

**THE IMPACT OF PRINT MEDIA ON PUBLIC KNOWLEDGE
ABOUT THE ONGOING OIL DEBATE A CASE STUDY
OF NEW VISION AND DAILY
MONITOR**

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DECLARATION

I hereby declare that this is my original work and has not been submitted to this university before or to any other institution of higher learning for an academic award.

Signed..........

Date..........

APPROVAL

This work has been done under my supervision as a university supervisor and submitted to the faculty with my approval.

Signed.....

Date.....10/July/2014

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CHAPTER ONE

1.0 Introduction

This chapter covers the introduction part of the research which lays a firm foundation about oil, background of the study follows detailing on the history of Uganda oil. Moreover statement of problem is also considered as the backbone of the research in this chapter, other parts covered in this chapter are Objectives, research questions, significance of the study, Scope and limitations.

Oil is any substance that is liquid at ambient temperatures and does not mix with water but may mix with other oils and organic solvents, *Albert et al 2002, pp. 62, 118-119* . This general definition includes vegetable oils, volatile essential oils, petrochemical oils, and synthetic oils.

According to, *Keith, A. 2006*, Hydrocarbon exploration (or oil and gas exploration) is the search by petroleum geologists and geophysicists for hydrocarbon deposits beneath the Earth's surface, such as oil and natural gas. Oil and gas exploration are grouped under the science of petroleum geology Crude oil, or petroleum, and its refined components, collectively termed petrochemicals, are crucial resources in the modern economy. Crude oil originates from ancient fossilized organic materials, such as zooplankton and algae, which geochemical processes convert into oil. It is classified as a mineral oil because it does not have an organic origin on human timescales, but is instead obtained from rocks, underground traps, or sands. Mineral oil also refers to several specific distillates of crude oil.

1.1 Background of the study

The constitution of Uganda is the basis on which all that is legal in the country is hinged. *Article 244* provides that parliament shall enact laws regulating the exploitation and development of minerals and such exploitation shall take into account the interests of the individual land owners, local governments and the government. The constitution further states that all minerals are held by the government on behalf of the people of Uganda.

Although commercially viable oil deposits were recently confirmed in Uganda's Albertine Graben, the search for oil the country has been ongoing for over nine decades, *Ibrahim Kasita, new vision* . Many people in the areas of Butyaba, Kibiro, Buliisa and Panyimuro have for long known about the existence of oil which could be seen on some spots or oil soils in these areas of western Uganda.

According to the *Ministry of Energy and Mineral Development*, the real hunt for oil in Uganda was in the early 1920's when significant oil exploration was done by E.J.Wayland, a government geologist. He documented substantial amounts of hydrocarbons in the Albertine Graben. This discovery was later to be followed by the first ever drilling of wells in 1938, in which some hydrocarbons were encountered, but no testing was done on this new discovery. However the hunt did not stop there as later on in the 1940's and 1950's further exploration was carried out and several shallow wells were drilled mainly for stratographic purposes. (*Ministry of energy & mineral development*)

Despite having vivid signs of the country acquiring its newly found wealth, the testing could not continue because of *World War II* that Uganda as a British colony was actively participating in. The war had an adverse impact on the oil discovery, making it an almost forgotten affair. Uganda oil exploration was not going to occur till the early 1980s, which

saw the acquisition of aeromagnetic data across the entire Graben region. The aeromagnetic surveys taken during 1983 and 1992 produced a ray of hope (2009 - 2015 *Uganda Oil and Gas Info, Ltd*).

They were able to identify five sedimentary basins in the country. These were; the Albertine Graben, Lake Kyoga basin, Hoima basin, Lake Wamala basin and the Moroto-Kadam basin. These aeromagnetic surveys were to later be followed by ground surveys; these went on to show the most prospective sedimentary basin to date as the Albertine Graben. And in 2006, Uganda struck oil, and has had a more than 90% successful discovery rate, fetching the country so far 2.5 billion barrels of oil. The Albertine Graben in which oil has been discovered in Uganda is located in the western part of the country, mainly in Masindi, Kibale and Hoima district around Lake Albert which forms the northernmost part of the western arm of the East African Rift Valley. It is situated at the Uganda and Congo border further stretching to the border with Sudan.

The Albertine Graben is greatly enriched with oil. They assert that the Maputa and Waraga oil fields have approximately 100 to 400 million barrels of oil, whereas the Giraffe 1 is expected to total at least 400 million barrels of oil. Paul Atherton, chief financial officer of Heritage Oil, stated that the wider field his company was developing, dubbed Buffalo-Giraffe, had several “billions of barrels of oil in place”, although it was unclear how much of this would be recoverable, additional exploration findings have estimated that there exists approximately 500 million barrels of oil at the kingfisher well in Hoima. (Petroleum geologists E.J.Wayland)

These oil discoveries have led the government of Uganda into signing contracts with international companies to exploit the oil. This has seen four out of the six exploration areas identified to have good potential for petroleum production in the country being licensed to international oil companies with the remaining areas waiting licensing by government of the prospective applicants.

The companies that have been licensed to carry out the exploration in Uganda are: Heritage Oil and Gas Ltd in partnership with Energy Africa (now Tullow oil), it was licensed on the 1st July 2004 and they are expected to carry out exploration activities on exploration area, 1 that is the Packwach basin.

The Northern Lake Albert basin was licensed to Hardman Petroleum Africa (pty) Ltd in partnership with Energy Africa Ltd (now Tullow Oil), licensed on the 8th October 2001. The southern Lake Albert basin was first licensed to Heritage Oil, but was later jointly licensed to Tullow and Heritage on the 8th September 2004. The Rhino camp basin was licensed to Neptune Petroleum (u) Ltd, on 27th September 2005.

The exploration companies that were licensed have made significant investment, and have moved forward in identifying specific areas for exploration. An evaluation of these places led to the discovery of petroleum in; Waraga, Nzizi, Mputa and Kaiso Tonya, (exploration area two). The Kingfisher prospect in exploration area 3A is being undertaken and flow testing of the shallow zones of this prospect has been carried out. The results indicate that the Kingfisher prospect also contains oil. It's expected that more discoveries are yet to be made given the expanse of the area yet to be tested for prospective development.

1.2 Statement of problem

The media have by and large reported the oil debate accurately. However, in a couple of cases, some journalists have got it all wrong. The suspicion is because they didn't pay attention to the amendments that were moved on some of the original resolutions. For instance, *Daily Monitor* has twice reported, that Parliament resolved that the government "withholds consent to a pending transaction between Tullow Oil, Total and CNOOC before capital gains tax assessed by the tax body Uganda Revenue authority payable by Tullow are paid in advance and a report to that effect be made to Parliament."

There was amendment on resolution 10, when some members pointed out that some part of capital gains tax was invalid. The argument was how do you talk about capital gains tax assessed when the transaction has been halted? The amended resolution therefore read: "Government withholds consent to the [pending] transaction between Tullow Oil Uganda Limited and CNOOC and Total until all relevant laws are put in place."

The New Vision reported, in the front page story "Tullow reacts to bribery allegations", that MPs "called for a commission of enquiry headed by a judge of the Supreme Court to investigate claims and allegations of bribery and corruption.", (*October 2011*).

