TELEVISION BROADCASTING IN THE FIGHT OF VIOLENCE IN UGANDA, A CASE STUDY OF NBS TV

BY

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DECLARATION

NUWATAHO ANDREW, hereby declare that this research report is my original work and it has never been submitted before for any award of Degree in any University or Academic Institute.

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APPROVAL

This work has been submitted for examination under my facilitation as the University Supervisor.

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DEDICATION

I dedicate this work to my dear parents especially my sweet loving Mum Mrs. Peace Busingye and my supporting and caring Dad Mr. Rweibengyeya Sam for their moral and financial guidance they have accorded to me throughout my entire life and academics.

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May GOD Reward You Abundantly?

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CHAPTER ONE
BACKGROUND OF THE STUDY

1.0 Introduction

This chapter presents the background to the study, statement of the problem, objectives of the study, research questions, scope of the study, significance of the study and the conceptual framework. All these are to relate to the study forms of analyzing the impact of technology on development of tourism in Uganda, a case study of Uganda Tourism Board.

1.1 Background of the Study

Globally, the television features as a priority area in primary prevention because of its potential influence on public understanding of violence against women. Broadcast media, in particular, is thought to play a role in shaping the public discourse because it reports on current events and provides a framework for interpretation. By making visible the issue of violence against women, Broadcast media helps to construct and regulate public understanding. In Europe, the Australian Broadcast media can potentially create a space for violence against women to be understood not as a private or shameful matter, but as a problem that should and can be prevented. Although most research, to date, has focused on the content of media messages (as opposed to audience impacts or journalistic practice), this extensive body of work provides compelling evidence about predominant patterns in the way news stories on violence against women are presented; namely that they offer audiences with overly-simplistic, inadequate and distorted representations of the nature, extent and seriousness of the problem.

In recent years, the importance of a free, professional and plural media in contributing to good governance has gained traction in the international development community. A vibrant media gives people free flowing access to information, enables dialogue, encourages people to express their views, prompts greater political participation and encourages accountability. Development programmes that strengthened the capacities of local media organizations to be independent gained prominence during the late 1980s and 1990s with the collapse of the Soviet Union and the

end of the Cold War. To some extent, civil society and development workers attributed communism's end to the introduction of dissident voices on radio stations such as Radio Free Europe and the underground production and distribution of restricted publications.

At that time, the focus was not on conflict-stressed states. In fact, there is significant research looking at the power of the media as a driver of violence and conflict rather than of peace. 3 Development practitioners did not seriously begin to consider or even address the role of media in conflict or immediate post-conflict situations until the mid and late 1990s in the aftermath of the Rwandan genocide and the war in the Balkans.4 With the credibility of 'media for development' established in post-Soviet bloc countries, it was hoped the promotion of a competent and free media could serve as a critical component in creating and building civil society, and stability, in post-conflict countries in other parts of the world. Since that time, media assistance activities have expanded both in area and scope. Many international, regional and local organisations and UN agencies are now working with media in conflict or conflict-stressed countries using a variety of tools and approaches. These include supporting free and independent media to facilitate discussions across divides and ensure all sections of society, including those who feel most marginalised, are part of effec)tive democratic discourse that is the cornerstone of democracy (Maluenda, M. T., Uragna, V. 2010).

The role of television broadcasting in fragile and conflict-affected societies has changed enormously in recent years, as media landscapes and technologies have transformed. The background paper to the Pathways for Peace report, "Media Noise and the Complexity of Conflicts: Making Sense of Media in Conflict Prevention," seeks to identify and discuss the various roles media may play in governance, accountability, and the conflict cycle with regards to conflict prevention. Such a discussion is timely and relevant given the changing nature of both conflict and media technology, and the use of these tools in heralding change in conflict-prone and fragile states.

To function properly, the public sphere must have free access to information and enable ordinary citizens' views to be heard. To achieve this, policymakers need to "focus on the media's role in constituting the public sphere of society—how that can be fostered and nurtured in such a way as to allow non-violent resolution of conflict". The media in terms of television broadcasting is a multi-dimensional tool that can serve both governments and citizens alike. The multi-

dimensional nature of the media is relevant considering the multi-dimensionality of conflict: Conflict prevention, like conflict itself, is not a simple, linear, or structured process.

Appreciating the interaction between media and conflict can facilitate further understanding of the media's roles in conflict prevention. At its most basic level, conflict is "an extreme form of communication. Where the media can play a vital role in allowing a peace process to develop is by enabling the underlying conflicts in a society to be expressed and argued through a non-violent manner. This requires the creation of a suitable media space in which this can happen."

In many African societies, violence in form of Gender-based violence, rape, child abuse, family violence, brutal killings and rebellious inhuman acts remain in existent due to deeply rooted to drug abuse, alcoholism, family wrangles over family property, hatred for one another, patriarchal attitudes towards the roles of women and men in the society, and even more accepted attitude that such violence is a an act of lower risk for society and that it is a private problem of women and children who are subjected to or survived the violence. Television broadcasting a crucial role in shaping the general awareness of the society about violence considering the way in which they represent violence in their reports, language and narrative, and the audience they reach. One of the goals of this research is to analyze media contents and examine whether the media are aware of that fact and whether the topics of gender-based violence are properly treated and attended to in their coverage (Maluenda, M. T., Uragna, V. 2010).

Violence against women and girls is undeniably an issue that came out of the private into the public sphere. This issue is being reported in the media and it is talked about in the society. For that reason, it is important to start a debate on the responsibility of media and the way they report, initiate and (non)support the debate on violence against women and domestic violence. Bosnia and Herzegovina does not have sufficiently raised awareness of experiences that constitute various forms of violence. Hence, a large number of women do not perceive themselves as victims of violence. That is why 58% of women who were exposed to physical violence claim that they are not victims of physical violence. The percentage is even higher when it comes to women recognizing their exposure to psychological, economic and sexual violence.

In Uganda television stations like NBS normally act as stakeholders who are likely to influence agent in society through fighting and condemning violence acts in the country, because there is

significant interaction between the media and the population, diplomats, military, and civil society who act as agents of change. Therefore television broadcasting itself is comprised of multiple actors like NBS Tv in the media sector that increasingly introduced programs that are informative, educative and empowering which has helped to create awareness on the various forms of violence happening in the country and exposing those behind acts which has helped infightingthe vice. Violence against women is on the increase in Uganda despite the presence of laws and policies to protect victims and survivors. According to the Uganda Police Force's annual crime report, gender-based violence cases that were reported and investigated increased by 4% (from 38,651 to 40,258 cases) between 2015 and 2016. The 2016 Uganda Demographic and Health Survey revealed that up to 22% of women aged 15 to 49 in the country had experienced some form of sexual violence. The report also revealed that annually, 13% of women aged 15 to 49 reports experiencing sexual violence. This translates to more than 1 million women exposed to sexual violence every year in Uganda (WHO World Health Organization, 2013).

As when talking about violence against women and the cultural contexts in which it takes place, when referring to the media, it should be noted that there are also major differences between the media systems in different countries and regions (Hallin and Mancini, 2012 and 2004; Waisbord, 2000) . Certain cultural matrices are particularly important to consider and are central to the subject at hand. Different television cultures can offer differing narratives and propose disparate visions of society. In this way, the narrativity of the news varies depending on the countries and their cultures: in some European countries, there is no room for the narrative techniques of fiction (music, close-ups, reiteration, melodrama), which are central to the narrative structure of the media in more sensationalist Latin America.

The role of the media in the production and reproduction of gender stereotypes, and particularly of gender-based violence, has been a source of concern in feminist studies for many decades (Mattelart, 2003). This concern has given rise to research into the place of women, and especially violence against them, in areas such as media production processes, gender representations in the media and debates and content in general in the media, among others . With regard to news production, we can note the low proportion of women working in editorial offices and in high-level editorial positions (IWMF, 2010) . Furthermore, various studies demonstrate that

hegemonic news values continue to correspond to a male-dominated culture which permeates journalistic routines in newsrooms (Tsui and Lee 2012; Zeldes, Fico and Diddi, 2012; Ross and Carter, 2011; Zeldes and Fico, 2010; Vega, 2010a and 2012, cited in CNTV, 2013).

1.2. Statement of the Problem

Violence is not something that started yesterday but has been in existence since the colonial rule and has gradually evolved and escalated due to politic power and ethnicity. In most cases, the media has been viewed to be passive while the country grapples with violent clashes of both political and tribal magnitude. Therefore television fraternity broadcasting stations like NBS Tv has played an instrumental key role of fighting violence within different parts in the country; ranging from; domestic violence, increased cases of murder in society, violence against women And family violence, fighting killings, doing intentional harm, destroying, and robbing which are on rise in many regions of the country. Thus with this, NBS TV has improved governance, made public administrations more transparent and accountable, and has enabled citizens to become active stakeholders who understand policies and use information to exercise their human rights. All of these are critical for preventing violence if the goal is to move from polarization to positive relationships. In such cases, the media can be an effective tool with which to build these relationships, by changing behaviors and attitudes. The media's impact on behavior is complex and more likely to affect attitudes and opinions that shape behaviors rather than directly affect people's actions. However, most critics have argued that television broadcasting has not actualized its role as the "fourth estate" and it has failed to realize the power it possesses in shaping the agenda of curbing down violence in form of brutal killings, destruction of property, rape cases, and many more. Therefore this study aimed at discovering the role of TV in fighting violence in Uganda.

1.3. Purpose of the Study

The purpose of this study is to determine the impact of television broadcasting the fight of violence in Uganda.

