

**EXPLORING THE ROLE OF TELEVISION STATIONS ON
AGRIBUSINESS IN KAMPALA CENTRAL, UGANDA**

BY

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**A THESIS SUBMITTED TO THE COLLEGE OF HUMANITIES AND
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NOVEMBER, 2017.

DECLARATION

I affirm that the work reported in this thesis is my original contribution and has never been submitted for a degree or any other academic award in any university or institution of learning.

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APPROVAL

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DEDICATION

I dedicate this thesis to my parents, children, wife and other family members who were supported me financially and emotionally.

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ABSTRACT

The purpose of this study was to assess the role of television coverage in promoting agribusiness in Kampala central, Uganda. The following objectives guided the study: i) To find out the number of programs devoted to agribusiness by television stations in Kampala central, Uganda in the last two- years (2014-2016); ii) To assess the coverage of television on agribusiness in Kampala central, Uganda and iii) To verify the effectiveness of television programs in promoting agribusiness in Kampala central, Uganda. The study employed descriptive survey design. The target population was 1,507,154 participants. The sample size was computed to 400 respondents using Solven's formula. The participants included the program managers of UBC TV, Bukedde TV, NTV, NBS TV, and Urban TV, and community members from Kampala central division. The main research instrument was questionnaires supported by interview guides. The study found that the selected TV stations had between 1 to 3 agribusiness telecast programs every week. Furthermore, the study found that the surveyed TV stations had only 5 to 30 minutes of airtime assigned to agribusiness programs every week. Lastly the study found that effectiveness of television programs in promoting agribusiness was satisfactory (overall average mean=3.69, Std=1.088). The study concluded that televised agribusiness programmes are effective in disseminating information to the farmers given their audio and video capabilities. The following recommendations were made: the need for television programs to increase agribusiness programs in their airing, the need for the televisions to increase the coverage of airtime allocated for agribusiness programs, the need for the government to support the television stations in their agribusiness programs etc.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter presents the background, historical perspective, theoretical perspective, conceptual perspective, contextual perspective, and statement of the problem, purpose, objectives, research questions, scope and significance of the study. The study focuses on the extent of coverage given by the television on agribusiness in Kampala central, Uganda.

1.1 BACKGROUND

1.1.1 Historical Perspective

Television has proved that it is a strong communication means and can greatly affect the society. Television has been used for educational purposes after the World War II. In the beginning, Americans knew educational television similar to lesson television. It seems the main reason for the popularity of television lies in its simplicity for the audiences, Since people intend to choose the easiest way for learning the simplest way can be found in television educational programs (Buren, 2000).

Ekoja, (2003) stated that the information sources in different topics of agriculture for the farmers are radio and television, the propagation publication, daily farm newspapers, agriculture exhibitions, practical education, and consultation services, respectively.

Agriculture sector in Malaysia plan is generated to be the third engine growth of economic sectors in Malaysia. The government has continuously put their effort in intensifying the agriculture sector. Mass media is the main information seeking tool utilized by the Malaysians. According to Murphy (2008) on average, Malaysians spend hours to read the newspapers, magazines and other printed media in a day, to listen to the radio in a day, watch television, VCD, DVD and other video. These statistics provide an indicator that mass media have the strength and ability in providing and disseminating valuable information to the community including the agriculture information. Salleh *et al* (2009), have supported Musa (2008) by emphasizing that farmers prefer to use traditional mass media such as television and radio compared to internet. Based on the encouraging percentage of mass media information

received by the Malaysian public, it must be wisely used by the community especially the agriculture community in seeking valuable agriculture information.

In a country like Iran, where literacy level in rural areas is low, the choice of communication media is of vital importance. In this regard, the television is significant, as the transfer modern agricultural technology to literate and illiterate farmers alike, even in interior areas, within a short time (Nazari and Hasbullah, 2008).

From whatever theoretical or ideological perspective we may view the social role of the mass media in general and television in particular, it is generally agreed that they constitute a crucial variable in the development process of any society.

Even in developing countries in sub-Saharan African like Nigeria and Ghana, governments and individuals invest a great deal of resources in the mass media because these media are credited with a lot of power and influence (Schramm, 1964). The mass media have been charged with the role of diffusion of innovation, social mobilization, attitude change and the creation of psychic mobility and empathy, and in Nigeria, it is not different (Nazari, 2010). For instance, the Second National Development Plan (1970-74) saw the role of public communication as "mobilizing massive support for national development measures and programmes" (Agbaje, 1986). Speaking at the inauguration of western nigerian television (WNTV) at Ibadan in 1959, Chief Obafemi Awolowo said TV was to "serve as a teacher, entertainer and stimulus to us all to transform Nigeria into a modern and prosperous nation" (Oso, 1993). The conventional view, which is still dominant in the development thinking of Nigeria's public communication and campaign policy-makers is to regard the mass media as tools to be used to pass official information and development ideas from an enlightened urban based elite to the illiterate, tradition-bound masses in the rural areas. The mass media are the great teachers and the mobilizers for change. They are there to mobilize human resources by substituting new norms and values, attitudes and behaviors for existing ones in order to stimulate the rural dwellers to increase their productivity (Jan, 2011).

Generally, television is considered to be a powerful medium that performs active role in informing and educating at larger scale. For the past more than two decades, television has become part and parcel of our lives having visible direct and indirect impact on rural and urban population (Zia, 2012). During the recent past, Uganda media, particularly electronic, has witnessed unprecedented growth and many private satellite television and FM radio channels

are operational in almost all parts of the country present. For a long time, the content of what is covered is usually perturbing to the public on the point of its relevance and or importance to the community, who is the intended audience. Media content, especially news, is about events or people that are overwhelming enough to catch the reporter's attention. The protrusion can be as a result of oddity, negativity or numerical or spatial magnitude further contends that, people who are at the frontline of the society, even if they perform an ordinary task, get focused on by the mass media (Ojebode, 2006).

In Uganda, use of electronic media in agricultural sector seems to be a recent phenomenon. However, it is not clear whether these recent strides have made significant impact on farming communities. Electronic media in form of radio and television has remained in use by the department as one of the important teaching tools. But how far these media have been effective in achieving desired results seems to be an important area to be investigated. Grace, (2003) argues that communication plays an important role in the development of a country. If means of communication are economical, fast and well-developed they can produce favorable impact on attitude, modernization and widening of market.

Uganda being an agricultural country has a rich and vast natural resources base, covering various climatic zones. So the agriculture sector has potential for accelerating economic and industrial growth in a country like Uganda. The importance of agriculture for Uganda's economy can be gauged in three ways: first, it provides food to consumers and raw material for domestic industries; secondly, it is a source of foreign exchange earnings; and third, it provides a market for industrial goods. At the time of independence, the agricultural sector had the largest contribution to GDP of Uganda. Although over the years' service sector has become the largest contributor but agriculture sector still remains the largest contributor to its GDP. This sector is also a major source of employment in Uganda, sharing more than 70% of total employment (FAO, 2007).

Despite the paramount importance of agriculture, in Uganda, its pace of development is very slow. The agricultural production of the country is lower as compared to other countries of the world, even within the country there is an ample gap between per hectare yield of crops between progressive and conventional farmers (MAAIF, 1996). This is only because of indifference towards acquiring and adopting latest production technologies for enhancing crop yields and achieving sustainability in agriculture.

Media is now a mainstream form of communication around the world and continues to grow in popularity with the increase in the number of gadgets and devices like smart phones and the ease of use whilst on the go. There are now billions users of various media platforms in the world and other industries have embraced these platforms in business and consumer engagement, however it has not been widely accepted in agriculture. Limited research available shows that there are increasing trends in farmer and agribusiness uptake in media as the popularity of modern media receiving devices increase (Angwenyi, 2016).

1.1.2 Theoretical Perspective

This study adopted cultivation theory, cultivation theory investigates televisions contribution to viewer's conceptions of social reality, developed by George Gerbner in the 1960s (Morgan, 2010). Riddle, (2010) states that the more time people spend 'living' in the television world, the more likely they are to believe social reality aligns with reality portrayed on television. Under this umbrella, perceptions of the world are heavily influenced by the images and ideological messages transmitted through popular television media. According to West and Turner (2010), cultivation is a positivistic theory, meaning it assumes the existence of objective reality and value-neutral research.

A study conducted by Bryant and Miron (2004), which surveyed almost 2,000 articles published in the three top mass communication journals since 1956, found that cultivation analysis was the third most frequently utilized theory, showing that it continues to be one of the most popular theories in mass communication research.

According to Gerbner *et al* (1980), cultivation theory is underscored by three core assumptions. The first assumption highlights the medium, the second—the audience, and the final assumption deals with the functionality of the medium on its larger audience. This first assumption lists the differences between television and other forms of mass media. Television is visual and auditory, and therefore doesn't require viewers to be literate. It has the potential to be free, besides the initial costs to obtaining a television. Within the last several years, free access to television is quite limited. Television viewers cannot access most local television broadcasting without purchasing a converter box and attaching the box to the television.

The cultivation theory is related to this study in that TV formats are designed to reinforce messages in order to bring change among farmers to adopt new farming techniques for

improved productivity. TV producers do this through programmes planning which informs the selection of topics, presentation of the topics on TV with interviews from selected experts and farmers. Eventually when the program is ready and is repeatedly aired on TV, the masses will take interest of its relevance and try to apply the concepts being communicated.

1.1.3 Conceptual Perspective

Television is an electronic device which transmits picture and sound. It is used for entertainment, information and commercials. With the advent of satellite and digital technologies, there are unlimited programmes on television. For instance, there are programmes on news, education, culture, weather forecast, sports, music and a plethora of both good quality and inappropriate contents (Bennett, 2011). Television combines the appealing features of the movies and radio and it is one of the most popular amusement devices during the childhood years. It may lure children away from other forms of play.

Television is acknowledged as the most important medium for communicating with the rural populations of developing countries (FAO, 2001). Also broadcast media have the ability to disseminate information to large audiences efficiently and television can be particularly important channel (Movius *et al*, 2007).

Media especially electronic is a major source of information about latest happenings and innovations taking place. Muhammad *et al* (2004), concluded that television plays an important role in agricultural development. Its effects the knowledge and awareness stage are more evident but its importance at other stages of adoption of innovation is also very high. Nazari and Hassan (2011) argues that television is one of the most effective media, which can be used for agricultural technology transfer among farmers. It has been acclaimed to be one of the most important communication tools available today. Much of its success in teaching lies in the unique combination of sight, sound and motion. The combination of audio and visual stimuli has proven that it can change human behavior and ultimately improve farmers' learning.

Ani and Baba (2009) stated that information and communication are essential ingredients needed for effective transfer of technologies that are designed to boost agricultural production. To benefit from such technologies, farmers must have access to them and learn how to effectively utilize them in their farming systems and practices. These extension agencies make use of different approaches, means and media in transferring improved agricultural technologies to the end users.

