

**MEDIA AND DEMOCRACY IN KAMPALA UGANDA**

**BY**

**KUKUNDA GLORIOUS**

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**SEPTEMBER, 2018**

### DECLARATION

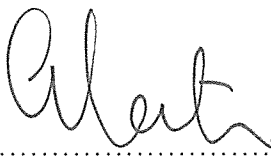
I Kukunda Glorious, declare that this dissertation is my original work and has never been presented for a degree or any other academic award in any university or institution of learning.

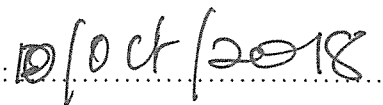
Sign: H. Glorious

Date: 1st - Oct - 2018

### APPROVAL

This is to certify that, this dissertation has been written under my supervision and satisfies the partial fulfillment for the award of a bachelor of public administration of Kampala International University.

Signature:  .....

Date:  .....

DR.  .....

## **DEDICATION**

This dissertation is dedicated to my parents Mr Katsinzi Ben and Mrs Caroline Natukunda, my sisters Agatha Kanyije, Asasira Daphine and Apophia Kembabazi, my brothers Marvin Ataho and Nabimanya Ezrason, and lastly my friends Kobugabe Julian, Kakwanzi Sarah, Atamba Dorah and Kyampeire Ronnah who supported me psychologically while pursuing my degree.

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## LIST OF ABBREVIATIONS

MRT: Media Richness Theory

SPSS: Statistical Package for Social Sciences

CVI: Content Validity Index

## TABLE OF CONTENTS

DECLARATION .....	i
APPROVAL .....	ii
DEDICATION .....	iii
ACKNOWLEDGEMENT .....	iv
LIST OF ABBREVIATIONS.....	v
TABLE OF CONTENTS .....	vi
LIST OF TABLES.....	ix
ABSTRACT .....	x
<b>CHAPTER ONE .....</b>	<b>1</b>
INTRODUCTION .....	1
1.0 Introduction.....	1
1.1 Background to the study .....	1
1.1.1 Historical perspective .....	1
1.1.2 Theoretical background .....	2
1.1.3 Conceptual perspective .....	4
1.1.4 Contextual Background .....	4
1.2 Statement of the problem.....	4
1.3 Purpose of the Study .....	5
1.4 Specific Objectives .....	5
1.5 Research questions.....	5
1.6 Hypotheses of the study.....	5
1.7 Scope of the study.....	5
1.7.1 Geographical scope.....	5
1.7.2 Time scope.....	5
1.7.3 Content scope.....	6
1.8 Significance of the study .....	6

<b>CHAPTER TWO</b>	7
LITERATURE REVIEW	7
2.1 Introduction	7
2.2 Theoretical Review	7
2.2 Conceptual frame work	9
2.3 Review of Related literature	10
2.3.1 Role of print media on democracy	10
2.3.2 Effect of broadcast media on democracy	12
2.3.3 The role of social media on democracy	16
2.4 Related studies	19
<b>CHAPTER THREE</b>	22
METHODOLOGY	22
3.0 Introduction	22
3.1 Research design	22
3.2 Study population	22
3.3 Sample size	22
3.4 Sampling Techniques and Procedures	23
3.5 Data collection methods	23
3.6 Data collection instruments	23
3.6.1 Self-Administered Questionnaires	23
3.7 Validity and Reliability	24
3.7.1 Validity	24
3.7.2 Reliability	24
3.8 Data Analysis	25
3.10 Ethical Consideration	26
<b>CHAPTER FOUR</b>	27
DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF FINDINGS	27
4.0 Introduction	27
4.1 Profile of respondents	27

4.2 Media in Kampala, Uganda .....	30
4.3 Democracy .....	32
4.4 Objective one: effect of print media on democracy in Kampala .....	33
4.5 Objective two: the effect of broad cast media on democracy in Kampala .....	34
4.5 Objective three; effect of social media on democracy in Kampala .....	35
 <b>CHAPTER FIVE .....</b>	<b>37</b>
<b>DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>37</b>
5.0 Introduction.....	37
5.1 Discussions .....	37
5.1.1 Objective one; the effect of print media on democracy.....	37
5.1.2 Objective two; the effect of broad cast media on democracy.....	38
5.1.3 Objective three; the effect of social media on democracy.....	38
5.2 Conclusions.....	39
5.2.1 Objective one; the effect of print media on democracy.....	39
5.2.2 Objective two; the effect of broad cast media on democracy.....	39
5.2.3 Objective three; the effect of social media on democracy.....	39
5.3 Recommendation .....	40
5.3.1 Effect of print media on democracy .....	40
5.3.2 Effect of broad cast media on democracy.....	40
5.3.3 Effect of social media on democracy.....	40
5.4 Contribution to knowledge .....	40
5.5 Areas for further research .....	40
<b>REFERENCES .....</b>	<b>41</b>
<b>APPENDICES .....</b>	<b>44</b>
Appendix I: Questionnaire.....	44

## LIST OF TABLES

Table 3.1: showing reliability test result.....	25
Table 4.1 Showing gender, age, academic, qualification and position held the respondents in the organization. ....	28
Table 4.3: Shows Level of democracy in Kampala, Uganda .....	32

## ABSTRACT

The study was to establish the influence of media on democracy in Kampala, Uganda. The objectives included to determine the influence of print media on democracy, establish the effect of broadcast media on democracy and to establish the effect of social media on democracy in Kampala, Uganda. The study used both qualitative and quantitative research approaches. The data was collected from 149 respondents who responded or returned the questionnaires back. The study results on first objective show that print media and democracy according to adjusted  $R^2$  of .000 show significant effect of print media on democracy. The study results reveal that broadcast media was prevailing though in inadequate terms, the results reveal that there was a significant effect of broadcast media on democracy. The study findings on the third objective reveal that the  $R^2$ , .001, also contends that there is some change brought by social media. The adjusted  $R^2$ , of -.006, shows there is an effect brought by social media on democracy. The findings reveal that social media does has an effect or contribute to democracy. The study based on the findings concluded that as per the first research objective, print media had an effect on democracy, the study conclude that there is need for a focus on improving social media amidst designing strategy that can enhance the democracy initiatives in Kampala Uganda. The second objective conclude that broadcast media has had an effect on democracy in Uganda, the study conclude that the mechanisms for assessing the state of broadcast media seem to be poor, there is a need for consorted efforts to improve broadcast media and also enhance the values for democracy in Kampala. The findings on the third objective conclude that there is need for a focused mind on the state social media as a way of enhancing democracy hence the other factors other than social media, broadcast and print medias need to be considered in addressing the democracy issues. The study recommends that regarding the first objective, the study recommends that democracy programs be published in print media. There is need by peace makers to focus more on other avenues other than print media as a way of providing peace into the country. The study recommends that avenues of negotiations and democratic efforts of deliberations are fundamental in explaining the prevalence of peace in the country. On the second objective, the study recommends that avenues that support peace need to be broadcast through media plus the mechanisms for improving the state the media in peace development be improve

## CHAPTER ONE

### INTRODUCTION

#### 1.0 Introduction

This section presents the background of the study, statement of the problem, specific objectives, research questions, scope of the study, significance of the study and definition of key terms and concepts. The study will focus on the effects of social media on marketing effectiveness in Century Bottling Company.

#### 1.1 Background to the study

##### 1.1.1 Historical perspective

Globally, since the 17th century, the role of the press as Fourth Estate and as a forum for public discussion and debate has been recognized. Today, despite the mass media's propensity for sleaze, sensationalism and superficiality, the notion of the media as watchdog, as guardian of the public interest, and as a conduit between governors and the governed remains deeply ingrained (Gomez, 2011).

The reality, however, is that the media in new and restored democracy do not always live up to the ideal. They are hobbled by stringent laws, monopolistic ownership, and sometimes, the threat of brute force. State controls are not the only constraints. Serious reporting is difficult to sustain in competitive media markets that put a premium on the shallow and sensational. Moreover, the media are sometimes used as proxies in the battle between rival political groups, in the process sowing divisiveness rather than consensus, hate speech instead of sober debate, and suspicion rather than social trust. In these cases, the media contribute to public cynicism and democratic decay (Mabry & Porter, 2010). According to Stelzner (2011), in many fledgling democracies, the media have been able to assert their role in buttressing and deepening democracy. Investigative reporting, which in some cases has led to the ouster of presidents and the fall of corrupt governments, has made the media an effective and credible watchdog and boosted its credibility among the public. Investigative reporting has also helped accustom officials to an inquisitive press and helped build a culture of openness and disclosure that has made democratically elected governments more accountable. Training for journalists, manuals that arm reporters with

research tools, and awards for investigative reporting have helped create a corps of independent investigative journalists in several new and restored democracies (MacKenzie, 2015).