Again, this was the resolution in the original motion. It was amended by Wakiso Woman MP Rosemary Sseninde who moved that Parliament should set up an ad hoc committee instead. It was her amendment also that saw the inclusion of part b to this resolution—calling for the ministers and government officials named in the bribery and corruption allegations to step aside until investigations are completed.

The major problem is that the media, time and again has been covering these issues poorly hence raising questions about the security of the country and commitment of the Citizens to the Media. Readers need to be informed accurately about this context. It helps put things in perspective. Some of the background and context could have been weaved into the stories while other details could have been captured through info graphics and such other tools.

Moreover, as allegations and claims are made on the floor of Parliament, it will be good for journalists to verify them independently. For instance, long before Gerald Karuhanga tabled the documents that allegedly show that Kutesa and Onek were bribed, there was talk that some of them were in fact forged. These claims should be followed up. At the very minimum the other side of the story should be told, if necessary with a disclaimer that the journalist has not yet independently verified the rumours.

1.3 Objectives

1.3.1 General Objective

To investigate the extent to which print media influence the public knowledge about the ongoing oil debate.

1.3.2 Specific Objective

- i) To examine print media influence on the public knowledge about ongoing oil debate.
- ii) To establish what the challenge media faces in reporting about oil.
- iii) To investigate the quality of media reports on oil.

1.4 Research Questions

- i) How does print media influence the public knowledge about ongoing oil debate?
- ii) Are there challenges that the media faces in reporting about oil.
- iii) What should be done to the print media articles to be of good quality for consumption by the public.

1.5 Significance of the study

1. The research will help the print media organizations to design effective themes for their readers with the aim to rekindle interest on the mind of Ugandans to participate directly in oil economic activities.
2. Will help the Government to come up with new ways of ensuring media houses follow the code of ethics without misleading the readers. These will add up to the existing checks and balances that have in most cases proved counterproductive.
3. The media as a whole will understand the extent to which their misleading content they disseminate, negatively affects receivers of these messages, especially when it comes to oil debate. And once they comprehend the extent of their influence to the public they will do some more work on the providing depth.
4. Basically, the study is aimed at understanding the influence, on public knowledge about the ongoing oil debate and providing new knowledge of tackling the danger posed by allowing print media dominate these discussions.

1.6 Scope of study

1.6.1 Geographical scope

Albertine Graben is where oil has been discovered in Uganda, and it's the major focus of the researcher. It is located in the western part of the country, mainly in Masindi, Kibale and Hoima district around Lake Albert which forms the northernmost part of the western arm of the East African Rift Valley. It is situated at the Uganda and Congo border further stretching to the border with Sudan and at the two studios of the leading print Media in Uganda which are seen as the icon or the basis of liberalizing the Ugandan media.

1.7 Theoretical scope

The "Magic Bullet" or "Hypodermic Needle Theory" of direct influence effects was not as widely accepted by scholars as many books on mass communication indicate. The magic bullet theory was not based on empirical findings from research but rather on assumptions of the time about human nature. People were assumed to be "uniformly controlled by their biologically based 'instincts' and that they react more or less uniformly to whatever 'stimuli' came along" (*Lowery & De Fleur, 1995, p. 400*).

The "Magic Bullet" theory graphically assumes that the media's message is a bullet fired from the "media gun" into the viewer's "head" (*Berger 1995*). Similarly, the "Hypodermic Needle Model" uses the same idea of the "shooting" paradigm. It suggests that the media injects its messages straight into the passive audience (*Croteau, Hoynes 1997*).

This passive audience is immediately affected by these messages. The public essentially cannot escape from the media's influence, and is therefore considered a "sitting duck" (*Croteau, Hoynes 1997*). Both models suggest that the public is vulnerable to the messages

shot at them because of the limited communication tools and the studies of the media's effects on the masses at the time (*Davis, Baron 1981*).

Therefore for the purpose of this research we shall use the Magic Bullet Theory model as a basis for our discussions.

1.8 Limitation of the study

1. The time of doing tentative research was limited, hence the researcher worked under pressure to beat the deadline.
2. The researcher faced a serious challenge of gathering the information due to the fact that some members were not cooperative.
3. The high level of illiteracy led to many spoilt questionnaires.
4. Scarce resources, a major hurdle where researcher had to forego some of the things.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter covers the introduction part of the research which looks at “gatekeepers role” Media influence on public knowledge. Furthermore, it goes to analysis of Uganda Oil and Gas Exploration in 2011 & 2012, Uganda plans public-private partnership oil refinery is as well explained in chapter two, other parts covered in this chapter are the Main Stream Media as well as the social impact of oil in Uganda. The Government study, skills deficit and how Uganda must integrate oil and climate change policy have not been ignored either.

According to *Lopatic et al, 2008*, today television channels and newspapers are making fast money by cashing on the news in wrong sense and wrong way. In the race to become more popular and to make money they have broken all the limits media must follow while serving to build a healthy and progressive society. They have no respect for the sentiments and ethics of the people and land whom they serve to, with their immense power to influence the masses they just make judgment like a true dictator rather than a good advice of a true friend as they previously used to do. If it will be going in the future then we people have to think about the role of media in our life.

He further says that when it comes to the government, the media is supposed to function in three roles. James Wilson describes these as the roles, "of gatekeeper, scorekeeper, and watchdog for the federal government." The gatekeeper role is that of introducing or

keeping a topic in the national mindset. Recently global warming has become a topic of great discussion. This can be found in all aspects of the media: movies, news, books, blogs, topics of talk radio, and others. By bringing these issues to the public, the media hopes to initiate or reform policy and legislation, but bringing these issues to the public does not ensure action will be taken. It is up to the public to take interest and do something about it.

Another function the media has is that of the scorekeeper. This function is that of making or breaking politicians depending on the coverage given to them. If there is a scandal, the media will be sure to keep that in the national mindset especially during elections. Finally, there is the role of the watchdog. This function is to check corruption within the government. This was very evident in the 60's and 70s with the release of The Pentagon Papers and the Watergate scandal. However, it seems that this function of the media has fallen by the wayside recently with the export of people to foreign countries for torture and the War on Terror (*David Lopatic, 2008*).

2.1 Media influence on public knowledge

Ever since the 1920's governments and powerful individuals have used public relations techniques to take advantage of large masses of people. As a result, public relations has established itself as the most effective form of persuasion due to its insidious nature, convincing people to believe lies, support unjust wars, and fall for other deceptive agendas.

John Rockefeller was the epitome of big business in the late 1800's, but the oil tycoon became very unpopular after a massacre known as "Bloody Ludlow." This disaster

occurred when Rockefeller ordered fourteen of his striking miners to be shot dead. Seven of the miners perished, along with six women and three children who were in the miners' tents. The news of these vicious murders spread quickly and Rockefeller was viewed as an evil man, costing his business huge amounts of money. Rockefeller became desperate to restore his public image so he turned to a young journalist named Ivy Lee to persuade the public that he was a good man with honest intentions. Lee utilized public relations to achieve this goal, as he distributed advertisements, newspaper articles, and informational bulletins that promoted Rockefeller and discredited claims that he had done anything wrong.

