



**THE ROLE OF PRINT MEDIA IN PROMOTING HUMAN RIGHTS IN KAMPALA,
UGANDA. A CASE STUDY OF NEW VISION NEWS PAPER.**

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UNIVERSITY**

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DECLARATION

I, Twinomujuni Joshua, declare that this is my original work and has never been presented anywhere before for any award of bachelor of mass communication.

Candidate Twinomujuni Joshua

Signature 

Date 03/07/2015

APPROVAL

This research dissertation was done by Twinomujuni Joshua and has been under my supervision and it is now ready for submission for the award of a bachelor's degree in mass communication of Kampala International University.

Supervisor: Mr. Samuel Okoh

Signature

Date

DEDICATION

I dedicate this report to my mother Miss. Sanyu Mujuni, my Daddy Mr. Mujuni Benon, my brothers Hamujuni Joab, Mujuni Joram, Mujune Jordan and my uncles Mr Rwetaro Amon, Mr Dickson Laban and Abu Ariho.

I also dedicate this report to my station supervisor Mr. Samuel Okoh that may the almighty God award him abundantly.

Lastly I dedicate this report to the management of Kampala International University and the entire Staff for enabling me to complete my research.

ACKNOWLEDGEMENT

My first appreciation goes to the almighty GOD who enabled me to complete my research report successfully.

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LIST ABBREVIATION

HR	Human Rights
UPDF	Uganda Peoples Defence Forces
BMC	Bachelor of Mass Communication
KIU	Kampala International University
ACFODE	Action for Development
AHURIO	Association of Human Rights Organization

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ABSTRACT

The study investigated the role of print media in promoting human rights in Kampala, Uganda using new vision newspaper owned by new vision publishing company as a case study.

Eighty (80) people were sampled using a non probability sampling techniques.

The study employed a case study approach and data was collected using closed ended questionnaire.

The study focused more on the role of print media in promoting human rights.

The result specifically showed a positive change.

The findings further suggested there are also problems faced by media and human rights organizations.

It has been recommended that new vision printing and company should review the condition that makes the current system not too effective.

CHAPTER ONE

1.0 Introduction

In this chapter we look at the background of the study, statement of the problem, hypothesis and objectives of the study. Also included is the purpose of the study, significance of the study and scope of the study.

1.1.0 Back ground of the study

Human Rights refers to the universal rights of individuals by virtue of their being human, encompassing civil political, economic, social and cultural rights and freedom based on the notion of personal human dignity and worth.

According to “(http://en.wikipedia.org/wiki/human_rights_in_Uganda) human rights in Uganda have had limited recognition since pre-colonial times. Uganda’s human right record has been characterized more by violations than protection and promotion of respect for human rights in matters concerning torture, child labor and liberties. Human rights issues led to the enactment and adoption of the new constitution for the country in 1995, as a result of the growing need to protect human rights by promoting a culture of constitutionalism and the rule of law.

The United Nations human rights council, created at the 2005 world summit to replace the United Nations commission on human rights has a mandate to investigate violations of Human Rights. For example, “according to the US departments of states (1995) in February” (report on human rights practice Africa 2006) Uganda government faced a renewed insurgency threat in the North from a group called “Lord Resistant Army” (LRA) led by Joseph Kony which committed enormous Human Rights abuses including murder, rape and kidnapping. Similarly there were also credible reports that the Uganda peoples defense forces (UPDF) committed serious violations, including extra judicial killings in March and detentions of civilians without any charge.”

The government and the police took the measures to increase the discipline and training in some instances, as punishment of security officials responsible for human rights abuses varies from one command or magistrate to another. Despite this effort by the government, discrimination

against women, domestic violence and the rape of women and children remained serious social problem in the country.

World wide, it's beginnings in late 1970's did not seem to foreshadow its subsequent development. several organizations in Uganda on advocating for the human rights (hr) including Uganda conflict action network , action for development (ACFODE) action group for health human rights and HIV /AIDS Uganda (AGHA-N), Action for social economic development (ASED), Association of human rights organizations (Ahurio), human rights network Uganda (hlinet-li) and many others .

1.1.1 The media History in Uganda

Uganda's media have undergone a radical change over the years from the period of its colonization to the present day.

News media and entertainment media make up Uganda's media; it is a combination of both print and electronic media.

Print media refers to paper publications circulated in the form of physical editions of books, magazines, journals and newsletters.

