

**THE ROLE PLAYED BY THE MEDIA IN FIGHTING POVERTY A  
CASE OF STUDY CENTRAL BROADCASTING SERVICES  
(CBS) OF KAMPALA UGANDA**

**BY**

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### DECLARATION

I KAHIU MARGARET MUGURE declare that this project is my original work and has never at my time been submitted by anybody to any institution according to my knowledge any other texts and literature have been expressly stated.

Signed

Date

  
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03.09.08  
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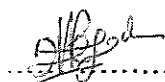
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## **Approval**

This dissertation has been submitted to me for supervision as the university supervisor.

Signature

Date



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3rd September 2008  
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MR. SP ONGODIA

## **DEDICATION**

I dedicate this dissertation to my entire family members, friends and most especially my dad and mum for their tireless effort to see me through my studies and their financial help to complete this research work.

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## **LIST OF ACRONYMS**

GDP Gross domestic product

UN United Nations

CBS Central Broadcasting Services

UNDP United Nations Development Programme

TANZANIA Tanzania Media Women Association.



## **ABSTRACT**

A combination of economic growth and committed revenue rising should give most governments considerable scope to devote increased resources in addressing the issue of poverty. In fighting poverty, we need to briefly review the extent and nature of poverty across nationals. We then consider the role of the media and revenue raising tools that can hamper social expenditure. Poverty is a state of insolvency in which man cannot meet all the obligations required for survival. In handling problems of poverty we also need to analyze whether the introduction of credible unemployment benefit schemes would aid labour market reform and in the process help in solving the problems thereof in work poverty.

We have to consider efforts and improvements in the media sector-targeting social assistance and categorical benefits directed to reducing poverty. Important to note is that, inequality is increasing around the world, while the world appears to be globalizing. Even the wealthiest nations have the largest gap between the rich and the poor. But in many cases, international politics and various policies have led to a diversion of available resources from domestic and various policies have led to a diversion of available resources from domestic needs to the external world and keeping developing nations in continuous poverty. Historically, politics and power play by the elite leaders and rulers have increased poverty and dependency. These have often manifested themselves in wars, and the mercantile practices while presented as free trade still happen today. Poverty is therefore not just an economic issue; it is also an issue of political economics. However, this research is then intended to find out whether the media is playing any important role in fighting poverty. I will gather information from various theories about poverty and reaching various respondents in a bid to address the issue of poverty in Uganda, and identifying the roles the media is playing in fighting poverty.

## **CHAPTER ONE**

### **1.0 INTRODUCTION**

Poverty remains a major problem in much of our developing countries. Whether measured in the narrow sense of low income or expenditure or in broader terms involving other dimensions of well being, the existence of wide spread poverty in developing countries challenges both policy makers within and at the international level.

In fighting poverty we need to involve policies to stimulate economic growth and ensure that its benefits extend firmly to the poor through both "pro-poor" growth and redistribution. In this research the role of the media in fighting poverty will be considered much. Almost all media net works in Uganda are now growing and a combination of further growth and in some cases more committed to reducing un employment which is a well established cause of poverty in developing countries and it seems even to have graver consequences,

Low pay is so common in developing countries (Uganda in case) that even two or more earners in the house hold, the poverty rate is still nearly 86 percent of the overall rate compared to 60 percent in the European world.

On average, half the poor in Uganda are in house holds where two or more people are earning income. A third of the people are in house holds where no body earns in Africa (United Nations up date April 3 2006).

Another factor behind the gross poverty is the phenomenon of wage arrears. It is a well known factor that workers are owed wages by their employers. However it, would be a gross exaggeration to say that the problem of poverty in Uganda can easily be described, much as poverty according to the review is mostly found in house holds of working age. However, through flexible media relations efficiency can be developed by reaching people through awareness campaigns. In this process we need to know how much poverty is there and who are the poor.

### **THE PICTURE OF POVERTY**

At its trough, measured gross domestic product (GDP) per capita had fallen by a third on average in 1986. Despite the growth in Uganda in the second half of the 1990s, income per head is still on average 13 percent down. With complete economic recovery Uganda is still classified as low income earner with national annual income per head below 755 dollars at market rates. (World Bank report April 31<sup>st</sup>, 2006). The national cake is also not equally distributed.