Electronic media can play a vital role to inform farmers in the situation of urgency and emergency. Farmers can be informed quickly and swiftly about diseases and pest control, flood, and changing weather (Muhammad, 2005). Farmers can also get the appropriate advices of experts through these media to cope with the emerging problems, in this way the farmers can get hold of their future planning in a better way. The electronic devices used for communication can be regarded as electronic media (Albarran, 2002). Important electronic media pertinent to agriculture include radio, television, audio/video cassettes, telephone, internet, agri. help line, and mobile phone.

The concept of agribusiness first defined by John H. Davis in 1955 and become popular after elaborated by John H. Davis and Ray A. Goldberg in 1957 in their book "A concept of Agribusiness". They define that "Agribusiness is sum total of all operation involved in the manufacturing and distribution of farm supplies, production activities on the farm and storage, processing and distribution of farm commodities and items made for them" (Saragih, 2004). Agriculture refers mainly to all activities leading to production of crops and animals, and agriculture has evolved into agribusiness and has become a vast and complex system that reaches far beyond the farm to include all those who are involved in bringing food and fiber to consumers. Agribusiness include not only those that farm the land but also the people and firms that provide the inputs (for example, Seed, chemicals, credit etc.), process the output (for example, Milk, grain, meat etc.), manufacture the food products (for example, ice cream, bread, breakfast cereals etc.), and transport and sell the food products to consumers (for example, restaurants and supermarkets). This therefore, indicates that agribusiness is a wider concept than agriculture itself (Kambewa, 2014).

FAO (2007), Indicates that agribusiness system has undergone a rapid transformation as new industries have evolved and traditional farming operations have grown larger and more specialized. The transformation did not happen overnight, but came slowly as a response to a variety of forces. Agribusiness developed as a result of that fact that originally farmers produced enough food to feed just their homes and could produce their inputs (such as seed, draft animals, feed and simple farm equipment) as well, while surviving on natural factors completely for production. Farm families processed and consumed the commodities they produced and the little output not consumed at home was sold for cash. But as the world changed, seasons changed, populations changed, climate changed and competition for

resources changed, making it impossible to depend entirely on nature, hence need for increased innovation and investment, bringing in the concept of agribusiness.

Agribusiness is a large and diverse sector that witness economics activities that ranges from culturing, processing, extracting and distribution. Ebong (2007) in his review of the scope of the agribusiness, perceived agribusiness in three independent sectors, which are the Input sector, the Farm Production, and the Output (product) sector. (i) Input Sector: This includes all resources that serve as building units that are required to service a transformation process in order to achieve one or more products. The input sector supplies agribusiness production with the needed inputs in the production process. (ii) Farm Production Sector: The farm production sector of agribusiness covers such areas as the aquaculture, forestry, crop production and livestock. As this sector grows in size, level of out and efficiency, the other sector of agribusiness is affected. The success of this sector has a vital and direct impact on the financial stand of the input supply and the product sectors of the agribusiness. The increase in the scale of production leads to more of the output being made available to the product sector for onward processing and distribution. (iii) Output Sector: The output sector is also referred to as the product sector and is the final sector in agribusiness production and distribution system. The output sector is the largest of the agribusiness sectors as its functions range from product processing to marketing and distribution of these products to various consumers either as raw materials for further production or final consumption. Notable examples of the product processing include, Food processing into garri, bread, cornflakes, tomato, foofoo, beef, custard, semovita, cerelac, Beverage manufacturing: cocoa drinks, softdrinks, beer and Nescafe. Confectional processing such as sugar, chocolate, cake, biscuits, sweets, etc.

1.1.4 Contextual Perspective

Understanding how agricultural and food production progress are reported in the mass media is important for agribusiness firms. More so, as personal contacts and one-on-one experiences diminish, consumers are expected to often rely on impersonal sources for information (TV, radio, newspapers, magazines, internet). Though in Uganda the number of farmers and consumers who receive information about food and farming technology primarily through the popular press and television is not well known. As a result, agribusiness firms and how they are affected by the media report on food and environmental hazards are also unclear. Understanding how the media report these risks and opportunities and what factors drive such reporting is therefore important for agribusiness firms. Managing response to media coverage,

particularly during heightened public awareness and controversy, will be a critical part of any public relations strategy. Further, while the media is not a singular influence, it has been found to play a role in the risk and benefit perception that the public holds (Kambewa, 2014).

The role of Media in enhancing the social, political and economic status of people has been recognized for a long time bestow prestige on them and recognition by the press or radio, magazines or TV shows that, the person or what is being talked about is important enough to have been singled out from the large anonymous masses, that behavior, activity or opinion is significant enough to require public notice (Severin & Tankard, 2001).

Irfan *et al.* (2006) suggested that there is need to increase agricultural production through the use of new methods and technologies brought from other regions of the world, adds that the agricultural sector has always been receiving high priority in nations development due to its significant role in economy and GDP growth. Both developing and developed countries are directly or indirectly related to the agriculture for progress. Increase in agricultural production is essential for poverty reduction and improve the livelihood of rural people. They further argued that media coverage can play a critical role in agricultural development. Television is one of those media houses which can be used to create awareness and impart training in adopting modern technologies for farming community spread over wide geographical areas. This study therefore investigated the effect of television coverage on agribusiness in Kampala central, Uganda.

1.2 Statement of the problem

The agribusiness sector in Uganda is beset with myriads of information constraints, the situation has been exacerbated by persistent failures in both input and output markets and the reasons for market failure include imperfect competition, public goods and institutional failure, that is a major challenge facing the growth of agribusiness (Omamo, 2003). There is still a big disconnection between agriculture/agribusiness and major communication channels, mainly due to lack of rural roads in major agro-ecological zones, grossly underdeveloped agricultural research systems and limited use of modern technologies in the crop, livestock and fisheries subsectors. Dorward (2009) stated that the major areas of institutional failures include underdevelopment of rural market institutions, labor, insurance and food markets, weak legal institutions and enforcement of contracts, land tenure issues and underdeveloped property rights as well as problems of collective action and development of cooperatives.

The impact of the knowledge/information sharing through the course of human development seems to be lagging behind in Kampala, Uganda (Okello, 2006). Moreover, there are limited studies on developing strategies to enhance the role of media in the dissemination of agricultural information among farmers in Kampala, Uganda. This shows the extent to which this dominant sector (agriculture) has been neglected by not only educationists and researchers but also by the media. This study contributes to this contextual gap by exploring the role of television coverage in promoting of agribusiness in Kampala central, Uganda.

1.3 Purpose of the Study

The purpose of this study was to assess the role of television coverage in promoting of agribusiness in Kampala central, Uganda.

1.4 Objectives of the Study

Specific objectives of the study are:

1. To find out the number of programmes devoted to agribusiness by television channels in Kampala central, Uganda in the last two -years (2014-2016).
2. To assess the coverage of television stations on agribusiness in Kampala central, Uganda.
3. To verify the effectiveness of televisions programme on agribusiness in Kampala central, Uganda.

1.5 Research Questions

- i. What are the numbers of programmes devoted to agribusiness by television channels in Kampala central, Uganda in the last two -years (2014-2016)?
- ii. What is the coverage of television on agribusiness in Kampala central, Uganda?
- iii. What is the effectiveness of televisions programme on agribusiness in Kampala central, Uganda?

1.6 Scope of the Study

1.6.1 Geographical scope

The study covers a sample of television stations found in Kampala central Uganda. The researcher considered TV stations in Kampala central Uganda on grounds as central business district in the country that it is where most TV stations are found, so it is easier to access.

1.6.2 Theoretical Scope

This study adopted cultivation theory, cultivation theory investigates televisions contribution to viewer's conceptions of social reality, developed by George Gerbner in the 1960s (Morgan, 2010). Riddle (2010) states that the more time people spend 'living' in the television world, the more likely they are to believe social reality aligns with reality portrayed on television. Under this umbrella, perceptions of the world are heavily influenced by the images and ideological messages transmitted through popular television media. According to West and Turner (2010) cultivation is a positivistic theory, meaning it assumes the existence of objective reality and value-neutral research.

1.6.3 Content scope

The independent variable of this study was television, measured using agribusiness programs covered, assess the coverage of televisions on agribusiness in Kampala central, Uganda, the dependent variable of this study was agribusiness which was measured using crop production and livestock farming.

1.6.4 Time scope

This study reviewed a period of two-years, from 2014 – 2016. This was intended to assess the effectiveness of television in promoting agribusiness programs in Kampala central, Uganda.

1.7 Significance of the study

The result of this study would be used to generate possible ways on how media houses like TV stations can promote agribusiness related information in their programs. The finding and recommendations of the study would be useful to policy makers and academicians as explained below;

1.7.1 Policy makers

The research finding would contribute to a broader understanding of the extent of attention given by TV related media to agribusiness in Uganda. The findings would also be useful to government, policy makers and other stakeholders in designing policies and strategies on how to promote agribusiness in Kampala, Uganda.

1.7.2 Academicians

The finding of the study was significant to academicians as it will enrich the existing literature on TV coverage of agribusiness issues and its effectiveness in promoting the agricultural sector in Kampala, Uganda. This would reduce the literature gap existing in this area and it would be used as a reference by future researchers.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviewed literature from different authors and scholars in accordance to the objectives of the study. The chapter is subdivided into three sections, namely: theoretical review, conceptual framework, and related studies.

2.1 Theoretical Review

The study has reviewed the following theories: -

Agenda- setting theory

This study was also guided by agenda-setting theory, by McCombs and Shaw (1972). Agenda-setting theory describes the ability of the news media to influence the salience of topics on the public agenda. The theory argues that if a news item is covered frequently and prominently, the audience will regard the issue as important. According to McCombs (1993), agenda setting is a robust and widespread effect of mass communication, an effect that results from specific content in mass media” (McCombs, 2004). The Agenda-setting theory contrasted with the prevailing selective exposure hypothesis, reaffirming the power of the press while maintaining individual freedom. In their groundbreaking study, McCombs and Shaw first measured the media agenda during a presidential election campaign. They established the position and length of story as the primary criteria of prominence. They disregarded articles about matters extrinsic to the issues. The remaining stories were divided into five major issues and ranked in order of importance. Overall, McCombs and Shaw believed that the hypothesized agenda-setting function of the media causes the correlation between the media and public ordering of priorities. This created a cause and effect relationship but particularly a match between the media’s agenda and the public’s agenda later on.

According to McCombs (2004), “Over time, the salience of individual issues rises and falls as the attention of the mass media and the public shifts”. This quote explains how the press and the media filter and shape what they ‘believe’ the public would like to hear. Overall the media

concentrates on select key subjects that leads the public to perceive certain issues in the media as being more important than others.

Agenda setting has to do with media content but more than that McCombs and Shaw (Griffin, 2009) state that mass media have the ability to transfer the salience of items on their news agendas to the public agenda". Another perspective from Miller (2005) is of the opinion that agenda setting involves the consideration of three related agendas; the media agenda, the public agenda, and the policy agenda", Miller further states that the —media influences the public agenda by saying "the issue is important" in an overt way but by giving more space and time to that issue and by giving it more prominence and time".