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1.4. Objectives of the Study

The objective of this study is to;

.). To examine the various forms of violence rampant in Uganda.

i). To evaluate the roles played by NBS Television in fighting violence in Uganda.

ii). To assess the limitations faced NBS Television in fighting violence in Uganda

1.5 Research Questions

). What are the various forms of violence in Uganda?

i). What are the roles played by NBS Television in fighting violence in Uganda?

ii). What are the limitations faced NBS Television in fighting violence in Uganda?

1.6 Scope of the Study

1.6.1. Geographical scope

The study was conducted in NBS television located on plot 78 Kira Road Media House Kamwokya, Kampala. Uganda.

1.6.2. Content Scope

The study was limited to the various forms of violence rampant in Uganda, the roles played by NBS Television in fighting violence in Uganda and the limitations faced NBS Television in fighting violence in Uganda in Uganda.

1.6.3. Time Scope

The study was carried out during the period of two months and that's from May 2019 to August 2019, because this period was liable enough for me to collect all necessary information I require for my study.

1.7 Significance of the Study

The significance of the study is to equip students, researcher, with vast knowledge as regard to how television broadcasting and media has helped in fighting violence in Uganda

The study will also be beneficial to Non-Governmental organizations which advocate for human rights and emergency situations in the country.

It will also help policy makers like the Government ministries to be aware of the existence of rampant cases of violence in the country, and seek viable solutions.

The study will help to build on the researcher's knowledge and understanding of the study variables. It will also help the researcher to gain more skills of conducting research and this will be important to me while in journalism field or pursuing further studies.

The study findings will help to build on the body of the existing literature and knowledge. This will be helpful to provide reference for other researchers and they were able to carry out research with ease since this study provided secondary data to the researchers.

