HAVE THE PEOPLE IN RURAL AREAS BENEFITED FROM THEIR COMMUNICATION SYSTEMS?

Case study: Wambabya Development Scheme

Submitted in By

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AUTHOR DECLARATION

1. During the period of registered study in which this dissertation was prepared the author has not been registered for any academic award or qualification.

2. The material included in this dissertation has not been submitted wholly or in part for any academic award or qualification other than that for which it is now submitted.

3. The programme of study for which this dissertation is part has consisted of;

   i)   Research design and methods course
   ii)   Participation in looking for data
   iii)   Close supervision
          (All the above were held in the faculty of Social Sciences and Laws, Kampala International University)

Signed...............................
         Muheirwe M Daniel

Date..10 / 10 / 2005......

STATEMENT OF ORIGINALITY

The conception, organization and writing of this research is entirely a record and production of the candidate by the names of Muheirwe M Daniel. It has been carried out in Wambabya Development Scheme, under the supervision of Mr. Simon Peter Ongodia.

All quotations are distinguished and identified by references.

Signed...

Muheirwe M Daniel

Date...10/10/2005.................

Supervisor...

Mr.Ongodia Simon Peter

Date.....14 October 2005.............

DEDICATION

I dedicate this product to my parents, Mr. Fred Turyomurugyendo and Mrs. Joyce Turyomurugyendo, for their love and care up to this stage.

To brother Byomugabi D.Festus, for his inspiration.

May the Lord reward them abundantly.

ACKNOWLDGEMENT

I would like to thank all those who helped me from day one of my education to date. Special thanks go to my primary teachers who introduced me to the rigors of education.

To all friends and colleagues, whose companionship cannot be appreciated just in words.

To my lecturers, Faculty Dean and his Associate, for their clear guidance and dedicated work.

And lastly, in a more special way, to my supervisor Mr. Ongodia Simon Peter, for being near me whenever I needed him in my research. Keep it up.

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ABSTRACT

The study was about whether people in rural areas benefit from their communication systems. It is out of the researchers' curiosity to identify the validity Isocrates' observation that "Because there has been implanted in us the power to persuade each other...not only have we escaped the life of wild beasts but we have come together and founded cities and made laws and founded arts"

The researcher, therefore, had to study communication systems used in rural areas, modern and traditional, hindrances of communication in rural areas, the extent to which communication systems are responsible for the (under) development in rural areas, factors other than communication responsible for the under development in rural areas, and, how to improve on the communication systems in rural areas.

Wambabya Development Scheme being a rural area with a lot of traditional communication systems was the most suitable area for carrying out research.

The researcher used qualitative and qualities study to reveal all the details. Stratified sampling procedures were used. Questionnaires, interview guides and observation sheets were used to collect raw data.Data was handled by use of tables, graphs, piecharts and computer programme *epi info* was instrumental in analyzing data according to codes entered

CHAPTER ONE

1.0 INTRODUCTION

Communication is part of human existence because no one can live without communicating. Whatever the act, event or activity one does communicates a kind of message. It takes various forms, but the general underlying patterns remain the same.

It is a process of conveying and receiving information, ideas and messages from one party to another. It involves the source of the message, the message itself, the channel and the receiver.

This process is as illustrated bellow

Diagram 1: The Interpersonal Communication Process
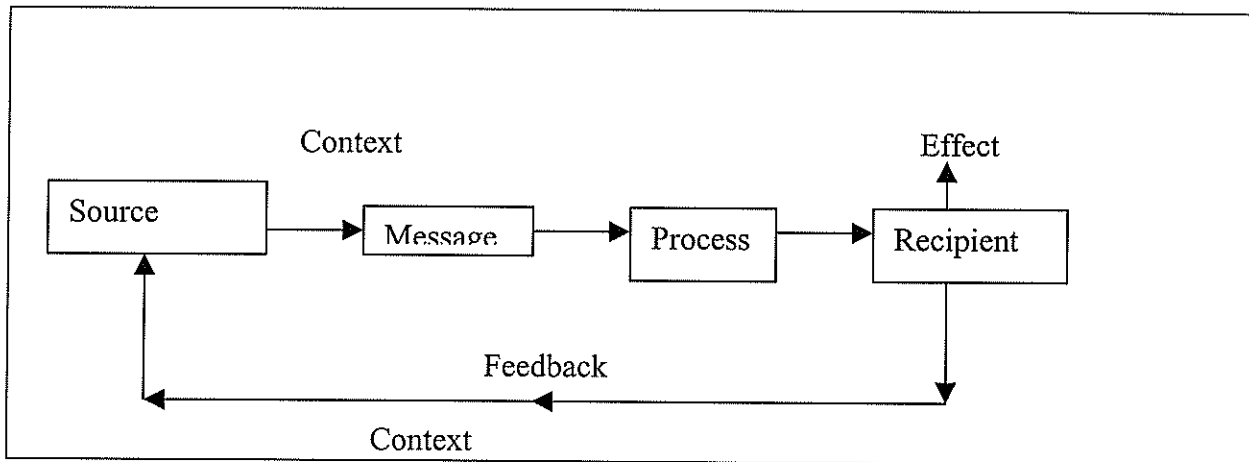
Source: Lowe Genevive (1994:19-21)

