on, this study will be important to the field of human rights because it will help in proposing a strategy for human rights programmes to stand a chance of being given priority in an era when different print media programmes are vying for attention. The study will also

provide a viable strategy for engaging in human rights activism through the act of reporting on human rights issues. This research will make a contribution by highlighting the intricacies of print media's involvement in promoting human rights. It will show that in one way or the other, everybody might either willfully or otherwise be complicit in human rights violations.

1.6 Scope of the study

1.6.1 Geographical scope

The study was conducted from New Vision Printing and Publishing Company Ltd, based in Uganda. New vision is engaged in newspaper and magazine printing and publishing, internet publishing and commercial publishing. It also offers advertising and distribution services, the group's newspapers include New Vision (a general paper), which has a circulation of 32,500 and contributes 60% of total daily newspaper sales. Other papers include Sunday Vision, Bukedde, Orumuri (regional newspaper), Rupiny and Etop. Printing services include newspapers (newspapers in Uganda, Rwanda and Southern Sudan), magazines, posters, books, calendars and cards. Vision printing also offers design and layout services for printed material including advertising, books and brochures and translations into all local languages.

1.6.2 Content scope

The study was carried out to assess the role of print media in the promotion of human rights in Uganda.

1.7 Analytical framework

In trying to understand the role print media can play in the promotion of human rights, certain questions would need to be addressed. It was relevant to find answers to such questions as; do the print media impact or influence? Should the print media influence and in what ways are they supposed to influence? It is also necessary to ascertain if the print media should take responsibility for human rights promotion or if they have the potential to combat human rights violations.

Divergent views surround the ability of the print media to impact or influence human behaviour. For instance, while some authors do not believe that exposure to violent print

media programmes induces violent behaviour, others have found that print media violence influence younger children because of their inability to distinguish fiction from reality, which in turn causes them to practice what the print media present to them (Bushman, 2001).

Perhaps, the case of print media's influence in inducing the Rwandan genocide cannot be overemphasized. Despite the above seemingly overshadowing negative influence of the print media, it is the position of this research that the print media, as a force in society, is capable of converting this influence into good or positive action which can be exemplified in the promotion of human rights. In view of the right to freedom of expression, the print media rely on the concept of freedom of the press which gives them the right to seek, receive and impart information and ideas in searching and publishing news stories. Thus the application of Press Freedom by the print media will be considered. This is important considering that some print media outfits have been found to be involved in deception and inaccurate reporting of information, distortion of news stories, faking and lying about them(Hargreaves, 2005).

A free democratic society is needed for the print media to thrive and carry out their responsibility, for hardly can the print media do so in an autocratic rule or dictatorship. Hargreaves (2005:10) argues that journalists need to be reminded that it is only through democratic civil society that they have secured and maintained the free press“ privileges upon which their effectiveness depends“. Therefore, exploring the role of the print media in a democracy will help in finding answers to the role of print media in promoting human rights.

The agenda-setting theory of the print media will serve as the theoretical framework on which the research is based. Many studies indicate the viability of this theory and have shown that the importance which the public attach to issues is dependent on the level of coverage given to them by the print media. The analysis of this theory will be instrumental in understanding the widespread role of the print media as well as the likely consequence(s) of their inability to promote the human rights agenda Fagan (2009).

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents a review of literature relating to the variables under investigation; it presents the theoretical orientation of the study and the literature review. The related literature was presented with the objectives of the study and cited to suit the role of print media in the promotion of human rights in Uganda.

2.1 The concept of human rights

There is no generally acceptable definition of human rights. This is perhaps because scholars have different opinions about the concept. It is something which is owing to every human being simply because he is human. Human rights are freedoms and benefits enjoyed by individuals in the society in which they live. To Bryan (2004), human rights are freedoms, immunities and benefits that, according to modern values, all human beings should be able to claim as a matter of rights in the society in which they live. In the same vein, Craston, (2006) sees human rights as something of which no one may be deprived of, without great affront to justice. There are certain deeds which should never be done, certain freedoms, which should never be invaded; some things which are supremely sacred.

From the foregoing, human rights can be seen as all those rights that every citizen of a state ought to have without any deprivation. They are those inalienable rights of every individual, whether old or young, poor or rich, male or female. They are not given to human beings as gifts. This explains why Arinze (2008) argues that human rights are not gifts from men to women or other men that are open to withdrawal or cancellation at the whims and caprices of the giver. Human rights are not subject to withdrawal or to be held at the pleasure of anybody or granted when it pleases the giver.

2.2 The Various Types of Violations

The number of deaths related to combat and the collateral damage caused by warfare are only a small part of the tremendous amount of suffering and devastation caused by conflicts. Over the course of protracted conflict, assaults on political rights and the fundamental right to life are typically widespread. Some of the gravest violations of the right to life are massacres, the starvation of entire populations and genocide. Genocide is commonly understood as the intentional extermination of a single ethnic, racial, or religious group. Killing group members, causing them serious bodily or mental harm, imposing measures to prevent birth, or forcibly transferring children are all ways to bring about the destruction of a group. Genocide is often regarded as the most offensive crime against humanity Boutros (2003).