1.8 Conceptual Framework

INDEPENDENT VARIABLE   DEPENDENT VARIABLE

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┌─────────────────────────────┐        ┌─────────────────────────────┐
│ Television broadcasting      │        │    Reduction of violence     │
│                              │        │                              │
│ ● Educative programs         │───────▶│ ● Reduced family break downs │
│ ● Empowerment programs       │        │ ● Reduce killings            │
│ ● Informative programs       │        │ ● Low cases of rape          │
│                              │        │ ● Low cases of theft         │
│                              │        │                              │
└─────────────────────────────┘        └─────────────────────────────┘
                                              ▲
                                              │
                        Moderating Variables  │
                 ┌────────────────────────────┴──┐
                 │ ● Presence of media freedom    │
                 │                                │
                 │ ● Government policy /UCC        │
                 │                                │
                 └───────────────────────────────┘
```
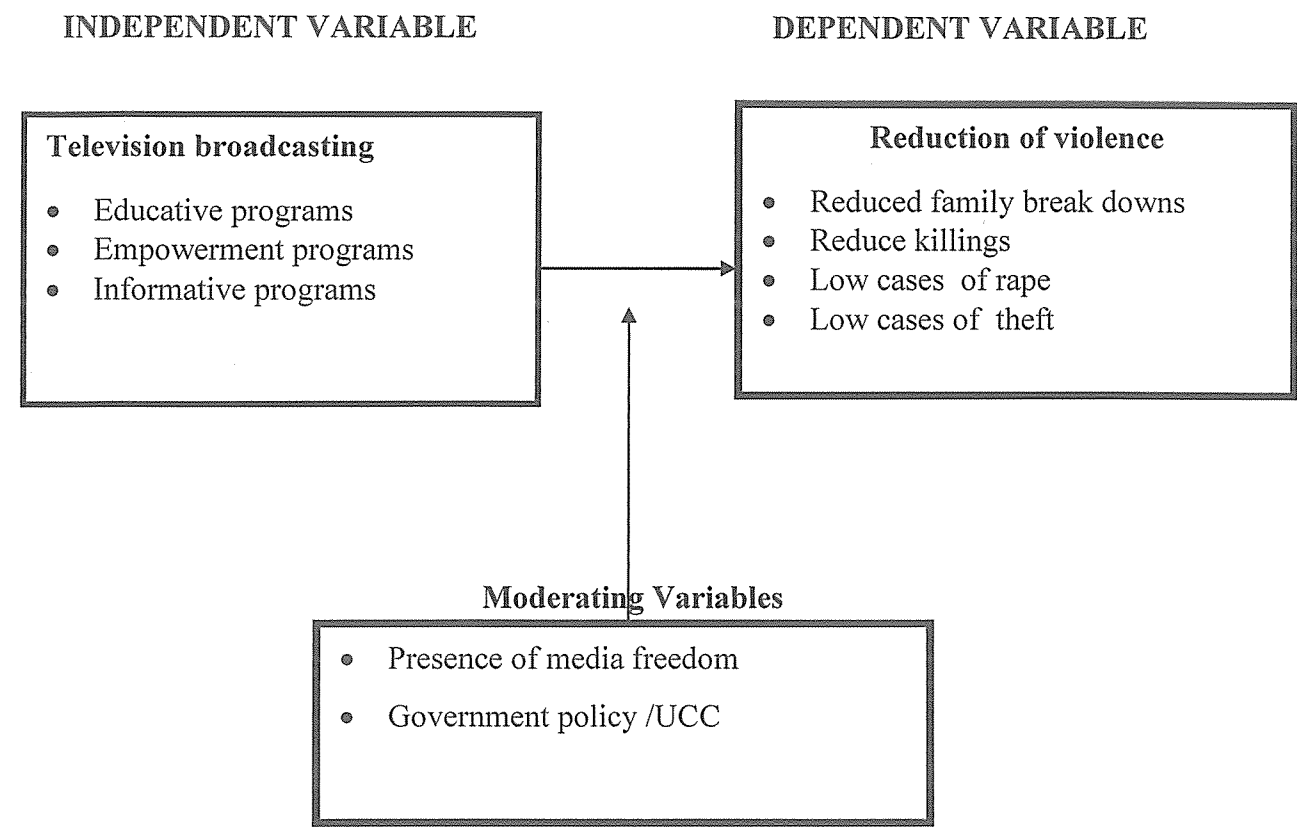
1.9. Explanation of the conceptual framework

Figure 1.1 the conceptual frame work above shows the great relationship between dependent and independent variables **Television broadcasting** is the **Independent Variable** and its inform of Educative programs, Empowering program and Informative programs which help in curbing down violence through creating awareness and exposing violence brutal acts in the country., while the **dependent variable** are the outcomes of fighting violence in Uganda and these include; Reduced family bread downs, Reduces killings, Low cases of rape, Low cases of theft. However both variables are intervened by moderating factors like; Presence of media freedom and Government policy /UCC.

1.10 Operational definitions of key terms

Television: this is a machine with a screen. Televisions receive broadcasting signals and turn them into pictures and sound.

Television broadcasting: this is a form of broadcasting in which a television signal is transmitted by radio waves from a terrestrial (Earth based) transmitter of a television station to TV receivers having an antenna.

Violence: this is the behaviour involving physical force intended to hurt, damage, or kill someone or something

CHAPTER TWO
LITERATURE REVIEW

2.0. Introduction

As chapter one outlined the background and objectives of this study including research questions as well research significance of the study, this chapter intends to present literature reviews, knowledge and other information relevant to the theme of this study.

2.1 Theoretical scope

The study will be based on the **Social Learning Theory** developed by Bandura (1976) and the notion of self-efficacy. The theory incorporates elements in educational entertainment (or *edutainment*) productions and focuses on the possibility to use the media to achieve development a goal is particularly in the fight against violence (DellaVigna and La Ferrara, 2015). In other words, it considers that the transforming role of media programs depends on how 'innovative' their content is so as to bring a positive social change. Therefore this theory has the potential for exploiting educational content to change social norms and behavior in line with economic development goals is therefore particularly high in environments that have been less exposed to economic and social transformation. Exposure to media can affect behavior through a variety of channels as it can provide new *information*, thus inducing people to update their beliefs. This channel could be particularly important in some developing countries, where exposure to written (or other) information sources may be limited. In a Bayesian setting, to the extent that the scarcity of information translates into individuals holding diffuse priors, even modest exposure to TV or radio may lead to substantial updates in beliefs and induce large changes in behavior

2.2 The Concept of Violence:

The Concept of Violence Defined as a way of action based on the power physically and materially to hurt other creatures or to be harmed (Violence, n.d.a), the meaning of violence can be extended to "the exertion of physical force so as to injure or abuse" or "injury by distortion, infringement, or profanation" (Violence, n.d.b).

Violence refers to killing, doing intentional harm, destroying, robbing, expelling as the five basic forms. Standing out especially, killing appears as the extreme limit of violence (Violence, n.d.a). Overall, violence refers to both the use of physical force intended to bring about destruction, injury or harm and also the exhibition of unjustified, wrongful and illicit actions meant to daunt and dismay. Florae (2013) discusses that violence has so far been an indispensable part of our lives and asserts that either as children or adults, we can be seen frequently every day. It does not matter if we are children or adults, we might be the "aggressors, victims or witnesses of an aggression" (p. 350). Indeed as a consequence of political, economic or social reasons, in today's world any incident might easily trigger deep-rooted aggression. As for the most common types of youth violence in social media, cyber bullying/victimization, harassment, electronic dating aggression/cyber-stalking, gang violence, peer-to-peer violence including school shootings and cyber suicide (Patton, Eschmann, & Butler, 2013, p. 549) can be mentioned. Recently, new national phenomenon called internet banging. Recently, new national phenomenon called internet banging, has been reported by media outlets, in which individuals involved in gangs or neighborhood factions use social media sites such as Twitter, Face book and YouTube to incite dares, trade insults or make threats of violence which may result in homicide or victimization. These examples clearly indicate the extremities of the Internet abuses (Patton et al., 2013, p. 549).

2.2. The various forms of violence rampant in Uganda

Female homicide: Homicide is a serious crime everywhere. It violates an individual's right to life and has terrible consequences for society as a whole, in the form of the suffering which the loss of a loved one causes and the feelings of public insecurity that homicide provokes, which in turn erode social and human capital and undermine community development (Ganpat et al, 2011: 10). The United Nations Office on Drugs and Crime (UNODC, 2011) confirmed that there has been a decrease in homicides at global level in the last few decades, but this decrease does not apply to female homicides. While they still represent a minority of total homicides, women are the main victims of domestic or intimate partner violence, crimes which are not decreasing over time. Nearly 40% of women murdered all over the world have died at the hands of their intimate partners (WHO, 2013). Despite the significance of the phenomenon, in many countries

nformation on the relationship between the perpetrator and victim is not recorded, or is only partially recorded (WHO, 2013).

Female homicides have gained more social and media attention in recent decades. From the reporting of cases of disappearance, sexual violence and murders of women in Ciudad Juárez, Mexico, the use of the expression feminicide or femicide has been extended in Latin America to refer to gender-based homicides of women, including cases where women are killed by their partners or former partners. These cases, called intimate femicides, make up the majority of female homicides at global level, as indicated by the UNODC. Violence against women, especially its most severe form, femicide/feminicide, is caused by many factors, such as social constructs and the symbolic violence of what it means to be a man or a women in different societies. In contemporary societies, mass media plays a fundamental role in these constructs due both to the content, language and narrative used, and to audience consumption (John Briere 2006).

Domestic emotional violence: Eigen (1996:74) defines emotional violence as the abuser's intentional infliction of psychological and emotional agony via humiliation or threat, including verbal or non-verbal behavior to the victim. These psychological and emotional abuses put down a household member as the abuser wants to have total control over what the victim can or cannot do, withholding information from them and limiting their acquaintances (Saltzman et al., 2002:42).

Physical violence: The abuser will physically assault a household member once a conflict is overt. It is in this context that severe harm, injury, disability and occasionally death may follow. Bartels et al. (2009:101) reveal that South Kivu men have often caused indelible physical scars to the victims and others have been burned parts of their body for maintaining their power in the family. Conversely, Vuningoma (2003:68) notes that, some women are more violent than their abusers as 'they even happen to cut their husbands sex off'. Children also are involved in gender based violence. Some cultures condone that parents apply force to children for correction, but the opposite is not allowed. However, nowadays families are witnessing children committing abuse to their parents in the home. A survey conducted by Vuningoma (2003:66) in South Kivu showed that almost 2% of the parents admitted to have suffered violence caused by their own

sons. They pushed and beat their parents, burned the house with the parents inside it and attacked parents with machetes, spears or knives in an attempt to wound or kill them (Longa and Bulonza, 2006).

Sexual violence: This is another form of abuse that the abuser applies by forcing another person, adult or child of different or same sex, to be involved in a sexual act without consent (Olson and DeFrain, 2000). In many countries, one of the root causes of sexual violence is the subordinate status of women and girls. Itano (2009) considers discrimination and unequal power relations in families as exposing women greatly to sexual abuse. As regards sexual violence directed to children, the abuser may be a parent or any other family member. Olson and DeFrain (2000) found that sexual abuse on children is a serious problem that is on raise although it is underreported.

Actually, incest recalls sexual activity of any category that is done by the individuals who belong to the same wide or nucleus family. Furthermore, there also exists non-incestuous abuse. It is also called extra familial sexual abuse. Such an abuse often arises with the individuals who do not belong to the child's family. In South Kivu, the incestuous abusers may be `grandparents, adopted children, stepparents and in-laws' (Ruhamya, 2007). Incest remains a kind of exploitation of teenagers by a family member. Such a sexual abuse is often committed between `brothers and sisters, fathers and daughters, stepfathers and stepdaughters, and uncles and nieces than between mothers and sons' (Russell 1996:43). On its own, incest greatly damages the victim's psychology and so it fosters persisting, long lasting sexual and social problems. Gorman (1991:93) believes that incest goes beyond sexual contact as it includes `fondling, rubbing one's genitals against a child and excessive or suggestive washing of a child's pubic area'. In fact, the abuser does not consider whether the child liberally involves in the sexual Endeavour or even taking it as pleasurable. The child is unable to provide informed approval to such an act. The above argument is what makes `incest an abuser's misuse of power and authority' (Ruhamya, 2007).

Furthermore, sexual abusers may compel the victim to involve in watching pornographies with them. The aim is to rouse the victim sexually and finally involve in sexual acts. Mirindi(2003:76) found that sexual abuse is often linked to physical abuse and sometimes they happen simultaneously, or the sexual abuse may take place after physical abuse.