One of Lee's most successful persuasive strategies was to print a series of newspaper articles that portrayed Rockefeller as a benevolent and kind man who was involved in many charitable causes, although no proof has ever been found to support these claims. Lee even went as far as lying to the public about the actual event, claiming that Rockefeller had told the soldiers not to fire and that they had deliberately disobeyed him by shooting at the miners. People in the United States were constantly subjected to Lee's propaganda and public relations schemes, and their opinion of Rockefeller gradually became more positive. Lee advocated relentlessly for Rockefeller, providing such a large amount of fallacious evidence that the majority of the people had no choice but to think Rockefeller was a good man.

The tycoon's oil business was saved and he ironically became one of the most respected men in New York City; he even had a garden dedicated to him in recognition of his fabricated contributions to the community. Lee was single-handedly responsible for resurrecting the image of Rockefeller, and this victory made him the father of public

relations. A few of Lee's opponents noticed his uncanny ability to persuade and compel people to believe complete.

2.2 Uganda Oil and Gas Exploration in 2011 & 2012

Although the hunt for oil in Uganda dates back to the 1920's, commercial discoveries have only been made in the last 5 years. The dominant player by far has been Tullow Oil which has had proven discoveries of a billion barrels with yet to be drilled (P50) estimates of another 1.5 billion barrels.

The discovery of these significant reserves has ushered in a new chapter in Uganda's development, and generated renewed interest in the petroleum potential in the country. Uganda has 10 exploration blocks that run from the Sudan border in the north through Lake Albert on the western border with Democratic Republic of Congo and south to Lake George.

However, only 5 blocks have been licensed. The other blocks are due to be licensed after the government completes a new regulatory framework over oil exploration. These blocks are Blocks 3B, 3C, 3D and 4A. The government has said it is planning a new licensing round later this year and is offering 5 blocks.

Tullow initially planned to have first oil production by 2011, but tax disputes between the newly acquired Heritage Oil and the Ugandan government have led to a delay with first oil now expected to flow in 2012. The other 2 players who have been active are Tower Resources and Dominion Petroleum. However, these companies have so far been unsuccessful with limited drilling attempts.

The following table is an extract from Derrick Petroleum Services “Exploration Database” which here shows limited information about exploration drilling in Uganda in 2011 and 2012. Further information on ownership and recent activity is provided below the table and map that follows activity in Uganda.

The status of exploration plans for 2011 and 2012 is looked at below.

| Block/ License Name | Operator | Status | Wells planned in 2011 | Wells planned in 2012+ | Date of last update |
|-----------------------------------|------------------------------|-----------|-----------------------------|------------------------------|------------------------|
| Block 3A | Tullow Oil | Announced | | 2 | 7/8/2011 |
| Block 1 | Tullow Oil | Announced | 1 | | 6/7/2011 |
| Block 2 | Tullow Oil | Ongoing | 1 | | 4/6/2011 |
| Exploration Area 4B or EA4B | Dominion Petroleum Ltd | Ongoing | | 2 | 7/13/2011 |
| Block EA5 | Tower Resources Plc | Ongoing | 1 | | 5/18/2011 |

Source: Derrick Petroleum Services 'Exploration Database'

2.2.1 Uganda Plans Public-Private Partnership Oil Refinery

According to *Dow Jones*, Uganda, the Ugandan government is planning to develop an oil refinery on a public-private partnership basis when oil production commences in the next

couple of years, the Ugandan president said. In a national address, President Yoweri Museveni said that the refinery would be developed in a phased manner starting an initial capacity of around 20,000 to 40,000 barrels a day in 2012 and eventually going up to at least 200,000 barrels by 2016.

“With the prospect of large oil revenues, Uganda will soon be free from external influence in the implementation of our investment program,” he said. “Government has moved to improve the regulatory environment of the [oil and gas] sector to ensure that it achieves maximum benefit from these resources.”

According to president, Museveni Oil exploration companies have discovered at least 800 million barrels of recoverable oil reserves in Uganda’s Lake Albert rift basin, along the border with mineral-rich but lawless Eastern Congo. Museveni said the government will pass new legislation on access to oil and gas rights, regulating exploration and production, refining and gas processing and managing petroleum revenue. At least 20,000 jobs are expected to be directly generated by the oil industry and another 100,000 jobs generated as a result of the multiplier effect.

China’s CNOOC Ltd. (0883.HK, CEO) and French oil major Total SA (TOT) have already entered a joint operating deal with the U.K.’s Tullow Oil PLC (TLW.LN, TUWOY) for the development of Uganda’s oil assets in three blocks. The deal is pending government approval.

In a bid to ensure an investor-friendly environment to facilitate continued attraction of investments in exploration, a complete appraisal of the discovered oil and gas in at least 14

oil fields is being conducted. Uganda is also expected to open licensing rounds in 2011 for the areas with petroleum potential in the oil region. (*By Nicholas Bariyo contributing, to Dow Jones, Newswires; 256-75-2624615 bariyonic@yahoo.co.uk*).

2.3 Mainstream Media

The mainstream media can be defined as the sources that disseminate the news via the largest distribution channels. Beginning in the 1990s many of the large news conglomerates merged raising concerns of a homogenization of viewpoints presented to news consumers. Media by its nature has a huge effect on the thoughts of the consuming public, and therefore has a duty and even a moral responsibility to produce unbiased clear information that the consumer can study and evaluate. *Robert Scott ,1993.*

There are different sectors of the media, including the entertainment sector, the news/local happenings sector and the elite sector. The entertainment sector consists of magazines, radio spots, soap opera and family shows and movies. The news sector mostly consists of newspapers and local radio and the elite sector consists of newspapers and broadcast channels aimed at the wealthy and “high class” population.

2.3.1 News Relevance

In smaller media outlets such as local newspapers and radio shows, the writers have a great amount of latitude to go out, and gather the facts about their story. They produce the article with very little pressure from the involved parties and subjects of the story, and therefore produce fairly accurate and relevant news. This is not so in the mainstream

media outlets. The writers are under great pressure from the editors to produce articles and stories with a very definite set of criteria.

Since the major news conglomerates are owned by even bigger corporations, and the corporations are almost indistinguishable from the government, it is not surprising that the stories that are put out daily are very carefully chosen to direct the public's interest and focus. And herein lays the cause for a reality check.

2.3.2 Behind the Scenes

One of the things that goes mostly unknown, is the daily "Notice to Editors" that goes out from the Associated Press. This notice determines what will be released for the next day, and is expected to be followed. The writers and editors of the many news sources generally follow this guideline or face being considered "out of line."

This is but one example of the power system in action, the news that is released to the public is carefully controlled by the power elite. All that is needed to confirm this reality in the media is to look at what is published every day. Sex scandals, Hollywood drama, professional sports events are just a sample of the type of "news" that the people in power want the public to focus on.

2.3.3 Media Structure

Why then, does this happen. The structure behind this mainstream media phenomenon is very much like the structure of the elite culture worldwide. The people that own the media have all been through the "elite education" system and are part of that elitist attitude. They

have certain things they want the public to hear and nothing else. This is similar to the way major corporations are run. The media is not in the business of selling the news, it sells advertising and the clients are the big money corporations.