The term "war crime" refers to a violation of the rules of *jus in Bello* (justice in war) by any individual, whether military or civilian. The laws of armed conflict prohibit attacks on civilians and the use of weapons that cause unnecessary suffering or long-term environmental damage. Other war crimes include taking hostages, firing on localities that are undefended and without military significance such as hospitals or schools, inhuman treatment of prisoners including biological experiments and the pillage or purposeless destruction of property. Although clearly outlawed by international law such war crimes are common. According to Kofi Annan, Secretary-General of the United Nations, it is increasingly true that "the main aim of conflicts is the destruction not of armies but of civilians and entire ethnic groups Frances (2000).

Trafficking in women is a form of sexual slavery in which women are transported across national borders and marketed for prostitution. These so-called "comfort women" are another example of institutionalized sexual violence against women during wartime. Sexual violence is sometimes viewed as a way to destroy male and community pride or humiliate men who cannot "protect" their women. It is also used to silence women who are politically active or simply inflict terror upon the population at large.

Various lesser forms of political oppression are often enacted as well. Individuals who pose a threat to those in power or do not share their political views may be arbitrarily imprisoned, and either never brought to trial or subject to grossly unfair trial procedures. Mass groups of people may be denied the right to vote or excluded from all forms of political participation or measures restricting people's freedom of movement may be enforced. These include forcible relocations, mass expulsions and denials of the right to seek asylum or return to one's home Daramola (2003).

2.3 Causes of violation of human rights

Looking at states for example they commit rights violations for different reasons. Rulers may believe that such violations are necessary in order to maintain power, undermine or destroy the opposition and impose some world view or economic organization of society or they may think that some types of violations are necessary evils when faced with certain risks. For example, torture or indefinite detention can appear to be a reasonable price to pay in order to reduce the risk of terrorism Ewing. (2009).

Rights violations may be caused by wrongful acts or by a failure to act or they may be caused by the wrong rules or by a failure to impose the right rules for example Emmanuel can violate Joy's rights by forcing her to stay home or by failing to help her find a job. Joy's government can violate her rights by enforcing the cultural norms against education and work for girls and women, or by failing to enforce rules regarding compulsory education and employment discrimination Andrew (2009).

Selfishness, in the case of economic human rights such as the right not to suffer poverty and it is often greed, lack of compassion or generosity or the absence of sufficient and adequate aid and intervention that causes rights violations. Selfishness can cause both individuals and states to violate rights. States, for example, can uphold international trade structure or protectionist legal systems that favor the local economy at the expense of relatively poor exporters elsewhere Feinberg (2000).

Culture, some say that certain elements of cultures and religions lead to practices that violate human rights. And then usually we get a mention of Islam, sharia and Muslim

misogyny. Here as well, we see that both states and individuals can use culture as a reason to violate rights.

Increasing urbanization and improved knowledge of everyday events (by way of better information systems such as the internet) can make the bystander effect more common, and can therefore make it more difficult to stop rights violations Folarin (1998).

2.4 Effects of the violation of human rights

Internationally, the best-documented psychological consequences of human rights violations relate to the effects of torture. Torture can lead to wide ranging psychological, behavioural and medical problems including post-traumatic stress disorder whose symptoms include "re-experiencing of the traumatic event, persistent avoidance stimuli associated with the event and persistent symptoms of increased arousal not present before the traumatic event."

Post-traumatic stress disorder is not, however, the only consequence of torture and human rights violations. Other problems include depression, anxiety disorders and psychotic conditions. The effects are multidimensional and interconnected, leaving no part of the victim's life untouched. Exposure to trauma can lead to sleep disorders, sexual dysfunction, chronic irritability, physical illness and a disruption of interpersonal relations and occupational, family and social functioning Michel (2001).

Physical injuries and disabilities caused by torture or severe ill treatment exact an immense toll on the individual, community and society. Physical scars and disabilities have been described by one survivor as: "a tattoo, a permanent physical reminder of what was done to us, a symbol that in many cases brings shame." Most physical injuries caused by torture result from blows to the body. An increased risk of infectious diseases, malignancies, cerebrovascular accidents and heart disease has also been reported in survivors of torture or prolonged arbitrary detention Freeman (2002).

Detentions and restrictions had devastating effects on families, communities and society at large. The effects of detention are extremely dehumanizing as the detainee becomes powerless and his or her life is no longer predictable. Detention separates the individual from family, friends, comrades and colleagues. A general sense of impotence and low

self-esteem may result. Added to these stresses are fears and worries about the welfare and safety of family and friends Gauba (2005).

Psychological problems, including post-traumatic stress disorder and depression, may cause significant social upheaval and undermine chances of finding employment. Memory and concentration difficulties may reduce the capacity for learning and impair work performance. Avoidance of feared situations may cause work, social and family dysfunction. Another factor affecting earning ability is the tendency to develop physical symptoms and a preoccupation with bodily complaints Gewirth (2004).