Economic violence: Gender based violence can also take the form of economic violence. Parker and Tritter (2006:176) reveal that when the abuser is the only money provider in the home, he has more power over household members. In fact, family economic resources give power to the one who brings them. In most cases, man is the one who brings more financial, social and organizational resources. In the same vein, Ruhamya (2007) ascertains that abusers apply economic violence by denying the victim physical resources such as clothes, food, necessary medication or shelter. In addition, Wallby and Allen (2006:61) relate that the man may refuse to pay the lease, seize his wife's bank cards and even deny her to use some of the appliances in the house. Such inequality of power creates potential negative consequences for the victim's economic security or being refused financial assistance, which reduces her voice to claim her home rights (Olson and DeFrain, 2015).

Spiritual violence: This thwarts the victims' rights and causes them to be ridiculed by their children and their church fellows (Imbens and Ineke, 1993:124). Evidenced by Ongala (1993:88) points that some DRC pastors often compel their wives with their children to adhere to their churches. This does not only apply to close but also remote family members with the aim of growing the number of church adherents. Furthermore, with spiritual gender based violence the abuser impedes some family members to practice fully their religious beliefs or manipulates them to his profit (Holmes, 2003).

The abuser hinders the victims of spiritual abuse from fully practicing their religious or spiritual faiths, which hinders their rights and ridicules them toward their children and their church fellows (Imbens and Ineke, 1993:124). The abuser may go further and oblige the victim to quit their religious practices and join his. As an illustration, Ongala (1993:88) points that some DRC pastors often compel their wives with their children to adhere to their churches. Besides, this is an apparent make believe trick that lies to the world that the pastor's church is strongly supported. This depicts the African adage that says `stones and sand of a river always follow water'. The abuser does not use violence blindly; he always advances good reasons for it.

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2.3. The roles played by NBS Television in fighting violence in Uganda

Governments and organizations around the world employ media messaging to effect behavioral and attitudinal change. In Uganda, Innovations for Poverty Action worked with researchers to evaluate whether videos encouraging communities to speak out about and counter violence in the household could change behavior, attitudes and norms related to domestic violence. In surveys conducted eight months after the intervention, the proportion of women who reported any cases of domestic violence in their household over the preceding six months was substantially lower in villages where the videos were screened than in villages randomly assigned to the comparison group. The impact appears to be driven by a reduction in the perception that those who speak out against violence will face social sanctions. The results suggest education-entertainment has the potential to markedly reduce the incidence of domestic violence in an enduring and scalable manner (John Briere 2006).

Television broadcasting has also played a pivotal role in stopping injustices in Uganda and thus media has come together and discuss serious issues inhibiting woman's ability to enjoy right to freedom and right to equality. News coverage of violence in Uganda especially in Kampala has often been sensational, exploitative, and lacking in serious analysis of the prevalence. However, media coverage and depictions of sexual assault and domestic violence have begun to change. Although problems remain, TV stations like NBS TV in Uganda also have a duty to report accurately on acts of violence against women (Malamuth, Neil and John Briere, 2006).

Although some in the media are to be commended for their ongoing efforts to reflect sensitive, diverse, and egalitarian images, others in the media still incorporate images that convey destructive messages. Still women's bodies are used as objects to sell products. Media should highlight injustices meted out to women by the male dominated society. Media's growing role in highlighting violence against women and stressed the need for creating awareness among the victim women about their rights, so that they could protect themselves (Malamuth, Neil and John Briere20, 06).

Television broadcasting has been exhibiting a great deal of violence, but the problem arose because the morals and ethics of a particular incident were underemphasized and the acts of

violence were overemphasized. Media held a mirror that exposed the ills of society. Though cases of violence against women have always existed, the media has to play an important role in taking up the issues. In addition to various brutal forms of violence against women, there are some lesser offences including wife-battering, unnecessary restrictions, like not allowing the wife to go out, etc (Vives, C., Torrubiano, J. y Álvarez, C. 2009) Despite being considered as a violation of human rights, these practices are, more or less, accepted in our society. Beena Sarwar, a TV producer in Pakistan, said media did play a role in combating violence against women. She referred to the Meerawala incident where the victim did not want to speak about her ordeal, but it was a local journalist who reported the incident, which was then taken up by national and international media who brought the case to the limelight and serious action was taken against the criminals (Sunkel, G. 2015).

Media through Television broadcasting has also been influential in promoting human rights, as it has greatly acted as a pressure group against these injustices. Mass media may constitute one way to address Violence in contexts faced with such difficulties, either by decreasing the social acceptability of behaviors related to domestic violence and gender discrimination, or by increasing the willingness of victims and bystanders to come forward and report cases of violence. Despite the widespread use of such messaging campaigns, however, there is little evidence of their effectiveness. This research aims to help fill this gap by providing rigorous evidence on the impact of an anti-Violence mass media campaign in the context of rural Uganda. Violence in the household, including physical, sexual and emotional abuse by an intimate partner, is a widespread problem estimated to touch the lives of 30 percent of women globally. In developing countries, those with the ability to intervene and stop violence such as police or, more commonly, local-level authorities are often inhibited from doing so due to a lack of information (Halili, Jennie, 2013).

The media's role should be to expose and generate awareness against society's ills and evils, therefore their role should be still more effective. Therefore TV Stations like NBS have to be more aware of violence issues spreading in society as regards domestic violence, police assault on civilians, child abuse and many more forms of violence existing in Uganda today. Even, many women have said that the media coverage (of rape or other violence) was like a second assault all over again, because of their insensitivity in using pictures, publishing names, and

other violations of privacy. Media had still not played effective roles in minimizing domestic violence against women even; media can play a lead role in the society's fight against violence against women. As media is the eye, ear and limbs of the society they could help a great deal in mitigating violence against women (Waisbord, Silvio,.2016).

The role of Television Broadcasting is crucial to the issue of violence against women and children, both in terms of how Television like NBS cover the issue and how TV stations may be used as a tool to help activists and governments raise awareness and implement programs on this issue. Media should also project the means to combat violence since the mainstream media is very much politicized and it picks up issues according to the political interest of patron political parties. Due to the lack of resources and trained work force, the media is not capable to produce widely impressive materials. Some of the issues like trafficking, brutal assault, prostitution and rape come in the media just to create sensation. The media seems to be less concerned about women's issues and rights. the following recommendations can be advanced for further action regarding media advocacy to combat violence against women (Hallin, Daniel and Mancini, 2014).

Television broadcasting also acts as the most plausible causal channel for the reduction in violence in society as it appears to be a change in the willingness of victims and bystanders to speak out about violence. Both men and women who watched the anti-violence videos were more willing to report instances of domestic violence to village authorities. This effect was particularly pronounced among women: When asked whether they would report a hypothetical incident of domestic violence especially against women across a range of different scenarios, two months after the campaign women in the treatment group were 9 percentage points (22 percent) more likely than those in the comparison group to say they would report violence across all scenarios (Hallin, Daniel and Mancini, 2014). Eight months after the campaign, this willingness remained higher in the treatment than the comparison by a margin of 13 percentage points (35 percent). This increased willingness to report VAW may be related to a concurrent change in the perceived social consequences of speaking out, particularly among women. Women who watched the anti-VAW videos were 11 percentage points (18 percent) less likely to believe they would face social repercussions, such as scolding for gossiping, for intervening in a VAW incident

The networks of NGOs, advocating for women's cause, should try to include media in their network, they should not see media as their adversary.The women's advocacy NGOs, networks alliances should maintain transparency in their organizational structure, financial source and activities. They should feel free to provide information about their organizations and activities. It is not enough to inform people that VAW is increasing in our society, it is also imperative to let them know that there are ways to diminish the VAW and what actions can be taken to deal with particular case of VAW. Sometimes media itself becomes a cause to provoke VAW and materials presented by it can be called as an act of VAW. For example, defaming false remark about some woman in the media may cause her to suffer. Publication of obscene materials is an act of Violence against women for it demeans women's dignity. The media should be conscious to present women in their right perspective. The persons working in the media should be made conscious and sensitive about gender issues and women's human rights. despite media's exposure of violence, women and their families were still unwilling or afraid to come forward to take advantage of whatever laws were on the statute book for the protection of women".

Innovations for Poverty Action worked with researchers to conduct a randomized evaluation in villages throughout Central Uganda measuring the impact of a mass video campaign designed to convince audiences that VAW is common and that they should speak out when they learn of it. Three short anti-VAW videos were produced in collaboration with Peripheral Vision International. Ranging 4-8 minutes each, the videos depicted deadly violence by a husband towards his wife and appealed to viewers to speak out about VAW in order to prevent it from escalating. Audiences saw the videos via film festivals held in bibanda throughout 112 rural villages. Every village in the study featured a film festival comprising six popular Hollywood films unrelated to VAW that were shown once a week over consecutive weekends from July through September 2016. In 48 randomly selected villages the three short video vignettes on VAW were inserted into the intermission of the Hollywood film. In the other 64 villages, the film festivals featured video vignettes on other social issues (teacher absenteeism or abortion-related stigma), or just the Hollywood films with no video vignettes at all (Anastasio, Phyllis and Diana Costa, 2004).

As is typical in Uganda, the Hollywood films were narrated by a VJ who added his own commentary to the movie's storyline. Unlike most entertainment screened in *bibanda*, however, the anti-VAW videos were produced in the local language (Luganda) using local actors, enabling villagers to identify with the characters in the videos. Admission to the film festivals was free of charge to encourage the attendance of a broad-based audience, and was notably successful in attracting women (31 percent of all attendees).