**Who are the poor?**

**How does the risk of poverty vary across the population and which groups make up the bulk of the poor?**

Poverty has a well known relationship to the life cycle in Uganda with a higher risk in child hood and in old age. Children in developing countries are more likely to be poor than the average person and the pattern is quite different with the developed countries. However the relative risk of poverty

in countries may be expected to vary between the developed and developing countries due to the differences in economic composition.

## **1.2 BACK GROUND OF THE STUDY**

Central broad casting services (**CBS Radio 88.8 Fm**) was established in 1995 in relation to the need to address **Buganda kingdom** issues such as, creating awareness on the federal system of governance amongst the Buganda people. Central broadcasting services fm radio was registered by the broadcasting council in 1995, and on June 22 1996 it had become a favorite station to all people both in Buganda and outside. When Central broadcasting services was opening, Capital Fm radio and Sanyu Fm radio were already in operation but it became the favorite station for all Ugandans because of broadcasting in the local language(Luganda) that all could interpret. Central broadcasting services (CBS) to maintain its position in broadcasting has basically been the works of its enthusiastic workers and the strong executives that involves the, finance committee, the broadcasting committee responsible for all that is broadcast on air which is attracting thousands of listeners. Others include the technical committee and the human resource committee responsible for planning and strategy formulation.

Central broadcasting services in a bid to reducing unemployment a threat of poverty, it is proud to have a sister station broadcasting on 89.2 fm. Both stations have different programs that range from social, political, economic, sports, leisure, and through Buganda cultural

development fund (BUCADEF) and Quality chemicals, central broadcasting services, is aiding farmers, boosting families, which in the process has reduced redundancy and in the addressing un employment a major cause of poverty.

According to the article in the Entanda ya Buganda of April 4<sup>th</sup> 2006, central broadcasting services has created a conducive environment and is putting in place necessary structures, policies and systems to aid development. A conducive environment central broadcasting services are promoting is a ground for fostering and causing a relatively permanent change in the standards of living of all its listeners. According to the (prime minister) of Buganda however, broadcasting service is facing a lot of challenges in different forms as it is struggling to fight poverty and unemployment. Toro instance, a number of policies governing the broadcasting and new technologies that hinder them from reaching all are affecting the radios effectiveness to addressing the issue of poverty.

It is upon this back ground that the researcher also, tries to find out the role central broadcasting services is playing in fighting poverty as a form of media. However, to analyze all this one has to look at;

- (a) The role played by the media in fighting poverty.
- (b) The role of education in fighting poverty stating what is on the ground or

the ideal situation about poverty.

- (d) A high light about central broadcasting services programs and how they are affecting poverty.

### **1.3     ROLE PLAYED BY THE MEDIA IN FIGHTING POVERTY**

The challenge of using the media such as, the radio, television, papers, digital technologies, like computers, satellites, mobile phones and the internet is complex. However they have tremendous potential in bringing positive change in the lives of poor people. To be effective on the other hand, the media must not only be accessible but also meaningful. In themselves the media does not guarantee the fight against poverty if;

- People have no political voice, how can the radios helps them shape the decisions and policies affect their lives?
- Farmers can access market prices with mobile phones, but if there is no road how do they use the media?
- For a woman walking distances to fetch fire wood, how can the internet as a form of media improve her status? Even if she has access to the internet, can she read what she sees on the computer screen? Is the information content relevant to her needs?

A greater volume of work can be expected from people if the media specializes in dedicating programs that would let people understand the current situations they are in now and effective is the media addressing them. Through awareness campaigns on poverty and developing financial projects or programs that will enable the poor to overcome poverty themselves. According to Mahatma

Gandhi, he asserts that if you want develop people you need to reach them, work with them, understand their likes and beliefs, share with them knowledge, at the end of the day will be jubilating that we did it.

For example Buganda cultural fund through the central broadcasting services radio are promoting rural farmers, providing land and supporting indigenous people to live a better life and their families. But we need however, to make it clear that people are not hungry because they lack food or over population, but because they are too poor to afford the food and this is affecting there usefulness.

Important on this note is that, if the underlying causes of poverty are not addressed, hunger will still continue because people will not be in position to purchase the food.

#### **1.4     ROLE OF EDUCATION IN FIGHTING POVERTY**

Maintenance and development of educational systems plays a centre role in addressing poverty. The issue here is that poor children should not grow into poor uneducated adults which perpetuates poverty across the generations. It is noted that the impact of education has not been randomly distributed. Systematic survey findings and a lot of anecdotal evidence indicates children from poor house holds in Uganda have markedly less access to quality education.