Domestic violence is associated with social strain and disintegration and often with a weakening or disruption of traditional norms governing interpersonal behaviour in families. Studies demonstrate that war experiences or prolonged detention may result in problems in marital relationships. This may be due to the direct effects of trauma-coping behaviour, the inability of trauma survivors to function in expected family and social roles and conflicts associated with changes in gender and family roles resulting from prolonged detention or migration. Family disintegration such as the death of a parent or parent-in-law, also means the removal of those who would traditionally have print mediated such conflict Wesley (2009).

Taking it in history of South Africa, Apartheid's racial and ethnic-based social engineering resulted in both the construction and destruction of communities. Legislation such as the Group Areas Act, the Land Act and influx control laws were all attempts to define and regulate communities. Apartheid created communities that were racially, linguistically and ethnically determined. Resources for the development of these state-defined communities were differentially allocated resulting in the deprivation, particularly, of African communities Macmillan (2002).

These racial categories were adopted by communities themselves, resulting in generally understood divisions between white, African, Indian and coloured groups. Clearly, differences of various kinds existed within these groups. However, in the period under the focus of the Commission, some of these internal differences were masked. The white community generally shared a common sense of defending and maintaining the status

quo while the black community united in a common resistance to their oppression. The state therefore viewed communities as homogeneous and polarized entities John (2009).

Persistent poverty, economic hardship and unemployment, together with various forms of torture, make it possible for the state to manipulate communities through the recruitment of informers and collaborators. This manipulation can exploit existing inter-community rivalry - including rural or urban divides and conservatives who may fear progressives and usually articulate through intergenerational conflicts which pit 'fathers' against the 'comrades' Robin White (2006).

2.5 Role of print media in the promotion of human rights

The print media have a very crucial role to play in the promotion of human rights in any country. The print media, according to Asemah (2011), are agents of social change that can bring about positive attitudinal change in the audience; they set agenda for the people to follow in any society. The mass media are crucial to opinion formulation and eventual outcomes of events. The print media are champions of human rights. They act as the eyes, ears and voices of the public, drawing attention to abuses of power and human rights, often at considerable personal risk. Through their work, they can encourage governments and civil society organisations to effect changes that will improve the quality of people's lives. Journalists, photographers and programme-makers frequently expose the plight of children caught up in circumstances beyond their control or abused or exploited by adults. It is equally important to consider the children's angle in more conventional news coverage.

Furthermore by providing children with opportunities to speak for themselves about their hopes and fears, their achievements and the impact of adult behaviour and decisions on their lives, print media professionals can improve the representation of children's issues. The challenge is to cover these issues within the context of journalist independence and in a manner, which respects the ethical issues involved. The print media as the watchdog of the society have a crucial role to play in promoting and protecting human rights in Nigeria. The print media serve as an effective network for educating and informing the people of human rights and also, making those who often trample on people's rights to know that they are doing the wrong thing. The print media generally, could be of

immense assistance in this direction hence the role of the print media in safeguarding human rights cannot be overemphasized Kapur (2006).

Through the print media, people can be aware of their fundamental human rights and the constitutional protection of their rights. Through constant vigilance on infringement of human rights and by exposing police brutality and repression, the print media have caused a significant rise in public awareness of these issues. In societies where human abuses are rampant, the print media can be used to raise international and national awareness of human rights. Only the print media can presently fulfill this watchdog function of promoting human rights (Pate, 2011).

However, the print media sometimes breach the right of private individuals to privacy. For instance, the phone-hacking scandal trailing the British newspaper like the News of the world shows the extent to which the print media go in their role in gathering and disseminating information for public interest. In the alleged scandal, some former employees of the newspaper were encouraged by their editors to hack into mobile phones (Burns, 2010). The incident led to the suspension of one of the newspaper's reporters (Robinson, 2010).

Hence the print media play an important role in promoting and protecting human abuses because, they are agents of information and they can educate the public on the fundamental rights. These rights are numerous; they, among others, include right to life, freedom of expression and freedom of association.

2.6 Challenges faced by print media in promoting human rights

Although the print media could be seen to be entitled to the right to freedom of expression, in reality, this right is not totally free. Becker and Vlad (2009) have noted some factors which pose as threats to press freedom including censorship and political instability. In the case of censorship by government, authoritarian regimes characteristically tighten their control in monitoring print media contents. Contents which question their policies are often removed.

Print media outfits may either be owned or subsidized by the government whereby the government reads or views the contents before they are published. In some cases, they are involved in the appointment of the editorial board of print media organisations. For instance, in China, the communist party owns the print media which serve as its mouthpiece. Only positive stories are free to be published (Hong, 2008). As a result of the tight control of the print media, some journalists lost their jobs (Branigan, 2011). In self-censorship, print media outfits on their own decide to publish or broadcast their news stories depending on how the contents might impact on their survival as organisations.

The inclusion of human rights issues as news stories is said to be better than how it used to be. Although human rights issues sometimes make it to news stories, Ovsiovitch (1993) argues that as a newsworthy topic, only little attention is being given to them by the print media. Research indicate that human rights as a concept often fails to be used as a subject“ in the heading of print media stories, though some specific terms often used point to human rights indirectly. However, this is problematic as they do not enhance a comprehensive understanding of human rights.