2.4 The limitations faced NBS Television in fighting violence in Uganda

Mass Media, as an institution and journalists face several challenges both from the government of the country where they functions and from their own organizational system on their effort in the promotion of human rights. Journalists are often criticized to confuse issues on human rights because of inadequate understanding of the material they are covering. They have a superficial grasp of the institutional apparatus of human rights (Oladosu, A.A. 2008). In addition, as evidenced by what they write or present, many journalists would be hard pressed to explain the specific human rights let alone the difference between the diverse mechanisms that exist to monitor adherence to human right treaties or even distinguish between humanitarian and human right law.

Regrettably, especially in countries where the culture of democracy and human rights is young, only few journalists are able to identify with confidence even half a dozen of the basic rights supported by UDHR and other international and regional human rights instruments.75 Lack of awareness about human rights by journalists, is one of the major challenges for the effort to promote human rights (Kaluge, D. 2013).

Mass Media is also considered to be less sensitive on specific human rights and, as a result, miss stories or dimensions of stories. Especially, economic, social and cultural rights, which are less visible and slow process by nature, are largely underreported because the Social Media still understand human rights synonyms with civil and political rights.77 The importance of economic, social and cultural rights, including the international economy, poverty, inequality and social and economic discrimination is relatively ignored.78 This criticism applies particularly to Social Media coverage of issues that relate to their own governments or other powerful interests in their own societies (Ndifon, C.O. 2013).

According to Ndolo, I.S. (2006). Social Media is also held responsible not only for underreporting human rights issue but also for lack of an actual impact on human rights. In protecting and promoting human rights, the question is not only whether the public has the information but also to figure out what is done with this information. Social Media professionals claim that, it is not up to them to make sure what is done with the information circulated by them and argue that their only role is to obtain, verify and make news known.

The other main problem of the Social Media is lack of retroactive report especially when covering human rights violation. This is particularly true of covering conduct during wars, because it is always technically difficult and often impossible, to establish facts at the time and therefore report whether human rights violations were committed, whose rights were violated, or what could have been done differently. Still, the Social Media deserves credit for its retrospective when they often fail to get the story right away. This can be positive not only for its advantage to understand the past or to secure justice (Justice delayed is better than justice denied) but also can be valuable in clarifying contemporary situations (Ndolo, I.S. 2006).

Last but not least, the mass Media is challenged by strict laws and sometimes abuse from the government. The most challenging obstacle to the Social Media freedom is the failure of governments to recognize the role played by independent journalism in the creation, nourishment and development of democracy and human rights.84 This lack of recognition is reflected in the presence of active censorship or restrictive regulation of journalists, lack of rights of access to official information, a legal landscape which inhibits the ability of journalists to inquire freely for instance, the application of draconian defamation and sedition laws), and the state administration of essential Social Media services, including broadcasting, printing facilities and distribution systems. With all the challenges discussed above, it is worth recognizing that independent-minded (Batten T.R 1939).

Mass Media have played a central role in the promotion human rights. Many have put their lives and freedoms at risk in order to promote dignity to all human beings and transparent and accountable governance. Many journalists, have been arrested, prosecuted or condemned to heavy fines or prison terms as a result of their effort to contribute to the promotion of human rights(Gasiokwu, M.O.U. 2003)..

The inclusion of human rights issues as news stories is said to be better than how it used to be27. Although human rights issues sometimes make it to news stories, Ovsiovitch (1993) argues that as a newsworthy topic, only little attention is being given to them by the Social Media. Research indicate that human rights as a concept often fails to be used as a „subject" in the heading of Social Media stories, though some specific terms often used point to human rights indirectly. However, this is problematic as they do not enhance a comprehensive understanding of human rights (ibid).

According to Adenrele, A. R. & Olugbenga, O. M. (2014), Social Media is also considered to be less sensitive on specific human rights and, as a result, miss stories or dimensions of stories. Especially, economic, social and cultural rights, which are less visible and slow process by nature, are largely underreported because the media still understand human rights synonyms with civil and political rights. The importance of economic, social and cultural rights, including the international economy, poverty, inequality and social and economic discrimination is relatively ignored. This criticism applies particularly to media coverage of issues that relate to their own governments or other powerful interests in their own societies

The inability of journalists to comprehend what human rights are, as well as the contents of human rights instruments has resulted in them seeing human rights from the perspective of war. The lack of knowledge of these human rights instruments instills in them the fear of being labeled as „politically biased" should they incorporate human rights issues in their news stories. Unknowingly to some journalists unaware of human rights issues, they do in reality come in contact with such issues every day (Arinze, E. 2008). There is a skewed notion about the places where human rights violations occur, such that western journalists reason that these violations only happen outside their countries, without knowing that there are similar issues right around them. Space constraint limits the treatment of human rights issues in-depth by the Social Media (ICHRP, 2002). Other constraints include the dearth of journalists to cover human rights news and the danger posed in a conflict situation impedes the coverage of human rights reporting as in the case of Congo (Schimmel, 2009).

Heinze and Freedman (2010:493) note that „pressure to attract reader interest, and to respond to the most topical and controversial issues overpower any priority that might be placed on comprehensive human rights coverage". Another problem with human rights coverage by the Social Media is the prioritization of civil and political rights over economic, social and cultural rights, which are hardly reported (ICHRP, 2002). For instance, Leonard Henny notes that: there was no information on the survival of the culture and heritage of numerous indigenous people[s] living in remote areas around the globe. It is only since the United Nations year of the World"s Indigenous People[s] (1993) that some information has begun to trickle through the Social Media about the threats under which Indigenous People[s] live around the world (1997)

CHAPTER THREE
RESEARCHMETHODOLOGY

3.0 Introduction

This chapter presents the methodology for the study which includes the research design, study population, sample size and selection, sampling techniques and procedure, data collection instruments, data quality control (validity and reliability), procedure of data collection, data analysis and measurement of research variables. This chapter comprises of the research design and methodology that was used to carry out the research. It presents the research design, the population, sample size and sampling procedure, data procedures of data collection, data processing and analysis, ethical consideration, and limitations to the study.

3.1 Research Design

This study used a descriptive survey research design where people's views and opinions were sought and described accordingly to establish how television broadcasting fights violence in Uganda.

3.2 Population and Sample Size

3.2.1 Population

The population to be studied included; the 50 people consisting of both staff and management of NBS TV i.e. managing director, finance and accounts staff, production, advertising and marketing, drivers, camera men, editors, news anchors/ reporters and Presenters at the station and these were helpful in giving in on-ground information as regards how their finance department handles cash to effectively utilize to influence profitability gain and organization development within NBS TV. From the population of 50 respondents from selected departments of NBS Tv, a sample of 44 respondents were revealed including; 13 Sales/marketing executives, 05 from the Management, 07 from the Production department and editing, 10 presenters , 03 News cast and anchors and 06 News reporters (Krejcie, R., & Morgan, D. 1970).

Table 3.1: Showing the Sample Size and population distribution

Category	Population	Sample Size	Sampling technique
Sales/marketing	14	13	Simple random
Management	06	05	Purposive sampling
Production department and editing	08	07	Simple random
Presenters	10	10	Simple random
News cast and anchors	04	03	Simple random
News reporters	08	06	Simple random
Total	**50**	**44**	

Source: Field survey, 2019

A representative sample, according to Gall (1996) gives results that can be generalized to the study population. The sample in this study may be restricted to the information required and for the purpose of this study; a sample size was determined using Slovene's Formula to come up with appropriate sample size to be used in the study.

3.3 Sampling Procedure

A representation number of respondents were selected among workers of NBS TV using simple random method and this method helped to get information by selecting the population which conforms to certain characteristics that I am interested in.

3.4 Sampling Techniques and Procedure

The researcher used purposive sampling involves identifying and selecting individuals or groups of individuals that are knowledgeable about or experienced with a phenomenon of interest (Cresswell and Plano Clark 2011). This sampling was used to select different respondent to be interviewed. The researcher chooses this technique because the respondents are expected to be knowledgeable and have a long experience in management matters of NBS Tv. Sample procedure or selection was by use of probability sampling technique especially simple random sampling and purposive sampling. Simple random sampling was used because the study intends

to select a representative without bias from the accessible population. This ensured that each member of the target population gets an equal and independent chance of being included in the sample.

Thus for the case of interviews, the researcher will use purpose sampling which involved identifying and selecting individuals or groups of individuals that are knowledgeable about the cash management system within NBS TV to be interviewed.

3.5. Sources of Data

The sources of data used here are primary and secondary. Primary Data was collected through questionnaires and the Secondary data was collected through various journals, articles, research papers etc. Primary data was collected through with the staff of NBS TV with a structured questionnaire.

3.5.1 Secondary data

In order to successfully address the research questions, the research required some secondary data collection. The main purpose is to better understand the concepts, opinions, ideas from authors or experts on the key issues the research is trying to examine. As argued by Veal (1997), secondary data, though meant for another purpose, is considered useful in providing the basis for the research project. Secondary data used in this research, which is mostly quantitative in nature collected for administrative records or management data. Other sources of secondary data was; local newspapers, brochures on wild life, magazines on wild life and various research books. These reports were useful as they outline the conservation benefits, towards tourism development, which is one of the key issues this research is examining.