It then follows that the product, “the news” will be exactly and only what the money people want the public to hear. There is an underlying attitude in the elite circles that the general public is too ignorant to concern themselves with important issues and should stay out of the “discussion.” This attitude is pervasive in politics, the world of money and in the elite group that controls the higher education and media in this count

What this all boils down to, is the media is controlled, the controlling people are also the politicians and wealthy, and the public is the rat in a huge political social experiment. It is beyond time for the public to stand up, take notice, and speak out not only against this biased system, but the very anti-social attitudes that are so pervasive in government and the money circles.

2.4 The social impact of oil in Uganda

The oil industry in Uganda will be the most capital intensive that the country has ever seen. Many ordinary people believe that it may also result in mass job creation, alleviating unemployment and under-employment—said by some reports to run as high as 80 per cent among rural youth—that not only blights lives but could also foment social and political unrest.

But the reality is that the oil industry is notorious for consuming large sums of money in its operations, while employing relatively few people, most of whom have particular expertise. Worse still, manpower requirements in the industry decline with time, meaning

that when facilities have been built and the oil is flowing regularly, semi-skilled jobs will all but disappear.

“Everybody thinks there are 100,000 jobs directly within the oil industry, which is not true,” says Christopher Musoke from the UK Department for International Development.

“Some of the jobs are in the service industries that service the oil companies.”

Ann-Sophie Leroy, the Corporate Social Responsibility Manager for Total in Uganda, agrees. “In the oil industry, most of the activities require skilled labour. Over the twenty five years that the oil will be drilled, the labour needed will peak at a certain point when there is a lot of construction, and then decline steadily over time to a basic minimum which then remains steady.”

“However, there are opportunities for the local people,” she adds. Visiting Kampala this month, Aidan Heavey, Chief Executive Officer of Tullow Oil Plc, remarked that “This is the dawn of the development of the countries in the East African Region. We want as many Ugandan companies as possible to work with the oil companies in supplying goods and services.”

According to Tullow’s reports, of the 1,291 contracts the company has awarded to different suppliers in their Uganda operations in 2011, 1,049 [81 %] of went to Ugandan companies. Tullow also says that 84 % of their workforces are Ugandans.

Tullow’s Chief Operating Officer, Paul Mc Dade, added, “When you have five thousand or ten thousand construction workers, they have to eat, be transported and accommodated in the field. These are enormous opportunities for [local] companies that don’t have oil and gas expertise.”

He further stressed, “In the oil and gas industry, the number of graduates and high level employees needed may run to tens or hundreds. The really exciting area for employment is in the vocational area, where there are welders, electricians, plumbers, fitters, scarf folders, etc. These people run into thousands, and their skills are transferable. If they can do a good job to a high standard for Tullow or Total in the field, they will learn a lot and be in a position to take advantage of other opportunities in Uganda and the region, beyond the gas sector.”

2.5 Government study

A study carried out by the Ministry of Energy in 2011 put the total investment level for the development of the Albertine Region at around US\$ 10 billion, creating an estimated 10,000 full time jobs. To estimate Uganda’s job requirements, the study compared Uganda to Chad, arguing that the fields in Chad are similar to Uganda’s and that both countries were at about the same level of industrial development before oil production.

The study listed skilled jobs as control room operators, technicians for oilfields, construction, machinery, electrical and instrumentation work, Environment Management Plan monitors and welders. Semi-skilled jobs include food service assistants, security guards and welder helpers.

Civil society organisations have consistently called for more involvement of Ugandans in the oil sector. Henry Bazira, Chair of the Civil Society Coalition on Oil and Gas, says “We appreciate that the upstream can’t employ many Ugandans, but in the mid and downstream, many Ugandans can be employed either through the National Oil Company or other partner companies. Government can also make a deliberate attempt to develop

some other auxiliary industries, owned by Ugandan investors, producing pharmaceutical products, bitumen, shoe polish, vaseline and others.”

2.6 Skills deficit

Whereas it is easy to advocate for more local and national content in the oil industry, the bitter truth is that the very Ugandans being advocated for generally lack the requisite skills to work in the oil industry.

Jackson Byaruhanga, a Professor of Structural Engineering at Makerere University, told *Oil in Uganda* that local people in the oil-producing regions have to start with what is attainable—mainly meaning casual work and small scale supplies of food to oil camps. “The challenge they have is to acquire the necessary skills in areas of metal work, welding, carpentry and joinery, etc. They are late, but this should be their immediate task.” Mr. Byaruhanga further points out that skills may not be enough because proper equipment is also important to meet the high standards of quality and safety in the oil industry. “There is no point in favoring local companies if they are incompetent. However, those who have the skills should be re-tooled so that they attain the required standards and sophistication. Accidents may occur if they are engaged by the oil companies but not re-tooled.”

Audrey Kawuki, a private consultant, but formerly the Director of the Makerere University Business School Entrepreneurship Centre, says that local people also need training in order to make them and their products competitive. “People in Hoima need to be trained in entrepreneurship so that they can learn what they can supply to the oil industry. The training can change their behavior in order to succeed in business”.

Lawrence Bategeka, the Acting Principal Research Fellow at Makerere University's Economic Policy Research Centre, argues that before calling for the oil companies to be consistent with local content guidelines, the needs of the oil companies must be known. "Local content goes hand in hand with competence. Ugandans need to know what competencies are needed by the oil companies."

Mr. Bategeka goes on to question whether training institutes like the Uganda Petroleum Institute in Kigumba are concentrating on the relevant competencies that will guarantee the students jobs in the oil industry. "These institutes must also consider low-level competencies like welding, fire management, inventory management, etc," he says.

2.6.1 Small business missing out

A new report released in February by the Uganda Investment Authority reveals that large-scale companies remain the main actors in the petroleum value chain, with minimal involvement of small and medium enterprises (SMEs). Most of this business is in the provision of indirect services such as catering, logistics, supply of agricultural produce and unskilled casual labour.

Jackson Byaruhanga attributes this to the sub-standard nature of the goods and services provided by the smaller "informal" businesses. "The problem is that the packaging, quality and standards of the goods and services provided by these [small] companies are largely not classified, yet the oil companies have rigorous [quality] standards. They insist on internationally recognised and certified goods and services."

He argues that the business environment in which these SMEs operate is also another contributing factor to their effectiveness or the lack of it. "There is lack of capacity by the

Uganda National Bureau of Standards, low research and development and a weak industrial base,” says Mr. Byaruhanga.

Mr. Christopher Musoke points out that the legal framework around local content and national participation is weak. “The first priority is to have a law on local content and national participation. Secondly, we need coordination between the oil companies, the private sector and the government.”

Mr. Musoke’s concerns may be addressed by the new law as Part VIII, Clauses 121-124 of the draft Petroleum (Exploration, Development and Production) Bill provide for state participation in petroleum activities, stating that, “the Licensees, operators and sub-contractors shall give preference to goods which are produced or available in Uganda and services which are rendered by Ugandan citizens and companies.”

2.7 Uganda must integrate oil and climate change policy

Strong institutions needed to deliver on policy implementation must be audited because Oil exploitation can bring immense negative impacts on the environment. These would have a significant influence on Uganda’s development pathway because environmental sustainability is intricately linked with growth. The government has focused on oil at the expense of environment and climate change despite the Government of Uganda being a signatory to the climate change convention and Kyoto Protocol.