The inability of journalists to comprehend what human rights are, as well as the contents of human rights instruments has resulted in them seeing human rights from the perspective of war. The lack of knowledge of these human rights instruments instills in them the fear of being labeled as „politically biased“ should they incorporate human rights issues in their news stories. Unknowingly to some journalists unaware of human rights issues, they do in reality come in contact with such issues every day Kaushik (2003).

There is a skewed notion about the places where human rights violations occur, such that western journalists reason that these violations only happen outside their countries, without knowing that there are similar issues right around them. Space constraint limits the treatment of human rights issues in-depth by the print media (ICHRP, 2002). Other constraints include the dearth of journalists to cover human rights news and the danger posed in a conflict situation impedes the coverage of human rights reporting as in the case of Congo (Schimmel, 2009).

Heinze and Freedman (2010:493) note that pressure to attract reader interest and to respond to the most topical and controversial issues overpower any priority that might be placed on comprehensive human rights coverage“. Another problem with human rights coverage by the print media is the prioritization of civil and political rights over economic, social and cultural rights which are hardly reported.

Political instability and economic consideration can limit the exercise of press freedom. The concentration of print media into groups as a result of the influence of oligarchs whose economic and political interests displace those of the public and the society at large also impinges on press freedom Alan (2004).

The application of the legal system can deter the print media from exercising their freedom fearlessly. Unlawful practices meant to be uncovered through investigative journalism could be hindered by privacy laws; however, these should not be used to displace important developments which are beneficial to the public interest. It is still problematic to determine what the public interest is, or to determine exactly what the public wants. Laws on libel and defamation which have legal consequences may also discourage them from doing so. Any constraint on press freedom is a constraint on human rights, except in cases where such freedom might violate human rights Harold (2005).

Corrupt practices such as bribery are also unethical journalistic values. These unethical practices are capable of discrediting information on human rights stories or violations reported by the print media. It is important to note that some of the worst forms of human rights violations are uncovered when investigative journalists work under false or hidden identities because such violations would almost be impossible to uncover should journalists reveal their real identities Hersch (2005).

2.7 Solutions to print media in promoting human rights in Uganda

Rethinking print media has largely become mass information rather than mass communication. Print media needs to communicate with the governments, NGOs, human rights activists and the public the critical discourse of human rights and the violations. Maybe a paradigm shift is required to look at print media communication as community interaction rather than mass communication. Such a shift would then justify the sacred role that print media has been called upon to play. If the print media does not take up the role of enabling protection of human rights of the citizens, then it would become an accomplice to the violation of human rights McCloskey (2006).

International humanitarian law has been enacted to preserve humanity in all circumstances, even during conflicts. Such law "creates areas of peace in the midst of conflict, imposes the principle of a common humanity and calls for dialogue. It rules out unlimited force or total war and seeks to limit the use of violence in the hopes of maintaining the necessary conditions for a return to peace. Various international committees are in place to monitor compliance with human rights standards and report any violations. When breaches do occur, they are brought to the attention of international tribunals or tried in an international court or war crimes tribunal. But conflicts sometimes progress beyond the state at which international law can help McCormick (2002).

In addition, it is often difficult to "reconcile the safeguarding of human rights with conflict resolution. Many peacekeeping and conflict-prevention initiatives have failed both to protect human rights and help the parties towards conflict resolution. In part this is due to the fact that while wars between states have diminished, wars within states have escalated. Many internal conflicts involve a surge in organized violence Pate (2011).

Such violence often arises out of identity issues in group dynamics and attempts of one ethnic or religious group to gain and maintain political control and to exclude other groups. Such conflicts are often not fought over principles or ideas, but rather focus on differences. The "outsiders" are dehumanized, making human rights violations such as severe discrimination or ethnic cleansing all the more psychologically feasible. Thus, attacks on human rights are often at the very heart of these internal conflicts Abdulrahim (2003).

In response, public authorities must regain control of organized violence. This means a re-establishment of the rule of law and a rebuilding of trust in public authorities. In addition, more inclusive, democratic values are needed to defuse exclusivist ideals. In the face of such violations, leaders must champion international legal norms and human rights. These human rights norms are central to the maintenance of civil society and necessary for grounding attitudes of tolerance and mutual respect within communities Dominick (2000).

The print media plays an enormously important role in the protection of human rights. They expose human rights violations and serve as medium for different voices to be heard. But journalists and the print media themselves are put at risk when reporting critical human rights issues. The program provides training on human rights reporting and working in hostile environments Wimmer (2000).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter dealt with the type of research design, area of study, the description of the population, the sample size, data collection methods, instruments for data collection, validity of instruments, data quality control, data processing procedures, data analysis procedures, ethical procedures and anticipated problems.

3.1 Research design

This research was carried out using a survey design where information was obtained systematically using questionnaires. A survey design was used to help the researcher to equally justify the extent to which print media has contributed to promotion of human rights in Uganda through the information acquired from questionnaires.

3.2 Area of study

The researcher carried out her research from New vision printing and publication company Uganda limited to analyze the role of print media in promotion of human rights in Uganda.

3.3 Population description

The target group was the entire employees, employers, readers, some members from different selected NGOs in Uganda plus the local people.