Lowe defines this process as the act by one or more persons, of sending and receiving messages that are distorted by noise, occur within a context, has some effect and provides some opportunity for feedback.

He continues that, the sequence will be that the communicator sends a message to the recipient who receives and interprets the message and then responds. The initial communicator becomes the recipient and vice versa.

This involves the power of perception, encoding, decoding, interpetation and feedback.

Communication embraces all aspects of conveying and receiving information, ideas and messages, which include Mass communication, Interpersonal communication, and organisational communication.

Communication can be both verbal and non-verbal. Verbal communication includes the spoken or written word, and non-verbal includes facial expressions, eye contact, and paterns of touch, expressive movement, cultural differences and other acts.

Interpersonal process takes place in large groups, small groups and dyadic contexts. It involves exchange of verbal and non-verbal messages

It is important for decision-making, counseling, cultural tansmission, entertainment and for building and maintaining relationships.

The purpose of communication is to transact, enable people to relate, learn, influence, persuade, play, help and motivate one another.

It is also for purposes of gaining information, build a context of understanding, establish identity, express themselves and meet inter-personal needs.

1.1 Background to the problem.

This study was about how the rural community benefits from its communication systems a case study of Wambabya Development Scheme.

Wambabya as an area existed since time immemorial. But Wambabya Development Scheme came into existence in 1967 when a missionary, Stephen Karl, went to Bunyoro in search of land to help the needy people especially school dropouts by recruiting them on growing Tea and acquisition of free land. He could register the farmers under the then UTGC (Uganda Tea Growers' Association) .He had tried the same in Ankole but land proved a menace and he had to try Bunyoro.

He consulted the late Bishop Jonathan Rwakaikara who picked "great interest" in the idea.

Since all the land belonged to the *Omukama* (king) Sir Tito Winyi, the late Bishop had to consult him and sell this idea to him (king) and was able to acquire for him a four square kilometer land. This was isolated land with wild animals, pests and diseases and very virgin.

The school dropouts would be given Eight hectares of land each, four being for food crops and the other four for Tea growing.

The turn up was extremely poor for the local people (Banyoro) did not support the ruling of the King, were not used to hard work and the living conditions were worse for them. This

prompted Karl to move to Kigezi and Ankole in search for the needy who could stand the conditions of work.

By 1976,people had started picking tea. But all this came to a stand still during Amins' regime when all Whites were worried of their stay in Uganda.

Wambabya scheme is a rural area with four square kilometers

Wambabya scheme has very many tribal groups. These include Banyoro, Banyarwanda and the majority Bakiga who are immigrants.

The parish has a poor road network connecting it to other parishes or even within the local people; poor housing structures-majority mud and wattle; and generally a poverty stricken area with semi-illiterate people.

My study was based on Isocrates'observation that "Because there has been implanted in us the power to persuade each other…not only have we escaped the life of the wild beasts but we have come together and founded cities and made laws and invented arts."

It was, therefore, my curiosity to learn deeply the communication systems (the power to persuade) in rural areas and how efficient they are in "finding cities" (development).

Whether the systems are responsible for the low development in wambabya scheme

It was also important to know whether there was room to improve on the existing ones.

And how possible new ones could be introduced in this area.

1.2 Statement of the problem

Communication is an essential part of any organization. This is why the researcher has decided to study the following;

- Communication systems in rural areas.

- How efficient they are.

- How these communication systems have managed to bring about development.

- Whether there is room to improve on the existing communication systems.

- How one can introduce new systems.

1.3 Purpose of the study

The purpose of carrying out this study was that it is a partial fulfillment of the award of a Bachelors of Mass Communication degree at Kampala International University. The researcher has to follow suit.

1.4 Objectives of the study

The main objective of this study was to identify various communication systems used in rural areas, their effectiveness and how they can be improved.

1.5 Significance of the study

Wambabya village will be able to use the available communication systems efficiently.