Democracy requires the active participation of citizens. Ideally, the media should keep citizens engaged in the business of governance by informing, educating and mobilising the public. In many new democracies, radio has become the medium of choice, as it is less expensive and more accessible. FM and community radio have been effective instruments for promoting grassroots democracy by airing local issues, providing an alternative source of information to official channels, and reflecting ethnic and linguistic diversity. The Internet, too, can play such a role, because of its interactivity, relatively low costs of entry and freedom from state control. The media can also help build peace and social consensus, without which democracy is threatened. The media can provide warring groups mechanisms for mediation, representation and voice so they can settle their differences peacefully. Unfortunately, the media have sometimes fanned the flames of discord by taking sides, reinforcing prejudices, muddling the facts and peddling half-truths. "Peace journalism," which is being promoted by various NGOs, endeavours to promote reconciliation through careful reportage that gives voice to all sides of a conflict and resists explanation for violence in terms of innate enmities. Training and the establishment of mechanisms whereby journalists from opposite sides of conflict can interact with the other side, including other journalists representing divergent views, have helped propagate peace journalism (Buckley, 2016).

### **1.1.2 Theoretical background**

#### **Media richness theory**

The study was guided by the Media Richness theory developed by Richard Daft and Lengel (1986), sometimes referred to as information richness theory or MRT, the theory describe a communication medium's ability to reproduce the information sent over it. It was introduced by Richard in 1986 as an extension of information processing theory. Media richness theory is used to rank and evaluate the richness of certain communication media, such as phone calls, video conferencing, and email. For example, a phone call cannot reproduce visual social cues such as gestures which makes it a less rich communication media than video conferencing, which affords

the transmission of gestures and body language. Based on contingency theory and information processing theory, MRT explains that richer, personal communication mediums are generally more effective for communicating of equivocal issues than leaner, less rich media (Bandalos, 2014).

A primary driver in selecting a communication medium for a particular message is to reduce the equivocality, or possible misinterpretations, of a message. If a message is equivocal, it is unclear and thus more difficult for the receiver to decode. The more equivocal a message, the more cues and data needed to interpret it correctly. Media richness theory states that all communication media vary in their ability to enable users to communicate and to change understanding. The degree of this ability is known as a medium's "richness." MRT places all communication media on a continuous scale based on their ability to adequately communicate a complex message. Media that can efficiently overcome different frames of reference and clarify ambiguous issues are considered to be richer whereas communications media that require more time to convey understanding are deemed less rich (Gomez, 2011). For example, a simple message intended to arrange a meeting time and place could be communicated in a short email, but a more detailed message about a person's work performance and expectations would be better communicated through face-to-face interaction (Jang, 2016).

Daft and Lengel's prediction assumes that managers are most concentrated on task efficiency (that is, achieving the communicative goal as efficiently as possible) and does not take into consideration other factors, such as relationship growth and maintenance. Media richness theory predicts that managers will choose the mode of communication based on aligning the equivocality of the message to the richness of the medium. In other words, communication channels will be selected based on how communicative they are. However, often other factors, such as the resources available to the communicator, come into play. Subsequent researchers have pointed out that attitudes towards a medium may not accurately predict a person's likelihood of using that medium over others, as media usage is not always voluntary. If an organization's norms and resources support one medium, it may be difficult for a manager to choose another form to communicate his or her message (Fountain, 2016).

### **1.1.3 Conceptual perspective**

Wells (2015) defined media is the fourth pillar of democracy. Not only does it have to be transparent and unbiased but it also bears the responsibility of educating the masses and propagating reform in public opinion. It is also a platform for public discussion and exchange of opinions. It has the power to control and influence a nation's political discourse. Thus, media plays an important part in our lives by shaping our opinions and by guiding us in understanding the various discourses and events that take place (Cooke & Buckley, 2016).

Jang (2016) defined democracy is a system of government in which people choose their rulers by voting for them in elections. Media relies on information technology to reach out to people and to empower them by encouraging them to participate more in media and journalism. Since media democracy advocates democratic values, it has to distance itself from both private ownership and state-intervention so as to avoid corruption and unnecessary influence by both.

### **1.1.4 Contextual Background**

In Kampala, political violence is at its edge, journalists are struggling to address political violence, however under armed attacks and teargas sprays. According to Ssebagala (2016), media journalists are assaulted and their cameras forcefully confiscated by the anti-riot and military police, and yet the perpetrators of violence against freely exercise their rights right for press freedom. All this is despite the constitutional provision for press freedom, advocacies as well as public actions to generate change. However, the perpetrators of violence against people working in the media are not put to justice. It is due to this background and setting that the researcher intended to carry out an assessment of the media rights and democracy in Uganda.

## **1.2 Statement of the problem**

It is imperative to state that, journalism plays an important role in defending media rights, communicating important ideas and mediating between the rulers and their subjects in Uganda. Journalists persistently incur effort to address political violence to restore the rule of law. Despite this the freedom and independence of the journalists is increasingly under attack due to the political unrest in the country. The right of journalists for impunity and press freedom has greatly been impinged upon to the extent of journalists attempting to boycott government press

conferences and activities by the Ugandan army and police. For such instances challenges for the country and journalists remain in their fight for impunity and more press freedom. Therefore with the aim to fill up the above gaps, the study investigates the influence of media on democracy in Kampala Uganda.

### **1.3 Purpose of the Study**

The purpose of the study is to examine the effect of media on democracy in Kampala Uganda.

### **1.4 Specific Objectives**

- i. To determine the role of print media on democracy in Kampala Uganda.
- ii. To establish the effect of broad cast media on democracy in Kampala Uganda.
- iii. To examine the effect of social media on democracy in Kampala Uganda

### **1.5 Research questions**

- i. What is the influence of print media on democracy in Kampala Uganda?
- ii. What is the effect of broad cast media on democracy in Kampala Uganda?
- iii. What is the effect of social media on democracy in Kampala Uganda?

### **1.6 Hypotheses of the study**

There is a relationship between media and democracy in Uganda

### **1.7 Scope of the study**

#### **1.7.1 Geographical scope**

The study was carried out among the selected media companies in Kampala Uganda, and these will include New vision and Daily Monitor.

#### **1.7.2 Time scope**

The study used data on media and democracy from 2010 to 2018, this being the period in which undemocratic acts have been faced most by journalists in Kampala Uganda. The study will be carried out from June 2018 to October 2018. This involved proposal writing, data collection, data analysis, presentation and discussion of the results, conclusions and recommendations of the study were presented basing on the results from the study.

### **1.7.3 Content scope**

The study focused on media and democracy. the independent variable (media) had constructs such as print media, social media and broadcast media. The dependent variable which is democracy on the other hand was measured in terms of freedom of speech, freedom of association and voting.

### **1.8 Significance of the study**

This study will be very important to the media workers in way that they will realize their role not only to release news but still can propagate democracy in a positive way and they can make awareness among communities towards the sustainable democracy process in the country.

The administrations of media companies, the findings of the study will help in drawing an analysis of the roles of media on democracy in the country.

The study will establish the extent of the roles of media on democracy process in the life of local people in Kampala Uganda.

To the policy implementers, the findings of the study will bring in new knowledge on the challenges involved in practicing democracy in Kampala Uganda.

The study will also add value to the existing body of knowledge by stimulating new areas for further research through the findings and subsequent recommendations on media and democracy.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter is based on documentary reviews of literature related to the study variables aimed at enlightening the readers about the currents, gaps and how to close the gaps. The section is organized as introduction, theoretical review, related literature and the summary of the literature.

#### 2.2 Theoretical Review

##### Media Convergence theory

The Media Convergence theory proposed by Jenkins (2006) indicates that with the transition from supposedly passive to active consumers, the role and agency of consumers have been redefined, with a focus on their ability to engage with media content on their own terms (Jenkins, 2006). The ability of these newly (the novelty and substantiveness of this empowerment is contested by some critics) empowered audiences to migrate to the content they wanted to engage with was central to Jenkins' claim that convergence is reshaping the cultural logic of media, giving rise to what he termed 'participatory culture' (Couldry, 2011). Participatory culture follows from the replacement of the supposedly passive media consumer with a new active media user in an online sphere, no longer governed by the unidirectional dynamic of traditional mass media but by the two-way dynamic of interactivity.