A low emission development pathway is the optimal option for Uganda and could help us to become a regional leader. Brazil, whose economy outpaced the UK in December 2011, is a good example of balancing green and fossil driven economies. The clean energy, petroleum, environment, and climate change sectors are strong entry points for Uganda to

participate in emission reduction and tap into the carbon market where Sub-Saharan Africa is accessing only two percent of the global share of Clean Development Mechanism funding. To properly manage these complex issues, they need to be unlocked at the highest level of decision making in the country.

From a bird's eye view, a weak implementation framework has held Ugandans hostage to poverty amidst a forest of options for sustainable development. There is a need to move beyond policy reforms and to focus on auditing implementation compliance.

Experience from parliamentarians' work in the region has shown that oversight mechanisms remain the weakest point of parliaments in Sub-Saharan Africa. While the oil law slowly evolves in Uganda, parliamentarians must strengthen policy auditing by focusing not only on financial factors, but also on auditing policy compliance. Benchmarks are needed for institutional linkages that will enable government at all levels to deliver in an integrated manner.

Uganda has excelled on policy reforms but, as result of dysfunctional or non-functional public institutions at all levels, has performed poorly on delivery of quality services. There is a perception of increasing corruption at all levels. Despite a strong anti-corruption legal framework, Uganda has struggled to translate its anti-corruption laws into practice. This is tarnishing Uganda's image as well as public confidence in government's ability to undertake reforms for a development model that can succeed in the oil and climate change challenges. The governance gap, and the unequal relationship between government and citizens, must be addressed.

The oil discovery brings both development opportunities and challenges. Global experience demonstrates that natural resource wealth in the context of poverty and weak institutions increases the probability of corruption, patronage, instability, and conflict. Whether Uganda's oil is a blessing or curse depends largely on the establishment of an institutional framework that ensures fair and equitable distribution of resources and appropriate consideration of economic, social, and environmental issues.

A green economy remains a viable option for Uganda but it will require getting it right from the word go. Uganda has shelved the implementation of its Renewable Energy Policy 2007 that requires all petroleum products to be blended by 20% of plant oil. This was meant to guarantee farmers' participation in the oil sector, providing access to the market that they lack. It was seen both as a commitment to a low carbon development strategy and as empowering agro-based local communities.

Further study is needed to identify the impacts of climate change and oil in Uganda and support policy measures designed to mitigate these effects. Among the measures is an emission trading scheme which will shift demand towards lower-emissions sources, and towards clean technologies that capture and sequester emissions, and towards lower-emissions forms of transport. This is a balanced pathway for Uganda with multiple benefits-sharing in favour of local empowerment and averts the oil curse in the country.

Climate change cannot be forgotten. Uganda's response has remained slow and frustrating in terms of integrating the national and local government processes vis-à-vis the role of NGOs and the private sector through a multi-stakeholder approach. As the oil debate progresses, the focus should be on strengthening all environmental management using oil as an example rather than as a standalone case.

David Ebong, former MP, (2006-2011) and the founding Chairperson of the Parliamentary Forum on Climate Change, has also served as chair of the African Parliamentarians' Task Force on Climate Change. He is now working in the private sector to develop renewable energy projects.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter details the methods the researcher used to collect and analyze data and how the researcher arrived at the findings of the study. The study was conducted using qualitative methods of data due to its importance in providing variety to the multiple realities encountered in the field. It included research design, area of study, study population, sample framework; sampling technique, research instruments, data collection procedure and data analysis.

3.1 Research design

The research design that was used for the study was cross sectional survey which includes both quantitative and qualitative. The qualitative design was used to collect information from respondents on the influence of print media on the public knowledge to the oil debate. On the other hand, quantitative design was used to collect numerical data.

3.2 Area of study

Albertine Graben is where oil was discovered in Uganda, and it's the major focus of the research. It is located in the western part of the country, mainly in Masindi, Kibale and Hoima district around Lake Albert which forms the northernmost part of the western arm of the East African Rift Valley. It is situated at the Uganda and Congo border further stretching to the border with Sudan and at the two studios of the leading print Media in Uganda which are seen as the icon or the basis of liberalizing the Ugandan media.

3.3 The study population

The research was conducted on 220 people, among these respondents 20 were from print media and the rest were from masindi, kibale and Hoima area. The area being an urban location, consists a multi-ethnic population and thus they were randomly picked to suit the design chosen.

3.4 Sample framework

Since the population to be studied is big and caters for different level of people, both systematic and stratified sampling approaches will be used in order to avoid biasness.

From the sample size of 220 respondents, 120 participants were subjected to stratified sampling approach while the remaining 80 participated in the systematic approach.

The 120 respondents chosen for stratified approach were further divided into different small groups (strata) of 30 women, 30 men, 25 opinion leaders, and 35 youth/teenagers respondents.

Similarly, the 80 respondents of the systematic approach was to divide in strata of 10 respondents. The first respondents were selected randomly from the first 10 and thereafter every 5th respondent were automatically included in the sample.

At Print Media offices the 20 participants comprised of 2 managers, the head of programs (1), 5 senior journalists who have worked at the print media for over 8 years, 4 journalists with at least five years working experience at print media, and 8 journalists randomly selected.

3.5 Data collection

The research instruments that were used were questionnaires, interviews and observation. Questionnaires were used to collect systematic and variety of data from respondents who could possibly not get time to be interviewed whereas interviews were used to gather data necessary for obtaining the information required from respondents who may feel inconvenienced by the researcher's requests.

3.5.1 Questionnaires

The researcher did make use of a set of questionnaires in which both open ended and closed ended questions were used to identify research problem and collect relevant data in an effort to answer the research question under investigation. The open-ended questions were used to probe for more information from respondents while closed ended questions were used to facilitate easy statistical data entry and analysis. 170 questionnaires were given to the respondents.

3.5.2 Interview

The interview was conducted on fifty (50) respondents. It was both structured and unstructured. For this reason, the researcher self-administered it. The unstructured interviews enabled the respondents to open up and freely give out more information while structured interviews enabled the researcher to get specific data from the interviewee.

3.5.3 Observations

Observations were used because it provided the researcher with the chance to validate responses from the respondents with what was actually on the ground on a first hand basis.

3.6 Data analysis

After collecting data, only correctly filled questionnaires was coded and subjected to thorough editing in order to eliminate errors then data analysis was carried out by the use of frequencies and percentages where possible and the findings were to be presented using tables and further illustrated using pies-chart.

CHAPTER FOUR

PRESENTATION OF FINDINGS INTERPRETATION AND ANALYSIS

4.0 Introduction

This chapter is about presents findings, interpretation and analysis of data collected from employees of print media that is, New vision and Daily Monitor respectively and the residents of western part of country mainly in Albertine Graben which forms the northernmost part of the western arm of the East African Rift Valley. The analysis and interpretation follows tabular presentation at some stages and the interview results from the respondents are also presented to supplement the quantitative presentation. The first section basically deals with the background of the respondents which includes their education/literacy levels, status in society and age. The data will then be analyzed on the basis of the research objectives in the subsequent section.

4.1 Section one: Background information

The researcher felt this information was important because the respondents, background with the organization determines their ability to posses the required information and subsequently determined the necessity of the researcher to probe for any detail and establish sufficient rapport with the respondents.