Important to note is that, house holds in developing countries and Uganda inclusive face significant private costs on education and these of course bear most heavily on the poor that has in the long run created continuous poverty in house holds.

The results have been that either poor house holds realize consumption of other goods and services, or that their children are priced out of adequate educational provision. The charges that house holds are generally facing include legal fees especially at tertiary institutions, complementary in puts such as school clothes are serious barrier for poor house holds in the field of supporting their children to attain knowledge.

Important to note also is that, more than two thirds of those employed in the education sector in Uganda for example, in 2001 all employees in this sector had wages below the official subsistence level. As these figures high light low public sector wages in education, it also has an immediate effect on poverty.

## **.5 STATEMENT OF THE PROBLEM**

A number of challenges are facing the media house in their quest to fighting poverty. Lower average incomes and more un equally distributed incomes have resulted in large numbers of people beneath conventional benchmarks of absolute poverty. There is considerable variation amongst regions based on politics and politicking which is also reflecting differences in income inequality and poverty across regions.

Therefore, the research is intended to find out the role the media can play in fighting poverty.

## **1.6 PURPOSE OF THE STUDY**

The study is aimed at investigating or identifying the roles the media house can play in fighting poverty.



## **1.7 OBJECTIVES OF THE STUDY**

- Identify the roles the media play in people's daily life.
- Explain the functions of the media in the struggle against wide spread poverty.
- Assess how the media has affected life patterns.

## **1.8 SCOPE OF THE STUDY**

The media is the means by which we establish our developments and it serves as a practical purpose. The media is emerging as a powerful tool that is effectively influencing public opinion and therefore its importance is very high. The power of the media is being recognized and is attracting interest groups to use it in addressing a variety of concerns. The mass media is significant in the war against poverty and hunger. The use of the mass media as an additional weapon of the war against poverty is to some extent affecting poverty rates. The strengthening of peace and international understanding will create a free flow and better balanced dissemination of information about the poor and those living in absolute hunger. The mass media has a leading contribution to make, and this contribution is more effective if it reflects the subject matter of the aspect dealt with. And therefore, the study will focus on the principal functions of the media house, and its impact on life styles of individuals.

## **1.9 SIGNIFICANCE OF THE STUDY**

Despite the critical importance of the media house to human life, there is strong evidence that media evidences abound. Therefore the study will advance knowledge of the media relations and guide it in terms of communicating skillfully as this will help in addressing issues affecting people. The skills in

media relations is important as it can ease the pain poverty is inflicting on people. The study

Will try to identify areas where the media has been ineffective to addressing the poverty scourge. Findings obtained will stimulate further research in the field of media relations and how this has helped in fighting poverty.

### **1.10 STRUCTURE OF THE REPORT**

The report will be divided in five chapters;

Chapter one is the introduction to the research covering the introduction, problem statement, objectives of the study, the significance, scope, purpose and hypothesis.

Chapter two is the review of selected literature by different authors on how the media has played a great role in fighting poverty.

Chapter three shows the methodology that will be used in acquiring data about the role the media is playing in fighting poverty.

Chapter four will be showing the empirical findings from the case study.

Chapter five will be giving the implications of the study, recommendations and general conclusion.

### **1.11 STATEMENT OF THE HYPOTHESIS**

To guide the investigation in finding out whether the media has played any role in fighting poverty, the following hypothesis is formulated

The media has no significant role in the fight against poverty

The development of the media house in Uganda has had no great impact on poverty reduction. The media house has failed to reach people in attempt to address poverty

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

There are a number of ways the media and the new technologies are making the daily life easier for human beings. The media has dominant power play in society, Ben Bagdiokan (1997) and this dominance has the power to surround almost every man, woman, and child in the country with controlled images and words. The mass media has the ability to exert influence that in many ways is greater than that of parent and even government itself, Goldstein (1998). The media and the internet inform us and help us keep a watch on our development endeavors, they serve a surveillance function. The media provides people with news, information, and warnings they need to make informed decisions. For instance, the media house can let people be aware of the economic crisis and also provide helpful information that can be used not only in times of crisis but in daily life. (Bill Moyers 1997) The media sets our agendas and help structure and interpret peoples lives, issues that the media covers and or discuss consume people interests and help transform our ways of living. The media helps us to connect with diverse groups in society and keeping in touch with our employment base that is the government, keep a finger on the pulse of public opinion, and a align our selves with others in pursuit of eliminating poverty. Mass media plays a centre role in a meaningful sharing ideas, feelings and experiences as part of the process of fighting poverty and making sense of our world. Brombek, (1976). It is identified that sharing ideas on radio as a form of media, we try to make sense of our dynamic, ever changing economic patterns. The media relations help define, who we are and what roles we play in the well being of our lives.