3.4 Sample size

In order to get the sample from a population of 100, that is, 30 from the Administration of New vision, 40 residents in Kampala district, 10 respondents from different NGOs in Kampala district and 20 members who are not part of the district, all were divided into three groups. This is because members from same region tend to exhibit similar attitudes and characteristics. Members per region were grouped according to the four classes. 30% of the population of selected groups were investigated intensively, data analyzed and conclusions were applied to the rest of the population.

3.5 Data collection methods

With an authority letter from the head of department of mass communication that service as an introduction to various respondents, the researcher proceeded to the field to carry out research. Data collection was from two main sources; primary and secondary. Secondary sources included relevant documents and reports. Primary sources collected data from selected respondents. Primary data was gathered using the following instruments:

3.6 Instruments for data collection

The questionnaire

The semi-structured questionnaire was the main instrument of the study to be administered to the selected groups of people. The questionnaire was designed according to likert scale to explore key variables of the role of print media in promotion of human rights in Uganda. The researcher used this method because of its ability to collect information from respondents within a short time. Respondents were given time to consult records to ensure that sensitive questions are truthfully answered.

3.7 Validity of instruments

Validity of questionnaires

The validity of questionnaire was established by expert judgment method proposed by Gay (2000). One expert in the field of research in addition to my supervisor was contacted to judge the materials. The researcher adjusted the materials according to the supervisor's recommendation.

3.8 Data quality control

Well constructed research instruments with the assistance of my supervisor and an expert in the field of research were used. The information obtained through questionnaires was crosschecked by observing whether the behavior patterns match with what the respondents filled in the questionnaires.

3.9 Data processing procedures

Data was collected by use of questionnaire; it was entered into the computer, edited and coded to minimize errors.

3.10 Data analysis procedures

Then it was grouped into tables, analyzed, interpreted, discussed and conclusions were made. The collected information was put together, tabulated and summarized using average scores. Then information was interpreted accordingly to justify the role of print media in the promotion of human rights in Uganda.

3.11 Ethical considerations

The researcher got a letter from the Head of Department of Mass communication that service as an introduction to various respondents; she proceeded to the field for the research. Research assistants were informed about the procedures of the research. The information gathered was observed and identification of the information was not made available to any one who was not directly involved in the study and at the end all respondents were kept anonymous.

3.12 Anticipated problems

The researcher anticipated a number of problems:

- i) Language barrier arose since the population in Kampala district is multi ethnic and most of them do not understand English.
- ii) Question avoidance arose in the answers since some of the respondents especially from New Vision may fear to speak the truth.
- iii) Poor infrastructure in Kampala district hindered access to information.

CHAPTER FOUR

PRESENTATION, INTERPRETATION AND ANALYSIS OF DATA

This chapter presents the results of the study collected from the field using primary source of collecting data. The primary source used the questionnaire which was designed to establish the role of print media in promotion of human rights in Uganda.

In the survey, 100 questionnaires were distributed randomly and distributed among the Administration of Kampala plus the local people as well as local leaders and some NGOs, all of them were returned and have formed the basis of analyses. The return rate is considered very good and a fair representation of the study population. It should however be noted that the response rate was not all that good due to the fact that out of the 100 respondents who received questionnaires, 80 returned them successfully and the 20 were left unfilled due to complaints like limited time as seen in the topics below;

4.1 Bio data of the respondents

Since sampling was random, the respondents had differences in terms of background. This includes different age groups, education level, marital status and sex. The following issues were obtained from the questionnaires submitted to different groups of people in Kampala district.

4.1.1 Sex of respondents

According to Table 1, female participated most that is 62.5% while male participants were few in number that is to say 37.5%. These shows that female have got positive altitudes towards media's performance in promoting human rights in Kampala district than male. It should however be noted that due to limited time, most respondents failed to fill the questionnaires and in the process 80 were responded to as seen below;

Table 4:1: Sex of respondents

Sex	Frequency	Percentage
Female	50	62.5%
Male	30	37.5%
Total	80	100

Source: Primary Data, 2013

Table 4:1 shows that the majority of respondents were female making a percentage of 62.5% and 37.5% were male.

4.1.2 Marital status

The researcher also endeavored to explore the marital status of the respondents. This variable deemed worth establishing by the researcher because the marital status of some individuals determined their ability to possess adequate information. The results on the marital status of respondents are presented in Table 4:2

Table 4:2: Shows the marital status of respondents in percentages

Marital status	Frequency	Percentage
Married	60	75%
Single	20	25%
Total	80	100

Source: Primary Data, 2013

Table 2 shows that married couples responded more than singles that is to say 75% and single were 20 representing 25%.

4.1.3 Working Relationships

All administrators who filled the questionnaires said there was a good working relationship between the local people, the district and the New Vision printing and publication company thus the media's work is smoothly running.

4.1.4 Education level

Table 4:3 shows the education level of respondents from New Vision printing and publishing company and Kampala district at large,

Table 4:3: Responses on education level

Education level	Frequency	Percentage
Primary and below	17	21.25%
Secondary	18	22.5%
Diploma	14	17.5%
Degree	15	18.75%
Above degree	16	20%
Total	80	100

Source: Primary Data, 2013

Table 4:3 shows that 17 out of the 80 respondents representing 21.25% finished primary. 18 out of the 80 respondents representing 22.5% finished secondary, 14 out of the 80 respondents representing 17.5% finished with diploma awards yet 15 out of the 80 respondents representing 18.75% have degree awards and 16 out of the 80 respondents representing 20% have awards in different post graduate fields.