At Albertine Graben area, the researcher found out that most people have at least acquired primary education and the data gathered from the area is presented in the table below;

Table 1: Education level of Albertine Graben respondents

| Education level | Women | Men | Youth | Opinion leaders | Total |
|-----------------|-----------|-----------|-----------|-----------------|-------|
| Primary 1-7 | 13 | 10 | 15 | 5 | 43 |
| Senior 1-4 | 12 | 20 | 18 | 8 | 58 |
| College | 11 | 9 | 12 | 5 | 34 |
| University | 9 | 11 | 15 | 7 | 42 |
| TOTAL | 45 | 50 | 60 | 25 | |

Source: Field study

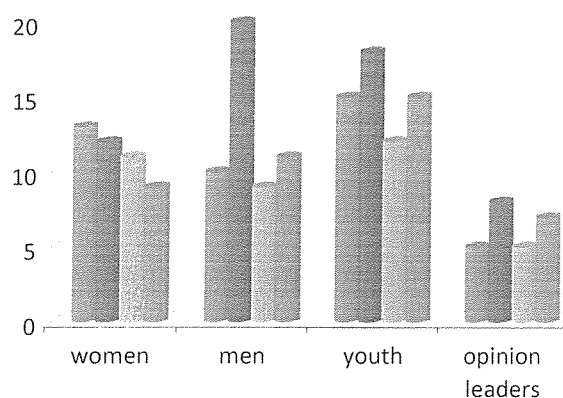


Figure 1 Education level

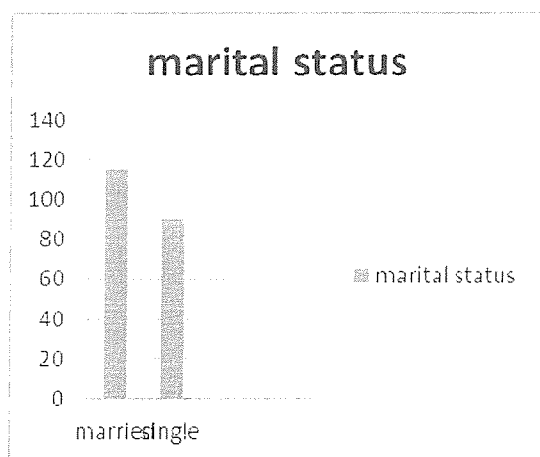
As it can be observed from table 1(a) above, most respondents (43) have at least attained primary level education, while 58 attaining senior school education, 32 of the respondents studying up to college and 42 of them attaining university level. Although most of the respondents are fairly educated, the number of men and youth who are educated is higher compared to that of women. The level of education among respondents convinced the researcher that the data in Senior school gathered was relevant for the study as they could read and understand the questions asked.

The table below gives marital status in Senior school of all respondents (220). This includes both the respondents at Albertine Graben and print house in Kampala.

Table 2: marital status distribution of the respondents

| Marital status | Respondents | Percentage |
|----------------|-------------|------------|
| Married | 115 | 57.5 |
| Single | 95 | 42.5 |

Figure 2 (Source: Field study)



At the two Media house, the researcher gathered the data below giving detail about their education level;

Table 3: Education level of print media respondents

| Education level | Respondents | Percentage |
|-----------------|-------------|------------|
| Certificate | 3 | 15 |
| Diploma | 5 | 25 |
| Degree | 8 | 40 |
| Masters | 4 | 20 |
| TOTAL | 20 | 100 |

Source: Field study

4.2 To investigate the extent to which print media influence the public

knowledge about the oil debate.

4.2.1 How do print media influence the public knowledge about ongoing oil debate

The first objective was to examine print media influence on the public knowledge on oil debates. It was answered by question 7 and 8 on appendix A and B. The results were summarized in tables 4(a) and 4 (b) below;

Table 4 (a): Do you think the print media influence the public knowledge.

| Response | Positive | negative | No response | Total |
|----------------|----------|----------|-------------|-------|
| Frequency (f) | 148 | 47 | 5 | 200 |
| Percentage (%) | 74 | 23.5 | 2.5 | 100 |

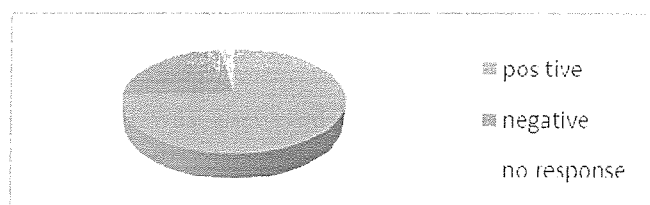


Figure 4 print media influence on public knowledge (source: field study)

Table 4 (b): How does print media influence the public knowledge about oil debate.

| Response | positive | negative | No responc | Total |
|----------------|----------|----------|------------|-------|
| Frequency (f) | 9 | 6 | 5 | 20 |
| Percentage (%) | 45 | 30 | 25 | 100 |

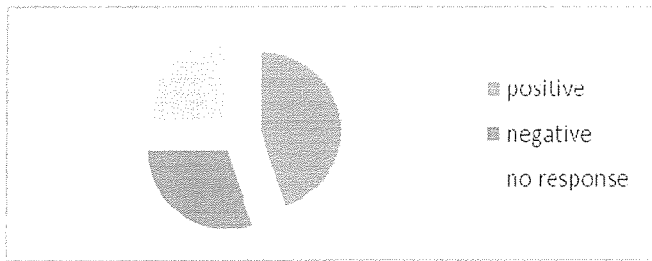


figure 5 :

Print media influence on publics' knowledge (source:field study)

From both table 4 (a) and 4 (b) above it was observed that print media indeed do wield influence on the public knowledge on oil debate since media houses produce and disseminate the content. In table 4 (a), 74% of the respondents think that print media employees, being the ones who collect data and process it into information have a say in what is produced, while 23.5% of the respondents disagree with those who say that print media employees do control the content for public knowledge consumption. “No response” was as a result of failure of some respondents unable to submit back the questionnaires that were given to them.

When it comes to the journalists themselves, represented by table 4 (b), the researcher observed that 45% of the respondents agreed that their work was in a way of good quality while 30% disagreed with the question. The 25% of the respondents refused to answer the question. Media professionals were proped to further explain why they thought print media work was of good quality and to what extent. They pointed out that print media influence start up for various reasons among them being for political and economic influence. Thus, they ensure that media outlets do produce content that reflects or helps them achieve goals of the media house. Also media has influence on society and if journalists strategises well, they end up influencing the society through their media content. They agreed that Journalists

do to a larger extent influence their work and content in general since they are their own bosses.

There is a huge difference between the two groups of respondents as those at Albertine Graben agree with a great margin of over 50%, that Journalists do influence media operations while the print media respondents have a 15% difference. Despite the varying degree in response for and against the question, there is an agreement that print media have influence on public knowledge.

4.2.2 The Government and advertisers influence media operations

This question was directed to media professionals involved in this study and it was meant to provide data by investigating the Government and advertisers influence media operations, where the researcher was interested in establishing what should be done to the print media articles to be of good quality for consumption by the public. It is answered by question 8 of both appendices A and B. the results are summarized in Table 5 and figure 6 below.