Bowen (2010) draws on the work of the pioneers of agenda setting McCombs and Shaw —In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given situation, but how much importance to attach to that issue from the amount of information in a news story and its position. The mass media may well determine the important issues—that is, the media may set the "agenda of the campaign".

The agenda setting theory is related to this study in that TV programs are designed of telling the public what current issues are important and create public awareness of issues created by the mass media.

Development communication theory

Development communication theory is a view and theoretical stand promoted by scholars like Glean Hecter (1969), Everly Cammerron (1972) and Krosore Maine (1984). The basic claims of this theory centers on the attitude of communities to change and how communication supports and impact drives the change process.

According to Mefalopulous (2008), development communication theory is the notions of development communications have evolved with time: Initially, development communications was characterized by the use of mass media that considered people as audiences ready to be influenced by the messages they received, which was pure and simple one-way asymmetrical communication. This specific communication perspective is rooted in the basic Sender-Message Channel-Receiver (SMCR) model; this model envisions a sender transmitting a message through the appropriate channel to a receiver (or group of receivers). However, the

model has been criticized for not being effective and it has been revised several times to enhance its effectiveness, aspect such as feedback were included to design a more symmetrical flow of communication.

The main idea behind development communication theory is media for development of people in a nation or to help the target population. Communication seeks to serve the people without manipulation and encourage genuine response. There is no propaganda as ulterior motive of communication.

Development communication theory is about working for local development and creating opportunities. Its objectives are to uplift the quality of life of people not only economically but also socially, culturally, politically etc. by using the tools of development communication. The theory later became known for its use in the developing and under developed countries. The concept of participation was later added which paved the way for model to be used for social change, development communication and democratic-participant communication theory.

Development communications process can be adjusted according to the needs, which improves the programs as a learning process, as the concept of development communication is continuously evolving. Development of different digital technologies have made the concept broader and more participatory.

The implementation of this theory plays an important role in agricultural development and communication is essential ingredients for effective transfer of technologies, information, knowledge and awareness to the farmers.

Innovation Diffusion Theory

Rogers (2003) explained the process of innovation diffusion as one dictated by uncertainty reduction behavior amongst potential adopters during the introduction of technological innovations. Even though innovations typically offer adopters novel ways of tackling day-to-day problems, the uncertainty as to whether the new ways will be superior to existing ones presents a considerable obstacle to the adoption process. For example, most of the farmers are not well experienced in technological innovations. It is therefore difficult for them to adopt new innovations in agribusiness. To counter this uncertainty, potential adopters are motivated to seek additional information, particularly from their workplace peers (Brancheau and Wetherbe, 1990).

Agribusiness is a new invention for the farmers within the agricultural sector, which needs to be absorbed. The theory will help to explain the change of the farmer's behavior and attitudes towards innovations that make practicing agribusiness easier and managing work faster.

Cultivation theory

This study adopted cultivation theory, cultivation theory investigates televisions contribution to viewer's conceptions of social reality, developed by George Gerbner in the 1960s (Morgan, 2010). Riddle (2010) states that the more time people spend 'living' in the television world, the more likely they are to believe social reality aligns with reality portrayed on television. Under this umbrella, perceptions of the world are heavily influenced by the images and ideological messages transmitted through popular television media. According to West and Turner (2010), cultivation is a positivistic theory, meaning it assumes the existence of objective reality and value-neutral research.

A study conducted by Bryant and Miron (2004) which surveyed almost 2,000 articles published in the three top mass communication journals since 1956, found that Cultivation Analysis was the third most frequently utilized theory, showing that it continues to be one of the most popular theories in mass communication research.

According to Gerbner *et al.* (1980), cultivation theory is underscored by three core assumptions. The first assumption highlights the medium, the second—the audience, and the final assumption deals with the functionality of the medium on its larger audience. This first assumption lists the differences between television and other forms of mass media. Television is visual and auditory, and therefore doesn't require viewers to be literate. It has the potential to be free, besides the initial costs to obtaining a television. Within the last several years, free access to television is quite limited. Television viewers cannot access most local television broadcasting without purchasing a converter box and attaching the box to the television.

The television converter box is only one of the many added costs to modern television viewing, there are high monthly fees required for accessing cable television and this may prohibit poor and low-income families from viewing television. However, television is still ageless in the sense that anyone from any walk of life can use it, and most importantly, anyone is able to comprehend the contents that are being emitted from the television. Television programming uses storytelling or engaging narratives to capture people's attention.

Gerbner, *et al.* (1986) argued that while religion or education had previously been greater influences on social trends, now television is the source of the most broadly shared images and messages in history. Television cultivates from infancy the very predispositions and preferences that used to be acquired from other primary sources. The repetitive pattern of television's mass-produced messages and images forms the mainstream of a common symbolic environment."

The second assumption of cultivation theory is that television shapes the way individuals within society think and relate to each other. Gerbner (1998) observed that television reaches people, on average, more than seven hours a day. While watching, television offers "a centralized system of story-telling".

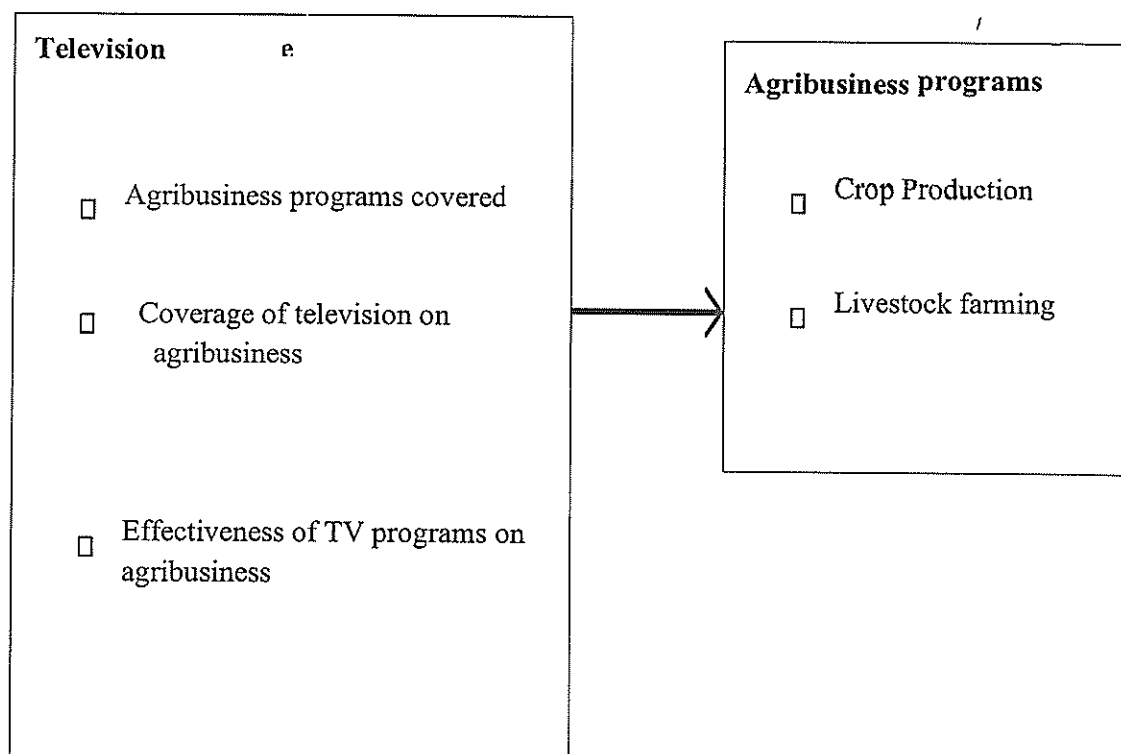
The third assumption of cultivation theory is that television's effects are limited, the dichotomy of assumption three asserts that television is a part of a larger sociocultural system. Therefore, although the effects of watching television may be increased or decrease at any point in time, its effect is consistently present (Gerbner *et al.*, 1979).

The cultivation theory is related to this study in that TV formats are designed to reinforce messages in order to bring change among farmers to adopt new farming techniques for improved productivity. TV producers do this through programme planning which informs the selection of topics, presentation of the topics on TV with interviews from selected experts and farmers. Eventually when the program is ready and is repeatedly aired on TV, the masses will take interest of its relevance and try to apply the concepts being communicated.

2.2 Conceptual Framework

Independent Variable

Dependent Variable



Source: Mahmood & Sheikh (2005), & Irfan *et al.* (2006).

Figure 2.1: Conceptual Framework Showing the Relationship between Television Coverage and Agribusiness Programs

2.3 Related Studies

2.3.1 Television Coverage

Television is one of the potent development communication tools in the present era. Due to audiovisual features, television is very effective medium to impart the knowledge and information to the rural area (Tripathi, 2017). Familusi (2014) opined that television broadcasting in other parts of the world has become the most pervasive, and often the most persuasive means of information diffusion in these societies. It can disseminate information with lightning speed and impact, as well as infuse viewers with imagery and values in subtle, perhaps almost imperceptible manners.

Effective communication of improved technologies is one of the most important factors of agricultural development and agricultural extension organizations are entrusted with the primary task of educating farmers and disseminating latest agricultural technologies among them for which they use a wide variety of extension teaching methods including individual, group, and mass contacts (Aker, 2011). Both individual and group contact methods have limited scope in the scenario of vast and scattered areas to be covered and rapid advances in science and technology. It seems difficult for extension to reach the farmers effectively and efficiently through direct personal contacts. In the circumstances, mass media have the potential to provide greater extension coverage to farming community effectively and efficiently. The National Agricultural Policy Report while discussing serious doubts about T&V system, recommended extensive use of mass media instead of making extension services more intensive in terms of personnel (Muhammad, 2004).

Television seems to be an effective medium among the mass media, which can be used effectively for agricultural technology transfer among the farming community. It has been acclaimed to be one of the most important communication tools available today. Much of its success in teaching lies in the unique combination of sight, sound, and motion. This coupling of audio and visual stimuli has proven that it can change human behavior and ultimately improves farmer learning. It has the potential of providing information very easily to large audience dispersed over wide geographical areas which is impossible through personal contacts (Purushothaman, 2003).

Muhammad (2004) argued that certainly video technology plays an increasingly important role in the economical delivery of information. However, video is not the best tool for every

situation. Video production is expensive and time consuming. It should only be used when the message is truly visual and action oriented.

Oliver (2012) perceived television as one of the dynamic and prestigious medium of information dissemination owing to the fact that it delivers information in a dramatic audio and visual manner to an extensive and various audiences; it gives more coverage than any other communication tool which makes it a much sought-after medium of information dissemination.

Television over the years is known for educative and informative roles and is majorly been applied to disseminate different types of information ranging from agricultural, political, religion, socio-cultural and often been used to facilitate teaching and learning. Saglik & Ozturk (2001) opined that television is an effective tool in expressing abstract concepts or ideas. Abstract concepts are usually produced and conveyed with words. Besides this, in making an abstract concept concrete, the role of animation and visual experimentation is very important. The limitation here is how to combine the text, which is involving information, with moving views, animation, concrete ideas, utterance and objects like pictures.