Wambabya village will be able to adopt new communication systems that suit their economic and geographical environment.

Communicators will also know how to reach their rural audiences, which channels to use in order to deliver their messages appropriately.

Wambabya will become a developed area since communication is an essential tool to development.

1.6 Limitations and delimitations

My major limitation to this exercise was financial. I was not able to get enough funding to reach my budget. However, I tried as much as possible to use the resources that were available profitably.

Because of poor transport net work, I also had fear for passing through the bush, unclear footpaths with dew. I however had to buy a pair of Gumboots and a raincoat for purposes of fulfilling my objectives.

I also got lost in some of the footpaths since there are no clear routes and I was not well acquitted with them. I dealt with this problem by acquiring a map from the authorities, getting a guide or research assistant.

It is this research assistant who helped me on the problem of translating English to Rukiga or Runyoro (the local languages) since the people are not well educated.

Out of 150 questionnaires issued only 143 were ready for picking at the last minute. Some had filled half way. I, however, considered 143 a reasonable number for my study.

1.7 Definition of terms and acronyms

I used terminologies like;

- **Circulation**: how far a medium goes and in how many numbers.

- **Accessibility**: having a chance to use some information channels.

- **Communicators**: Different people giving announcements, news, or even campaigns.

- **Stakeholders**: Elders.

- **Communication systems**: Different channels (media) through which information reach people.

- **Setting**: Geographical or environmental characteristics, or even human characteristics.

- **Communication**: Sending and receiving message.

- **Feedback**: reaction to message by the recipient.

- **T.V network**: Area reached by television in service.

- **Traditional communication systems**: long time methods of sending messages.

- **Modern communication systems**: Western methods of communication.

- **Outside world**: Outside the scheme.

- **Electronic media**: Radio or television.

- **Print media:** Newspapers and magazines.

- **Media/medium:** Channels of communication.

- **UTGC:** Uganda Tea Growers' Association.

- **NGOs:** Non Governmental Organisations.

- **K.I**: Key Informants

CHAPTER TWO

2.1 LITERATURE REVIEW

Dennis L.Wilcox, etal (1998) in his book 'Public relations strategies and tactics' quotes Socrates'' observation ''Because there has been implanted in us the power to persuade each other...not only have we escaped the life of wild beasts but we have come together and founded cities and made laws and founded arts''

He also talks about how ''The ancient Egyptians curved marks into the stones of the pyramids, and the craftsmen of middle Ages used guild marks to identify the source and quality of the products.''

Dennis says in the same book ''Informal conversations among peers and friends influence our thinking and behavior more than television commercials or newspaper editorials do''.

He says face-to-face discussion is an essential tool for open communication within business organization.

Another writer, Dennis DeFauler, (1991) in his book 'understanding mass communication' outlined different types of communication as personal,intra-personal,word of mouth, facial expression, use of letters, radio communication, television, internet and telephone.

He also talks about the transitions of communication from the development of the human voice, to the use of signs on the road indicating commodities and the development of alphabets as the beginning of written communication.

Wambabya scheme has plenty of such communication systems that existed before alphabets.

Dennis talks about the reasons for communication, how to channel succefull massages and the strength of communication.

Other writers deemed necessary for this research include Java (2001), who in his book 'The internet' wrote about the new information technology such as on-line banking, information processing and management.

Benerdet Cruises' (1998) book on ''Journalism; Broadcasting and print'', which talks about different electronic media influences and the dissection of the print media effects.

Cheney D.C (1972) in his book "the process of mass communication'' describes what is involved in communicating through the mass communication channels.

The process of communication in a given set up determines greatly the success of a given communication and hence a development campaign.

Katze (1956) in his book ''public opinion, free press e.t.c'' wrote about how public opinion can help in achieving a free press.

The researcher thinks, for any development to take place, issues that affect that very community should be given full attention by the media without any governmental influence.

Michael and Suzan Osborn (1990) in their book ''public speaking'' quote Plato to have said that ''transformation is the dynamic effort of successful communication''. `

They continue to highlight elements that block human communication. They further say "we draw much of our personal identity from the groups we belong to and our status and effectiveness within these groups depends largely on our communication skills."

The researcher thinks that communication skills are an essential tool to development, since there cannot be development without successful communication. Any form of transformation has to be associated with good communication skills.

Lani Arendondo (1995), in his book, "communicating effectively" defines interpersonal communication as the person-to-person or face-to-face conversation. The prefix-inter means among or between, so interpersonal communication is not a one-way communication.