How well you progress toward achievement of self life defines the effectiveness of our media relations Cupach (1989).

However, effectiveness is not the sole determinant of media competence, but some times, despite your best efforts and highly proficient media relations, you may not achieve self life. This may be due to forces beyond your controls, not the quality of the media house. Every media is governed by the rules of the media council. Rules govern who takes out trash and they create expectations regarding appropriate deliverance in consumer satisfaction. However, satisfaction on the side of the consumer (listeners) does not mean that one always gets what he or she wants. The more satisfied both the media and listeners are, the more competent is the media in addressing poverty. All the media expend a portion of their energies trying to entertain their audiences. For instance, even through the news papers as a prime medium of information, it also contains entertainment features, such as comics, games. Television, radio stations, and magazines are devoted primarily through not only being exclusive to entertainment, and even most news today is a mix of information and entertainment that help relieve people of stress due to poverty. Despite the concerted effort over the previous years, one billion people still leave in extreme poverty and some countries have recently begun to get poor still according to, United Nations development programs (UNDP). In its human development report (2005), the UNDP, say poverty is not inevitable, but only if poor countries introduced reforms and rich nations respond with improved trade and aid (UNDP 2005).The cause of the world's poverty is war, the consequent destruction of the land and the impossibility to grow crops or make a normal living. Only, when there seemingly never ending wars for power, money, regional imbalance, race, end there is a chance, poverty will decline. (Jos Huizen the

Netherlands 2005). We are definitely losing the fight against poverty; unemployment is high due to cheap imports and bad economic policies. The biggest population living below one dollar a day. And international monetary fund (IMF) still forcing governments to open the economy more by selling state owned corporations or risk losing loans. (Jos Huizen 2004).

According to Tajudeen (New vision 2003), to end poverty we need to do two things. First we need to stop pointing fingers and blaming each other for the current situation, regardless of how it started, poverty is here and a huge problem. "If you give people food you keep them for a day, if you teach them to become independent you help them for a life time" Tajudeen (2003). We need to give media house an opportunity to address the cause because poverty has become a culture. It has its own traditions and customs, and some of these cultural imperatives could be the main cause of poverty. Tajudeen (2003).

Recently the Tanzania media women association (TANZIWA) organized a one day seminar for print and electronic media editors that focused on the role of the media could play in fighting poverty and corruption.

The only way poverty can be fought is when there's an incentive for people to work and produce more. However, every day, the percentage of the world's people in poverty declines a little bit, through the works of the media, people are being drawn out of subsistence farming into cities to work for wages because of the media house Godfrey Kaaya (2006) .

We are loosing our fight against poverty as Africans due to the fact that we are greedy and lack love for one another. We do not have time to think of

development but rather forces in the western world giving us arms to kill one another Kaihurankuba (2002).

According to Kaihurankuba (**greater African radio** 2002), he postulated that in today's world, societies and communities are being incorporated at an accelerating rate, into large systems. The wide spread of media relations has led to formation of larger and more powerful social system and hence a major change in human life.

Large numbers of us today spend more time with the media than we do with close relatives. In terms of time allocations, 80 percent of our media hours are invested in listening to radio and watching Television. This has helped bring the world near to the people and in process handling the issue of poverty. Our reading averages about an hour a day split between news papers, and books and magazines as they provide information on economy and also reach people by advertising possible employments to reduce the scourge of poverty. And all these media contacts help fulfill a kaleidoscope of individual needs.

To address the problem of poverty, the media has to provide a picture of poverty. The media has to display data showing the main burden of poverty in the country shouldered by people in the working environment, and also identifying how the national cake is being unequally distributed especially in the political scene. Lower average in some and more un equally distributed income have resulted in large numbers of people in abject poverty.

The threat posed to media relations is increased ownership of media outlets by larger non media companies. This right however affects the course of action of the media in fighting poverty. Steven Bill (2000). The bigger this

gets, the less important the media gets to the people due to the fact, these may only be focused to commercial media relations than trying to address issues concerning people development, and media relations become vulnerable to the interests of these bigger non media companies.