Television plays significant role in creating awareness and knowledge about latest agriculture technologies information among farmers (Chhachhar, 2014). Media is one the best source of spreading information about new technologies and innovation of agriculture among farmers which is faster than personnel contacts. Communication technology is playing very essential role in making awareness about different agricultural technologies among farmers.

Television has one of the most important media to diffuse the technical, systematic and scientific information to the people. In countries where literacy level is very low especially in rural areas, the choice of mass media is very important. In this context, the television plays major role in transfer modern agricultural technology to educated and uneducated farmers within a short time for farmer communities (Nazari & Hasbullah, 2008). Nazari & Hassan (2011) opined that mass media offer powerful channels for communicating agricultural messages and related information which can enhance the capacity building of farmers. Broadcast media have the ability to disseminate information to large audiences efficiently; and television can be a particularly most famous channel among farmers.

According to Irfan *et al* (2006), information and communication technologies, especially television are an important medium of communication to communicate agricultural-related

information to farmers in the rural areas of a country. In their study, the authors ascertained that if farmers adopt and access technologies which are given on television, the enhancement of agricultural-related production could be improved significantly. The findings of the study conducted by Irfan *et al.* (2006) further revealed that television is rarely watched among farmers; a total of 47.5% of the total respondents rarely watch television. This may be due to problems with regards to accessibility of television programmes or it may also be due to the nature of the content of agricultural-related television programmes which may not emphasize knowledge about agricultural-related activities.

Familusi and Owoeye (2014) identified some short coming on the part of viewers which may serve as a drawback in using this medium for information dissemination. They sometimes perceive television commercials and infomercials as “clutter” from which they want to escape by engaging in “zapping” in terms of which viewers change channels once a certain advertisement is on screen or by fast forwarding advertisements when watching a pre-recorded programme on television thereby excluding themselves from the target audience of the information being disseminated. One of the ways smart advertisers prevent audience from changing channels and thereby making their information to reach them is by sponsoring their advertisement on a particular interesting play, some go to the extent of sponsoring interesting drama which the viewer may not want to miss just a single part changing channel thereby making the information disseminated in form of advertisement, public service announcement to reach them.

2.3.2 Agribusiness programmes

Agribusiness is the business of agricultural production (Bairwa, 2014). It includes agrichemicals, breeding, crop production (farming and contract farming), distribution, farm machinery, processing, and seed supply, as well as marketing and retail sales. All agents of the food and fiber value chain and those institutions that influence it are part of the agribusiness system. Within the agriculture adds that agribusiness is used simply as a portmanteau of agriculture and business, referring to the range of activities and disciplines encompassed by modern food production (Wilkinson, 2009).

Pray and Nagarajan (2012) presented a comparative study on the development, use and research innovations on agribusiness in India. Study based on secondary data of seeds, pesticides, machinery etc. for the time period of 1990-2010, showed an increase in cultivars of

wheat, rice, maize to the tune of roughly two-fold whereas cotton cultivars got tripled. Agricultural machinery, veterinary medicine, agricultural processing industries also adopted more innovations. Researchers discussed major policies in agribusiness research and innovations. Modern inputs like fertilizers, tractors etc. showed an enhanced consumption pattern. This research showed that agricultural innovations in India have dramatically increased since the 1980s. Quantitative data show that in 1990s and in the first decade of this century, the number of new seed cultivars registered in maize, wheat, and rice grew by at least 60 percent and probably doubled. Private sector involvement caused major factors such as market demand of agricultural goods in India and the globe, policy liberalization and advances in basic science and engineering (biotechnology and information technology). It recommended government actions to encourage the growth of rural business hubs and supply chains consolidation to promote supermarkets and the agricultural processing industry, which supply technology and market opportunities to poor farmers and job opportunities to landless laborers.

In Nigeria, the studies conducted by Arokoyo (2003) showed that although video, radio, and television are the major sources of information for the farmers of this country, in the case of establishing the foundations, it is also possible to use other developed equipment. In this country, the print media have a specific situation in agriculture transferring as well. Television is acknowledged as the most important medium for communicating with the rural populations of developing countries

Therefore, the role of media in enhancing the agribusiness venture of a country such as Uganda is something that should be taken with seriousness. This is because increasing agribusiness campaigns using television coverage is very important in reducing poverty in the country. Irfan *et al.* (2012) argued that media coverage can play a critical role in agricultural development. Television is one of those media houses which can be used to create awareness and impart training in adopting modern technologies for farming community spread over wide geographical areas.

2.3.3 Assess the coverage of television stations on agribusiness in Kampala central, Uganda.

Electronic Media plays an important role to educate both illiterate and literate the farmers and peasants on Modern Agricultural Practices (MAPs) and system in a sustainable manner. Success of agricultural development programs in developing countries largely depends on the

nature and extent of use of mass media in mobilization of people for development in general and agribusiness in particular (Irfan *et al.*, 2006). Television have been acclaimed to be the most effective media for diffusing the scientific knowledge to the masses. In poor countries where literacy levels are low, the choice of communication media is of vital importance, particularly Television is significant, in its transfer of modern agricultural technology to literate and illiterate farmers and peasants alike even in interior areas, within short periods of time (Khan *et al.*, 2010).

With the main stream of Ugandan population, engaged actively in agriculture, television could serve as a suitable medium of dissemination of farm information and latest technical knowledge. The farmers can easily understand the operations, technology and instructions through television, the coverage of different subject matter by television with regard to agriculture, animal husbandry, agricultural marketing, agricultural engineering and cooperatives. In this article, an attempt is made to know about the importance of television and its effect in the field of agriculture through sound communication.

Electronic media such as TV can be vital in this context. In Uganda, majority of the farmers are small and most of them reside in rural areas, where TV may be considered less effective because many of the rural dwellers may not afford it and its costs, in this digital TV era. However, Mazher *et al.* (2003), reported that among various mass media used for technology transfer process, TV seems to be a more powerful way to communicate the latest information to the farmers. With TV, several programmes can be broadcasted on different channels. With all the above, the role and capacity of TVs in promoting agribusiness is undisputable. But what remains questionable especially in developing countries is whether these media houses give adequate attention to agribusiness issues. This seems to be a new area and the literature is very scanty. There is a big need to ascertain how much time is devoted on telecasting information related to agribusiness. The few related studies which exist are mainly on radio or on specific agricultural programs, which in most cases are projects to be implemented for a given time. Such programs may not give adequate knowledge to farmers related to the most recent practices in the field of agribusiness.

For example, it is important to look at farmers' knowledge about different agricultural TV broadcasts of their interest and so they can pay adequate attention. In developing countries like Uganda, it is rare to find a TV program commonly known by the masses as being agricultural. Therefore, the concept of an agricultural or farmers' TV, which has already been seen in

developed countries, is still far to be fetched in developing countries. There is different agribusiness related information that can be covered and therefore broadcasted on TV, including new innovations in agriculture, agricultural technologies, market information on farm inputs, outputs as well as labor and education (Jost, 2013). Considering the importance of television as a major source for disseminating agricultural information and playing a significant role in adoption of new practices across the world, this study was planned to analyze the extent to which TV stations in Kampala, Uganda are covering agribusiness issues in their programs.

According to Muhammad *et al* (2004), television is an effective medium among the mass media which can be used effectively for agricultural best practices and technological transfer among the farming community. It has been acclaimed to be one of the most important communication tools available today. Much of its success in teaching lies in the unique combination of sight, sound, and motion. This coupling of audio and visual stimuli has proven that it can change human behavior and ultimately improve farmers' learning. These TVs have the potential of providing information very easily to large audience dispersed over wide geographical areas, which is impossible through personal contacts. Oliver (2012) perceived television as one of the dynamic and prestigious medium of information dissemination owing to the fact that it delivers information in a dramatic audio and visual manner to an extensive and various audiences; it gives more coverage any other communication tool which makes it a much sought-after medium of information dissemination.

2.3.4 Effectiveness of television coverage on agribusiness programmes

In discussing the problems and prospects of agricultural information sources, indicated that agribusiness information is needed for overall development of agriculture in order to improve the living standards of farmers. Communication message packaging therefore, has to be conceptualized well as a process of information flow by which ideas are transferred from a source to a receiver with the intent to change his/her skill (Bello & Obinne, 2012).

Communication is a key process in information dissemination in agriculture and it can be regarded as a process by which one person (or group) shares and impacts information to another. So for the information to impact positively on the receiver, it has to be put in a format which he or she can understand. Formatting may also involve the language and time it is telecasted. For example, the language which famers understand may be different from the

language in which most of the agricultural literatures are written. So the one delivering it to the farmers must be able to translate into the language most farmers understand. Also the time the message is delivered and the attractiveness of that message matters. There is a question of whether it covers the most desired information by the farmers (Guijt, 1998).

Nazari and Hassan (2011) carried out a study on the role of television as an educational tool to the enhancement of farmers' knowledge. This study was a randomized subject, pretest-posttest design among farmers who were working and residing in Kohgiluyeh va Buyer Ahmad province, Iran. The subjects of the study included 161 farmers who were selected randomly from rural areas. After determining the educational goals of the study, a questionnaire was designed as pre and posttest. Based on educational contents, one TV program was produced with emphasis on fighting against agricultural pests, and correct method of using agricultural poisons. Participants responded to the pre and posttest before and after broadcasting the television program through the provincial broadcast center. The finding of the study showed that educational intervention through a TV program resulted in a significant knowledge enhancement from 3.73 to 6.26 ($p < 0.001$).

The survey conducted by Ahmad *et al* (2007) indicated that 74% of the respondents watched television and obtained latest information about different agriculture programs from this medium. Concerning the farmer's interest in television programs, 50% of the respondents reported that they were interested in weather updates and another 37% of the respondents were interested in getting information regarding daily prices of agriculture products. Furthermore, the results also indicated that 83 % of the respondents had their own television sets and watched the agriculture related programs and got the benefits from the programs.

Furthermore, a study by Abbas *et al* (2003), revealed that 62% of the farmers in the district of Faisalabad, Punjab, Pakistan listened to agricultural programs on radio and watched television. The majority of farmers (84%) were aware about sowing, insect control, fertilizer application, and weed control and irrigation methods through television. However, most of the farmers indicated that the current viewing time for agricultural programs on television was not appropriate. Among the respondents 34% recommended that 8.00pm was a more suitable time for the telecast of agriculture-related programs. It was reported by 25% of the farmers that they watched the "Kisan Time" and Sona Chandi agricultural programs on television.

Sher *et al*, (2004) carried out a study on the role of television in agricultural technology transfer. The data showed that majority of the respondents were unaware of the regular agricultural telecasts. Only 5.60% respondents were found to be regular viewers and they preferred watching agricultural telecasts over other assignments. Feedback link between farmers and TV authorities appeared to be totally missing. Majority of the respondents watched agricultural telecasts rarely. A reasonable number were occasional viewers, and only a fraction of the respondents were regular viewers. A vast majority got only up to 25% agricultural information through agricultural telecasts, 12.8% got 25-50% information while those who got more than 50% information were negligible in number.