4.1.5 Duration of stay in Kampala district by respondents

Table 4: Response on how long respondents lived in Kampala district

Response	Frequency	Percentage
Less than 1 year	14	17.5%
1-5 years	28	35%
6-10 years	16	20%
Over 10 years	22	27.5%
Total	80	100

Source: Primary Data, 2013

Table 4 shows that 14 out of the 80 respondents representing 17.5% lived in Kampala district for a period of less than one year, 28 out of the 80 respondents representing 35% have lived between 1-5 years, 16 out of the 80 respondents representing 20% lived between 6-10 years and 22 out of the 80 respondents representing 27.5% have been their for a period of over 10 years.

4.2 The media and promotion of human rights in Uganda

4.2.1 Role of media in promoting human rights in Kampala district

The first research objective of the study sought to assess the media and promotion of human rights in Kampala district. In order to solicit information to answer the above question, the researcher asked respondents different issues related to the above objective of the study and among those were; whether media has promoted human rights, whether most of the respondents support media in promoting human rights in their district and whether the media has fulfilled its promises of sensitizing residents of Kampala on the kinds of kinds of rights they are entitled to. On the view of whether media has led to promotion of human rights in Kampala district, the results from respondents are presented in Table 4:5

Table 4:5: Whether media has promoted human rights in Kampala

Response	Frequency	Percentage
True	40	50%
Not real	10	12.5%
No idea	30	37.5%
Total	80	100

Source: Primary Data, 2013

From Table 4:5, 40 out of the 80 respondents representing 50% said that it is true that media has led to promotion of human rights in Kampala since as of now many people know what to do in case your rights are violated and this is all got from the media. 10 out of the 80 respondents representing 12.5% said that it is not real since most people's rights are till violated though there is media existence. 30 out of the 80 respondents representing 37.5% said they have no idea on the question since they have not carried out enough investigations on the view that the promotion of human rights in Kampala is largely due to media's contribution.

Table 4:6: Kinds of human rights awareness promoted by media in Kampala

Response	Frequency	Percentage
Conflicts in families	45	56.25%
Violations at places of work	10	12.5%
Violation of children's rights	25	31.25%
Total	80	100

Source, Primary Data 2013

Table 4:6 shows the different kinds of human rights awareness by media in Kampala and the results show that awareness on the existing conflicts in families take a big portion that is to say it collects 56.25% and this is done through the different media interventions and awareness keeping to people of Kampala and Uganda at large on the different ways in which men s well as women in families violate their subordinate's rights.

25 out of 80 respondents representing 31.25% argued that media has greatly contributed to promotion of rights to children through exposing the different forms of torture that are exposed to kids like in 2000 Bukedde the daily bulleting issued news about the mistreats that Nabukeera Aisha's step mother had posed over to her through petrol burns.

Lastly in its contribution to promotion of human rights in Kampala district, print media has led to creation of awareness to workers especially at places of work and this was 12.5% of the response.

Table 4:7: Whether most of the respondents support the media in promoting human rights in Kampala

Response	Frequency	Percentage
Strongly support	30	37.5%
Do not support	23	28.75%
No idea	27	33.75%
Total	80	100

Source: Primary Data, 2013

According to table 4:7, 30 out of the 80 respondents representing 37.5% strongly support the media in promoting human rights in Kampala district because they benefit more in knowing their rights. 23 out of the 80 respondents representing 28.75% do not support it and 27 out of the 80 respondents representing 33.75% had no idea because they do not see any improvement in fighting human rights violation.

Table 4:8: Views on Media in promotion of human rights in the district

Response	Frequency	Percentages (%)
True	16	20
Some how	14	17.5
Fair	30	37.5
Not true	20	25
Total	80	100

Source: Primary Data, 2013

Table 4:8 shows 16 out of the 80 respondents representing 20% agree that media has fulfilled its promise due to the fact that most people in the district of Kampala have realized the advantages of knowing their rights and how they can enjoy them. Yet 14 out of the 80 respondents representing 17.5% say that it has somehow fulfilled its premises because most people suffer due to violation of their rights by others. 30 out of the 80 respondents representing 37.5% said that it has fairly promoted human rights and 20 out of the 80 respondents representing 25% totally disagree with the statement since there is nothing like free human rights enjoyment in Uganda.