Jenkins' account of the dynamic of traditional mass media, and subsequent passivity of the audience is criticised as simplistic because he overemphasises the virtues of interactivity, without considering the real-life power structures in which users exist (Couldry, 2011). In his 2014 response, Jenkins rejected these critics' characterization of his work as techno-optimistic or techno-determinist, stressing that the outcomes of current social and technological change are still to be determined. He also argued that his critics confuse interactivity (pre-programmed into the technology) and participation (emerging from social and cultural factors). Jenkins also countered that there has been a significant level of acknowledging the broader context of offline power structures throughout his scholarship (Carpentier, 2011). Media richness theory was

introduced in 1986 by Richard. Leaning on information processing theory for its theoretical foundation, MRT was originally developed to describe and evaluate communication media within organizations. In presenting media richness theory, Richard sought to help organizations cope with communication challenges, such as unclear or confusing messages, or conflicting interpretations of messages.

### **Media richness theory**

Media richness theory, sometimes referred to as information richness theory or MRT, It describes a communication medium's ability to reproduce the information sent over it. It was introduced by Richard in 1986 as an extension of information processing theory. Media richness theory is used to rank and evaluate the richness of certain communication media, such as phone calls, video conferencing, and email. For example, a phone call cannot reproduce visual social cues such as gestures which makes it a less rich communication media than video conferencing, which affords the transmission of gestures and body language. Based on contingency theory and information processing theory, MRT explains that richer, personal communication mediums are generally more effective for communicating of equivocal issues than leaner, less rich media(Bandalos, 2014).

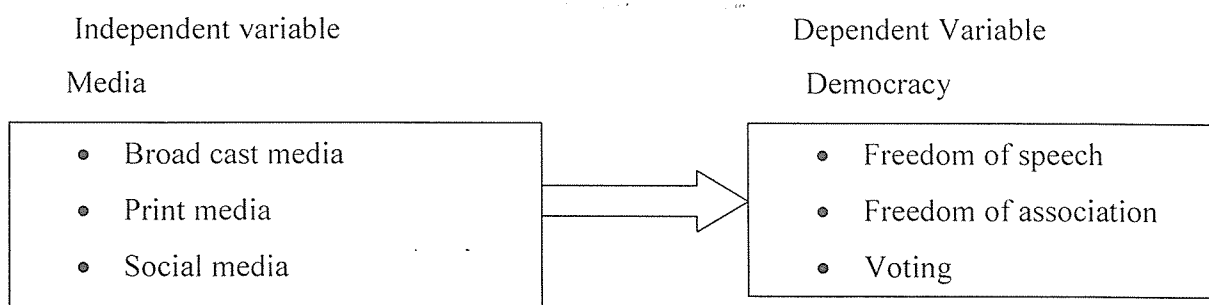
Media richness theory states that all communication media vary in their ability to enable users to communicate and to change understanding. The degree of this ability is known as a medium's "richness." MRT places all communication media on a continuous scale based on their ability to adequately communicate a complex message. Media that can efficiently overcome different frames of reference and clarify ambiguous issues are considered to be richer whereas communications media that require more time to convey understanding are deemed less rich (Gomez, 2011).A primary driver in selecting a communication medium for a particular message is to reduce the equivocality, or possible misinterpretations, of a message. If a message is equivocal, it is unclear and thus more difficult for the receiver to decode. The more equivocal a message, the more cues and data needed to interpret it correctly. For example, a simple message intended to arrange a meeting time and place could be communicated in a short email, but a more detailed message about a person's work performance and expectations would be better communicated through face-to-face interaction (Jang, 2016).

Media richness theory predicts that managers will choose the mode of communication based on aligning the equivocality of the message to the richness of the medium. In other words, communication channels will be selected based on how communicative they are. However, often other factors, such as the resources available to the communicator, come into play. Daft and Lengel's prediction assumes that managers are most concentrated on task efficiency (that is, achieving the communicative goal as efficiently as possible) and does not take into consideration other factors, such as relationship growth and maintenance. Subsequent researchers have pointed out that attitudes towards a medium may not accurately predict a person's likelihood of using that medium over others, as media usage is not always voluntary. If an organization's norms and resources support one medium, it may be difficult for a manager to choose another form to communicate his or her message(Fountain, 2016).

As current business models change, allowing more employees to work outside the office, organizations must rethink the reliance on face-to-face communication. Furthermore, the fear of more lean channels must be rid of. In this current context, managers must decided through trial and errors which medium is best used for various situations, namely an employee that works from the office vs. an employee that works outside the office. Business is being conducted on a global scale. In order to save money and cut back on travel time, organizations must adopt new media in order to stay up-to-date with business functions in the modern times(Goulet,2011).

## 2.2 Conceptual frame work

**Figure1.1: Shows the role of media on democracy. The framework illustrates how the IV affects the DV which is the focus of this study**



The conceptual framework shows the role of media on democracy. The independent variable (media) is measured in relation to print media, social media and broadcast media. The dependent

variable which is democracy on the other hand will be measured in terms of freedom of speech, freedom of association and voting.

## **2.3 Review of Related literature**

The review of related literature is presented following the study objectives;

### **2.3.1 Role of print media on democracy**

Print media refers to paper publications circulated in the form of physical editions of books, magazines, journals and newsletters (Kumar, 2006). Print media is given explicit freedom in the First Amendment of the Bill of Rights. With so many different forms of media distribution, traditional print media is struggling to maintain readership. Due to the fact that publications lose so many readers every year, advertisers are beginning to pull money from print mediums, such as newspapers and magazines. Instead, those funds are put into other mediums like television, radio, and other digital platforms.

Smyth and Best (2013) contend that the print media is composed of newspapers, community newsletters, wire services, magazines, and other publications. Within these publications, there are two main divisions of labor: reporting and editing. Reporters are the newspaper writers who investigate newsworthy events and interesting stories. Editors assign stories to reporters, edit story content, and decide which stories to print.

Howard (2006) contend that the print media is an effective way to alert the public to the Weatherization Assistance Program and its work. Readers often bypass paid advertising, but a story from an independent journalist increases public awareness and builds local credibility. The media reaches a broad audience of readers on a daily basis. Reporters and editors are always looking for interesting, newsworthy stories. Attracting media attention can help expand your influence and name recognition in target communities.

Chandran (2009) pointed out that print media was focused as it plays a significant role in shaping the political reality, and readers not only learn about the given issue but also realize the importance attached to it. Further opinion pages are forming as well as reflecting the public

opinion, thus, based on the concept of conflict resolution, it analyzed whether their coverage has potential to contribute to democracyful resolution of the issue or not, which is disturbing global democracy in general and South Asian stability in particular. The specific objectives were to gauge the frequency of content published with reference to Kashmir issue in selected newspapers of the stakeholders.

Nawaz, Mohammad (2006) described democracy journalism as a “broader and more accurate way of framing stories, drawing on insights of conflict analysis and transformation. Galtung observed this traditional war journalism is modelled after sports journalism, focusing on winning as the only thing in a zero-sum game. Democracy journalism approximates health journalism. A good health reporter would describe a patient’s battle against cancer, and yet inform readers about the cancer’s causes as well as the full range of possible cures and preventive measures. Paluck stated “Media and conflict has been extensively studied, but research lacks at media’s role in democracy and conflict resolution”. The conflict or war is treated as news value, while reporting media reports are generally sensational, and a tool to increase ratings and circulations. Manchanda (2012) argued that media’s potential to promote democracy and reconciliation through news and entertainment programs has been established by research. Patel expressed “media can play a preventive, constructive and proactive role in conflict prevention”. Manoff described “Media can support democracykeeping operations by exposing violations, publicizing and enforcing human rights and moral norms”. It can act like mediator and create pressure on the governments to address brewing and existing conflicts. It practiced conflict resolution approach by educating the community about existing conflict resolution resources and other successful cases of conflict management.

Howard, Ross (2011) contends that print media research that this simple stimulus-response model does not work sufficiently to predict the results of campaigns/messages or to explain effects of daily media consumption. Taking into consideration the individual reactions and choices of consumers, more complex models are currently used to deepen knowledge about media’s impact. However, they are up to now rarely applied to the field of media in democracy and conflict, which might be even more difficult as there are different cultural settings and

values. Only some programs are supported by social research for example soap operas work with a more complex model. Soap operas create various positive role models for the viewers.

Media Action International (2009) contend that the attitude and behavior changes, such as a move towards greater tolerance or inter-ethnic understanding, would appear to be more difficult to achieve than spreading a hate message, which in a particular situation might immediately provoke violent acts. It is still not well known, what is required for a sustainable contribution to democracy via media. It seems therefore appropriate to conduct and encourage more research on the whole question of impact (chains and attribution, indicators and measurement) in order to improve design and implementation of media assistance in this field.

Hagos, Asgede (2011) argued that print media pursue a professional relationship with reporters and editors. Network at community functions, invite them to lunch, or find other ways of meeting and speaking with members of news organizations, i.e. school board meetings, golf tournaments, basketball games, etc. If reporters know you personally, they are more likely to consider your story suggestions seriously.