Ani and Baba (2009) evaluated the utilization of mass media methods in the delivery of agricultural information in Nigeria. Mass media could reach to wide audience at a very fast rate. They were helpful in notifying farmers about new developments and emergencies. Six mass media outfits were selected on simple random basis of 120 respondents. This study identified various major constraints associated with the utilization of electronic mass media in agricultural information delivery. Qualification, power supply, gender, age and income were the factors affecting the adoption of mass media and agricultural information. The major source of agricultural information was TV, followed by radio and extension agents. They found that electronic mass media was more popular than direct contact method among farmers.

2.4 Gaps of the Study

Several studies on television coverage on agribusiness have been done mostly in Pakistan e.g. Nazari and Hassan (2011), Abbas *et al* (2003), Sher *et al* (2004), in India Ahmad *et al* (2007), and Ani and Baba (2010) in Nigeria. None of the above reviewed studies have been done in Uganda. This study therefore was intended to close such contextual gap.

Furthermore, the above studies have been done a long time ago when people were too poor to own TV sets. The current study was done in Kampala central, where majority of the inhabitants are literates and own TVs and therefore new information was got as regard the effectiveness of TVs in promoting agribusiness.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter elaborates on the general procedure for conducting research. It particularly spells out the research design, the study population, sampling technique as well as how data is gathered, processed and analyzed, plus ethical considerations and limitations of the study.

3.1 Research Design

This study adopted descriptive survey design, because it aims at studying a particular phenomenon (or phenomena) at a particular time. The researcher sought to describe the incidence of a phenomenon (for example, television coverage on agribusiness).

Furthermore, the study mostly relied on quantitative approach but was as well complemented and supplemented by the qualitative approach. Quantitative approach was predominantly used as a synonym for any data collection technique (such as a questionnaire) or data analysis procedure, such as: graphs or statistics that generates or uses numerical data (Amin, 2005). On the other hand, qualitative approach was predominantly used as a synonym for any data collection technique (such as an interview) or data analysis procedure (such as categorizing data) that generates or uses non-numerical data (Mugenda & Mugenda, 2008).

3.2 Target Population

The target population of this study was all members of the community residing in Kampala central division and program managers of all television stations in Kampala central, Uganda. Kampala central has a total population of about 1,507,149 (National Population and Housing Census, 2014) and five television stations which were included in the study are: Bukedde TV, UBC TV, NTV, NBS TV, and Urban TV. Making the total population of the study to 1,507,154.

3.3 Sample Size

This study used Sloven's formula to determine the sample size of the respondents. Sloven's formula states:

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

Where; n=sample size; N=population size; e =0.05 level of significance.

$$n = \frac{1507154}{1 + 1507154 (0.05)^2}$$

$$n = \frac{1507154}{1 + 3767.89}$$

$$n = \frac{1507154}{3768.89}$$

$$n = 399.89$$

$$n \cong 400$$

Therefore, the sample size of this study was 400 respondents.

3.4 Sampling Technique and procedure

Simple random sampling was used for selecting television stations in Kampala central, which the names of all television stations in Kampala central was written on small pieces of paper and then a few stations were randomly selected while the researcher selected the program managers using purposive sampling method based on his own knowledge and professional judgment. According to Amin (2005), purposive sampling is usually used when a limited number of individuals possess the trait of interest. In other words, it is the only viable sampling technique in obtaining information from a very specific group of people.

On the other hand, the researcher used convenient sampling method for selecting community members in Kampala central, division.

3.5 Data Collection Methods

The study adopted survey (questionnaires) and interviews as the data collection methods.

3.5.1 Surveys

The study used survey method of data collection. The researcher preferred to use survey method because it is good for gathering descriptive data, relatively easy to administer, cost effective and time saving. This method was used to get information about the effectiveness of television programs on agribusiness using structured questionnaires.

3.5.2 Interviews

This study also adopted interview as a data collection method. The interview method was preferred because it gives the key interview informant to express themselves freely and delve into the core of the matter. Interviews were used to collect data about the number of programmes devoted to agribusiness by television channels in Kampala central, Uganda in the last two-years (2014-2016), and assess the coverage of television stations on agribusiness in Kampala central, Uganda. The interviews were addressed to program managers of the television stations in Kampala, Uganda and data was collected using interview guide.

3.6 Research Instruments

This study used closed ended questionnaire and interview guides as its main research instruments.

3.6.1 Questionnaires

The researcher used structured questionnaires to collect data from the community members of Kampala central, for the effectiveness of television programs on agribusiness using structured questionnaires. The researcher preferred to use questionnaires because large amounts of information can be collected from a large number of people in a short period of time and in a relatively cost effective way.

A five Likert five-point scale was used to assess the extent to which a respondent strongly disagree, disagree, not sure, agree and strongly agree with a statement of an attitude, belief or judgment. It required the researcher to first identify all sub-areas of the topic or variable being measured for questions to be asked for one to agree or disagree with. The instrument is divided

into two sections: **A** Profile of respondents and **B** Effectiveness of television programs on agribusiness.

3.6.2 Interview Guide

This study used face to face interviews to collect data from television program managers about the number of programmes devoted to agribusiness by television channels in Kampala central Uganda in the last two-years (2014-2016), and assess the coverage of television stations in Kampala central Uganda on agribusiness. Interviews were preferred by the researcher because it supports the use of visual aids and the detection of social cues and body language, also with this type of interview, the interviewer, can gain a deeper insight to specific answers by treating the interview questions like a meaningful discussion and deducing the availability of each response.

3.7 Validity and Reliability

3.7.1 Validity Test

This study used Content Validity Index so as to establish the degree to which a sample of items, taken together, constitutes an adequate operational definition of a construct. The researcher achieved this by involving experts in the field of Mass Communication. According to Beck and Gable (2011), to examine the content validity, professional subjective judgment is required to determine the extent to which the scale was designed to measure a trait of interest. This is because content validity is a subjective judgment of experts about the degree of relevant construct in an assessment instrument. However, inclusion of at least five experts in the field.

The researcher used this formula to determine the content validity of the instruments.

$$CVI = \frac{\text{Number of question declared valid}}{\text{Total number of Questions}}$$

Where CVI=Content Validity Index

According to Amin (2005) if the CVI is ≥ 0.70 , the items are considered valid.

For the case of this study;

$$CVI = \frac{16}{18}$$

$$CVI = 0.89$$

Therefore, the content validity index of 0.89 in this study implies that the instrument was valid.

3.7.2 Reliability

In order to ensure that the research instrument is reliable and can consistently produce reliable data when administered, the researcher determined its reliability by measuring the internal consistency of the instrument. This reliability analysis was conducted on the piloted survey instruments prior to official data collection so as to ensure that the instruments provide reliable data for the study. Test retest method of measuring reliability was used by the researcher to ensure the instruments could provide consistent measurements. Ten different samples (community members from Kampala central division) were selected and the instruments were administered on them twice with a two weeks' interval and the obtained results were correlated using Pearson Linear Correlation Coefficient (PLCC). The results of 0.74 and 0.75 were found in the first and the second survey respectively; implying that there was a consistency, hence reliability.

Furthermore, Cronbach's alpha was used to determine the reliability of the instruments. Cronbach's alpha measures the internal consistency that is, how closely related a set of items are as a group. The higher the α -value, the more reliable the instruments will be considered.

A commonly accepted rule for describing internal consistency using Cronbach's alpha is as follows (Kline, 2000): table 3.7.2.1 gives the summary.

Table 3.7.2.1: Interpretation of Cronbach's Alpha Results

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable

$0.6 > \alpha \geq 0.5$	Poor
$0.5 < \alpha$	Unacceptable

The Cronbach's alpha results of this study shows acceptable internal consistency for effectiveness of television programs on covering agribusiness. Table 3.7.2.2 gives the summary of the findings.

Table 3.7.2.2: Internal Consistency

Variables	No. of items	Cronbach's alpha	Interpretation
Effectiveness of television programs on covering agribusiness	18	0.739	Acceptable

3.8 Data Collection Procedure

An introduction letter was obtained from the Directorate of higher degrees and research office of Kampala International University Uganda, for the researcher to solicit approval to conduct the study from the television stations and farmers located in Kampala central division. During the administration of the research instruments to the selected respondents; they were properly and adequately oriented on the study and why it was being carried out. The respondents were requested to sign the informed consent form. They were also guided on how to fill the questionnaires and the importance of answering every item of the questionnaire without leaving any part unanswered. The respondents were requested to kindly respond to the questionnaire on time. After retrieving them back, they were thoroughly checked to ensure that all items were adequately answered by the respondents.

3.9 Data Analysis

After retrieving back, the questionnaire and collecting the required data, it was then prepared for analysis by using Statistical Package for Social Scientists (SPSS, version 22.0) software.

In this process, the data underwent these processes i.e. data editing which involved checking the filled questionnaires for any omissions or mistakes; then data coding which involved giving each item of the questionnaire or variable a code to be used when imputing the data into the computer, and lastly data entry into the computer for analysis (George & Mallery, 2003).

After processing (i.e. editing, coding, and entry into the computer) the collected data, the researcher analyzed it. The analysis was done using frequency and percentage distribution tables to achieve demographic characteristics of the respondents. Qualitative data was analyzed for objective one and two using manual coding on the transcripts to identify the significant statements across individual interviews. Subsequent readings of the significant statements helped in identifying meaning of units or sub-themes emerging within the patterns. For presentation of thematic findings, *structural* descriptions were used in the results section. Structural descriptions are the interpretation of the context or setting that influenced participants' experiences. The structural descriptions were interpreted by the researcher and provided in plain text. Objective three was analyzed using mean and standard deviation. Interpretation guide for the third objective was presented in table 3.9.

Table 3.9: Interpretation guide for data analysis

#	Mean Range	Response Mode	Interpretation
5	4.21-5.00	Strongly Agree	Very satisfactory
4	3.41-4.20	Agree	Satisfactory
3	2.61-3.40	Undecided	Fairly satisfactory
2	1.81-2.60	Disagree	Unsatisfactory
1	1.00-1.80	Strongly Disagree	Very Unsatisfactory

3.10 Ethical Consideration

This study observed the following ethical considerations:

The researcher ensured quality and integrity by reporting only what he found in the field and following a scientific and generalized report writing for academic research.

The researcher sought for informed consent from the respondents and key interview informants. This was done by requesting them to sign the informed consent form before participating in the study.

The researcher respected the confidentiality and anonymity of the research respondents and key interview informants by involving them in the study in their own terms and place of convenience.

The researcher ensured that participating in the study was voluntarily, no one was coerced, forced or bribed in order to be part of the study. The researcher also ensured voluntary withdrawal from the study in case of change of mind of the respondent or key interview informant.

The researcher ensured that there was no harm to the participants in anyway. The study was done in secure and well furnished rooms.

Last but not the least, the researcher ensured that the final reporting was impartial and independent of his personal opinion, rather it was the opinion of the respondents and key interview informants that were used in the final analysis of the research.

3.11 Limitations of the Study

The reliability of the results (test-retest) was not adequate enough to provide a better explanation for the consistency of the results of this study instruments. There is need to set up a control group as to substantiate the reliability of the study. However, the study tried to address this weakness by using Cronbach's alpha that measured the internal consistency of the items, with the intent of finding out how closely related a set of items are as a group.