They, therefore prevent a new sweeping, and unprecedented threat to free relations in the media, independent initiative, and vibrant free market place of ideas. And their involvement threatens to water down the values that would assure that the media dealt with issues affecting the audience honorably, Brill (2000).

The press has been subsumed into a market psychology, because they are now controlled by large non media companies of which they are simply a piece. (Burt Newburne). Media failures to deliver and address poverish states of individuals across nations are associated with the change in structure. Arthur Schlesinger (1999).

The media is a mainstream within which our experiences and instructs are shared, and it is a force acting on us to influence and direct our ways of living.

From the entire literature above, it is indicated according to different authors that the media in fighting poverty has been challenged in some extent, and the audience is becoming more fragmented, its segments more narrowly defined. It is becoming less of a mass audience.

However, the challenge must not be attributed to the media house solely but also can be attributed to the political climate that has affected its programs effectiveness.



## **2.1 MEDIA SOURCE:**

Every major advance in mass communication technology has affected settlement patterns. To day, experts argue that television, computers, introduction of media market news papers and magazines, motion pictures, radio, television has created a world markedly different from that which existed before their arrival.

### **2.1.1 The Radio**

#### **The radio as a medium fighting poverty**

The mobility of the radio accounts in large part for its personnel nature. We can listen any where, at any time. The distinctive characteristics of radio serve its listeners, but they also make radio a thriving business. Large companies enjoy the specialization of the radio because it gives them access to homogeneous groups of listeners to whom products can be pitched. And on the other hand the radio as a medium of communication has been used by these companies in advertisement of possible employment opportunities, reducing the unemployment gap which is among the major causes of poverty. Radio is the listener's friend as it travels with them, and talks to them personally.

As a social entity, the radio is interacting with people of all walks of life in the effort to addressing unemployment a major cause of poverty. The radio as a form of media regardless of its back ground, strive for the continued existence through serving people in their different capacities.

For instance, the centrality of CBS role in supporting local farmers through **BUCADEF** and Quality Chemicals has sustained efficiency in people. Brooksbanketal (1984), assert that recognition of the media by the state is of

great importance because it gives it freedom both the public and private sector that would see man living in a normal life.

### **2.1.2 The Press**

The press is being used to make a difference, for example to fight for causes, or alert people of problems affecting them. For instance the monitor of 26<sup>th</sup> April 2003 it quotes people that have been successful in life because of the media and also quoted in the monitor 25<sup>th</sup> Nov, 2002.

Nearly 5 million papers are sold daily in Uganda, and 3 percent of 10 people report reading a paper every day.

Researcher Bernard Berelson's classic (1994) study of what the paper speaks to the people.

- To get information about and interpretation of existing situations.
- As tools for daily living for example advertising jobs, announcements.
- For social contract from human interest strives to advice.

For example the New vision as a special large daily paper is highly reporting quality work that reach and depth of both its nationals and internationals, and solid reputation of its features such, job advertisements, agriculture, business, sports make it viable source of information to ease consumer satisfaction.

Important to note is that, news papers are local in nature and 65% of its pages is advertisement of possible alternatives for human survival. And in most cases the press has confronted the issue of poverty directly as it adds inserts or sections diverted toward poverty awareness.

### **2.1.3 The Internet**

With an internet E. mail account, users can communicate with any one else on line, any place in the world, with no long distance fees, and most e-mails programs enable people to:-

- To send a document to any number of possible employer across the world once to minimize the costs.
- Read and save important information that addresses his or her problem.
- Open people's chances for development and increase of knowledge by learning from different versions on the internet.

The internet is also helping poor people to join mailing lists of great personalities internationally. Through discussion groups that cover huge variety of subjects. The growing number of users and their apparent willingness to go on line to find information is creating opportunities and in the process addressing the issue of poverty.

### **2.1.4 The Telecommunication**

Celtel through its build our nation initiative has had a tremendous effect on poverty. In an article written in the monitor Thursday march 9<sup>th</sup> 2006, the Celtel initiative is a corporate social responsibility project that targets to assist communities within which the mobile phone company operates. The shillings 150 million initiative started in Tanzania in 2004, Kenya, Zambia, Malawi and Gabon.

In its launch at Katwe primary school of recent, Celtel handed over 100 exercise books and pens to boost education. Marten Pieters, celtel's chief executive officer said Celtel is committed to making people's life better.