### **2.3.2 Effect of broadcast media on democracy**

Peters (2009) argued that broadcast media covers a wide spectrum of different communication methods such as television, radio, newspapers, magazines and any other materials supplied by the media and press. The broadcasting media provides valuable information, for example speeches, documentaries, interviews, advertisements, daily news, financial markets and much more.

Broadcasting media is usually associated with radio and television, though in recent years both radio and television transmissions have begun to be distributed by cable (cable television). The receiving parties may include the general public or a relatively small subset; the point is that anyone with the appropriate receiving technology and equipment (e.g., a radio or television set) can receive the signal. The field of broadcasting includes both government-managed services such as public radio, community radio and public television, and private commercial radio and commercial television. The U.S. Code of Federal Regulations, title 47, part 97 defines

"broadcasting" as "transmissions intended for reception by the general public, either direct or relayed". Private or two-way telecommunications transmissions do not qualify under this definition. For example, amateur ("ham") and citizens band (CB) radio operators are not allowed to broadcast (Mike, 2003).

Westphal, Florian (2014) contends that Information is power and insight can impact on public discourse. This way, perceptions can be changed by access to media. Different types of media are utilised globally to distribute knowledge and idealistically, free mass media is a tool of and signpost for democracy. Freedom of expression is not only the core of a healthy media but also a fundamental human right and vital for a democratic structure. It stands for freedom of speech, the right to information and the representation of different opinions in a heterogeneous society. In any culture of prevention, effective and democratic media are an essential part and indispensable for societies trying to make a transition towards democracy and democracy. On the other hand, media can be misused for propaganda purposes, to incite hatred and spread rumours and therefore artificially create tensions. The transmission of ideas is also not limited to conventional media such as newspapers, TV or radio. Arguably, the traditional media takes primacy in this, however, new technologies, the internet and digital content should also be considered in this context.

Global Media Assistance Strategies (2002) argued that lack of information can, at any stage of a conflict, make people desperate, restless and easy to manipulate. The ability to make informed decisions strengthens societies and fosters economic growth, democratic structures and the positive outlook on the future.

Westphal, Florian (2014) argued that broadcast media can not only help to distribute information but also counter hate-speech and create an environment of balanced opinions, an information equilibrium. For the media it can be problematic to find a balance between preventing harm caused by speech and protecting individual expression. Being able to find this balance, however is important especially in conflict situations. Responsible journalism does not just re-publish press releases but is truly concerned with a truthful, balanced and fair account of events. In order to achieve this journalists have to stay clear of judgemental representations and describe reality without embellishment. If democracy is to work properly, society needs access to

news and information; analysis of the status quo, debate, practical information and exchange as well as entertainment are needed and provided by the media.

Himelfarb, Sheldon and Chabalowski (2008) argued that In case of a crisis or a conflict, the international media can attract worldwide attention. The mass media is a pervasive part of daily life especially in industrialised countries and thus able to shine a light on conflicts anywhere in the world. Since most armed conflicts these days have governmental and not territorial reasons: the parties are often concerned with making sure that the majority of people are on "their" side, which bears a lot of potential for misrepresenting facts and trying to seize control over the distribution of information. For this very reason the intervention of unbiased and free global media is important not only for the world public but also for the people directly affected. The number of conflicts, however, that gets international attention is small; therefore local media is vital in this context.

Broadcasting news by using community radios can help reach people in different areas, even with different languages more easily. This way people can be addressed directly and their own personal experiences and lives can be incorporated much better, than with foreign media. The danger of manipulation and inflammation of ethnic tensions, however, cannot be ignored. Another advantage of local media, especially radio is that in border areas it is possible to convey democracy messages to passing fighters and refugees alike. Democratic media structures need more than this; it is vital that the use of information within a society is not solemnly passive but that the population gets actively involved in creating content and broadcasting it.

Berry (2008) argued that broadcast media usually have a deeper understanding of the existing political structures, the participants of the conflict as well as the changes preceding the outbreak of violence. The media can therefore not only influence society before the conflict by recognising and properly addressing the issue but also afterwards. Unlike international media covering conflicts, local media are a recognized part of society with the ability to accelerate and magnify fears or reduce them. One should not forget that journalism can play a role in escalating conflicts, which also demonstrates the potential for positive purposes. The media have the power to defuse tensions before they even reach a critical point and keep a critical eye on government, opposition and society. By supplying credible information and reaching a large audience, the

media help in managing conflicts and promote democratic principles. In the aftermath of a conflict, reconciliation and societal development can be encouraged as well.

United Nations Office for West Africa (2005) argued that broadcast media measure of democracy-building can be enhanced democracy journalism. Democracy journalists try to uncover the causes behind a conflict and true goals of all participants while making sure to humanise all victims of the conflict. The journalists don't try to exploit the loss and suffering but make sure that the reporting is balanced and also demonstrate how easily news can be manipulated. Part of the ethical guidelines for this kind of reporting is to bring out people that use democracyful measures and speak out against war and violence and document the suffering and loss on all sides.

Assistance from public opinion is and always has to be the goal of any reporting since without reaching a broad audience that can take action, the effect of the media is limited at best. Therefore non-democratic governments try to harass and persecute journalists in order to keep them in line and prevent them from exposing misconduct and abuse of power. Increasingly this practice can be observed in democratic countries as well and is being heavily criticised. It is noteworthy that despite the fact of democracy being the rule of a majority, a truly democratic framework also demands and ensures that those elected must be accountable. This includes protecting against gender discrimination, protecting the rights of minorities, protecting freedom of speech, and more importantly they do not have the right to justify any transgressions by endorsing new laws

Meyrowitz (2008) that broadcast media can be a great assistance in conflict management and democracy. However, the power they have is also limited, as they will never be able to eliminate armed conflicts altogether. The media can be a good tool in a healthy and functioning environment but more is needed than ethical and responsible reporting to ensure lasting democracy and safety. The role of the media is twofold: on the one hand, the media report and reflect on pressing issues and can help to question established concepts and ideas. On the other hand, they can be used for propaganda purposes and instead of revealing truths, try to cover things up and by this curtail people's freedom and right to information. Regardless, the potential

of the media in conflict and post-conflict situations remains a net positive, and has been sadly underutilized to this point in time.

Berry (2008) argued that broadcast media such as Radio, however, is the most important mass medium in Uganda (as in most of Africa). Radio is cheap, both for the producer and the recipient, and fits a variety of program formats. There are about twenty radio stations in Uganda, although surprisingly only one in Somaliland, where the governing structures are most functional. The reason is that the self-proclaimed government in the North is afraid of freeing the airwaves for dissent or clanistic lords. In this regard, the authorities cite the consequences of letting extremist forces use the media to spread hatred in Rwanda in 1994. To be expected, the political opposition is critical of this policy. Radio is regarded as an important medium for anybody who wants to convey a message, be it news, debate, or public service information.

Douglas (2010) argued that the media landscape in Uganda largely resembles that of the rest of Africa: a weak newspaper structure and urban television profile, accompanied by substantial radio consumption. When it comes to the so-called new media, usage has grown significantly, considering that Uganda is impaired in a number of ways. In the year 2000, Uganda was the last of the African nations to establish a national Internet service provider. Today, however, the Internet is inexpensive and easily accessible in all heavily populated areas, even though only one percent (100,000 inhabitants) is regular users. Moreover, Uganda has been in the forefront in the use of mobile telephones. The need for contact with Somalis abroad has been an important reason for the growth in digital technology (Fallis, 2012).

### **2.3.3 The role of social media on democracy**

Agozzino (2012) contend that social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition .

This rapid review identifies recent literature on the role of social media plays in conflict management in post-conflict and fragile contexts. Conflict management refers to policies relating to national reconciliation; democracy-building; stronger state-citizen relations; and social

cohesion and inclusion. In most of the literature, social media was grouped in with new media and information communication technologies (ICTs). The evidence base for this area is weak despite much enthusiasm over the potential impact social media could have. Very little analysis of the impact of social media on conflict has been carried out. This is noted in a number of studies, including a systematic review (Schoemaker, 2014; Oatley, 2011; Gagliardone et al, forthcoming; Stremlau, forthcoming). A limited number of case studies are used throughout the literature

In some cases social media and other new media tools have been used to help hold governments accountable, bring citizens together to protest violence, coordinate relief efforts, empower citizens, provide information to reduce tensions, and build bridges of understanding across boundaries ( Kelly and Souter (2014). In other cases social media and other new media tools have been used to help polarize society, thwart democracy movements, promote violent agendas, and convey inaccurate information (USIP, 2011; Hoffmann, 2013).