Print media is given explicit freedom in the first Amendment of the bill of rights. Print media of Uganda consists of the newspapers, journals, magazines and electronic media comprises television and radio.

1.1.2 Brief history of New vision newspapers in Uganda

The vision Group of companies commonly known as the vision group is a multimedia conglomerate in Uganda.

The group headquarters is located on plot 19-21 in the industrial area of Kampala, Uganda's capital and largest city in the country.

''According to <http://www.newvision.co.ug>''

New vision printing and publishing company limited (NVPPCL) started business in march 1986. Its initial line of business was the production of an English language newspaper ''the new

vision'' it succeeded the previous Government-owned newspapers called new vision (voice of Uganda, Uganda times)

Since inception new vision has been the leading daily in Uganda, enjoying a 60% share o the total daily newspaper sales.

The editorial philosophy is to provide information for record'', covering all the facts and leak, and the opinion that matters to the reader.

The subsidiary companies of the vision group include new vision newspaper Bukedde, Orumuri news paper and other magazines.

1.2 Statement of the problem

In Uganda today there are a number of instances where Human Rights (HR) have been grossly abused but it appears that media's participation in promoting human rights is inadequate due to the little coverage on issues of human rights.

Therefore, this study examines the role of the media in promoting Human Rights.

1.3 Hypothesis

There are not many journalists trained specifically to handle reportage concerning human rights in Uganda.

The media is profit oriented and therefore they look out for those aspects that will contribute to their profit maximization.

1.4 Objectives of the study

- To identify the various ways in which the press promotes human rights in Uganda.
- To assess how human rights of people are violated in Uganda.
- To identify the problems encountered by the press in promoting human rights in Uganda

1.5 Purposes of the study

- a. To show different methods of how the media have played the role of promoting human rights.
- b. To understand the cause or problem that lead to human right abuse in Uganda.

- c. To explain to people their inalienable rights in order for them to understand and appreciate.

1.6 Research questions

- i. What are the various ways in which the media has promoted human rights in Uganda?
- ii. How are human rights violated in Uganda?
- iii. What are the problems encountered by the press in promoting human rights in Uganda?

1.7 Significance of the study

The defense of human rights is not simply the responsibility of the human right Activitists or the media. It is the responsibility of every Ugandan.

The press has become one of the pillars in upholding individual rights and their contribution to its development have been consistent especially in the area of sensitizing citizens about their fundamental human rights.

Other human rights protective mechanisms make follow-ups even when exposures are made by human rights organizations; the press is instrumental in taking those messages to the people

Most defenders of human rights receive little recognition or appreciation and many continue to be affected or prosecuted for doing their vital work because most of the media laws are there to serve government interests than public interest

1.8 Scope of the study:

This research study was carried out in Kampala district, especially among the population that accesses new vision newspapers and being the centre of many activities or cases about human rights activities.

For illustration, however, some areas outside Kampala were considered for example Wakiso (Kireka) district in order to relate the cases about human rights with urban and rural areas.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Literature review involves looking at what other authors and scholars have written about the subject, it is the secondary analysis of available information that has already been published.

2.1 What are human rights?

Human rights are rights inherent to all human beings, whatever our nationality, place of residence, sex, or ethnic origin, colour, religion, language, or any other status. We are all equally entitled to our human rights without discrimination. These rights are all interrelated, interdependent and indivisible.

According to the international human rights jack Donnelly(2013, 4th edition) “Human Rights are rights to all human beings , whatever our nationality, place of residence ,sex ,national or ethnic origin color, religion or language we are entitle to our human rights without discrimination. These rights are all inter related, interdependent and indivisible”.

Human rights have been defined as “basic moral guarantees that people in all countries and cultures allegedly have. human rights are frequently held to be universal in the sense that all people have and should enjoy them, they aim both to identify the necessary positive and negative prequisties for leading a minimally good life such as rights to good future and rights to health care and to be independent in the sense that they exist and they are available as standards of justification and criticism whether or not they are recognized and are implemented by legal system or official document of a country. (NICKEL, 1992:561-2).

International Human Right (HR) lays down obligations of the government to act in a certain ways or to refrain from certain acts in order to promote and protect human rights and fundamentals of freedoms of individuals or groups.