This study was limited by unresponsive respondents and those who withdrew after the study process had kick-started. The researcher however, tried to mitigate this by consulting the eligible respondents if they were willing to be included in the study, though some obliged, others refused on grounds that they were busy.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter presents the analysis of the data gathered and interpretation thereof. It gives the demographic characteristics of the respondents and variables used in each objective of the study.

4.1 Response Rate

The researcher had distributed 400 questionnaires in total; however, only 373 were retrieved, giving a response rate of 93%. Amin (2005) believes that if the response rate is more than 70%, it signifies that the turn up of participants was good hence the data can be used in the final analysis of the study.

4.2 Demographic Characteristics of the Respondents

This section determines the demographic characteristics of the respondents. To achieve it, questionnaires were distributed to capture these responses. Frequencies and percentage distribution tables were employed to summarize the demographic characteristics of the respondents in terms of gender, age, education level, and work experience. The following tables give the summary of the findings.

Table 4.2.1: Gender of the Respondents

Gender	Frequency	Percent (%)
Male	267	71.6
Female	106	28.4
Total	373	100.0

Source: primary data, 2017

Table 4.2.1 revealed that majority, 71.6% of the respondents were male while 28.4% were female. The dominance of the male respondents was attributed to the fact that the males are

more financially positioned hence they are able to pick interest in learning more about agribusiness in television programs and apply such knowledge to develop their agriculture than their female counterparts.

Table 4.2.2: Age of the Respondents

Age	Frequency	Percent (%)
21-30	46	12.3
31-40	151	40.5
41-50	126	33.8
50 and Above	50	13.4
Total	373	100.0

Source: primary data, 2017

Table 4.2.2 revealed that majority, 40.5% of the respondents were within the age group of 31-40 years, followed by those within the age group of 41-50 (33.8%) while those within the age group of 50 and above and 21-30 were represented by 13.4% and 12.3% respectively. The dominance of the age group within 31-40 years could imply that they are mature enough to take interest in agribusiness compared to their young counterparts within the age group of 21-30 years who might still be interested in whiter-collar jobs.

Table 4.2.3: Educational Level of the Respondents

Educational Level	Frequency	Percent (%)
None	9	2.4
Primary	68	18.2
Secondary	156	41.8
University Graduate	140	37.5
Total	373	100.0

Source: primary data, 2017

Table 4.2.3 revealed that majority, 41.8% of the respondents had secondary school qualification, followed by those with university graduate (37.5%) qualification. On the other hand, respondents who had primary education and those with no formal education were represented by 18.2% and 2.4% respectively. The dominance of the respondents with secondary school qualification implies that they understand better every agribusiness campaign aired on TV. In other words, they understand the agricultural terminologies and the most common language used for communication such agribusiness knowledge (i.e. English). Hence such campaigns can cause significant effect on them, especially in choosing which agribusiness to venture in, including all the nit-gritty involved.

Table 4.2.4: Ownership of Television Set

Ownership of Television Set	Frequency	Percent (%)
Yes	337	90.3
No	36	9.7
Total	373	100.0

Source: primary data, 2017

Table 4.2.4 revealed that majority, 90.3% of the respondents indicated that they owned a television set, while 9.7% said they did not. This implies that majority of the respondents have access to agribusiness information aired over the television.

Table 4.2.5: Television Programs Preferred

Television Programs Preferred	Frequency	Percent (%)
Education	39	10.5
News	88	23.6
Agriculture	195	52.3
Drama	51	13.7
Total	373	100.0

Source: primary data, 2017

Table 4.2.5 revealed that majority, 52.3% of the respondents prefer watching agriculture related program, followed by News (23.6%), while those who prefer watching drama and education programs were represented by 13.7% and 10.5% respectively. The dominance of the respondents who prefer watching agriculture programs implies that they have rich knowledge regarding agribusiness campaigns on televisions.

Table 4.2.6: Agricultural Television Programs Preferred

	Frequency	Percent (%)
Crop production	124	33.2
Livestock farming	146	39.1
Poultry	60	16.1
None	43	11.5
Total	373	100.0

Source: primary data, 2017

Table 4.2.6 revealed that majority, 39.1% of the respondents preferred watching livestock farming programs, followed by 33.2% who said they prefer watching crop production program, while those who preferred poultry and those who preferred none of the programs were represented by 16.1% and 11.5% respectively. The dominance of the respondents who preferred watching livestock programs could be attributed to the fact that livestock farming fetches a lot of money compared to crop or poultry farming.

4.3 The number of programmes devoted to agribusiness by television stations in Kampala central in the last two years (2014-2016).

The first objective of this study was to find out the number of programmes devoted to agribusiness by television channels in Kampala central in the last two-years (2015-2016). The objective was achieved by asking program managers of the selected five television stations during face to face interview sessions.

Their responses were summarized in table 4.3 below:

Table 4.3: Showing the number of agribusiness programs in selected TV stations in Kampala central, Uganda in the last two years 2014 – 2016.

TV Stations	Bukedde	UBC	NTV	NBS	Urban
Number of Agribusiness programs	3	3	2	1	1

Source: primary data, 2017

Table 4.3 revealed that Bukedde and UBC television stations had majority of the agribusiness programs while Urban TV and NBS TV had the least program as regard to agribusiness while NTV has two programmes. Bukedde television could have had most of the agribusiness program because it is the most watched television station in the central region and connects mostly with the local person. On the other hand, UBC television also has most of the agribusiness programs because it is a government television hence airs it as government initiated project to fight against. The interview findings were stated as follows:

For Bukedde television the researcher asked the following questions:

1. The researcher asked the name of the agribusiness programs have been airing and the key interview informant said:

"Bukedde television, have the agribusiness programs which include: Omulimisa, Best farmer campaign, and Ensigo."

2. In an interview session, the researcher asked of how the above mentioned programs have been running in the station? Key interview informant said:

"The Omulimisa program was running for the period of 8-years, Business farmer's campaign was running for the period of 5-years and Ensigo was running for the period of 4-years".

3. On a similar note, the researcher asked of how the above mentioned programs have benefited the farmers? Key interview informant said:

"The programs educated the farmers about agribusiness related issues and most of them came to our television station to request video cassette or CD/DVD plate of agribusiness programs".

4. Furthermore, the researcher asked if there are any challenges they face as they run agribusiness programs on the television station. The key interview informant response:

"The agribusiness programs face a lot of challenges, such as Language barriers, farmers fear to talk to journalist, taxes or revenue from government on agribusiness is too high, as well as creating a single agribusiness program on television is very time consuming and expensive".

5. Finally, the researcher asked of how the above mentioned challenges can be addressed? The interview informant said:

"The challenges can be addressed through introduction of adult education programs to the farmers because most of them

are not young and Ugandan tax revenue should be subsidized” Key interview format.

For UBC television the researcher asked the following questions:

1. The researcher asked the name of the agribusiness programs the station airing and the key interview informant said:

“The UBC-TV have agribusiness programs such as Business today, Farmer’s basket, and News on agribusiness”.

2. In an interview session, the researcher asked of how the above mentioned programs have been running in the station? Key interview informant said:

“The business today program was airing for 4-years, farmer’s basket was airing for 10- years while News on agribusiness airing for the period of 4-years”.

3. On a similar note, the researcher asked of how the above mentioned programs have benefited farmers? Key interview informant said:

“The agribusiness programs encourage farmers to start agriculture or farming as a business and also benefited through sharing of knowledge and practices, technologies and new innovation”.

4. Furthermore, the researcher asked if there are any challenges they face as they run agribusiness programs on the television station. The key interview informant response:

“We are facing a lot of challenges which include, programs expensive in rural areas, transportation is very difficult because of lack of good road, time consuming and language barrier” Key interview informant

5. Finally, the researcher asked of how the above mentioned challenges can be addressed? The interview informant said:

"The challenges can be solved through supporting the program by the government, encourage the young to participate in agribusiness programs and help the farmers with some chemicals that their farming activities" Key interview informant

For NTV television the researcher asked the following questions:

1. The researcher asked the name of the agribusiness programs the station airing and the key interview informant said:

"The NTV station have the agribusiness programs which include, seeds of Gold, and on the farm (News featured)".

2. In an interview session, the researcher asked of how the above mentioned programs have been running in the station? Key interview informant said:

"The seed of gold agribusiness program was aired for 2-years while on the farm was aired for 5-years".

3. On a similar note, the researcher asked of how the above mentioned programs have benefited the farmers? Key interview informant said:

"The programs benefits farmers through informing and educating them on farming, right from production, value addition to marketing" Key interview informant

4. Furthermore, the researcher asked if there are any challenges they face as they run agribusiness programs on the television station. The key interview informant response:

"The agribusiness programs face alot of challenges like the farmers are not given much cooperation to journalist, language barriers,

lack of government support for the program and Young are not involve in farming activities” Key interview informant

5. Finally, the researcher asked of how the above mentioned challenges can be addressed? The interview informant said:

“The challenges cab be addressed by training youth on agricultural innovations and encouraging them on agribusiness, adult education should be introduce to the farmers so as to reduce language barriers and government should support the programs” Key interview informant

For URBAN television the researcher asked the following questions:

1. The researcher asked the name of the agribusiness programs the station airing and the key interview informant said:

“Urban television has one agribusiness program that is feed the nation” Key interview informant

2. In an interview session, the researcher asked of how the above mentioned program has been running in the station? Key interview informant said:

“The feed the nation program was aired for the period of 2-years” Key interview informant

3. On a similar note, the researcher asked of how the above mentioned program has benefited the farmers? Key interview informant said:

“The program has helped farmers to be able to market their own products, share knowledge and ideas for innovation purposes and youth are able to practice agricultural business on their own” Key interview informant

4. Furthermore, the researcher asked if there are any challenges they face as they run agribusiness program on the television station. The key interview informant response:

“The Urban television is facing a lot of challenges in running agribusiness program which include, difficult to communicate to the farmers effectively, lack of interest of the youth on agribusiness, transportation is difficult due to bad roads and most of the people are not interested in watching agribusiness program compared to other programs” Key interview informant

3. Finally, the researcher asked of how the above mentioned challenges can be addressed? The interview informant said:

“The challenges can be addressed by encouraging people to watch agribusiness programs, farmers should give maximum cooperation to journalist and program should be in local language, so that it can be understood by farmers” Key interview informant

For NBS television the researcher asked the following questions:

1. The researcher asked the name of the agribusiness programs the station airing and the key interview informant said:

“The NBS-TV has only one program on agribusiness called Agricultural business” Key interview informant

2. In an interview session, the researcher asked of how the above mentioned program has been running in the station? Key interview informant said:

“The agricultural business program was aired for the period of 2 – years” Key interview informant

3. On a similar note, the researcher asked of how the above mentioned program has benefited the farmers? Key interview informant said:

“The program has been at the forefront in promoting agribusiness, disseminating information on new agricultural

technology and help farmers in marketing their products."