Although empirical evidence is thin, there is positive anecdotal evidence that social media can contribute to democracy by improving knowledge for conflict prevention and increasing contact and understanding between opposing groups (Oatley, 2011). Social media has been used to crowd source information in conflict hotspots as part of various conflict prevention measures in countries like Kenya and Nigeria, especially around elections (Welch et al, 2013; Best, 2013b; Smyth and Best, 2013). Social media enables people to engage in their own initiatives for democracy and allows for interactive dialogue (Hoffmann, 2013; Best, 2013b).

Social media has opened up new opportunities for public engagement and inter-active dialogue and changed the relationship between states and citizens (Kelly and Souter, 2014). Social media and the sharing of videos relating to things like regime violence and electoral fraud contribute to transparency and accountability, and appear to contribute to new norms against such behavior. Oatley (2011) argued that social media contributes to social change as a networked population means greater access to information, more opportunities to engage in public speech, and an improved ability to undertake collective action. Traditional media is more of a one-way communication, while social media and mobile technologies are two way in nature and more free from state control. They can reach large numbers of people very quickly and allows marginalized

individuals and communities to articulate political voice and project political ideas in ways that were previously impossible. However there is little supporting evidence found for these arguments and not much analysis of the impact of the use of social media.

Smyth & Best (2013) argued that social media can contribute to greater knowledge about i) changing conditions on the ground; ii) needs of communities that are enduring or have endured violence; and, iii) increase contact and understanding between opposing groups. Blogs like iRevolution and Diary of a Crisis Mapper are collectives that highlight on going initiatives in democracy and communications. Platforms like Ushahidi also have corresponding blogs where individuals can learn of ongoing initiatives and be inspired by other ideas. Ground views, a blog in Sri Lanka, supports a rich dialogue about media freedom and issues related to the conflict transformation process in Sri Lanka. Social media provides a platform for individuals to connect across boundaries and to discuss issues that they might not otherwise have an opportunity to voice.

International Journal of Communication Social media has been hailed as having the potential to have a 'revolutionary' impact. There were expectations that it would help overthrow oppressive governments; bring more transparency to international politics; reactivate young people to reinvent political participation; and generally contribute to a more democratic world. These expectations have been toned down recently. It is clear however, that new technologies are challenging the established conventions around working on communication and providing new fields of application (Banda, 2013).

Fackson (2013) argued that new technologies have made it possible for the individuals who are normally targeted for democracy initiatives to engage in their own initiatives for democracy on social media. They do this independently of outside interventions using platforms such as Facebook and Twitter to bridge divides between polarized groups, for example. There are Facebook groups dedicated to democracy and Face book campaigns, such as the one started by an Israeli couple which provided template posters with the text "Iranians, we will never bomb your country."

## 2.4 Related studies

In most situations of rising tension, before a conflict has passed the threshold to violence, international media has little interest or use for these news stories. As Jakobsen argues, it is usually after some sort of trigger event, like "an exodus of refugees or a massacre" that is also sufficiently photogenic and dramatic, that the international media takes notice. As such violent conflicts seem to erupt from out of nothing, a complete lack of rationality, which would make it equally impossible to see the way out of a violent confrontation (Ducaale, 2014). This may be one of the reasons explaining the common tendency to view violent conflict as something more or less inevitable and constant, like a natural catastrophe. Once international media does show interest in a conflict it is unfortunately usually when the critical preventive moment has passed. However, several cases seemed to point towards the international media being able to pressure governments into intervene militarily. On closer examination of the cases, Western governments' policy decisions tended to precede international media pressure (Robinson, 2012).

Wolfsfeld (2011) argued that international media attention in post-violent conflict phases is often also non-existent. Moreover, if it is present it tends to have a negative impact, at least in the short term. Studies concerning the effect of the media on Democracy Settlements exemplify this negative tendency. This is most obvious in democracy processes for example. Democracy processes are usually characterized by a long, drawn out succession of tedious meetings and, furthermore, some secrecy is often a prerequisite for success. This does not make good material for, in particular, television media and most often the media tends to magnify the failures. Taking it a step further, after a democracy agreement has been reached, it seems that, "most stories concerning long-term development and nation-building projects focus on miss-management, fraud and corruption, lack of meaningful evaluation criteria, and so on. International media, as it works today, has a negligible or negative influence on violent conflicts in the pre- and post-violent conflict phases.

International media in the violent phase of a conflict can exert positive pressure and have negative consequences. In one conflict that received considerable media attention, parties in the conflict repeatedly fired on them in order to put pressure on international decision-makers. In these circumstances, accurate reporting is essential, but often due to a lack of time and accessibility, it

is difficult to verify information. One aspect that this reflects is that parties who are willing to shot at themselves for the cameras are probably also more dependent on, and vulnerable to, international media pressure. Contrary to some of the negative effects on democracy processes, with the eyes of the international media fixed on the parties in a conflict, actors may be more reluctant to break agreements (Jakobsen, 2000).

Kuusik (2010) noted that lack of information can, at any stage of a conflict, make people distressed, restless and easy influenced. The ability to make informed decisions strengthens societies and fosters economic growth, democratic structures and the positive outlook on the future. For this very reason, the United Nations Millennium Declaration stressed the need to ensure the freedom of the media to perform their essential role and the right of the public to have access to information.

Křřmar (2006) argued that the media with all its means and types can play a significant role, and can influence the conflict area positively, by applying its influence towards ending the conflict, or at least enhancing the democracy environment and driving public towards democracy. I will try to summaries some appropriate ways which can enhance democracy, journalists have to precise about what they know and if they have not the knowledge they have dig into the history of the place and the roots of the conflict, they also have to focus on the human rights and show the parties the conflicts effects on the citizen. Moreover they must pick up any democracy initiative and explore it, try to report on invisible effects for example the psychological damage and trauma.

Broadcasting news by using community radios can help reach people in different areas, even with different languages more easily. This way people can be addressed directly and their own personal experiences and lives can be incorporated much better, than with foreign media. The danger of manipulation and inflammation of ethnic tensions, however, cannot be the local media, especially radio is that in border areas it is possible to convey democracy messages to passing fighters and refugees alike (Cohen, 2012). Democratic media structures need more than this; it is vital that the use of information within a society is not solemnly passive but that the population gets actively involved in creating content and broadcasting it.

Jan Mirza (2009) argued that media contributes to this experience of the world-as-a-single-place and thus represents a key component in these social transformations, both as cause and outcome. This is the result of significant growth of social interconnections, which is built on the thought of the global village that shrinks borders and time, creating awareness of any single location and place and its relative position within the global experience. The media contributes to this experience, and represents the key tool for these social transformations.

## CHAPTER THREE

### METHODOLOGY

#### 3.0 Introduction

This chapter presents the research design, the study population, sample size, sample techniques and procedures, data collection methods and instruments, validity and reliability, data analysis, measurement of variables, and ethical considerations.

#### 3.1 Research design

The study adopted a cross sectional research design. According Amin (2005), studies of this nature may be more productively undertaken because data can be collected from a cross section of a population in a short time from a large number of cases for purposes of drawing valid conclusions to represent the entire population of the study. In addition, a case study is an intensive and detailed study of a certain case and enlightens a general phenomenon or problem of the study to deeply understanding and/or explanation of one single specific and complex phenomenon (GoU, 2010). A case can be individuals, groups, movements, a specific event, geographical units (Brante&Korsnes, 2001 & GoU, 2010).

#### 3.2 Study population

The study population included 155 respondents who were chosen from different media platforms and some of the leaders from Human rights commission in Kampala, these media platforms included Newvision and Daily monitor.

#### 3.3 Sample size

Due to limited time and resources, a sample size of 149 people were selected from the study population of 155 respondents (Krejcie& Morgan, 1970). This study used purposive sampling for the Managers and Supervisors. Purposive sampling is good for in-depth analysis, it enables high representation of the population, less bias, and simplifies data interpretation and analysis of results (Black, 1999). While simple random sampling was used on administrators because it allowed for probing more on media and democracy.

### **3.4 Sampling Techniques and Procedures**

The participants in the study were selected through simple random sampling method. all respondents had an equal chance of being selected to be part of the study. Simple random sampling is better because it is easy to collect data when the respondents are similar to one another. It also ensured a high degree of representativeness and ease of assembling the sample. Purposive sampling was used for selecting the particular groups of people in the population especially Communication department, managers and supervisors. This sampling procedure is used for its cost efficiency and effectiveness to collect specific information and allows for probing for clarity.

### **3.5 Data collection methods**

The study used both primary and secondary data collection methods as complementary

#### **Questionnaire method**

These were designed objective by objective and the questionnaires was used to collect data because it is practical and allows large amounts of information that can be collected from a large number of people in a short period of time and in a relatively cost effective way, the results of the questionnaires can usually be quickly and easily quantified by either a researcher or through the use of a software package. Questionnaires help gather information on knowledge, attitudes, opinions, behaviors, facts, and other information

### **3.6 Data collection instruments**

#### **3.6.1 Self-Administered Questionnaires**

The research instrument included the Self-Administered Questionnaire (SAQs). SAQs were used because they are the most suitable in a survey that involves a large number of respondents (Amin, 2005). In addition, (SAQs) were very suitable for the target respondents given their high levels of English literacy. Finally, SAQs consume less time and money compared to other methods.