4.2.3 The role played by the government in promotion of human rights in Kampala district

The third research objective of the study sought to analyze the role played by the government towards promotion of human rights in Kampala district. In coding the data from respondents the results are presented in Table 4:9

Table 4:9: Role played by the government in promotion of human rights in Kampala

Response	Frequency	Percentages (%)
Strict laws	22	27.5
Enacting bills	25	31.25
Working with Media	20	25
Social service delivery	13	16.25
Total	80	100

Source: Primary Data, 2013

Table 9 shows that 22 out of the 80 respondents representing 27.5% say that the government has provided strict laws to fight corruption and bribery especially in the judiciary where those who violate other's rights are taken to face judgement and at the end freed by judges. 25 out of the 80 respondents representing 31.25% say that the government has enacted several bills to reduce on violation of rights especially women in

families like the marriage bill where a husband and wife if decide to divorce should go into the law and divide into the wealth and property that they have for so long owned. 20 out of the 80 respondents representing 25% say that the government has struggled to work with different media houses to promote rights of various categories of people like it is though media that the government passes advertisements concerning human rights and 13 out of the 80 respondents representing 16.25% say that the government has helped in social service delivery especially to affected areas like the northern region where Kony strived a very big number of them.

4.2.4 Role of different humanitarian organizations in promoting human rights in Kampala district

The last research objective of the study investigated on the role played by different Non Governmental Organizations and other humanitarian organizations in promoting human rights in Kampala district. To get answers to this question, a number of elements were placed to the respondents among which the following are important. The results to this study were analyzed by generating tables and percentages which were used to make comparison of the perceptions as the following presentation depicts. The descriptive statistics of the study were also analyzed and indicated similar results. For instance, the researcher solicited respondents' views on what different humanitarian groups have done to promote human rights in Kampala and the results are presented in Table 10

Table 10: Role of humanitarian organizations in promotion of human rights

Response	Frequency	Percentage
Infrastructural development	25	31.25%
Aids reduction	20	25%
Eradication of illiteracy	10	12.5%
Employment creation	15	18.75%
Financial support	10	12.5%
Total	80	100

Source: Primary Data, 2013

From Table 10, 25 out of the 80 respondents representing 31.25% say that NGOs have helped in infrastructural development hence making the transportation of their goods since most farmer's rights are violated due to failure to access good roads to take their products at the market and end selling them at a reduced price, 20 out of the 80 respondents representing 25% say that NGOs have helped in the fight against AIDs since it has made some people suffer after losing their lovely ones like the orphans, widows as well as widowers. 10 out of the 80 respondents representing 12.5% say that NGOs have fought illiteracy which is a great hindrance to human rights promotion for example most people like girls are forced to marriage before the age of consent because they didn't go to school. 15 out of the 80 respondents representing 18.75% say that NGOs have created more employment opportunities to residents of Kampala hence making some of the residents escape the problem of poor feeding which comes at time as a result of poverty brought up by unemployment and 10 out of the 80 respondents representing 12.5% say that NGOs have provided financial support not only to people of Kampala but also to other parts of the country. This is well illustrated by the contributions made by the many humanitarian organizations like United Nations, World Health Organization among others.

CHAPTER FIVE
SUMMARY OF THE FINDINGS, CONCLUSIONS AND
RECOMMENDATIONS

5.1 Summary

Due to the fact that the researcher did not get enough time to reach all respondents especially those in remote areas, 80 out of 100 questionnaires submitted were returned. This however showed a high level of cooperation among respondents and a smooth process of collecting data.

From the same study, Conflicts in families, Violations at places of work and Violation of children's rights were mentioned as Kinds of human rights awareness promoted by media in Kampala.

The research findings show that print media faces a lot of challenges which hinder its effectiveness in promoting human rights in Kampala and these included funding, Lack of participation by members of the community, unfavorable government policies, remoteness, lack of coordination with NGOs and illiteracy.

From the research findings, the media has an impact on the promotion of human rights in Kampala despite the challenges that it encounters continuously for example government interference especially when they display the poor conditions of people like those tortured by government officials for instance the way opposition members are caught and arrested.

From the study carried out, 20% of the respondents admitted that they had their needs met by the print media towards promotion of human rights for instance it has 20% agree that media has fulfilled its promise due to the fact that most people in the district of Kampala have realized the advantages of knowing their rights and how they can enjoy them. Hence the services geared towards promotion of human rights by the media are targeted to meet the needs of the community of Kampala district. Media is offering human rights awareness which is important for the benefit of not only individuals from Kampala but also those in other parts of the country and this is mostly done through awareness keeping.

According to the findings of the research, the central government together with media is working hand in hand to ensure that the people in rural areas enjoy equal opportunities as

those in urban areas especially in regards to health. Such opportunities include sensitization, exposing corrupt officials, proper food and nutrition among others.

5.2 Conclusions

For the promotion of human rights in Kampala both print and broadcast media were targeted for various purposes but the researcher aimed at analyzing the role they play in promotion of human rights in the region. Media houses in Uganda engage in a number of activities geared towards promotion of human rights and such activities range from Conflicts in families, Violations at places of work and Violation of children's rights. However, the bottom line is that all these are necessary for health service provision and promotion.

On the side of NGOs towards promotion of human rights in Kampala district, they have helped in infrastructural development, aids reduction, eradication of illiteracy, employment creation as well as financial support.

However, media faces a number of challenges that hinder its ability to promote human rights in Kampala district. Most of the challenges however are created by residents, readers and these include embezzlement, lack of coordination among others.

The fourth objective of the study aimed to find out the solutions to the challenges of the media and hence good relationship between the media and the central government help in promoting human rights. Besides that, media needs to have a good relationship with the donors and the local community which will help it in promoting human rights especially to the suffering communities (people in rural areas).