It is an exchange that occurs through dialogue between two or more people or through discussion among several with participation by everyone involved. And since there can not be development without interpersonal communication, the researcher considers this an essential instrument for the study.

Ludlow, Ron and Panton Fergus (1992) in "Essence of effective communication" identified discriminatory language, which conveys partiality refrain from making inappropriate or possibly hurtful references to age, gender, sexual or entertain race and ethnicity.

Wambabya, therefore, being a Scheme with people of different cultures, it is essential to know how communicators have avoided such discriminatory language in development campaigns.

Tubbs S.I and Moss S (1987) defined the barriers of communication as anything material or immaterial that acts to obstruct or prevent passage of information. He also says anything that distorts information transmitted to the receiver or distracts him or her from receiving it, is noise.

According to Cole G.A (1990), barriers include individual bias and selectivity, status differences, fear and other emotional overtones and verbal difficulties. Individual bias and selectivity that we hear or read what we want to hear or see. Fear and other emotional overtones can interfere with communication.

Such barriers of communication, the researcher found it unwise to give a deaf ear while studying communication related topics.

CHAPTER THREE

3.0 METHODOLOGY

3.1 Hypothesis

Have the people in rural areas benefited from their communication systems?

3.2 Research methodology

3.2.1 Study design

The study design used in this research was both qualitative and quantities study adopted for a detailed investigation into how the rural areas benefit from their communication systems. Qualitative design was used to allow the researcher get in-depth information and make a comprehensive study of the subject. This research type allowed a concentrated focus on a single phenomenon and the utilization of a wide array of data-gathering methods.

3.3 Methods of data collection

3.3.1 Questionnaire

150 copies of a semi-structured questionnaire with printed lists of questions were given to respondents. The researcher constructed a standard questionnaire. Clear instructions were used to ensure that answers given by respondents could bring out the required information. The majority of the items were close ended. Few items were open ended. That called for response in terms of views. This method enabled the researcher to easily collect large volumes of genuine data. This was administered to key informants (K.I) who are extension workers and NGO representatives.

3.3.2   Interview methods

This involved a one-to-one verbal interaction between the researcher and the respondents to get views from the former.

Interviews were conducted using an interview guide to the local people, the farmers who are illiterate and non-verbal behaviors were recorded using an observation sheet prepared by the researcher before.

3.3.3 Sampling strategy

Wambabya Scheme was randomly selected using stratified random sampling techinique. Names of selected villages were written on pieces of paper, folded, shaken together and one randomly picked.

Interview respondents will be randomly selected.

3.3.4   Population

The researcher was able to carry out his study with the help of extension workers like medical workers, teachers and health inspectors.

Wambabya is blessed with Parish Mobilisers, who happen to be so active in moilisational work. The researcher found them to be a good resource for this research.

The old people of this area like the early immigrants, the inhabitants of the place plus religious leaders.

3.3.5 Sample size

The number of 143 respondents was a sizeable representation of the total population of Wambabya Scheme in light of a recommended sample and given pre-set time schedule.

3.4 Procedure

The researcher identified a problem area and formulated a research question. The research was consolidated by the literature review obtained from the information already tackled.

3.5 Instruments used in data collection

During the course of the study, the researcher used the interview guide, a questionnaire and photographs or plates of different communication systems were taken.

Observation sheets were used to record non-verbal behaviours, physical surroundings and emotional expressions. This helped in judging the respondents' sincerelity.

Records and documents were used to get information from secondary data.

3.5.1 Methods of data analysis

After raw data had been collected, it was processed and thereafter organized into meaningful pattern. This enabled the researcher to present data in forms that are easy to understand and interpret. The exercise included editing, coding and finally tabulating.

Quantitatively, a computer package *"Epi info and spss"* a systematic arrangement according to sub-titles entered was used.

Qualitatively the researcher used question-y-population tallies, percentages, frequencies, pie charts and graphs using Ms Excel.

3.5.2 Editing

Editing only applied to recorded responses to ensure that such responses are accurate and consistent. It was used to crosscheck for errors, completeness, accuracy, uniformity, reliability and validity of responses.

3.5.3 Coding

Coding was done to classify the answers to questions into meaningful patterns. This was done by constructing and fitting of coding frames into categories of answers.

3.5.4 Tabulation

The data was finally put into tables for statistical analysis. This is a useful method of data presentation because it portrays comprehensive results of the collected data thereby making it easy to understand. The data was thereafter processed and analysed.

CHAPTER FOUR:

THE BUDGET AND TIME SCHEDULE

4.1 The budget

The following is the estimated budget of what the research would cost me. I however realized

81% of it, but was able to use it profitably.