2.2 Historical origins and development of human rights

The doctrine of Human Rights (HR) rests upon a particularly fundamental philosophical claim, that there exist a nationally identifiable moral order whose legitimate processes, contingent, social and historical conditions applies to all human beings. The origin and development of human rights is inextricably tied to the development of human rights penetrated by morals doctrine of naturally law based upon the identification of the fundamental and objectively variable human goods . Philosopher John Locke in his two Treaties of Government (1688) argue that individuals poses natural rights independently of the political recognition granted them by the state, Locke proceeded to argue that the principle purpose of the investiture of political authority in a sovereign state was the provision and protection of individuals basic natural rights for rights.

For Locke the protection and promotion of individual's natural rights was the sole justification for the creation of government. The natural rights to life, liberty and property set clear limits to the authority and jurisdiction of the state (Finni John, 1980).

Universal and inalienable. The principle of universality of human right is the cornerstone of international human rights law. This principle as first emphasized in the universal Declaration on human rights in 1948, has been reiterated in numerous international human rights conventions, declaration and resolutions.

The 1993 Vienna World Conference (VWC) on human rights for example noted that it is the duty that of the states to promote and protect all human rights and fundamental freedoms regardless of their political, Economic and cultural systems. All states have ratified at least one, and 80% of the states have ratified four or more of the core human rights treaties, reflecting consent of states which creates legal obligations for them and giving coherence expression to universality.

Some fundamental human rights norms enjoy universal protection by custom ally international law across all boundaries and civilizations.

Human rights are inalienable. They should not be taken away, except in specific situations and according to the due process (Bertrand Raeharan et al...2005). For example the right to liberty may be restricted if a person is found guilty of a crime by a court of law.

2.3 The Uganda constitution of 1995 on human rights. The 1995 Constitution on Human Rights.

The 1995 Constitution of Uganda, chapter four (21) on the protection and promotion of fundamental and other human rights and freedoms states that.

- All persons are equal before and under the law in all spheres of political, economic, social and cultural life and in every other respect and shall enjoy equal protection of the law.
- Without prejudice to clause (1) of this article, no person should be discriminated against on the grounds of sex, race, color, ethnic origin, tribe, birth creed or religion or social or economic standing political opinion or disability.
- For the purpose of this article “discriminate” means to give different treatments to different persons attributable only or mainly to their respective descriptions by sex, race, color, ethnic origin, birth, creed or religion or social or economic standing political opinion or disability.

Nothing in this article shall prevent parliament from enacting law that are necessary for:

- a) Implementing policies and programmes aimed at redressing social, economic or educational or other imbalance in society.
- b) Making such provision as a required or authorized to be made under this constitution.
- c) Providing for any matter accepted and demonstrably justified in a free and democratic society.

Under same chapter, there are other articles like

Protection of right to life

Protection of personal liberty

Protection of freedom of conscience expression, movement, religion, assembly and association.

Respect for the human dignity from inhuman treatment .This states that no person shall be subjected to any form of future inhuman or degrading treatment or punishment.

2.3 The international charter on human rights

The UN convention on human right (1945) aim is protecting the inalienable rights of human rights such as the right to life to liberty and freedom of movement to equality before the law to the freedom of opinion.

All these rights are constantly violated in many parts of the world and the role of the NGOs is to continue to denounce these violations and in working and to implementing efficient monitoring techniques to prevent future abuses.

In 1966 the international convention on civil and political rights and the international convention on economics, social and cultural rights (ICESCR) were adopted by the United Nations General Assembly, making the rights contained in the UDHR binding on all states that have signed this treaty, creating human rights law.

The African charter on human and people's rights is the region's principal human instrument which was announced in 1979 and the charter was unanimously approved at the OAU's 1981 assembly.

Whereas recognition of the inherent dignity and of equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world.

Whereas disregard and contempt for human rights have resulted in barbarous acts which have outraged the conscience of mankind and the advent of a new world order in which human beings shall enjoy freedom of speech and belief and freedom from fears and what has been proclaimed as the highest aspiration of the common people.

Whereas it is essential, if a man is not to be compelled to have recourse, as a last resort to rebellion against tyranny and oppression that human rights should be protected by the rule of law.

Whereas it is essential to promote the development of friendly relations between nations,

Whereas the peoples of the United Nations have in the Charter re-affirmed their faith in the fundamental human rights in the dignity and worth of the human person and in the equal rights of men and women and have determined to promote social progress and better standards of life in larger freedoms.