3.5.2. Primary Data

Primary data was collected by using four major techniques of data collection. These were in-depth semi-structured interviews and questionnaires to supplement the collected data from different sources like text books internet, magazines, and journals.

3.6. Research Procedures

The questionnaires were developed by the researcher based on research questions, in Chapter two. Prior to launching of the study survey, a pre-testing on randomly selected 27 employees was carried out in NBS TV. Reactions coming from the employees necessitated slight changes on some questions and inclusion of some more general information. Besides the questions in the questionnaire, a one paragraph preamble introduction letter, addressed to the respondents, were included to briefly state the purpose of this study and its significance to NBS TV. Respondents were equally assured that the information provided was kept confidential.

3.7. Data Collection and Analysis

The study employs primary data collected by communicating with the parents with the help of a structured questionnaire. Before undertaking the survey, pilot survey was undertaken with NBS TV staff and their views were incorporated in the final questionnaire.

3.8. Data Collection Methods.

Self-administered Questionnaires

The researchers designed a questionnaire with both opened and closed ended questions from the area of research. The questionnaires were structured carefully to avoid respondents not getting meaning of questions. Simple and easy words were therefore used so that respondents easily understood as well as answer them. Possible answers were provided to enable respondents tick which ever answer they find suitable in terms of their response to the question.

Participants were asked to indicate their level of agreement with each statement/item from 1(Agree), 2(Strongly Agree), 3(Disagree), 4(Strongly Disagree).

The main advantage of scaled-responses is that it permits the measurement of intensity of respondents' answers compared to multiple choice responses. The scaled responses incorporate numbers which can be used directly as codes (McDaniel & Gates, 2001). The scaling procedure determines quantitative measures of subjective and abstract concepts (Chin et al,. 2003). The study aims at gathering primary data; collected for the first time and thus "original in character (Kothari, 2006).

3.9 Data collection procedures

A letter of introduction was obtained from the department of journalism & media studiesof Kampala International University seeking permission to conduct the study. It was then presented to NBS TV human resource in participial to seek permission for carrying out the study in the region. After granting the permission, the study proceeded with making appointments with the selected respondents. Thereafter, questionnaires were administered and the required data was collected. Questionnaires were administered to the respondents in order to avoid delay, to avoid collecting wrong data, ensure completeness and accuracy and also not forgetting confidentiality of the data collected which is strictly adhered to.

3.10. Data Processing, Analysis and Presentation
3.10.1 Data processing.

This includes; editing, tabulation and coding.

Editing was done to check the completed responses with purposes of detecting and eliminating errors and identifying vital information that was essential in coding and tabulation.

Coding was done according to whether or not the response was a representative of the objective of the study and realistic to the subject matter.

Tabulation involved mainly the use of simple statistical techniques like use of tables and percentages to test significance of the information from which meaning interpretation was drawn.

3.10.2. Data presentation and analysis

After successful retrieval of filled in questionnaires and conducting of interviews, raw data was entered into Excel Sheets and outcomes were presented as percentages using tables and pie charts as a primary analysis.

3.11. Validity and Reliability/ data quality control

3.11.1. Reliability

Reliability of data is important so as to yield accurate results which are going to be of better use. The issues addressed to evaluate the validity of the study included the likelihood that a question would be misunderstood or misinterpreted by the respondent and whether the instrument provided adequate coverage of a topic. The instruments like questionnaires used were thoroughly structured so as to make it more valid in collecting data. Information was collected through standard procedures and well-structured questions in order to enhance consistency. An expert opinion was also sought to verify the validity of the content. The final questionnaire was then used for data collection.

3.11.2. Validity

The validity of data was checked before processing the results by the supervisor. This helped to establish the reliability of the tools to be used in data collection. Pilot test was done on the questionnaires using sample of respondents to eliminate any unclear items on the research tools were reliable.

3.12. Limitations and problems encountered (solutions)

The respondents were uncooperative and reluctant to give the information which limited the study.

Some respondents did not give in the right information required they doubted my intentions and also wanted something in return in return in form of cash payments, which will limit the study,

and this came especially in situations of giving in their personal information as regards family backgrounds, and occupations they normally do.

The respondents did not to give the reliable data needed due to the sensitivity of the topic thus limited the study.

Assessing data was a problem since many respondents doubted the confidentiality of research project, and thus this was solved through presented an introductory letter which was used to persuade the respondent that the research is purely academic.

3.13. Ethical Consideration

The researcher was guided by the following main considerations. Certain information like the names of respondents was kept confidential on special request by officials.

The researcher ensured confidentiality of the information provided by the respondents and ascertain the practice of ethics in this study.

The research sought permission through a written request to the concerned Management or Human resource department of NBS TV to be included in the study, respondents were asked to sign in Informed Consent Form, acknowledge the authors quoted in this study and the author of the standardized instrument through citations and referencing, findings were presented in a generalized manner.

During the study, an informed consent form was attached to each questionnaire, and interview guide which was required to be filled and signed by the respondents before any attempt to partake in this study. This form, as attached to the appendices were sought to ensure that the respondents were not coerced into taking part in the study but did it out their own will to make the research program a success.

It is also prudent to document information from archives only with the consent of respondents. The researcher acknowledged all published sources of literature used in the study.

CHAPTER FOUR
PRESENTATION AND INTERPRETATION OF THE FINDINGS

4.0. Introduction

This chapter presents the findings on the role of conservation areas in the development of tourism in Uganda. The findings were from both primary and secondary sources. The analysis is based on the objectives of the study and the presentation and the interpretation done with the help of tables, pie charts and narrative text as follows. The findings are presented in the gist of the three objectives that the study was set to achieve. i.e. to examine the various forms of violence rampant in Uganda, to evaluate the roles played by NBS Television in fighting violence in Uganda in Uganda. and to assess the limitations faced NBS Television in fighting violence in Uganda in Uganda. The results are presented in tables and in form of frequency counts and percentages.

4.1. Descriptive Characteristics of the Respondents

This section presents the sample characteristics of the respondents such as; their gender, age, marital status, and level of education. The results are presented in Table form with generated respective frequencies and graphs.

4.1.1 Distribution of Respondents by Gender

The results in table 2 below present the gender distribution of the respondents.

Table 2: Gender distribution of respondents

Gender	Frequency	Percentage (%)
Male	25	56.81%
Female	19	43.18%
Total	44	100.0

Source: Field data, 2019

The results in table 2 above and figure 1 below indicate that majority of the respondents were males with a statistical representation of 56.81% and the least of the respondents 43.18% were females. The findings further show that majority of respondents are males who were settling and operating within are males.

4.1.2 Age category of the Respondents

The study sought to establish the age of the respondents so that the age brackets of the majority can be established.

Table 3: Age distribution respondents in NBS Tv

Age (years)	Frequency	Percentage (%)
18-24	12	27.27%
25-36	23	52.27%
36-44	09	20.45%
44 +	-	-
Total	**44**	**100.0**

Source: Field data, 2019

As it can be seen from table 3 above, majority 52.27% of the respondents were aged 25-36 years, followed by 27.27% who were aged 18-24years, 20.45% were aged 36-44 years, while none of the respondents were aged 44 years and above. This shows that the majority of the respondents within NBS Tv are aged between 25 – 36 years and 18-24 years of age, which implies that NBS Tv hires mature and bold staff for the best quality services.

4.1.3 Distribution by Marital Status

The study sought to establish the marital status of respondents and findings are presented in the figure 1 below;

Status	Frequency	Percentage (%)
Single	12	27.27%
Married	23	52.27%
Separated	09	20.45%
Widowed	-	-
Total	**44**	**100.0**

Source: Field data, 2019

The study also embarked on acquiring information concerning the marital status of all different residents in NBS Tv, and thus the findings show that majority of respondents were Married as stipulated with a percentage rate of 29.23%, followed by respondents who were single at 30%, while the minority of respondents were divorced or separated at a response rate of 10.76%, while 20% were widowed. . It can therefore be deduced that although all marital status categories were represented, the married respondents dominated in the study.

4.1.4: Distribution of Respondents by Level of Education/Qualification

Figure 2: Distribution of the respondents to the study by education levels
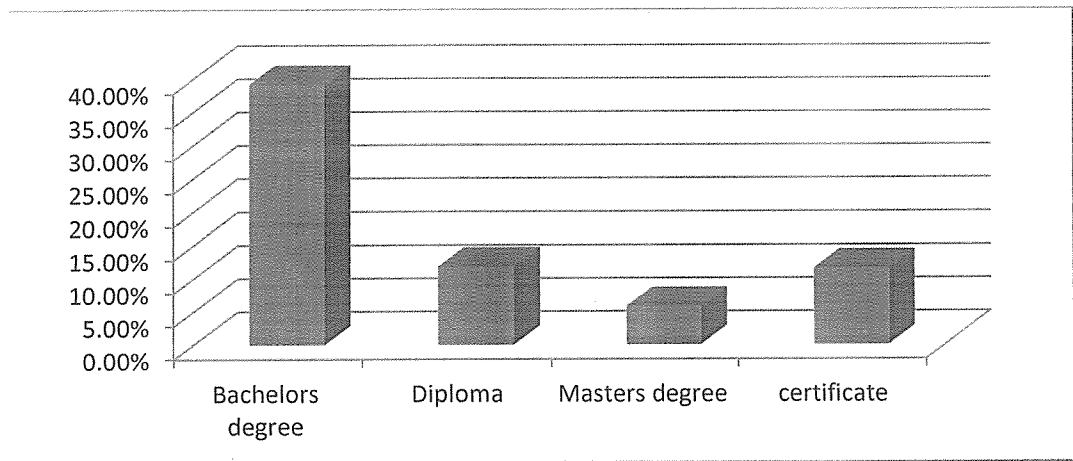
Source: Field data, 2019

Figure 2 above, shows that the majority of members interviewed and given questionnaires were Bachelors degree holders and these were at a response rate of 39.23%, followed by other respondents who were Diploma holders and these wereat 11.86% response rate, while the least respondents operating in NBS Tv were Masters degree holders with5.83% response rate, followed by 11.53% as certificate holders. This therefore means that NBS Tv is mostly occupied by educated men and women who are thus looking forth its development of conservation areas.

4.1.5 Working experience / period of stay of respondents

The study sought to establish the age of the respondents so that the age brackets of the majority can be established.

Table 4: Working experience of respondents in NBS Tv

Period	Frequency	Percentage (%)
1 Month – 2years	10	22.72%
3- 5years	26	59.09%
6yrs – 9 years	06	13.63%
10 years and above	02	4.54%
Total	**44**	**100.0**

Source: Field data, 2019

According to the findings in table 4 above, majority of respondents, 59.09% have been working with NBS Tv for 3 years – 5 years, followed by 22.72% of respondents who had worked for a period between 1 month to 2 years, 13.63% of respondents had worked for a period of 6-9 years while only 4.54% of respondents had worked in the station for over 10 years.
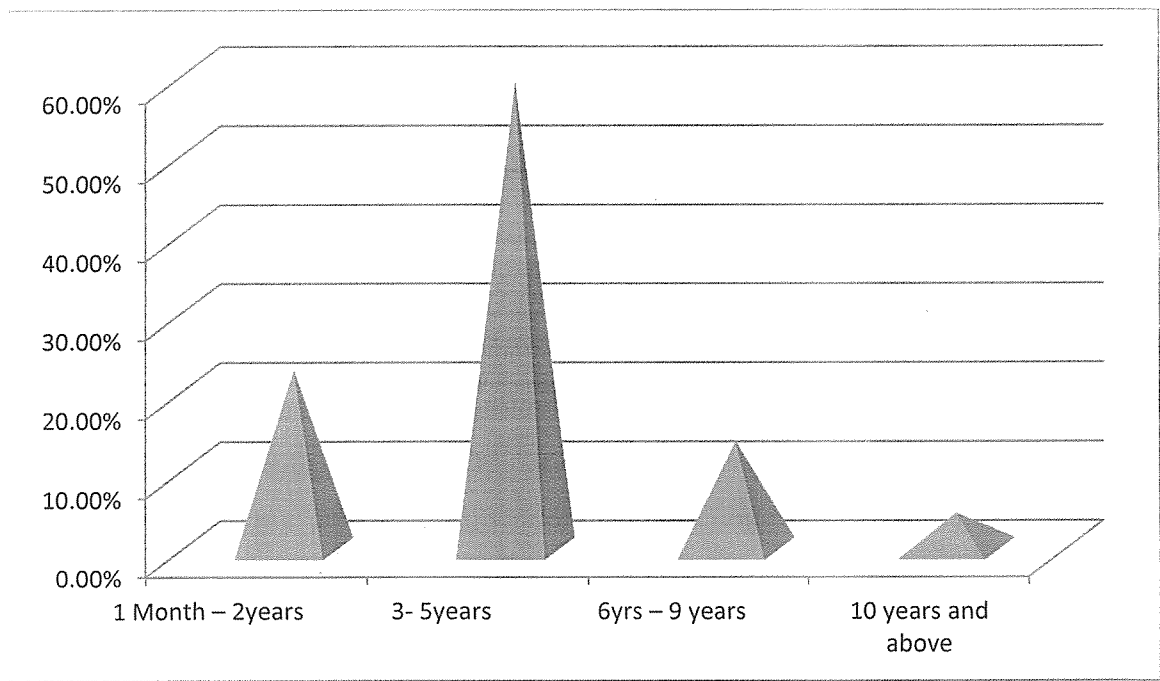
Source: Field data, 2019

4.2. The various forms of violence rampant in Uganda

Table 6: Various forms of violence rampant in Uganda