5.3 Recommendations

If the promotion of human rights brought up by media are to be made more effective and successful, administrators from Kampala district, local leaders from all parts of Kampala district and other areas, the Government and administrators in the system themselves must connive and work together. The following recommendations will be appropriate:

5.3.1 Role of media in promotion of human rights

In promotion of human rights in Kampala Media has done the following;

It has helped in creation of awareness to the public, government and NGOs. This start with encouragement of people on proper food and nutrition and this is done through the different media interventions and awareness keeping to people of Kampala and Uganda at large.

5.3.2 Role of government in promoting human rights

It is recommended that the government towards promotion of human rights in Kampala has tried to fulfill the following;

It was recommended that the government has provided government has provided strict laws to fight corruption and bribery especially in the judiciary where those who violate other's rights are taken to face judgement and at the end freed by judges, it has enacted several bills to reduce on violation of rights especially women in families like the marriage bill where a husband and wife if decide to divorce should go into the law and divide into the wealth and property that they have for so long owned, it has struggled to work with different media houses to promote rights of various categories of people like it is though media that the government passes advertisements concerning human rights and it has helped in social service delivery especially to affected areas like the northern region where Kony strived a very big number of them.

5.3.3 Role of NGOs in promoting human rights

NGOs have helped in NGOs have helped in infrastructural development hence making the transportation of their goods since most farmer's rights are violated due to failure to access good roads to take their products at the market and end selling them at a reduced price, have helped in the fight against AIDs since it has made some people suffer after losing their lovely ones like the orphans, widows as well as widowers, fought illiteracy which is a great hindrance to human rights promotion for example most people like girls are forced to marriage before the age of consent because they didn't go to school, have created more employment opportunities to residents of Kampala hence making some of the residents escape the problem of poor feeding which comes at time as a result of

poverty brought up by unemployment and they have as well provided financial support not only to people of Kampala but also to other parts of the country.

5.3.4 Challenges faced by media

It is recommended that media in Kampala faces challenges like; opposition from the government, political instabilities, illiteracy ad among all, the economic crisis which is on going in Uganda that cannot make them cover events of violation of human rights especially in Kampala which has poor roads.

5.3.5 Solutions to the above challenges

However the above challenges can be overcome if the media in conjunction with the government and NGOs join hands together and stick to promoting human rights in Kampala and Uganda at large however, factors like political differences must be left constant.

5.4 Areas for future researchers should include the following

Further researchers must place emphasis on the following issues while carrying out research:

- i) In the first place they have to carryout research on the contributions of the local community towards promotion of human rights in Kampala district.
- ii) How the community works with the media to promote human rights.
- iii) Further more research on the contribution of the government towards promotion of human rights and the challenges it faces must not be ignored since it is the ruling agency of the state.

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APPENDIX I
QUESTIONNAIRE SCHEDULE

APPENDIX A: Questionnaire to new vision management

TOPIC: Print media and the promotion of human rights in Uganda.

I am **Muteesi Mariam** pursuing a Bachelor's Degree in Mass Communication currently in my final year. I am carrying out research on the above topic and the purpose of this study is to establish print media and the promotion of human rights in Uganda. Precisely, your response will be treated with confidentiality and the information obtained will be strictly for educational purpose.

Dear respondent, I request you to fill in this questionnaire for the purposes of my academic research and I declare that the information given shall be treated with maximum confidentiality it deserves for academic purpose.

Tick one or write the relevant information in the space provided.

SECTION A: SOCIO-DEMOGRAPHIC DATA OF RESPONDENTS

1. Age

- a) Below 18 years b) 19 – 30 years
- c) 31 – 44 years d) 45 and above

2. Sex

- a) Male b) Female

3. Marital status

- a) Married b) Single
- c) Divorced d) Separated

4 Level of education

a) Not gone to school

b) Primary

c) Secondary

d) Tertiary

e) Others, (specify).....

5) Occupation

a) Unemployed

b) Teachers

c) Small businesses

d) others (specify).....

SECTION B: Reasons for the causes of the violation of human rights

6. What is the main cause of violation of human rights in this area?

.....
.....

7. What efforts have you made in an attempt to reduce violation of human rights in this region?

.....
.....

8. What achievements have you realized in your efforts to reduce violation of human rights?

.....
.....

9. What obstacles do you encounter in your efforts to reduce violation of human rights?

.....
.....

10. What recommendation do you have for this?

.....
.....

SECTION C: Contribution of new vision printing and Publication Company in prevention of violation of human rights

11. What roles have new vision printing and Publication Company played in ensuring that violation of human rights is eliminated?

.....
.....

12. What factors have hindered it achieving desired goals?

.....
.....

13. What measures have been put in place to ensure that these barriers are removed?

.....
.....

14. What recommendation do you have for this?

.....
.....

SECTION D: Obstacles faced by new vision printing and Publication Company in fighting violation of human rights

15. What are the main obstacles faced by new vision printing and publication company in their participation in preventing violation of human rights?

.....
.....

16. What has been the main cause of these obstacles?

.....
.....