He asserted that Celtel believes education is fundamental to empowering communities and helping secure the future. "He added: With this humble support, there is no doubt that this will help make life better in Africa. (Monitor: Thursday March 9, 2006).

In consolidating their efforts in fighting poverty and unemployment, the press and telecom companies are affecting poverty rates and hence poverty on its verge of decline.

## **2.2 CURRENT TRENDS IN THE MEDIA**

The media is emerging as the perfect source of issues addressing poverty and unemployment. The realization that individual initiatives are essential for their survival, the media house is improving significantly in supporting investors both directly and indirectly to better life.

In conclusion, the media house need to know that although people have no direct responsibility over their services, depending on their background, experience, they also have many things to accomplish altogether. It is a fact that people have a possibility to predict the future of any form of media and thus need to be supported otherwise.

## **CHAPTER THREE**

### **3.0 METHODOLOGY**

The research was based on a descriptive survey, designed to find out through questionnaires and interview whether or not the media is having an impact in fighting poverty.

The study was conducted on Central Broadcasting Service FM radio (CBS). The researcher was helped to obtain information about the radio and its struggle in fighting poverty from different respondents. And questionnaires were filled by whoever was available and willing.

### **3.1 RESEARCH INSTRUMENTS**

#### **3.1.1 Questionnaires**

It was the main research instrument as it seemed to be easy to use and also helped in collecting large information in a short period. Because of the busy schedule it was always difficult to obtain information but questionnaires are flexible and can be filled at any time prescribed.

#### **3.1.2 Interviews**

Interviews were used to enable respondents give their responses freely. Top staff was interviewed highly so as to extract details on the role **CBS** is playing in a bid to fight poverty.

#### **Focus Group Discussions**

Instrument was chosen because the respondents give instant answers and the data collected are easily edited since the researcher

Listens when the respondent is answering. The researcher here is saved from misinterpretation of information

Since he can rephrase the question if not fully understood or answered so that he can get the relevant information wanted.

### **3.2 DOCUMENTARY SOURCES**

Data was obtained through the primary sources relevant to the study. Any available documents regarding the same were also used.

### **3.3 RESEARCH PROCEDURE**

The procedure of carrying out research was as follows;

The researcher obtained an introductory letter from the Dean of the Faculty that helped in conducting the study,

1 then circulated questionnaires with the help of two research assistants and collected them after two weeks.

After collection of the questionnaires, observation of the quality of data obtained was analyzed and conclusions drawn.

## **CHAPTER FOUR**

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

#### **4.1 DATA ANALYSIS**

The data analysis was done and summarized statistically using descriptive analysis and the following were found out. Questionnaires were given to 20 lower employees and 10 directors of various departments. The questionnaires regarding the role played by CBS in fighting poverty were given and respondents also gave information about the role of the media in fighting poverty. The director commented that the programs CBS has put in place are stimulating the lives of the listeners basically through **BUCADEF**. The director further lamented that poverty is a relative term defining the social, economic, sociological and medical conditions in which humans live either comfortably or un comfortably. He stated that, there is no universal standard measure of poverty but each society tends to set its own standards and this applies the standards CBS has set to fight poverty. CBS has provided perimeters differentiating the poor from the well off. This means that the hypothesis which states that the media has had no significant role in fighting poverty should be rejected. The rejection is supported by the findings from the questionnaires by the lower employees and higher staff of CBS. For 70% of the respondents were satisfied with the roles CBS has played in fighting poverty as observed in the table.

**Table 1. Significance of the media in fighting poverty.**

**Source: Primary Data**

It was also observed as in table 2 that the development of the media house has had a great impact on the fight against poverty and therefore, the hypothesis that stated, the media house has had no great impact on poverty reduction in Uganda is rejected.

**Table 2 Impact of the media in poverty reduction**

**Source: Primary Data**

The facts above are further supported by the findings from the respondents as shown in table 3. The largest percentage, 90% of the workers at CBS responded positively that the role CBS and the media house in general have played in fighting poverty are evidenced by the results.

**Table 3 Listeners that have benefited in CBS fight against poverty**

Response	Frequency	Percentages
Yes	90	90
No	10	10
Total	100	100

Source: Primary Data

As regards communication flow, all respondents agreed that CBS and the media house in general have played a vital role in reaching where ever they



are and there vicinity has in general addressed their problems there in poverty. This leads the researcher to reject the hypothesis which was stating that the media house has failed to reach the people in attempt to address poverty.