Table 5 The Government and advertisers influence media operation

| Response | Yes | No | No response | Total |
|----------------|-----|----|-------------|-------|
| Frequency (f) | 11 | 6 | 3 | 20 |
| Percentage (%) | 55 | 30 | 15 | 100 |

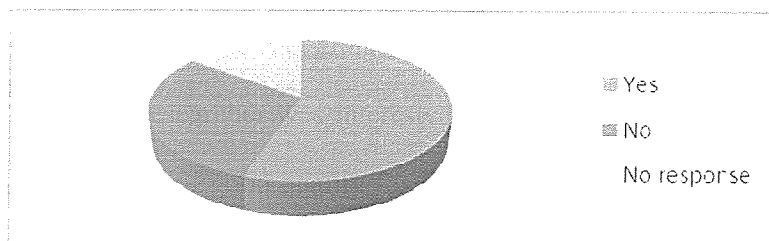


Table 6 challenge media faces' effects on quality of oil report

| Response | Yes | No | No response | Total |
|------------|-----|----|-------------|-------|
| Frequency | 12 | 6 | 2 | 20 |
| Percentage | 60 | 30 | 10 | 100 |

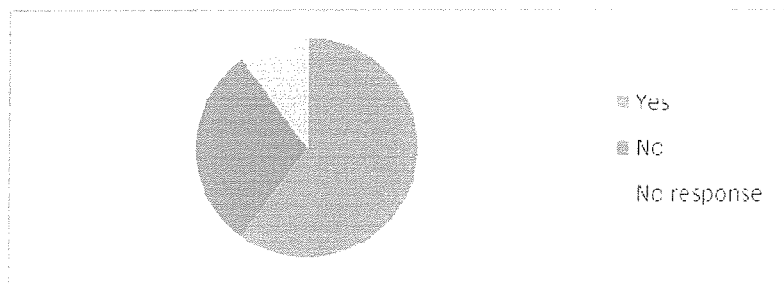


Figure 7 Challenge media faces' effects on quality of oil report

From the result, the researcher found out that challenges do indeed influence media report. This is so because 60% of the respondents agreed with the question compared to 30% who thought otherwise. The 10% of the respondents did not respond because they did not return the research questionnaires.

The researcher wanted to know the kind of challenges that the media faces. Most respondents said the effect is much witnessed in a media house that has a chain of media outlets where, in order to cut costs, the media owner directs that stories be re used by various media outlets under their name. That is to say, a single story will be edited or translated to fit the medium, be it print or broadcast. Another instance noticed by the researcher is where print house reduce the number of journalists and those that are left are directed to do a lot of work in order for the media owner to make more money while giving out as little as possible. This affects the quality of content as journalists are over worked and thus forced to take short cuts

In order to tackle the questions addressing this objective, the researcher sought to know which Newspapers respondents watch and why. The result was summarized in table 8 and figure 8 below.

Table 8 Distribution of Newspaper Readership

| Newspaper | Respondents | Percentage |
|---------------|-------------|------------|
| New Vision | 70 | 35 |
| Daily Monitor | 60 | 30 |
| Onion | 20 | 10 |
| Red pepper | 50 | 25 |
| Total | 200 | 100 |

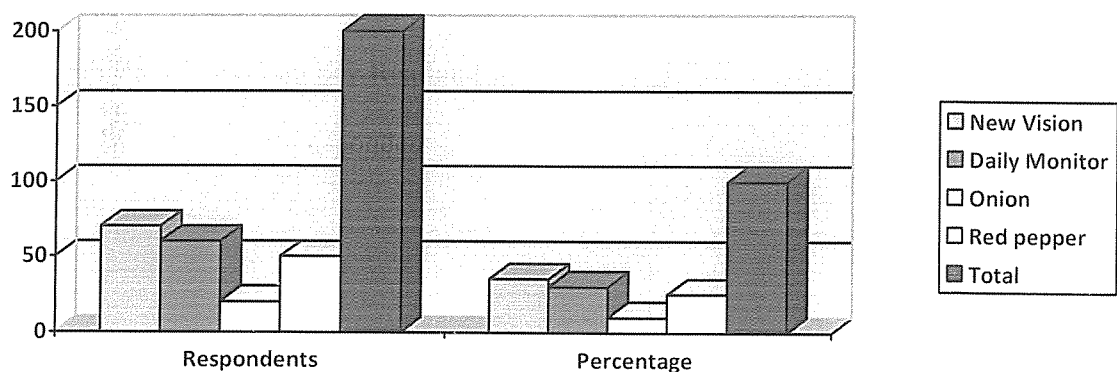


Figure 8 Distribution of Newspaper Readership

Most respondents (35%) read the New Vision, while Daily Monitor is read by 30% of the respondents, Red Pepper comes third with 25% of the respondents choosing it and the Onion comes in last with just 10%.

The respondents pointed out that they read various papers for different reason and occasions. The 35% that do read New Vision said they do so because it's more believable and its news is more detailed and well balanced compared to the others while those (30%) who prefer Daily Monitor do so because for them it's much balanced and its arrangement of news is mature. For those who prefer Red Pepper did so because its appearance and way of presenting programs like news is more appealing and interesting to them and also it is far more entertaining as it has a lot of entertainment news. The onion was less preferred because its content cannot be credited.

On the question whether Newspaper content does influence the readers, the respondents, response is summarized in table 9 below:

Table 9 Television influence on respondents

| Does News content Influence readers? | Yes | No | No response | Total |
|---|-----|----|-------------|-------|
| Response | 152 | 60 | 8 | 220 |
| Percentage | 76 | 30 | 4 | 100 |

Most respondents (76%) agreed that News Paper content affected them while 30% disagreed with the question and the researcher did not get the response of 4% of the respondents. The researcher went further and asked how News paper content affected respondents and to what extent. They pointed out that media basically influences people and news paper effect is higher since one can file the material for future reference. They said that most of their actions are a result of what they read on news paper. The way most of them dress, eat, their buying/shopping decisions was influenced by the media and more so by News papers. This

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter was endeavoured to make conclusion and perfect recommendation basing on the evident findings found through the research as it had been discussed on the previous chapters.

5.1 Summary and Conclusions

The first objective of the study was to examine print media influence on the public knowledge about ongoing oil debate and other forces like advertisers do have influence on the content produced by the media houses that they own. The researcher found out that Journalists do have a say in the content produced by the media house since they are the one who go to the field to collect data and process it into information hence interpret them on their own understanding.

The researcher's deductions matched Hanson (2005), who said that Journalist of the media have ultimate control over the content their newspapers, websites or television stations carry and that corporate owners may attempt to control the news that is reported by the news organizations they own. On the external forces' influence on content, the researcher found out that sources of power outside the media, like government and advertisers, do control media content.

This matches the view of Shoemaker and Reese(1999), who noted that among the factors that influence content is social institutions and forces outside media which include sources of power (political and economic) which penetrate and shape media operations.

The second objective was aimed at establishing the challenge media faces in reporting about oil. The researcher deducted that media in recent times is focused on increasing profits and they'll stop at nothing to maximize them. The kind of ownership like conglomeration and concentration of media was all aimed at increasing profit for owners who start media industries for economic reasons. These motives further affected the kind of content produced by a media house as the owners want media to disseminate content that will ensure they get more money from their investment in the media industry. Profit motives affect public knowledge in a major way, like leading to sameness of content across the media and giving the audiences what they want even if it does not help them develop economically, politically and socially.