Forms of violence	SD %	D %	NS %	A %	SA %	Total
Psychological and emotional abuses puts down household members	(02) 4.54%	(06) 13.63%	(05) 11.36%	(10) 25.92%	(21) 47.72%	44
Homicide is a serious crime everywhere	(17) 38.63%	(08) 18.18%	(03) 6.81%	(09) 20.45%	(07) 15.90%	44
Sexual violence hasinvolvedbursarsto forces others i.e. adults or children of different or same sex, to be involved in a sexual act without consent	(00) -	(00 -	(03) 6.81%	(14) 31.81%	(23) 52.27%	44
The abusers have physically assaulted household members once a conflict arouses.	(00) -	(01) 2.27%	(03) 6.81%	(09) 20.45%	(31) 70.45%	44
Gender based violence in Uganda has been in form of economic violence when the abuser is the only money provider in the home, he has more power over household members.	(00) -	(00 -	(02) 4.45%	(18) 40.90%	(24) 54.54%	44
Spiritual violence thwarts the victims' rights and causes them to be ridiculed by their children and their church fellows	(17) 38.63%	(10) 22.72%	(08) 18.18%	(04) 9.09%	(05) 11.36%	44

Source. Primary Data, 2019.

On whether Psychological and emotional abuses puts down household members; 47.72%of the respondents Strongly Agreed, 25.92% agreed, and 11.36% were uncertain, 13.63% also disagreed and 4.54% of the respondents strongly disagreed. On whether Homicide is a serious crime everywhere in Uganda; 15.90% of the study respondents strongly agreed, 20.54% of the respondents agreed, and 6.81% of the respondents were uncertain, 18.18% of the respondents Disagreed and finally only 38.63% of the respondents strongly disagreed.

On whether, Sexual violence has involved bursars to forces others i.e. adults or children of different or same sex, to be involved in a sexual act without consent; 52.27% of the study respondents strongly agreed, 31.81% of the respondents agreed, 6.81% of the respondents were uncertain, while none of the respondents disagreed and strongly disagreed with the assertion.

On whether, the abusers have physically assaulted household members once a conflict arouses; 70.54% of the study respondents strongly agreed, 20.45% of the respondents agreed, 6.81% of the respondents were uncertain, 2.27%of the respondents disagreed and none of the respondents strongly disagreed. On whether, Gender based violence in Uganda has been in form of economic violence when the abuser is the only money provider in the home, he has more power over household members.; 54.54% of the respondents Strongly Agreed, 40.90% agreed, and 4.45% were uncertain, none = disagreed and none of the respondents strongly disagreed.

On whether, Spiritual violence thwarts the victims' rights and causes them to be ridiculed by their children and their church fellows; 11.36% of the study respondents strongly agreed, 9.09% of the respondents agreed, 18.18% of the respondents were uncertain, 22.72%of the respondents disagreed and majority of respondents , 38.63% of the respondents strongly disagreed with the statement.

4.3. The roles played by NBS Television in fighting violence in Uganda

Table 7: Roles played by NBS Television in fighting violence in Uganda

Roles	SD	D	NS	A	SA	Total
	%	%	%	%	%	
Media through Television broadcasting has been influential in promoting human rights, as it has greatly acted as a pressure group against these injustices.	(00) -	(00) -	(00) -	(20) 45.45%	(24) 54.54%	44
The role of Television Broadcasting is crucial to the issue of violence against women and children, both in terms of how Television like NBS cover the issue and how TV stations may be used as a tool to help activists and governments raise awareness and implement programs on this issue.	(00) -	(04) 9.09%	(06) 13.63%	(11) 25.00%	(23) 52.27%	44
NBS is aware of violence issues spreading in society as regards domestic violence, police assault on civilians, child abuse and many more forms of violence existing in Uganda today.	(00) -	(00) -	(00) -	(17) 38.63%	(27) 61.36%	44
Television broadcasting acts as the most plausible causal channel for the reduction in violence in society as it appears to be a change in the willingness of victims and bystanders to speak out about violence influencing the family buying decisions.	(14) 31.81%	(10) 22.7%	(12) 27.27%	(04) 9.09%	(04) 9.09%	44

Source. Primary Data, 2019.

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On whether Media through Television broadcasting has been influential in promoting human rights, as it has greatly acted as a pressure group against these injustices.; 54.54% of the study respondents strongly agreed, 45.45% of the respondents agreed, and none of the respondents were Uncertain, while none of the respondents Disagreed and strongly disagreed with the statement.

On whether the role of Television Broadcasting is crucial to the issue of violence against women and children, both in terms of how Television like NBS cover the issue and how TV stations may be used as a tool to help activists and governments raise awareness and implement programs on this issue,52.27% of the study respondents strongly agreed, 25% of the respondents agreed, 13.63% the respondents were uncertain, 9.09% of the respondents disagreed and finally none of the respondents strongly disagreed. This means that TV Broadcasting is crucial to the issue of violence against women and children, both in terms of how NBS cover the issue and how TV stations may be used as a tool to help activists and governments raise awareness and implement programs on this issue.

On whether NBS is aware of violence issues spreading in society as regards domestic violence, police assault on civilians, child abuse and many more forms of violence existing in Uganda today. NBS is aware of violence issues spreading in society as regards domestic violence, police assault on civilians, child abuse and many more forms of violence existing in Uganda today; 9.09% of the study respondents strongly agreed, 9.09% of the respondents agreed, 27.27% of the respondents were uncertain, 27.72% of the respondents disagreed and 31.81% of the respondents strongly disagreed. This therefore implies that NBS is aware of violence issues spreading in society as regards domestic violence, police assault on civilians, child abuse and many more forms of violence existing in Uganda today.

On whether Television broadcasting acts as the most plausible causal channel for the reduction in violence in society as it appears to be a change in the willingness of victims and bystanders to speak out about violence influencing the family buying decisions; 9.09% of the study respondents strongly agreed, 9.09% of the respondents agreed, 27.27%of the respondents were uncertain, 22.72% of the respondents disagreed and 31.81% of the respondents strongly disagreed with the assertion.

4.4The limitations faced NBS Television in fighting violence in Uganda in Uganda

Table 7: The limitations faced NBS Television in fighting violence in Uganda in Uganda

Limitations	SD	D	NS	A	SA	Total
	%	%	%	%	%	
There is inability of journalists to comprehend what human rights are, as well as the contents of human rights instruments has resulted in them seeing human rights from the perspective of war.	(12) 27.27%	(10) 22.72%	(03) 6.81%	(11) 25%	(08) 18.18%	44
There is lack of retroactive report especially when covering human rights violation	(02) 4.45%	(02) 4.45%	(17) 38.68	(04) 9.09%	(19) 43.18%	44
There is pressure to attract viewer interest, and to respond to the most topical and controversial issues overpowering any priority that might be placed on comprehensive human rights coverage.	(00) -	(02) 4.54%	(04) 9.09%	(13) 29.54%	(25) 56.81%	44
Mass Media is also considered to be less sensitive on specific human rights and, as a result, miss stories or dimensions of stories.	(07) 15.90%	(05) 11.36%	(12) 27.27%	(06) 13.63%	(14) 31.81%	44
Journalists are often criticized to confuse issues on human rights because of inadequate understanding of the material they are covering.	(10) 22.72%	(18) 40.90%	(09) 20.45%	(04) 9.09%	(03) 6.81%	44

Source: Field data, 2019.

The findings on whether there is inability of journalists to comprehend what human rights are, as well as the contents of human rights instruments has resulted in them seeing human rights from the perspective of war;18.18% of the study respondents strongly agreed, 25% of the respondents agreed, 6.81% of the respondents were uncertain, 27.72% of the respondents disagreed and finally 27.27% of the respondents strongly disagreed.

On whether There is lack of retroactive report especially when covering human rights violation; 43.18% of the study respondents strongly agreed, 9.09% of the respondents agreed, 38.68% of the respondents were uncertain, 4.54%of the respondents Disagreed and finally none of the respondents strongly disagreed.

On whether There is pressure to attract viewer interest, and to respond to the most topical and controversial issues overpowering any priority that might be placed on comprehensive human rights coverage; 56.81% of the study respondents Strongly Agreed, 29.54% of the respondents agreed, 9.09% of the respondents were uncertain, 4.54% of the respondents Disagreed and finally none of respondents from NBS TV strongly disagreed with the statement.

Additionally, on whether Mass Media is also considered to be less sensitive on specific human rights and, as a result, miss stories or dimensions of stories; 31.81% of the study respondents Strongly Agreed, 13.63% of the respondents agreed, 27.27% of the respondents were uncertain, 11.36% of the respondents Disagreed and finally 15.90% of the respondents strongly disagreed.

Finally, on whether Journalists are often criticized to confuse issues on human rights because of inadequate understanding of the material they are covering; 6.81% of the study respondents Strongly Agreed, 9.09% of the respondents agreed, 20.45% of the respondents were uncertain, 40.90% of the respondents Disagreed and finally 27.72 of the respondents strongly disagreed. This therefore implies that Journalists including those from NBS Tv are often criticized to confuse issues on human rights because of inadequate understanding of the material they are covering.

CHAPTER FIVE:

DISCUSSION OF THE FINDINGS

5.0 Introduction

This chapter presents a summary, conclusion and recommendations of the findings based on the preceding four chapters. It also presents the researchers proposed areas of further research into the subject of Television Broadcasting in the fight of promotion of violence in Uganda.

5.1 Summary of the Findings

5.1.1. Findings on the demographic characteristics of respondents

The study revealed that Gender based violence in Uganda has been in form of economic violence when the abuser is the only money provider in the home, he has more power over household members.

Sexual violence has involved bursars to forces others i.e. adults or children of different or same sex, to be involved in a sexual act without consent

The abusers have physically assaulted household members once a conflict arouses.

5.1.2 The findings on the Various forms of violence rampant in Uganda

The studyrevealed that NBS is aware of violence issues spreading in society as regards domestic violence, police assault on civilians, child abuse and many more forms of violence existing in Uganda today as supported by Waisbord, Silvio,.2016) that The media's role should be to expose and generate awareness against society's ills and evils, therefore their role should be still more effective. Therefore TV Stations like NBS have to be more aware of violence issues spreading in society as regards domestic violence, police assault on civilians, child abuse and many more forms of violence existing in Uganda today. Even, many women have said that the media coverage (of rape or other violence) was like a second assault all over again, because of their insensitivity in using pictures, publishing names, and other violations of privacy. Media had still not played effective roles in minimizing domestic violence against women even, media can play a lead role in the society's fight against violence against women.