#### **4.2 THE RELATIONSHIP BETWEEN THE MEDIA AND GENERAL PUBLIC IN FIGHTING POVERTY**

The relationship was evaluated by the employees of CBS through communication, planning, delegating and record keeping. Employee's participation in the social activities was a vital aspect to addressing poverty. This concludes that the highest relationship identified between the media house and publics has significantly reduced the poverty problem in Uganda.

## **CHAPTER FIVE**

### **5.1 DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS**

The study aimed at evaluating the role played by the media house in fighting poverty with CBS in particular. In this chapter, the results of the study are discussed by looking at each hypothesis. Conclusions are then drawn and subsequent recommendations for remedial action are made.

#### **5.1.1 Hypothesis one**

It is stated that the media is having no significant role in the fight against poverty.

According to the results, the media has been an important tool in the course of the fight against poverty and therefore contributing greatly to the lives of people.

All media sources have various roles to play in addressing the issue of poverty and their responsibilities are evident on the tremendous improvement in well being of the populations attending to them. However it is wrong to assume that human needs are every where identical, in fact they differ both within and across societies.

Things that are seen as essential in one society may be regarded as luxurious in another. For example some societies are ignorant about the roles of the media but, societies ignorant about this could be regarded as living in absolute poverty. Samuel Mencher postulated that the arguments for relative standards rests on the assumptions for practical standards raised by the media, Kaaya Kavuma (2006)

asserts that the media house has had a joint effort in fighting poverty. According to Barron and Taylor (1969), the structure of the media is determined by the nature of the programs. The individual's efforts also have been tremendous and this makes the media a more powerful tool in addressing poverty. It is identified that delegation of responsibilities to the staff strengthened the feelings of responsibilities amongst the workers giving them share in participatory management to addressing poverty. The delegates got an opportunity to develop ability to handle tasks assigned which has contributed to their capacity to deal with people and handle the poverty problem right from the roots.

#### **5.1.2 Hypothesis two**

This stated that development of the media house in Uganda has had no great impact on poverty reduction.

But according to the results, the media is seen as the valuable aspect in fighting poverty and addressing the problems there in work poverty. The purpose of the media is to build a sustainable long term future within the continuously changing environment and more particularly to let its listeners to achieve reasonable life settlements, reduce un predictability, sort and classify priorities, and allowing establishment of various projects for development at lower levels for the best use of limited resources.

Basing on this information the researcher agreed with the data given by the respondents that the media is playing a big role in the fight against

poverty in Uganda. The findings further led to the researcher to infer that the media competence in the field of reducing poverty and its effects is greatly influenced by the factors including its staff, and the programs there in.

It was also evident that different media sources attach different priorities to addressing poverty as some have emphasized on just instilling skills amongst listeners to fight poverty and others going ahead to empower the listeners through revolving funds, promoting rural agriculture basically CBS has been significant in this program through the Buganda cultural development fund, **BUCADEF**. It is supported by **Miskel (1991)**, that application of skills in people and learning from friends is particularly important in addressing the problems affecting people.

The research also found out that the funds acquired from **CBS** in its **BUCADEF** programs has been a necessary perquisite for further improvement in the well being of the people both directly and indirectly. There fore the conclusions reached at from the findings was very sound and thus, the development of the media house in Uganda has had great impact on poverty reduction.

### **5.1.3 Hypothesis three**

This stated that the media house has failed to reach people in an attempt to address poverty.

According to the results, communication is also seen to be playing an important role in lighting poverty. However free communication and one vital for addressing poverty is highly lacking in many media houses which threaten to fail the entire process of poverty reduction. In general, coordination is required to stimulate and direct the growth of every individual through the exercise of letting people be involved in development activities of the areas they live.

However much research found out that good communication contributes greatly to addressing poverty but. Most of the information given at times does not really reach people who require it, basically given in English and yet the largest numbers of the poor are the illiterate class with 85% of them living in rural areas.

In other words poverty reinforces poverty making it hard for the poor to escape the poverty they have been in, poor housing, poor schools, poor medical services and at times possibilities for employment are minimized making it a continuous cycle that requires to be wholesomely addressed.

This gives CBS the credit and it has been planning how it would raise its standards and those of the listeners. He asserts that CBS has put in place various programs that have made listeners change from none status to status.

Normally communication involves sharing messages, ideas and attitudes among people. Communication takes place when the receiver correctly and accurately interprets the information being transmitted; Media communication is successful when all people engage in effective and constructive programs for development. CBS is using the **Mambo Bado** as a vital forum for addressing people's problems and developmental plans. It has initiated a system that allows free flow of valuable information, side ways and up wards in the entire community.