Key interview informant

4. Furthermore, the researcher asked if there are any challenges they face as they run agribusiness program on the television station. The key interview informant response:

"The NBS TV is facing challenges in agribusiness coverage which include, language barrier, inadequate resources and convincing them to advertise is very difficult" Key interview informant

5. Finally, the researcher asked of how the above mentioned challenges can be addressed? The interview informant said:

"The challenges can be addressed through sensitization of farmers, lobbying for more resources and government should support the program" Key interview informant

The above responses imply that agribusiness programmes covered on television stations have been able to greatly influence farmers' perception and understanding of agribusiness. The programmes indeed have helped farmers to get a wider understanding of agribusiness and venture into the one they believe is more profitable and manageable for them.

From the above responses, it can be deduced that agribusiness programs are very expensive and yet very instrumental in shaping the agribusiness of the country. In this regard, it is imperative that the government supports the television stations in promoting agribusiness programmes given the fact that agriculture is the backbone of Uganda.

4.4 Assess the coverage of television stations on agribusiness in Kampala central, Uganda.

The second objective of this study was to assess the coverage of television stations on agribusiness programmes. This objective was achieved by interviewing the key interview informants. Their responses were summarized as below:

Table 4.4: Showing the coverage of television stations on agribusiness programmes.

Name of stations	Programs	Air used (minutes) weekly
Bukedde	Omulumisa	30
	Best Farmer Campaign	5
	Ensigo	5
UBC	Business today	5
	Farmers' basket	25
	News on agribusiness	5
NTV	Seeds of Gold	30
	On the Farm (News Feature)	5
NBS	Agricultural business	30
Urban TV	Feed the Nation	30

Source: primary data, 2017

Table 4.4 revealed that most of the agribusiness programmes run on TV have been allotted airtime of 30 minutes across all the television stations surveyed. Other programs have been allotted airtime of 5 minutes featuring news time. It is true that television stations have very many programs that they promote, for instance, most entertainment programs have airtime of 1hr to 2hrs (e.g. football, music, soap operas, movies etc.). These programs as much as they are good for entertainment, they have not been successful in fighting poverty in the country more than agriculture, and yet agricultural programs are not given much airtime on most television airings. It is therefore based on the findings of the study the amount of airtime uses to televise agribusiness should be increase to atleast 1-hour, so that the agribusiness information will be enough to the farmers.

4.5 The effectiveness of television programs in promoting agribusiness.

The third objective of this study was to verify the effectiveness of television programs in promoting agribusiness. Data that achieved this objective was collected using questionnaires from community members within Kampala central.

Table 4.5.1 and 4.5.2 give the summary of the findings. **SD**=strongly disagree; **D**=disagree; **NS**=Not sure; **A**=agree; **SA**=strongly agree. Use the table below to interpret the results in table 4.5.1 and 4.5.2.

#	Mean Range	Response Mode	Interpretation
5	4.21-5.00	Strongly Agree	Very satisfactory
4	3.41-4.20	Agree	Satisfactory
3	2.61-3.40	Undecided	Fair
2	1.81-2.60	Disagree	Unsatisfactory
1	1.00-1.80	Strongly Disagree	Very Unsatisfactory

Table 4.5.1: The effectiveness of television programs in promoting crop production in agribusiness. n=373

Crop production	Mean	Std. Deviation	Interpretation
Agribusiness television programs have helped me to learn better crop management techniques.	3.73	0.999	Satisfactory
The combination of audio and visual television agribusiness show has proven that it can ultimately improve farmers learning.	3.73	1.051	Satisfactory
TV programs on agribusiness contributed to create awareness and import training in adopting modern technologies for farming activities.	3.70	1.112	Satisfactory
Agribusiness television programs have helped me to know the importance of irrigation.	3.67	1.019	Satisfactory
TV programs increase agricultural production and its essential for poverty reduction.	3.65	1.115	Satisfactory
Agribusiness TV programs have enabled me get the most appropriate information about crop farming.	3.65	1.061	Satisfactory
The TV programs will soon be solution to agribusiness related issues in Uganda.	3.49	1.208	Satisfactory

Agribusiness television programs have helped me to pest control and disease management.	3.45	1.160	Satisfactory
Agribusiness television programs have helped me to learn better methods of crop farming.	3.30	1.207	Fair
Average mean	3.58	1.109	Satisfactory

Source: primary data, 2017

The extent of information obtained through agricultural telecasts may be considered as an indicator of effectiveness of television as an information source for the farmers. The results presented in table 4.5.1 revealed that respondents assessed the effectiveness of television programs in promoting crop production in agribusiness as satisfactory (average mean=3.58, Std=1.109). This was attributed to the fact that majority of the respondents agreed that agribusiness television programs had helped them to learn better crop management techniques (mean=3.73, Std=0.999) while others agreed that the combination of audio and visual television agribusiness show had proven that it could ultimately improve farmers learning (mean=3.73, Std=1.051).

Furthermore, respondents agreed that TV programs on agribusiness contributed in creating awareness and training in adopting modern technologies for farming activities (mean=3.70, Std=1.112). Other respondents agreed that agribusiness television programs had helped them to know the importance of irrigation (mean=3.67, Std=1.019). A similar view was shared by respondents who agreed that TV programs are essential for poverty reduction (mean=3.65, Std=1.115). In addition, respondents agreed that agribusiness TV programs had enabled them to get the most appropriate information about crop farming (mean=3.65, Std=1.061) such as pest control and disease management (mean=3.45, Std=1.160).

As per the above responses, it is indeed true that television coverage on agribusiness has been very instrumental in extending learning through shows that have agricultural concepts in them. Farmers have therefore benefited from such programs and they have witnessed a turnaround in their agribusiness endeavors. This is because most of the information they do not know have been disseminated right at the comfort of their living rooms through their television sets. The

findings indicate that most of them have used the knowledge they acquired to modernize their agriculture through modern technology, and innovation.

Furthermore, farmers have benefited from these television agribusiness programs because they have got knowledge of better methods of farming such as irrigation, pest control and disease management, etc. This implies that application of such knowledge can enable a farmer to get bumper harvests and profits hence reducing poverty in such households.

Similarly, the television agribusiness programs have also enabled farmers to get information regarding the availability of the market of the crops they are producing, the prices, the seed suppliers, fertilizer suppliers etc. Therefore, armed with such vital agricultural information, it becomes an understatement to say agriculture is not a lucrative business to venture in.

Table 4.5.2: The effectiveness of television programs in promoting livestock farming in agribusiness.

SD=strongly disagree; D=disagree; NS=Not sure; A=agree; SA=strongly agree n=373

Livestock farming	Mean	Std. Deviation	Interpretation
Agribusiness TV programs is essential for fighting against poverty in Uganda.	4.01	1.025	Satisfactory
Television coverage on agribusiness is promoting modern farming.	4.00	0.974	Satisfactory
Agribusiness television programs have helped me to understand pest control and disease management for the animals.	3.81	0.988	Satisfactory
Agribusiness television programs are promoting food security, nutrition and agricultural innovation.	3.80	1.056	Satisfactory
Information received through TV stations has changed farmers' perception of agribusiness.	3.79	1.080	Satisfactory
Agribusiness programs on TV stations has potential for accelerating economic and industrial growth.	3.75	1.139	Satisfactory
Agribusiness television programs have helped me to learn better animal rearing techniques.	3.74	0.986	Satisfactory
Agribusiness television programs have helped me to understand the best animal feeds.	3.64	1.113	Satisfactory
Agribusiness television programs have helped me to learn about the different types of animals and how they are reared.	3.55	1.232	Satisfactory
Average mean	3.79	1.066	Satisfactory

Source: primary data, 2017

The results presented in table 4.5.2 revealed that respondents assessed the effectiveness of television programs in promoting livestock farming in agribusiness as satisfactory (average mean=3.79, Std=1.066). This was largely attributed to the fact that majority of the respondents agreed that agribusiness TV programs was essential for fighting against poverty in Uganda (mean=4.01, Std=1.025) because its coverage is helping in promoting modern farming methods (mean=4.00, Std=0.974). Furthermore, respondents agreed that agribusiness television programs have helped them to understand pest control and disease management for their animals (mean=3.81, Std=0.988).

In addition, due to agribusiness television programs, respondents agreed that it is promoting food security, nutrition and agricultural innovation (mean=3.80, Std=1.056), changing farmer's perception of agribusiness (mean=3.79, Std=1.080) and therefore most of the respondents agree that agribusiness programs on TV stations has potential for accelerating economic and industrial growth (mean=3.75, Std=1.139).

A similarly argument was held by some respondents who agreed that agribusiness television programs had helped them to learn better animal rearing techniques (mean=3.74, Std=0.986), understand the best animal feeds (mean=3.64, Std=1.113), and learn about the different types of animals and how they are reared (mean=3.55, Std=1.232).

From the above responses, it can be deduced that agribusiness television programs indeed are causing a great impact on the viewers and most especially the farmers. The farmers are getting all the information they need at their fingertips. They know what to do, how to do, when to do and why it should be done. They are equipped with every relevant knowledge to enable them succeed in their agricultural endeavors. They know how to keep their animals from pests and diseases through spraying, dipping, proper medication and keeping the area clean and tidy. All of this knowledge were actually acquired from TV agribusiness programs.

In other words, having the right information warns the farmers to be fore armed. They can use such knowledge to assist their fellow farmers and to come up with better ingenuity that can make them add value their agricultural products hence reap enough profits from their animal farming activities. Farmers can also share their ideas and grievances and come up with a comprehensive solution that protects them from being exploited, abused, cheated and misinformed.

Agribusiness TV programs can therefore be rightfully applauded for the efforts they have extended to enrich farmers with information through televised educative agribusiness shows, which has given every farmer all the information he/she needs to succeed in the agricultural sector which at the same time employs more than 70% of Uganda's population and is the highest contributor to the GDP of the economy. That is to say, it is the backbone of Uganda's economy and there is no other better way to disseminate agricultural information than the television. This is because it has both visual and audio capability and can be able to serve everyone accordingly.

Table 4.5.3: The effectiveness of television programs in promoting agribusiness

Television coverage on agribusiness	Average Mean	Std. Deviation	Interpretation
Crop production	3.58	1.109	Satisfactory
Livestock farming	3.79	1.066	Satisfactory
Overall average mean	3.69	1.088	Satisfactory

Source: primary data, 2017

The results presented in table 4.5.3 revealed that the respondents assessed the effectiveness of television programs in promoting agribusiness as satisfactory (overall average mean=3.69, Std=1.088). This was to a great extent attributed to the satisfactory programs that promoted crop production and animal farming.

CHAPTER FIVE

DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the discussion of the study guided by the study objectives. The discussion was done by exploring the research findings relative to what other researchers in the fields that pertain to the variables have confirmed. The study was later concluded and appropriate recommendations accruing from the findings were made.

5.1 Discussions

5.1.1 TV programs on agribusiness

With governments often stated, commitment to agricultural development, and rural development in general, one would have expected a vigorous and sustained media programs on agriculture and related activities; however, this seems not to be so. This study found that all the television stations visited had one or two programmes on agribusiness. Apart from Bukedde and UBC TV that had three programs each, NTV had two agribusiness program while Urban and NBS TV had one agribusiness programs each.