The study also revealed that the role of Television Broadcasting is crucial to the issue of violence against women and children, both in terms of how Television like NBS cover the issue and how TV stations may be used as a tool to help activists and governments raise awareness and implement programs on this issue as contended by Hallin, Daniel and Mancini, (2014) that Media should also project the means to combat violence since the mainstream media is very much politicized and it picks up issues according to the political interest of patron political parties. Due to the lack of resources and trained work force, the media is not capable to produce widely impressive materials. Some of the issues like trafficking, brutal assault, prostitution and rape come in the media just to create sensation. Furthermore, the study revealed that Media through Television broadcasting has been influential in promoting human rights, as it has greatly acted as a pressure group against these injustices as supported by Halili, Jennie, (2013) that Mass media may constitute one way to address Violence in contexts faced with such difficulties, either by decreasing the social acceptability of behaviors related to domestic violence and gender discrimination, or by increasing the willingness of victims and bystanders to come forward and report cases of violence. Despite the widespread use of such messaging campaigns, however, there is little evidence of their effectiveness

5.1.3. Findings on the roles played by NBS Television in fighting violence in Uganda
Findings

The study revealed that Television broadcasting acts as the most plausible causal channel for the reduction in violence in society as it appears to be a change in the willingness of victims and bystanders to speak out about violence influencing the family buying decisions. Furth more, the study revealed that NBS is aware of violence issues spreading in society as regards domestic violence, police assault on civilians, child abuse and many more forms of violence existing in Uganda today as supported by Waisbord, Silvio,.(2016) that the media's role should be to expose and generate awareness against society's ills and evils, therefore their role should be still more effective. Therefore TV Stations like NBS have to be more aware of violence issues spreading in society as regards domestic violence, police assault on civilians, child abuse and many more forms of violence existing in Uganda today. Even, many women have said that the

media coverage (of rape or other violence) was like a second assault all over again, because of their insensitivity in using pictures, publishing names, and other violations of privacy.

Furthermore the study revealed that the role of Television Broadcasting is crucial to the issue of violence against women and children, both in terms of how Television like NBS cover the issue and how TV stations may be used as a tool to help activists and governments raise awareness and implement programs on this issue as cite by Waisbord, Silvio,.(2016) that Media had still not played effective roles in minimizing domestic violence against women even, media can play a lead role in the society's fight against violence against women. As media is the eye, ear and limbs of the society they could help a great deal in mitigating violence against women

5.1.4. Findings on the limitations faced NBS Television in fighting violence in Uganda in Uganda

The study revealed that there is pressure to attract viewer interest, and to respond to the most topical and controversial issues overpowering any priority that might be placed on comprehensive human rights coverage as noted by Heinze and Freedman (2010) that pressure to attract reader interest, and to respond to the most topical and controversial issues overpower any priority that might be placed on comprehensive human rights coverage". Another problem with human rights coverage by the Social Media is the prioritization of civil and political rights over economic, social and cultural rights, which are hardly reported (ICHRP, 2002). Furth more, the study revealed that there is lack of retroactive report especially when covering human rights violation as cited by Ndolo, I.S. (2006) that NBS is also considered to be less sensitive on specific human rights and, as a result, miss stories or dimensions of stories.

5.2. Conclusion

The primary mandate of the media is to inform, educate and entertain the public. Through this multifaceted mandate, the media can reinforce or contribute to the improved status quo. Due to this critical role that the media plays, it is imperative to engage it strategically in order to address the root causes and the effects of domestic violence in society. The media has a comparative advantage of reaching the hard to reach areas and persons. Messages in the media are perceived as "gospel truth" and with translations to local languages; the media reaches a wide range of

people and fosters non-formal education which supports behavioral change. The Multimedia campaign will therefore offer a broader platform to reach out to different segments of people in the society

Thus the Goal of a TV station like NBS TV is to promote and sustain community participation in the prevention of GBV, To increase awareness and utilization of the available Violence services (prevention, response and management) and ensure zero tolerance to Violence among communities

5.3. Recommendations

The researcher found that the following recommendations are useful for policy makers and parents with regards to children targeted TV advertising.

Policy makers

The government should take action to regulate and establish an authorized regulatory body to control TV advertising, specially aimed at children. Further certain restrictions should be implemented on air time of advertisements and then, maximum number of maximum.

Parents

Parents should watch TV with children and discuss about TV programs and how it differ from children targeted TV advertising.

Parents should watch TV with children, create a special time with them and help them to imbibe the contents showcased in the advertisements in a positive manner.

As children grow with age, they should be kept aware about the lighter and darker side of the market and pave a better way for them to chase this competitive, materialistic world. Medical practitioners and pediatricians must have a strong say about the unethical commercialization of food products and bring out remedies to resolve the same.

Furthermore, parents should create a special family time with children.

Advertising brands:

In order to gain the attention of the early teens, the advertisers must focus on the catchy music or some sort of a fun or a witty element in the Ad.

Advertisers can have smart children as models for even heavy products like white or brown goods in order to grab the attention of the tiny decision makers of the homes.

More of social awareness campaigns must be done by the companies to build their brands and catchy slogans must be used so as to have brand awareness as well as its recall.

More of advertises carrying a social message or trying to inculcate a good habit should be released; this would lead to a win-win situation for both the parties.

5.4.Areas of Future research

Further research can be carried out in this area to find out the relationship between TV advertising aimed at children and the violence behavior of children that make intra conflict within the family.

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APPENDICES
APPENDIX I: QUESTIONAIRES

I, **NUWATAHO ANDREW, Reg No. 1163-06124-06369,** a student of Kampala International Uganda undertaking a Bachelor's Degree in supplies and procurement. I am currently carrying out a research study on *"Television broadcasting in the fight of promotion of violence in Uganda, a case study of NBS TV".* This questionnaire is therefore intended to seek information on the above subject matter. The information is purely for academic purposes and all the answers will be handled with utmost confidentiality. I therefore humbly request that you complete this questionnaire correctly in the spaces provided or options given. (Please, tick the appropriate answers where options are given).

Part A: General Information
1. What is your gender?

a).Male ☐   b). Female ☐

2. In which age group do you lie?

a) Between 18-24 years ☐   b) Between 25-36 years ☐

c) Between 36-44 years ☐   d) Above 44 years ☐

3. What is your Marital Status?

a) Married ☐   b) Single ☐

c) Separated ☐   d) Widow ☐

4. What is your level of Education?

a) Certificate ☐   b) Degree ☐

c) Diploma ☐   d) Masters ☐

Any other (specify)..

5. For how long have you worked in the organization?

a) 1 Month – 2years ☐   b) 3- 5years ☐

c) 6yrs – 9 years ☐   d) 10 and above ☐

6. What is your position in this organization?

a) Administration ☐   b) Procurement managers ☐

c) Logistics managers ☐   d) Sales /marketing ☐

e) Production department ☐   f) Packaging department ☐

e) Other (specify)...

SECTION B: Various forms of violence rampant in Uganda

No.	Response	SD 1	D 2	N 3	A 4	SA 5
A	Psychological and emotional abuses puts down household members					
B	Homicide is a serious crime everywhere					
C	Sexual violence has involved bursars to forces others i.e. adults or children of different or same sex, to be involved in a sexual act without consent					
D	The abusers have physically assaulted household members once a conflict arouses.					
E	Gender based violence in Uganda has been in form of economic violence when the abuser is the only money provider in the home, he has more power over household members.					
F	Spiritual violence thwarts the victims' rights and causes them to be ridiculed by their children and their church fellows					

Section C: Roles played by NBS Television in fighting violence in Uganda

No.	Response	SD 1	D 2	N 3	A 4	SA 5
A	Media through Television broadcasting has been influential in promoting human rights, as it has greatly acted as a pressure group against these injustices.					
B	The role of Television Broadcasting is crucial to the issue of violence against women and children, both in terms of how Television like NBS cover the issue and how TV stations may be used as a tool to help activists and governments raise awareness and implement programs on this issue.					
C	NBS is aware of violence issues spreading in society as regards domestic violence, police assault on civilians, child abuse and many more forms of violence existing in Uganda today.					
D	Television broadcasting acts as the most plausible causal channel for the reduction in violence in society as it appears to be a change in the willingness of victims and bystanders to speak out about violence influencing the family buying decisions.					

Section D: Limitations faced NBS Television in fighting violence in Uganda in Uganda

No.	Response	SD 1	D 2	N 3	A 4	SA 5
A	There is inability of journalists to comprehend what human rights are, as well as the contents of human rights instruments has resulted in them seeing human rights from the perspective of war.					
B	There is lack of retroactive report especially when covering human rights violation					
C	There is pressure to attract viewer interest, and to respond to the most topical and controversial issues overpowering any priority that might be placed on comprehensive human rights coverage.					

D	Mass Media is also considered to be less sensitive on specific human rights and, as a result, miss stories or dimensions of stories.					
E	Journalists are often criticized to confuse issues on human rights because of inadequate understanding of the material they are covering.					

APPENDIX II: INTERVIEW GUIDE

1.What is do you understand by violence?

....

....

2.What are the causes of violence in your community ?

....

....

3. has the media been engaged in fighting violence in your country ?

....

....

4. If yes, how has been engaged?

....

....

5.. What challenges has the media encountered in curbing violence in your community?

....

....

6. What solutions you recommend to overcome these challenges ?

....

APPENDIX III: RESEARCH BUDGET

No.	Item	Qty	Unit Cost	Total Cost
1	Study analysis	5	20000	100,000
2	Typing and printing	80	500	80,000
3	Binding	4	15,000	60,000
4	Data Collection	-	5000	100,000
5	Meals	1		50,000
6	Miscellaneous			80,0000
	TOTAL			**470,000**

A Gantt chart is a graphical representation of all the project activities and their respective time durations taken to be executed. Below is the Gantt chart showing the activities undertaken during the research on the study topic in question.

Activity	May	May	June	June	Jul	Aug	Aug
Preparation Identifying the topic Proposal writing Statement of the problem	▓						
Literature reviewing		▓					
Research methodology Preparation of data collection instruments Submitting in the research proposal			▓	▓			
Data collection and analysis					▓		
Writing of the research report					▓		
Submission of the research report to the faculty of Business and Management							▓

END