### 3.7 Validity and Reliability

#### 3.7.1 Validity

Validity is the ability of the research instrument to measure what it aims or is supposed to measure. According to Amin (2005), the research instrument must be appropriate for the study objectives to be achieved. The researcher consulted and discussed with the supervisor to limit errors as much as possible. The supervisor was given questions so that she could rate each question on a five point rating scale which indicates strongly agree (1), agree (2), disagree (3), and strongly disagree (4). This CVI was accepted because normally it should be greater than 0.70, which means that the questionnaire was ready to be administered. For the purpose of this study, using this formula below;

$$CVI = \frac{\text{No. of questions declared valid}}{\text{total No. of questions in the questionnaire}}$$

$$CVI = \frac{26}{28}$$

$$CVI = \underline{\underline{0.86}}$$

A CVI of 0.86 was used to declare the research instrument valid since it was above 0.7 which is the minimum CVI index required to declare a research instrument valid (Amin, 2005).

#### 3.7.2 Reliability

The test-retest technique was used to determine the reliability (accuracy) of the researcher devised instruments to ten qualified respondents. The test-retest method was used in order to test the reliability of the questionnaire; here the researcher pre-tested the questionnaire on a few respondents before administering it to the sample size. The researcher gave the questionnaire to a few respondents (10 workers) to answer it, after a period of two weeks; the researcher gave the same questionnaire to the same group (10 workers) to answer it again. Responses from the first time (test) were compared to responses of the second test (re-test), and the t-test results indicate a significant difference which is supposed to be less than or equal to 0.05 in order to declare a research instrument reliable (Amin, 2011). The Cronbatch Alpha was computed using SPSS. The minimum Cronbatch Alpha coefficient of 0.75 was used to declare an instrument reliable.

**Table 3.1: showing reliability test result**

Reliability Statistics

Cronbach's Alpha	N of Items
.886	26

The research instrument was declared reliable since the Cronbach's Alpha value was above 0.75 which is the minimum Cronbach's Alpha value required declaring an instrument reliable.

### 3.8 Data Analysis

During data analysis, the data was mainly analysed using SPSS, a statistical package for social scientists. The data was analysed to obtain the descriptive statistics such as frequency tables, percentages and presentations.

Also data from each questionnaire was categorized and edited for accuracy and completeness of information. The information obtained was further triangulated with information from secondary sources for meaningful interpretation and discussion.

The following mean ranges and descriptions were used to interpret responses:

**For the extent of media and democracy**

Mean Range	Response Mode	Interpretation
3.26-4.00	Strongly agree	Very satisfactory
2.51-3.25	Agree	Satisfactory
1.76-2.50	Disagree	Unsatisfactory
1.00-1.75	Strongly disagree	Very unsatisfactory

Data on profile of respondents was analysed using frequency and percentages, whereas data on the extent of media and democracy was analysed using means and standard. Whereas the regression analysis was used to analyse data on all objectives whereby finding out how media in relation to print media, broad cast media and social media affect democracy.

Regression equation

$$Y=a+b_1x_1+b_2x_2+b_3x_3$$

Whereby:

Y=the dependent variable (democracy)

a = level of significance (0.05)

b = Beta

$x_1$ =print media

$x_2$ = broad cast media

$x_3$ = social media

### **Decision rule**

The researcher rejected the hypothesis since the significance value was less than 0.05

### **3.10 Ethical Consideration**

The research process was guided by sound ethical principles which included the followings:-

Objectivity: The researcher ensured objectivity when carrying out the research and any attempt to bias results were considered unethical and were therefore avoided.

Respect: The researcher ensured that respect for the respondents was applied. Respect was encompassed respecting where the opinion of the respondents including the opinion to terminate the interview whenever they felt uncomfortable to continue, questioning style especially for very personal and sensitive questions.

Also the researcher promised the respondents that their identity was not to be disclosed as there was no writing of names on the questionnaires and that everything was to be confidential. The researcher gave the respondents the true facts about the research in order to make informed decisions about participating or not.

## **CHAPTER FOUR**

### **DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF FINDINGS**

#### **4.0 Introduction**

This chapter shows the profile information of respondents, the extent of media, level of democracy, the role of print media on democracy in Kampala Uganda, the effect of broad cast media on democracy in Kampala Uganda and the effect of social media on democracy in Kampala Uganda.

#### **4.1 Profile of respondents**

Respondents were asked to provide information regarding their gender, age, education level and number of years spent in the organisation, their responses were summarized using frequencies and percentage distributions as indicated in table 4.1 below;

Table 4.1 Showing gender, age, academic, qualification and position held the respondents in the organization.

Respondents	Frequency (F)	Percentage (%)
<b>Gender</b>		
Male	103	69.1
Female	46	30.9
<b>Total</b>	<b>149</b>	<b>100</b>
<b>Education</b>		
Certificate	27	18.1
Diploma	18	12.1
Bachelor	62	41.6
Masters	42	28.2
<b>Total</b>	<b>149</b>	<b>100</b>
<b>Age</b>		
<20 years	15	10.1
21-30 years	24	16.1
31-40 years	56	37.6
41-50 years	48	32.2
>50 years	6	4.0
<b>Total</b>	<b>149</b>	<b>100</b>
<b>Years worked</b>		
<1 years	14	9.4
1-3 years	8	5.4
4-6 years	60	40.3
7-9 years	35	23.5
10+ years	32	21.5
<b>Total</b>	<b>149</b>	<b>100</b>

**Sources:** Primary Data 2018

Table 4.1 results on gender of respondents indicated that majority of the respondents were male who were 69.1% while the female were 30.9%. This shows that among the respondents who

participated in this study were men and this critically shows that media organizations prefer employing them since they can work under any conditions.

In relation to the education background, results indicated that majority of the respondents were 41.6% who were Bachelor's degree, 28.2% had masters degree, certificate holders were 18.1%, and finally followed by those with diploma and were represented by 12.1%. Implying that most respondents had the academic organized minds and therefore gave less burden of interpreting the questions designed in the questionnaire by the researcher.

In relation to age, most of the respondents with the age bracket of 31– 40 years were 37.6%, 38.2% were between 41-50 years of age, 21-30 years were 16.1%, the respondents who were under 20years were represented by 10.1% and finally followed by 50+ years age bracket which had 4%. The respondents under the age bracket of >50 had the lowest percentage because journalism needs young energetic people and more so it involves moving here and there.

The findings on time of service, majority of the respondents had worked in the organization for between 4-6 years with percentage of 40.3%, 7-9years and above were 23.5%, 21.5% had worked in the organization for 10 years and above, respondents had worked for less than 4 years were 9.4% and finally followed by respondents who had worked for 1-3 years and these were 5.4%. This shows that the researcher gathered information from employees who had enough experience of work and provided the right information that was helpful to the researcher.

## 4.2 Media in Kampala, Uganda

Items on media	Mean	Std.	Interpretation
<b>Print Media</b>			
There is communication on democracy is done through print media	2.55	1.09	Good
The deliberations on democracy are well communicated through print media	2.46	1.05	Poor
The people provide ideas on democracy through the print media	2.69	.92	Good
There are democracy efforts that are specifically done in the print media	2.48	.96	Poor
The print media in Kampala contribute to the fight against terrorism in the country	2.55	1.00	Good
The print media displays the peace resolutions efforts to the people	2.60	1.10	Good
<b>Average</b>	<b>2.55</b>	<b>.08</b>	<b>Good</b>
<b>Broad cast media</b>			
The television is used to democracy initiatives by the government	2.60	1.01	Good
The citizens use broadcast media to provide the suggestions to democracy	2.49	1.01	Poor
The international community use the broadcast media in communicating democracy efforts	2.59	1.00	Good
Government agencies use broadcast media to present sensitization and need to ensure peace	2.75	.95	Good
The non government agencies have used the broadcast media platform to communicate the peace handling initiatives	2.42	1.06	poor
The people in disputed areas communicate their grievances through broadcast media	2.40	1.08	poor
<b>Average mean</b>	<b>2.54</b>	<b>1.27</b>	<b>Good</b>
<b>Social media</b>			
There is use of face book to communicate the disputes in different places	2.42	1.04	Poor
The people use social media to communicate prevalence of disputes in their areas	2.65	1.02	Good
Peace development efforts are communicated through social media	2.63	.95	Good
The peace negotiation efforts are communicated to the public through social media	2.66	.96	Good
The government has a social media platform for reporting violence or conflicts	2.10	1.01	Poor
The government has established social media platforms for suggesting solutions	2.38	1.06	Poor
<b>Average mean</b>	<b>2.47</b>	<b>1.01</b>	
<b>Overall mean</b>	<b>2.52</b>	<b>.4456</b>	

Sources: Primary Data 2018

Table 4.2 above shows that communication on democracy is done through print media and had a mean of 2.55 with the standard deviation of 1.09 interpreted as good. The deliberations on democracy are well communicated through print media had the mean of 2.46 standard deviation 1.05 and according to the scale it was interpreted as poor implying that there is need to lay strategies on how to communicate ways of how to bring peace in the area.