The objectives of the programmes were also found to be similar. Generally, they are designed to enlighten the farmers on new farming techniques (Omulumisa, Bukedde); let the people know that there is dignity in being a farmer (Seeds of Gold, NTV); campaign to look successful farmers (Best farmer campaign, Bukedde TV); encourage the people to go back to the land for mass food production (News on agribusiness, UBC TV), and put agriculture back on its feet as the backbone of Uganda economy (Farmer's Basket, UBC TV). Unfortunately, the duration of these weekly programmes did not go above 30 minutes and were transmitted during non-peak hours or featured in news for 5 minutes. From the various topics treated in the programmes, it is clear that emphasis was on teaching farming techniques and introduction and application of fertilizers and herbicides.

Television and mass media in general should therefore go beyond teaching skills or transferring technology. The scope and objectives of TV agribusiness programmes should be broadened to

include such structural constraints as poverty, the distribution and allocation of social resources, power relations, the operations of state institutions, peasant's representation in the country, class division and socio-political issues and problems, all of which are very fundamental to the development process. The role of the mass media (TV) is to educate the people to be aware of their social conditions, the origin of their social problems and how to confront, challenge and transform them.

5.1.2 Assess the coverage of television stations on agribusiness in Kampala central, Uganda.

The study revealed that most of the agribusiness programs run on TV were allotted airtime of 30 minutes across all the television stations surveyed. Other programs had been allotted airtime of 5 minutes featuring news time. It is true that television stations have very many programs that they promote, for instance, most entertainment programs have airtime of 1hr to 2:30 minutes (e.g. football, music, movies etc.). These programs as much as they are good for entertainment, they have not been successful in fighting poverty in the country more than agriculture, and yet agricultural programs are not given much airtime on most television airings. Therefore, based on the finding it is important that agribusiness should be given at least airtime of 1hr and at the same time, the government should be at the forefront of making this a reality.

5.1.3 The effectiveness of television programs in promoting agribusiness.

This study found that effectiveness of television programs in promoting agribusiness was satisfactory (overall average mean=3.69, Std=1.088). This was attributed to the satisfactory programs that promoted crop production and animal farming. The findings indicate that television agribusiness programs have been very effective in promoting both crop production and animal farming. This is because the televised programs have been disseminating information to farmers regarding improved seeds, proper methods of farming, pests and disease control, post harvesting handling, weather, market availability, etc.

This is because as the rural farmers themselves participate in the TV programs, they become more interesting and effective because of the feeling of ownership. The farmers can get information on better farming methods, improved seeds, timely planting, agro-forestry, better harvesting methods, soil conservation, marketing, post-harvest handling and diversification. In other words, TVs give farmers an opportunity to interact with each other and other relevant

authorities e.g. extension workers, crop and animal experts through format like live talk shows, phone in programs and on location broadcasts. Therefore, the strength of TV as an extension tool is widely regarded to lie in its ability to reach illiterate farmers and provide them with information relating to all aspects of agricultural production in a language they understand through both its audio and video capabilities.

This study agrees with that of Sher (2004) on the impact of agricultural programs transmitted by TV stations in Nepal where the study found that televised agribusiness programs had helped the farmers to improve their farming methods through the knowledge they acquired by watching televised agribusiness programs. This was attributed to the fact that television programs helped the farmers to accept new agricultural technology for obtaining higher yields and changing the age-old concept of low yields.

Furthermore, a study by Nazari and Hassan (2011) on the role of television as an educational tool to the enhancement of farmers' knowledge also agrees with the findings of the current study. The finding of the study showed that educational intervention through a TV program resulted in a significant knowledge enhancement from 3.73 to 6.26 ($p < 0.001$).

Accordingly, a study by Ahmad *et al* (2007), indicated that 74% of the respondents watched television and obtained latest information about different agribusiness programs from this medium. Concerning the farmer's interest in television programs, 50% of the respondents reported that they were interested in weather updates and another 37% of the respondents were interested in getting information regarding daily prices of agriculture products.

Furthermore, a study by Abbas *et al*, (2003) revealed that 62% of the farmers in the district of Faisalabad, Punjab, Pakistan listened to agribusiness programs on radio and watched television. The majority of farmers (84%) were aware about sowing, insect control, fertilizer application, and weed control and irrigation methods through television. However, most of the farmers indicated that the current viewing time for agricultural programs on television was not appropriate.

Additionally, Ani and Baba (2009) evaluated the utilization of mass media methods in the delivery of agricultural information in Nigeria because, it could reach to wide audience at a very fast rate. The study identified various major constraints associated with the utilization of electronic mass media in agricultural information delivery, as qualification, power supply, gender, age and income. Television was the major source of agricultural information nowadays.

However, the study found that electronic mass media was more popular than direct contact method among farmers.

5.2 Conclusion

The study was done objective by objective.

5.2.1 Objective 1

The study was to find out the number of programmes devoted to agribusiness by television channels in Kampala central in last two years (2014 – 2016). The study found that there are few agribusiness programs covered by the television stations in Kampala central, Uganda.

5.2.2 Objective 2

The study was to assess the coverage of television stations on agribusiness in Kampala central, Uganda. The study found there is less airtime used by most of the television stations that are involved in agribusiness programs because of its expensiveness.

5.2.3 Objective 3

The study was to verify the effectiveness of television programmes on agribusiness in Kampala central, Uganda. The study found that televised agribusiness programs are effective in disseminating information to the farmers given their audio and video capabilities and disseminate information across the countryside about modern farming system in terms of hybrid seeds, off-seasonal vegetables, selection of seeds, and marketing of the agricultural products.

5.3 Recommendations

The study found that some television stations have very few agribusiness programs. This study recommends that more agribusiness programs should be run by the television stations given the fact that Uganda is an agricultural country and therefore disseminating agribusiness information to the farmers can strengthen the economy.

Furthermore, this study found that not much airtime is assigned to run agribusiness programs, it is therefore, the television stations increase the coverage use to televise agribusiness, this will enable enough agribusiness information to be disposal to the farmers and will even increase much viewership for the television stations.

In addition, televising agribusiness show was found to be very expensive for the television stations to cover on their own. Therefore, there is need for the government to lend a supporting hand financially so as to motivate such ventures that promote the good of the country.

Similarly, there is need for the government to organize practical training programs for the local farmers so that they gain practical skills because the information disseminated on televisions shows is not enough to the farmers.

Furthermore, the study found that during the creation of the agribusiness shows, some farmers were not cooperative to the journalists. This study recommends that farmers should be made aware of the intention of the show and how it would be of great benefit to them and other farmers in all the parts of the country. Similarly, journalists can as well involve the participation of the local leaders and district leaders so as to make the farmers even more cooperative.

In addition, television stations should employ and train only journalists that have knowledge on agriculture to research and come up with a comprehensive agribusiness coverage that will be beneficial to the viewers.

On the other hand, all television stations that televise agribusiness shows should include the package of promoting competition among the viewers (specifically farmers) like it is done by Bukedde TV, where the best farmers of the year are taken to tour Dubai and Netherlands to learn and observe how modern methods of farming are done in such areas. This can enable the youth who are bent on job searching to rethink their decisions in participating in agriculture.

5.4 Areas for Further Studies

This study covered only five television stations in Kampala central Uganda, hence limiting generalization of the findings. There is need for future studies to include all the television stations in Kampala that run agribusiness programs in their shows. This will enable the results to be generalized appropriately.

Furthermore, a comparative study should be done to establish which media is more effective in promoting agribusiness and reaching a wider audience (TV, Radio, Print, or Social Media). This will enable the use of such media to bring a better impact on the audience.

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APPENDIX I:
QUESTIONNAIRE

Dear respondent:

I am Mr. Abubakar Bappayo from Kampala International University. I take this opportune moment to inform you that I am carrying out an academic research study on Exploring the role of television stations on agribusiness in Kampala central, Uganda. It is my humble request that you kindly spare for me a few minutes of your limited time to answer for me the below questions to enable me accomplish the study and my degree of Master of Mass Communication. I assure you that all the information you will fill in here or answer, shall be treated with maximum confidentiality and used for only academic purposes.

Section A: Profile of the Respondents

1. Gender

- a) Male b) Female

2. Age

- a) 15-20 b) 21-25
c) 26-30
d) 31-35 e) 36-40 f)
Above 40

3. Education Level

- a) None b) Primary c) Secondary
d) Graduate

4. Ownership of a television set

- a) Yes
- b) No

5. Television Program (s) Preferred

- a) Education
- b) Drama
- c) News
- d) Agriculture

6. Agricultural television programs preferred

- a) Crop production
- b) Livestock farming
- c) Poultry
- d) None

Section B: Effectiveness of television programs on agribusiness.

Instruction: please tick the most appropriate option to describe how agribusiness television show has benefited you as a farmer. The following numbers are represented as 1=strongly disagree; 2=disagree; 3=not sure; 4=agree; 5=strongly agree

	Agribusiness programs	SD	D	NS	A	SA
SN	A: Crop production					
1	Agribusiness television programs have helped me to learn better methods of crop farming.					
2	Agribusiness television programs have helped me to learn pest control and disease management.					
3	Agribusiness television programs have helped me to know the importance of irrigation.					
4	Agribusiness television programs have helped me to learn better crop management techniques.					
5	Agribusiness campaign on TV contributed to create awareness and impart training in adopting modern technologies for farming activities.					
6	The combination of audio and visual television agribusiness show has proven that it can ultimately improve farmers learning.					
7	TV programs increase agricultural production and it is essential for poverty reduction.					
8	The TV programs will soon be the solution to agribusiness related issues in Uganda.					

APPENDIX II:
INTERVIEW GUIDE

For TV program managers.

1. Which agribusiness programs do you have in this television station?
2. What is the amount of airtime allocated for each agribusiness program?
3. How do you think the above programs have benefited the farmers?
4. What challenges have been affecting the smooth running of the agribusiness program in this TV Station?
5. How do you think the above-mentioned challenges can be addressed?

APPENDIX III

DOCUMENT REVIEW

Name of program	Brief program description	Minutes given	Year

9	Agribusiness TV programs have enabled me get the most appropriate information about crop farming.					
	B: Livestock farming	SD	D	NS	A	SA
1	Agribusiness television programs have helped me to learn about the different types of animals and how they are reared.			/		
2	Agribusiness television programs have helped me to understand the best animal feeds.					
3	Agribusiness television programs have helped me to learn better animal rearing techniques.					
4	Agribusiness television programs have helped me to understand pest control and disease management for the animals.					
5	Agribusiness campaign on TV stations has potential for accelerating economic and industrial growth.					
6	Information received through TV stations has changed farmers' perception of agribusiness.					
7	Television coverage and agribusiness campaign is promoting modern farming.					
8	Agribusiness television programs are promoting food security, nutrition, and agricultural innovation.					
9	Agribusiness TV programs is essential for fighting against poverty in Uganda.					