Now therefore the general assembly proclaims this universal declaration of human rights as a common standard of achievement for all nations and all people to the end that every individual and every organ of society keeping this declaration constantly in mind shall strive by teaching and education to promote respect for these rights and freedoms and by progressive measures, national and international to secure their universal and effective recognition and observe both among the peoples of member states themselves and among the people of territories under jurisdiction.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction.

This chapter shows the steps that will be used in the study for the collection of data that was compiled to get information later

3.1 Research Design

The researcher used quantitative research design. Data in the quantitative design was collected through questionnaires and interviews. This aim is mainly to acquire an in-depth understanding of human behavior towards the violations of human rights and how the media has helped to achieve this.

Quantitative design was also used to gather information that is analysis of documents such as books, newspapers, magazines, internets.

3.2 Area of study

The research, mainly based in Kampala the capital of Uganda because most activities on human rights occurred there. It's also in Kampala that human rights violations are properly documented rather than in rural areas where cases are not considered for discussion.

3.3 Data collection methods

This was involved the collection of both primary data and secondary data from various sources.

3.3.1 Secondary data

The researcher relied on already existing data in the newspaper, journals, books, internets to get the required information. New vision in particular was used as a secondary data provider.

3.3.2 Primary data

This is the first information and for the purpose of this study, the researcher used techniques such as interviews to obtain this data. He was also taken through the procedure of how print media in Uganda is trying to promote human rights this helped in enhancing reliability of the data collected and information presented.

3.4 Interviews

An interview was also used in the research in this data collection technique. oral questioning of respondents was done individually and in a group.

3.5 Sample selection and size

From the estimated population of 100, a sample size was determined to provide information.

$$n = \frac{N}{1 + N\alpha(e)^2}$$

Where

n= sample size

N= population size

e= level of significance 0.05

For this study:

$$n = \frac{100}{1 + 100(0.05)^2}$$

$$= \frac{100}{1 + 100(0.0025)}$$

$$= \frac{100}{1 + 0.25} = \frac{100}{1.25}$$

$$n = 80$$

3.6 Data analysis

The researcher analyzed the data by review of the research objectives. The researcher found it more appropriate when organizing the data and focused on the analysis of respondents verbs answers in interviews and questionnaires.

3.7 Content analysis

The research analyzed the content by the sample of new vision, newspapers. The samples of newspapers were analyzed on every first Monday during the four weeks. The new vision newspaper was selected within the time frame of 1998-2015.

3.8 Limitations of the study

It was difficult for the researcher to formulate or develop scales with which he can use to measure variables due to the limited time for conducting the study.

Due to confidentiality, the researcher was not permitted to access certain information of the company hence limiting the researcher's information scope.

The researcher interviewed only portion of the whole population and the information received from them did not accurately represent the views of the entire staff of the company.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter deals with the analysis interpretation and presentation of the research findings. The analysis and research findings were interpreted and analysed based on the research questions. The study was set to investigate the role of print media on human rights. The findings were obtained through the use of questionnaires, interviews, documents and observation from new vision printing and publishing company which was used as the case study.