Results indicated that people provide ideas on democracy through the print media had a mean of 2.69 was attained; standard deviation of .92 was interpreted as good. There are democracy efforts that are specifically done through print media and this was indicated by mean of 2.48; standard deviation of .96 was interpreted as poor, implying that the respondents were not in support that there are democracy efforts that are specifically done in the print media. The findings also provide a mean of 2.55 regarding the aspect of print media contributing to the fight against terrorism in the country and had the standard deviation of 1.00, according to the scale it was interpreted as good. The print media displays the peace resolution efforts to the people (mean=2.60), and the standard deviation of 1.10 was interpreted as good.

In relation to broad cast media, the television is used to democracy initiatives by the government (mean=2.60); standard deviation 1.01 was interpreted as good. The citizens use broadcast media to provide the suggestions to democracy (mean=2.49) with the standard deviation of 1.01 was interpreted as poor, implying that the respondents were not informative about the use of media on suggestions to democracy. The non governments agencies have used the broadcast media platform to communicate the peace handling initiatives (mean=2.42) with standard deviation of 1.06 and according to the scale it was interpreted as poor.

### 4.3 Democracy

**Table 4.3: Shows Level of democracy in Kampala, Uganda**

Items on democracy	Mean	Std.	Interpretation
The institutional structures exist that are used for handling democracy efforts	2.51	.96	Good
The political leaders highly participate in democracy efforts	2.48	.91	Poor
The political leaders at parliamentary level are fully engaged in democracy efforts.	2.41	1.00	Poor
The political leaders have interest in existence of democracy	2.40	1.02	Poor
The religious institutions agitate for democracy programs in Uganda	2.53	1.04	Good
The traditional institutions have customs that prevent the prevalence of peace	2.60	1.01	Good
There are clear structures in the constitution for democracy	2.57	1.07	Good
<b>Average</b>	<b>2.50</b>	<b>1.00</b>	<b>Good</b>

**Sources:** Primary Data 2018

Table 4.3 above shows the level of democracy and this was rated as 2.49. The traditional leaders are concerned and involved in democracy had a mean of 2.53; standard deviation of 1.04 was interpreted as good. The institutional structures exist that are used for handling democracy efforts (mean=2.51), the political leaders do not highly participate in democracy efforts (mean=2.48). The political leaders at parliamentary level are not fully engaged in democracy efforts (mean=2.41), the political leaders have interest in existence of democracy (mean=2.40), the religious institutions agitate for democracy programs in Uganda (mean=2.53), implying there are clear structures in the constitution for democracy in Uganda.

#### 4.4 Objective one; effect of print media on democracy in Kampala

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 <sup>a</sup>	.352	.348	.35984
a. Predictors: (Constant), Print media				

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.974	1	10.974	84.756	.000 <sup>a</sup>
	Residual	20.199	156	.129		
	Total	31.174	157			
a. Predictors: (Constant), Print media						
b. Dependent Variable: Democracy						

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.607	.121		.000
	Print media	.380	.041	.593	.000
a. Dependent Variable: Democracy					

Regression analysis results in the Model Summary table revealed that print media accounted for 35.2% on democracy in Kampala and this was indicated by r-squared of 0.352 implying that print media contribute to democracy in Kampala.

The ANOVA table indicated that print media significantly affects democracy and this was indicated by the F-value=84.756 and Sig-value=.000, since the sig. value (0.000) was less than

0.05 and which is the maximum level of significance required to declare a significant effect. This implies that print media highly contributes to the democracy in Kampala, Uganda.

The coefficients table indicated that considering the standard error, print media significantly influence democracy in Kampala Uganda ( $\beta=0.380$ , Sig=0.000).

Testing for hypothesis

The hypothesis was rejected since the significant value was found to be less than 0.05 (Sig=0.000).

#### 4.5 Objective two; the effect of broad cast media on democracy in Kampala

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 <sup>a</sup>	.315	.311	.36536
a. Predictors: (Constant), Broad cast media				

ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.530	1	9.530	71.395	.000 <sup>a</sup>
	Residual	20.691	155	.133		
	Total	30.221	156			
a. Predictors: (Constant), Broad cast media						
b. Dependent Variable: Democracy						

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.646	.127		12.991	.000
	Broad cast media	.373	.044	.562	8.450	.000
a. Dependent Variable: Democracy						

Regression analysis results in the Model Summary table indicated that broad cast media accounted for 31.5% on democracy in Kampala Uganda and this was indicated by r-squared of 0.315 implying that broad cast media significantly contributes 31.5% on democracy in Kampala, Uganda.

The ANOVA table indicated that broad cast media significantly affects democracy and this was indicated by the F-value=71.395 and Sig-value=.000, since the sig. value (0.000) was less than 0.05 and which is the maximum level of significance required to declare a significant effect. This implies that broad cast media highly affects democracy in Uganda. The coefficients table indicated that considering the standard error, broad cast media significantly affects democracy in Uganda ( $\beta=0.373$ , Sig=0.000).

Testing for hypothesis

The hypothesis was rejected since the significant value was found to be less than 0.05 (Sig=0.000).

#### 4.5 Objective three; effect of social media on democracy in Kampala

Model Summary <sup>a</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614 <sup>a</sup>	.377	.373	.35227
a. Predictors: (Constant), Social media				

ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.623	1	11.623	93.669	.000 <sup>a</sup>
	Residual	19.234	155	.124		
	Total	30.858	156			

ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.623	1	11.623	93.669	.000 <sup>a</sup>
	Residual	19.234	155	.124		
	Total	30.858	156			
a. Predictors: (Constant), Social media						
b. Dependent Variable: Democracy						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.601	.117		13.716	.000
	Social media	.399	.041	.614	9.678	.000
a. Dependent Variable: Democracy						

Regression analysis results in the model Summary table indicated that social media significantly affects democracy at a rate of 37.7% and this was indicated by r-squared of 0.377, hence implying that use of social media significantly influences democracy.

The ANOVA table indicated a positive significant effect social media has on democracy and this was indicated by the positive F-value=93.669 and Sig-value=.000, since the sig. value (0.000) was less than 0.05 and which is the maximum level of significance required to declare a significant effect. Still this implied that effective use of social media can improve the level of democracy and poor use of social media measures reduces it. The coefficients table indicated that considering the standard error, social media significantly affects democracy ( $\beta=0.399$ , Sig=0.000).

### Testing for hypothesis

The hypothesis was rejected since the significant value was found to be less than 0.05 (Sig=0.000).

## CHAPTER FIVE

### DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.0 Introduction

This chapter focuses on the findings, conclusions: recommendations based on the conclusions of this study and suggested areas that need further research following the study objectives:

#### 5.1 Discussions

This study was set to find out the relationship between medias and democracy in Kampala, three specific objectives guided this study and these were i) determining the influence of print media on democracy in Kampala, Uganda; ii) establishing the effect of broad cast media on democracy in Kampala, Uganda and (iii) examine the effect of social media on democracy in Kampala, Uganda.

##### 5.1.1 Objective one; the effect of print media on democracy

The findings indicated that print media significantly affects democracy in Kampala, this effect therefore implies that print media contribute to democracy in Kampala. This finding is in line with Hagos (2011) who argued that print media pursue a professional relationship with reporters and editors. Network at community functions, invite them to lunch, or find other ways of meeting and speaking with members of news organizations, i.e. school board meetings, golf tournaments, basketball games, etc. If reporters know you personally, they are more likely to consider your story suggestions seriously. This is different from the study findings of Howard (2006) who contend that the print media is an effective way to alert the public to the Weatherization Assistance Program and its work. Readers often bypass paid advertising, but a story from an independent journalist increases public awareness and builds local credibility. Chandran (2009) pointed out that print media was focused as it plays a significant role in shaping the political reality, and readers not only learn about the given issue but also realize the importance attached to it.