Poor communication can cause a drastic effect on media relationship with listeners; it leads to confusion, wastage of time, frustrates and drops morale resulting in lack of proper development program. When changes occur and not communicated, the general feeling of dissatisfaction spreads leading to poor cooperation and consolidation of efforts over poverty is affected. All the symptoms mentioned require measurable, and appropriate steps need to be taken.

From the discussion above, it is clearly shown that the media has had a great role to play in the Tight against poverty and hunger.

## **5.2 RECOMMENDATIONS**

Poverty is seen as one of the most dangerous social problems in human societies across the globe because people affected seem to be the majority. Medical services commercialization, for which individuals must

pay are retarding their abilities to fighting poverty. Many people are left out because they cannot afford to pay these medical prescriptions and this leaves them in a nutshell to live up to the expectations.

The media development in Uganda is a new trend that has done the best of its abilities relying basically on listeners for development and the converse is true.

Therefore, basing on the research the following findings could work as recommendations.

The media house should make its programs interpretable by delivering in a language that covers a wide range of listeners so as to avoid frustration and confusion.

All media houses should make efforts possible to organize social activities that bring people together because development starts from them, stimulate positive change in the practical activities by serving as examples for development.

The government should regulate the activities of the media so that a number of returns can be evidenced from the media. And media services at all levels need to be vital and not restricted because this will stimulate people's lives and addressing unemployment a major cause of poverty.

The government should empower the media by providing financial assistance to increase the coverage so as to reach the hearts of people. This can be further recommended by the statement of **Mahatma Gandhi**, he

asserts that the only way to develop people you need to reach them, share important communication and at the end of the day they will be happy that we did it.

#### **5.2.1 Recommendations for further research.**

Due to the fact that there has not been much research in this field of study, it could not be possible to exhaust all research areas. Therefore further studies can be made in the following areas.

Reasons for the low coverage area for the media and low planning for its listeners in development ventures.

The perceptions of people towards the roles played by the media in fighting poverty.



### **5.3 CONCLUSION**

Poverty being one of the dangerous factors confronting human beings across nations; it requires a consolidated effort of all institutions.

It should be recognized that the 85% of the poor and unemployed leave in villages and thus the media has to put structures that will help address the poverty scourge.

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## **APPENDICES**

### **APPENDIX 11**

#### **SAMPLE QUESTIONS MANAGING**

##### **DIRECTOR CBS FM**

I am requesting you to assist me in filling this questionnaire to help me in fulfillment of a partial requirement for the award of a degree in Bachelor of mass communication at Kampala International University.

The questions are intended to investigate the role of the media in fighting poverty. All information given will be kept with utmost confidentiality.

1. How long have you worked for this radio?
2. How long have you been in this position?
3. How many departments do you have and what are they?
4. What is the recruitment system at CBS?
5. What benefits are offered to the workers?
6. Do you offer business to you listeners?
7. Are you giving workers the opportunity to advance in other skills?
8. What programs are you putting in place that can stimulate development?
9. Have you had feed back from the customers on how CBS has supported social activities'?

10. Are there any complaints from the public do they reach you directly?
11. What challenges are you meeting in providing better services/fighting poverty?
12. Do you think the media has affected poverty rates?
13. Who decides on what to employ?
14. Do you think your workers are happy?
15. What suggestions do you offer to improve the current trend of poverty?

Thank you for sacrificing your valuable time fulfilling this questionnaire.

## APPENDIX B

### ACTIVITY PLAN

NO.	ACTIVITIES	AUG 2007	SEPT 2007	OCT 2007	NOV 2007	DEC 2007	JAN 2008	FEB 2008
1.	Topic Identification	*****						
2.	Preparation of proposal		*****					
3.	Proposal writing			*****				
4.	Data Collection				*****			
5.	Data Analysis & interpretation					*****		
6.	Preparations of report						*****	
7.	Report presentation							*****

### APPENDIX C

The study is estimated to cost **Kshs. 24050/=** arrived at as follows:-

ITEM	COST
Stationary and other related costs	4000
Transport	8000
Communication	5000
Photocopy	1000
Typesetting and binding	3000
Internet	1050
Subsistence	500
Miscellaneous	1500
<b>Total</b>	<b>Kshs.24050</b>