The researcher's findings matched with Todd Giltin's (1985) analysis of network television, programmers which followed the "logic of safety" which revolved around minimizing the risk of losing money on risky programs. These programs are those that seem unlikely to attract a mass audience or, even worse, a large advertiser. Executives of media will avoid at all cost programs that appear to be obvious ratings losers in order to maximize profits.

The third objective was aimed to investigate the quality of media report on oil. The researcher deducted that people were highly influenced by the media content. The

influence was observed to be even higher in those people who used Newspapers since it would later be used as a reference material.

The people were seen to be influenced by News paper mostly in line of political decision making as they portray some candidates to be better than others. Socially, the people were affected in independent decision making they had to rely on the print media. And economically, the viewers' buying/shopping decisions were influenced by what they see on Newspaper advertisements and how people like celebrities dress.

The researcher concluded that Journalists influenced the content produced with an aim of gaining maximum profits or power from their media outlets since that very content was affecting the behaviour and decisions made by their respective readers.

5.2 Recommendations

Below are the recommendations drawn from the research:

Cross Media ownership, conglomeration, concentration of Partnership that brought about individuals or corporations owning several media outlets be discouraged or be strictly monitored.

The researcher also recommended that the Uganda Media Council be given more powers to check media in order to ensure that content produced is well balanced and objective. Those found not to produce balanced content should be prosecuted or their operational licenses revoked.

In line to the above recommendation, due to the delicate nature of the political landscape of Uganda, which is largely characterized by tribalism, a commission be put in place to monitor the kind of content disseminated especially during this time there is heated debate on oil because media influences people in a major way.

In order to uphold professionalism in the media industry, the researcher recommends that a law be put in place to curb and control the kind of employees working in the media. This law will be aimed at preventing non-professionals in the media like comedians not working in the media until they are trained and accredited by the Uganda Union of Journalists.

Another law should be put in place by the government, through the Communications Commission of Uganda, that will stipulate the kind of content to be disseminated by the media. The law should work towards reducing the large quantities of foreign content on Ugandan media today.

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APPENDICES
RESEARCH INSTRUMENTS

APPENDIX A: QUESTIONNAIRE 1

Dear respondent,

I am Musisi Francis, (**Bmc/35442/113/du**) a student, pursuing Bachelor Degree in Mass Communication. I am carrying a research on the topic “The influence of Print Media on Public Knowledge about ongoing oil debate ”. The study is conducted in the fulfillment of the requirement in of a Bachelor degree. I hereby request for your contribution to the study as this will enable my successful completion of the course. Your response will be treated with confidentiality and will strictly be used for academic purposes.

PERSONAL DATA (Q1 - 4)

Please tick where applicable

1. Age 18-24 ☐ 25-35 ☐ 35-45 ☐ 45 and above ☐
2. Sex Male ☐ Female ☐
3. Marital Status Single ☐ Married ☐
4. Education level Primary Seven ☐ Senior Four ☐ College ☐ University
5. Do you read News Paper?
- YES ☐ NO ☐
6. How often do you read it?
- LESS OFTEN ☐ OFTEN ☐ MORE OFTEN ☐
- 7 a) Do you think Print Media influence the public knowledge on the ongoing oil debate?
- YES ☐ NO ☐

b) If your answer is yes in 7 (a), how?

.....

.....

8. Which Newspaper do you read? Why?

.....

.....

9. Does Newspaper content influence you in any way?

YES ☐

NO ☐

10 a) What is your opinion on the content on Ugandan Newspaper, today?

.....

.....

b) Does this content need improvement? If yes, how?

.....

.....

11 a) Is the aspect of journalist deciding how to interplate the data they get good for public consumption for society?

YES ☐

NO ☐

b) Explain your answer in 11 (a)

.....

Thank you for your cooperation.

QUESTIONNAIRE 2

Dear respondent,

I am Musisi Francis, (**Bmc/35442/113/du**) a student pursuing Bachelor Degree in Mass Communication. I am carrying a research on the topic “The influence of Print Media on Public Knowledge about ongoing oil debate”. The study is conducted in the fulfillment of the requirement of a Bachelor degree. I hereby request for your contribution to the study as this will enable my successful completion of the course. Your response will be treated with confidentiality and will strictly be used for academic purposes.

Please tick where applicable

1. Age 21-24 ☐ 25-35 ☐ 35-45 ☐ 45 and above ☐
2. Sex Male ☐ Female ☐
3. Marital Status Single ☐ Married ☐
4. Education level Certificate ☐ Diploma ☐ Degree ☐ Masters ☐
5. How long have you worked at NTV
- LESS THAN 5 YEARS ☐ MORE THAN 5 YEARS ☐ OVER 8 YEARS ☐

6. Which department do you work with?

.....

7 a) Does Journalist influence the kind of content they disseminate?

YES ☐ NO ☐

b) If yes in 7 (a), how does he do it and to what extent?

.....

.....

8 a) Does external forces like advertisers and politicians interfere with your work in any way?

YES ☐

NO ☐

b) If yes in 8 (a), how and to what extent?

.....

.....

9 a) Do you think the influence of print media on public knowledge about the ongoing oil debate is okay to be exercised by the journalism profession?

YES ☐

NO ☐

b) Explain your answer in 9 (a)

.....

.....

10. Which of these two is top priority for print Media?

Profit maximization ☐

In Disseminating and educating the public ☐

11. To what extent do you think media content affects and influences the masses?

To a larger extent ☐

To a smaller extent ☐

12. What is your verdict on the content on Ugandan media today?

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Thank you for your cooperation.

APPENDIX B

INTERVIEW GUIDE

Good morning Sir/Madam,

My name is Musisi Francis, (**Bmc/35442/113/du**) a student of Kampala International University. I am carrying out a research study that is meant to find the influence of Print Media on Public Knowledge about ongoing oil debate. The research study is mainly to fulfill the requirements of the award of a degree of Kampala international University. Therefore, the information obtained will be treated with utmost confidentiality.

PART A (personal data)

1. Age (21-24, 25-30, 31-45, 45 and above.)
2. Sex (Male, Female.)
3. Marital Status (Married, Single.)
4. Level of Education (certificate, Diploma, Degree, Masters, Others.)
5. Department/ position held at work.
6. Work experience (less than 5 years, more than 5 years, over 8 years.)

PART B (Research Questions)

7. Does your Media influence your work in any way?
8. Do external forces like advertisers have a say in the way you work?
9. Do you think the influence of Print Media on Public Knowledge about ongoing oil debate is good for the industry and the journalism profession?
10. Is profit maximization a top priority for print Media?
11. How would you describe the kind of content on the Ugandan media today?

APPENDIX C

TIME SCHEDULE OF THE STUDY

| ACTIVITIES | MONTHS/YEARS |
|---------------------------------|---------------------------|
| Proposal writing and submission | January 2014 - March 2014 |
| Data collection and analysis | March 2014 - May 2014 |
| Dissertation writing | May 2014 - June 2014 |
| Dissertation submission | July 2014 |