### **5.1.2 Objective two; the effect of broad cast media on democracy**

The findings revealed that there is a significant effect broadcast media has on democracy in Kampala, this also implied that effective broadcast media improves the level of democracy in Kampala and poor ineffective broadcast media reduces it. This finding agrees with Westphal (2014) who lamented that broadcast media can not only help to distribute information but also counter hate-speech and create an environment of balanced opinions, information equilibrium. For the media it can be problematic to find a balance between preventing harm caused by speech and protecting individual expression. Being able to find this balance however is important especially in conflict situations. On the contrary however, Meyrowitz (2008) that broadcast media can be a great assistance in conflict management and democracy. However, the power they have is also limited, as they will never be able to eliminate armed conflicts altogether. The media can be a good tool in a healthy and functioning environment. Berry (2008) argued that broadcast media such as Radio, however, is the most important mass medium in Uganda (as in most of Africa). Radio is cheap, both for the producer and the recipient, and fits a variety of program formats. There are about twenty radio stations in Uganda, although surprisingly only one in Somaliland, where the governing structures is most functional.

### **5.1.3 Objective three; the effect of social media on democracy**

The finding of this study proved a strong positive significant effect social media has on democracy in Kampala, this therefore implies that effective social media increases the extent of democracy in Kampala and ineffective social media reduces it. This finding is in line with Stremlau & Wairagala (2010) who noted that international Journal of Communication Social media has been hailed as having the potential to have a 'revolutionary' impact. There were expectations that it would help overthrow oppressive governments; bring more transparency to international politics; reactivate young people to reinvent political participation; and generally contribute to a more peaceful world. Best (2013) argued that social media has been used to crowd source information in conflict hotspots as part of various conflict prevention measures in countries like Kenya and Nigeria, especially around elections. Oatley (2011) argued that social media contributes to social change as a networked population means greater access to information, more opportunities to engage in public speech, and an improved ability to undertake collective action.

## **5.2 Conclusions**

### **5.2.1 Objective one; the effect of print media on democracy**

According to the findings print media has a positive significant effect on democracy in Kampala. Therefore print media has a considerably high influence on democracy, hence there is need for improving print media to enhance democracy and there is need for a focus on improving social media amidst designing strategy that can enhance the democracy initiatives in Kampala Uganda. Print media plays a significant role in shaping the political reality, and readers not only learn about the given issue but also realize the importance attached to it. Further opinion pages are forming as well as reflecting the public opinion, thus, based on the concept of conflict resolution, it analyzed whether their coverage has potential to contribute to democracy resolution of the issue or not, which is disturbing global democracy in general and political stability in particular

### **5.2.2 Objective two; the effect of broad cast media on democracy**

According to the findings broad cast media has a significant effect on democracy in Kampala. Hence broad cast media has a high bearing on democracy. Therefore there is a need for consorted efforts to improve broadcast media and also enhance the values for democracy in Kampala. Broad cast media stands for freedom-of speech, the right to information and the representation of different opinions in a heterogeneous society. In any culture of prevention, effective media are an essential part and indispensable for societies trying to make a transition towards democracy. On the other hand, print media can be misused for propaganda purposes, to incite hatred and spread rumours and therefore artificially create tensions. The transmission of ideas is also not limited to conventional media such as newspapers, TV or radio.

### **5.2.3 Objective three; the effect of social media on democracy**

According to the findings social media has a positive significant effect on democracy in Kampala. Therefore social media has a bearing on the democracy programs hence there is need for enhancing social media given the state of the social environment factors complemented in the study. Hence there is need for a focused mind on the state social media as a way of enhancing democracy hence the other factors other than social media need to be considered in addressing the democracy issues.

### **5.3 Recommendation**

#### **5.3.1 Effect of print media on democracy**

The print media was found operating though with limited capacity, there is need by peace makers to focus more on other avenues other than print media as a way of providing peace into the country. The study recommends that avenues of negotiations and democracy efforts of deliberations are fundamental in explaining the prevalence of peace in the country.

#### **5.3.2 Effect of broad cast media on democracy**

Broad cast media needs to be enhanced through enhancing effective mechanisms as practical situations to improve democracy, the avenues that support peace need to be broadcast through media plus the mechanisms for improving the state the media in peace development be improved, hence there is need for enhancement of those aggrieved parties in participating in proving their views and alternatives on peace through broadcast media.

#### **5.3.3 Effect of social media on democracy**

Social media had a positive effect on democracy, therefore local radios and websites should be responsible in their coverage of the Kampala chaos should avoid fanning the flames of war. The social media should take a peacemaking role instead and develop programs and messages that enhance dialogue and positive images in relation to democracy.

### **5.4 Contribution to knowledge**

One of the most prominent findings from this study is the fact that it has provided evidence to support the fact that media can improve the state of democracy. Another important revelation that can be attributed to this study is that it is now clear that media is not effectively given chance to do their work freely, little is done through medias to improve this.

### **5.5 Areas for further research**

Prospective researchers and even students are encouraged to research on the following areas;

Social media and democracy in Kampala Uganda

Role of government in democracy in Kampala Uganda

Functionality of the armed forces in democracy in Kampala Uganda

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## APPENDICES

### Appendix I: Questionnaire

#### SECTION A: Profile of Respondents

Gender

Male ☐ Female ☐

Highest academic education attained

Certificate ☐ Diploma ☐ Degree ☐ Masters ☐

Others, specify.....

Age

<20 ☐ 21-30 ☐ 31-40 ☐  
41-50 ☐ >50 ☐

For how long have you worked with in your position?

<1 yrs ☐ 1-3 yrs ☐ 4-6 yrs ☐  
7-9 yrs ☐ 10 & above yrs ☐

#### SECTION B: Questionnaire on Media

Direction: Please write your preferred option on the space provided before each item. Kindly use the rating guide below:

Response Made	Rating	Description
Strongly Agree	4	You agree with no doubt at all.
Agree	3	You agree with some doubt
Disagree	2	You disagree with some doubt
Strongly Disagree	1	You disagree with no doubt at all

	Media	SA 4	A 3	DA 2	SDA 1
	<b>Print Media</b>				
PM1	There is communication on democracy is done through print media				
PM2	The deliberations on democracy are well communicated through print media				
PM3	The people provide ideas on democracy through the print media				
PM4	There are democracy efforts that are specifically done in the print media				
PM5	The print media in Kampala contribute to the fight against terrorism in the country				
PM6	The print media displays the peace resolutions efforts to the people				
	<b>Broad cast media</b>				
BC1	The television is used on democracy initiatives by the government				
BC2	The citizens use broadcast media to provide the suggestions to democracy				
BC3	The international community use the broadcast media in communicating democracy programs				
BC4	Government agencies use broadcast media to present sensitization and need to ensure peace				
BC5	The non government agencies have used the broadcast media platform to communicate the peace handling initiatives				
BC6	The people in disputed areas communicate their grievances through broadcast media				
	<b>Social Media</b>				
SM1	There is use of face book to communicate the disputes in different places				
SM2	The people use social media to communicate prevalence of disputes in their areas				
SM3	Peace development efforts are communicated through social media				
SM4	The democracy negotiation efforts are communicated to the public through social media				
SM5	The government has a social media platform for reporting violence or conflicts				
SM6	The government has established social media platforms for suggesting solutions				

## Section B: Questionnaire on Democracy

Democracy	SA 4	A 3	DA 2	SDA 1
The religious institutions agitate for democracy programs in Uganda				
The traditional institutions have customs that prevent the prevalence of peace				
There are clear structures in the constitution for democracy				
The institutional structures exist that are used for handling democracy efforts				
The political leaders have interest in existence of democracy				
The lower level political leadership highly participate in democracy efforts				
The political leaders at parliamentary level are fully engaged in democracy efforts.				



**KAMPALA  
INTERNATIONAL  
UNIVERSITY**

Ggaba Road, Kansanga\* PO BOX 20000 Kampala, Uganda  
Tel: +256 701 665 699 Fax: +256 (0) 41 - 501 974  
E-mail: admin@kiu.ac.ug \* Website: <http://www.kiu.ac.ug>

**COLLEGE OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF POLITICAL AND ADMINISTRATIVE STUDIES**

August 24, 2018

**TO WHOM IT MAY CONCERN**

Dear Sir/Madam,

**RE: INTRODUCTION LETTER FOR KUKUNDA GLORIOUS**  
**REG NO. 1153-06404-00619**

The above mentioned candidate is a bonafide student of Kampala International University pursuing a Bachelor's Degree in Public Administration.


She is currently conducting a field research for her dissertation entitled, "Media and Democracy in Kampala, Uganda."

Your organisation has been identified as a valuable source of information pertaining to her Research Project. The purpose of this letter then is to request you to accept and avail her with the pertinent information she may need.

Any data shared with her will be used for academic purposes only and shall be kept with utmost confidentiality.

Any assistance rendered to her will be highly appreciated.

Yours faithfully,

  
Gerald Muzaare  
HOD, Political and Administrative Studies