Demographic Characteristics

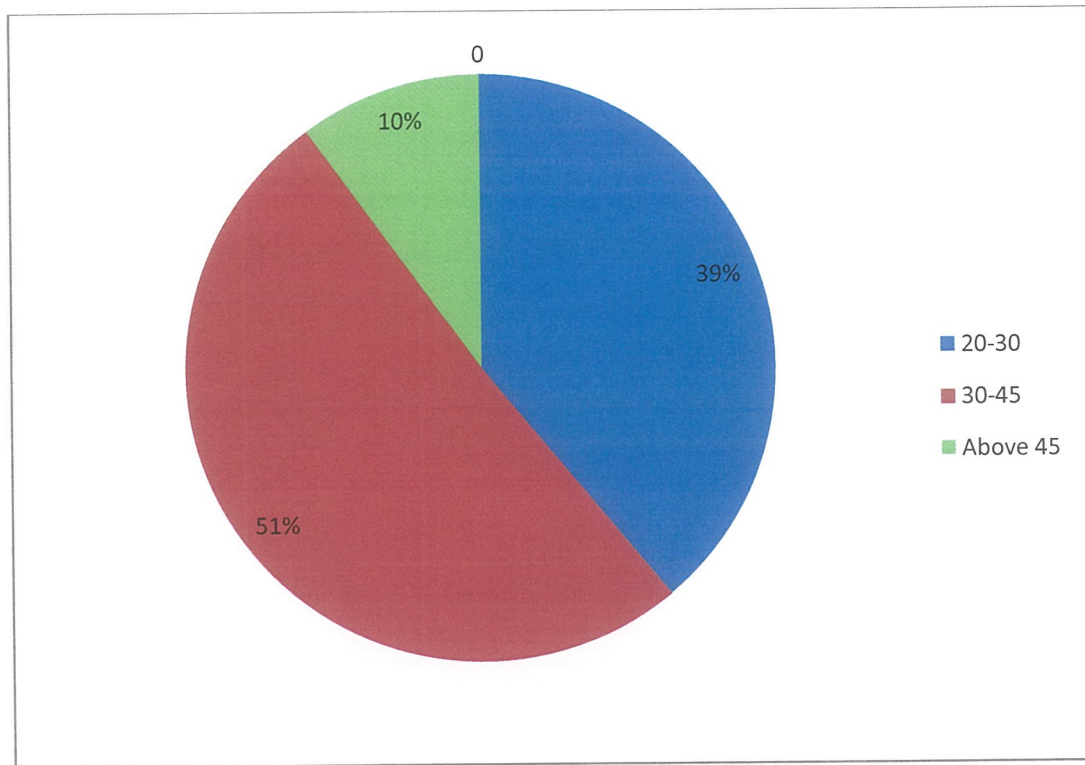
Table 4.1.1 Table showing the respondent's categorisation

Respondents	frequency	Percentage
Male	45	64%
Female	25	36%
Total	70	100%

Source: primary data

From table 4.1.1 above, it can be seen that the majority of the respondents are male that is 45 respondents representing 64% of the total number of respondents and 25 respondents are female representing 36% of the respondents.

Figure 4.1.2: Pie Chart showing the Age description of the respondents



Source: primary Data

From the pie chart (figure 4.1.1) above, it can be seen that the majority of respondents are aged from 30- 45 years representing 51%, followed by 20- 30 years representing 36% and lastly the aged 45 years representing 10%. From the above analysis, it can be construed that the majority of the staff of New vision printing and publishing Company are young people and therefore they have an active memory, hence the information obtained from them can be trusted and looked at as a true good representation of the information the researcher was looking for.

4.1.3 Table showing the Academic Qualification of the respondents.

Academic Qualification	Frequency	percentage
Diploma	15	21%
Degree	45	64%
Post Graduate	10	15%
Total	70	100%

Source: primary source

From the 4.1.3 above it can be seen that the majority of the staff of New vision printing and publishing Company are degree holders representing 64%, followed by diploma holders at 21% then postgraduate holders at 15%. This implies that the staffs of New vision printing and publishing Company are well educated and therefore the information obtained from them can be relied upon for the purpose of the study.

4.2 Media's role in promoting human rights

According to Livingstone Sewanyana, Chairman for the Foundation for Human Rights Initiative (FHRI) through the interviews conducted, there has been some improvement in human rights over the years. Democratic institutions like parliament and the judiciary are functional. Constitutional bodies such as the Uganda Human Rights Commission, the inspectorate of Government and the Amnesty Commission among others are in place.

He added that over the last 17 years through programmes, there has been creation of awareness and understanding of human rights values including individual and state obligations within the society. Foundation for human rights initiative (FHRI) has supported the justice law and order sector in the area of legal reform and capacity building, helping to check abuses by state agencies through exposure of violation, promoted dialogue between Uganda and the international Human Rights treaty system on issues that deserve attention and action to improve its performance.

According to the ‘‘Uganda human rights commission monthly magazine’’ dated June 2002, the chairperson UHRC Mrs. Margaret Sekaggye through interviews gave credit to the media for trying to expose evils such as child abuse, domestic violence. She was supremely well placed to argue for the importance of respecting human rights both at home and abroad. Mrs. Margaret

Sekaggye made a strong argument for the idea that the balance between security and rights ought to be very carefully calibrated.

She added that commission's ultimate objective is ensuring that as many people are possible to know their right and the mechanisms for promoting and protecting them. This is where the role of the media a source of information becomes crucial.

The freedom of information including press freedom and access to information are very important factors, this is because any threat on them would affect the flow of information whereby impacting on the general enjoyment of many rights, because through a free press, civil society is empowered to sensitize the public about their rights.

According to the world media report in its annual report of 1998, the Uganda human rights commission reported that freedom of the press and other media in Uganda has improved. The media has reported on human rights issues which have been followed up by related institutions. From the Uganda human rights commission (Oct 2006), revealed that 3rd-26th Feb 1998, 19 incidents of violation of human rights was reported by New Vision, out of which there were four reports of defilement

4.3 Problems faced by media on human rights commission

According to Gerald Busingye, New Vision features writer through interviews conducted, there are many laws which may be threat to journalists which among others include sedition Act, Anti-Terrorism Act, Defirmation law, police Act which are used by those in power to violet the rights of journalists and the some citizens. Most of the media laws in Africa are there to serve government interests than public interests like the law in the Ugandan Constitution (1995). Chap 4 on human rights Article 22 permits free access to information but on the other hand, prohibits release of information.

He added that exceptional emergency laws continue to be enforced for long periods which all the broad powers accompanying them and which permit the breach of constitutional guarantees of public freedom and confiscation of News papers and printed material. There is no special coverage on issues of Human Rights violations especially in rural areas, there are few Human Rights activists who are not given the chance to voice out the violation of their rights as well as hosting members from the commission who inform and educate them about their rights.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter analyses the summary of the study, recommendations and conclusion of the study carried out on New Vision as the media in promoting human rights in Uganda.

5.1 Summary

The new vision played minimal role as regard of being resourceful in promoting human rights in Uganda, yet it is the major watch dog in doing this among media organizations operating in Uganda.

5.2 Conclusion

Based on the findings, the researcher concluded that both government and society have a role to play in Uganda by up-holding people's rights both in rural and in urban areas. Human rights violations rarely appear in newspapers not because they do not exist in Uganda today but because there is limitation on the part of the law for free flow of information and reporting.

5.3 Testing the hypothesis

The hypothesis of the research found out, that it is true the media look out for aspects that contribute to their profit maximization which should not be because exposure of other cases will be of benefits to victims and the society at large.

5.4 Recommendations

The following recommendations were made:

New vision printing and publishing Company should review the parameters that make the current system not too effective. The company should adopt another way of promoting human rights by publishing a special publication devoted to only human right activities in Uganda.

New vision printing and publishing Company should also see if they can set up a special team to work directly with security agents and human rights organisations to make sure this special publication is rich in content and regular on news stand.

On the role of print media in promoting human rights, if the above recommendations are implemented then the role of human rights in Uganda will be uplifted.

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APPENDICES

APPENDIX 1 RESEARCH INSTRUMENT:

(a) QUESTIONNAIRE FOR OPERATIONAL STAFF

Dear Respondent

The questionnaire is designed to obtain data on the role of print media in promoting human rights which is being carried out as a partial fulfillment for the award of a Bachelors Degree in mass communication at Kampala International University. The information obtained is for educational purposes only and will be treated in strict confidence.

Thank you in advance.

Please tick (✓) wherever necessary.

1. How many years have you been at the company?

Less than 5 years ☐ 5-10 years ☐ over 10 years ☐

If over 10 years please: years.

2. Academic qualifications

Diploma ☐ Degree ☐ Post Graduate ☐

Please specify the course name

.....

3. Gender

Male ☐ Female ☐

4. Age

Below 30 Years ☐ 30 years-45 years ☐ above 45 years

5. Does print media play any role in human rights?

Yes ☐ No ☐

6. Are there some problems faced by media on human rights commission?

Yes ☐ No ☐

Thank You

APPENDIX II

THE TIME FRAME OF THE STUDY

ACTIVITIES	PERIOD TO BE COVERED
Data collection	Jan - Feb. 2015
Proposal writing	march -2015
Data compilation	April 2015
Dissertation writing	May J 2015
Submission	May– 2015

APPENDIX III

ESTIMATED BUDGET FOR THE STUDY

ITEMS	AMOUNT IN UGANDA SHILLINGS
Stationeries	25,000/=
Data collection (through internet and internet and other sources such as questionnaires)	80,000/=
Typing and printing	50,000/=
Binding	60,000/=
Transport and welfare	50,000/=
Miscellaneous	50,000/=
TOTAL	315,000/=