Item No.	Item	Quantity	Cost (in U.S) dollars	Cost in Ugandan shillings
1	Stationary			
i)	Pens	1 dozen	1.33 $	2,400/=
ii)	Pencils	½ dozen	0.33$	600/=
iii)	Paper	3 reams	13.33$	24,000/=
iv)	Typing and printing	200 pages	111.11$	200,000/=
v)	Floppy disckets	5 pieces	4.166$	7,500/=
vi)	Clear bag	3 pieces	3.33$	6,000/=
			133.33$	240,500/=
2-	Travel expenses		38.88$	70,000/=
3-	Recording			
i)	Cassette Recorder	1 piece	33.33$	60,000/=
ii)	Dry cells	1 dozen	4..0$	7,200/=
iii)	Cassette tape-recorder	6 tapes	3.33$	6,000/=
			40.66$	73,200/=
4-	Photography			
i)	Film	3 films	5.83$	10,500/=
ii)	Dry cells	3 pairs	10.0$	18,000/=
iii)	Developing and printing	....	21.66&	39,000/=
5-	Internet	....	5.5$	10,000/
6-	Gumboots	2 pairs	16.66$	30,000/=
7-	Raincoat	2 pairs	8.3$	15,000/=
8-	Research guide	1 Person	8.3$	15,000/=
9-	Miscellaneous	N/A	50.1$	49,220/=
10-	Total	....	551.5$	541420/=

4.2 Time schedule

The study took me one month that is from May to June 29, 20052005.

Questionnaires were issued out to key informants and picked after a week or two.

The research report was meant to be ready for handing in by 20th July 2005.

CHAPTER FIVE

DATA ANALYSIS DISCUSSION AND FINDINGS

5.0 **Introduction**

This chapter discusses the findings of the study. The findings are presented into table format, pie charts and graphs in accordance with the objectives and data collection methods stated earlier.

The researcher set out;
- To establish the channels of communication used in rural areas both traditional and modern;
- To establish the effectiveness of these communication systems;
- To know whether these systems are responsible for low development (if any);
- To know how best they can be improved upon to meet globalisation standards;
- To know whether it is communication and communication only responsible for the under development in Wambabya Development Scheme.

The study originates from Socrates'' observation that "because we have been implanted in us the power to persuade each other...not only have we escaped the life of the wild beasts but we have come together and founded and made laws and invented arts"

5.1 **Communication systems in rural areas**

Research found out that the communication systems used in rural areas are both modern and traditional systems, which are rudimentary.

Table 1.1 communication systems in rural areas

Traditional	Modern
1. Drum (Engoma)	1. Mobile phones
2. Horn (Enzamba)	2. Radios
3. Alarm (Enduuru)	3. Posters
4. Standard signs (folding of grass, commodity samples, etc)	4. Sign posts
5. Messengers (Entumwa)	5. Notices
....	6. Notice boards
....	7. Word of mouth (parish mobilisers, meeting places and cultural activities)

NB *The words in brackets are local names of the systems*

5.1.1 Traditional systems of communication

The study revealed that these communication systems are widely used in rural areas. They include the following;

a) Drums

These are commonly used in rural areas. They have standard meanings according to a given area and sounding. A drum is sounded in a certain way o mean that there is a feast, sounded in another way to mean that there is communal work and in another, to announce death.

b) Horn

This, like the drum has different sounds to communicate different messages. It has to be sounded by an expert in order not to communicate false meaning associated with the sounding. The horn is made out of a Bush bark horn or Hunters and gatherers commonly use Antelope.

c) Alarm

This involves calling aloud or even making noise without saying any word. It is especially in times of danger like theift, fire outbreak and death, that this method is used. For purpose of meetings and communal work, the Announcer stands where the meeting is to take place. Normally, the Announcer stands on a raised platform or an Anthill but a raised piece of land are preferred for purposes of spreading to a wider population.

d) Messengers

These are especially the lowest class of people in society. The study revealed that they are sent to different areas to spread different news. They carry letters along with them or even tae messages in word of mouth form.

e) Standard signs

The researcher was able to learn that the people in rural areas, due to lack of sufficient methods of communication, have standard signs to communicate amongst themselves. Some of the signs the researcher came to learn of are; tying of grass, leaving a mark on the roadside and residues of a local drink like *KWEETE* poured on the roadside to indicate that that drink is available if you take that direction of the road.

This system is associated with commodity samples, which are hung on the roadside to indicate their abundance in case one took the direction they are facing. If one is selling maize, he hangs the best looking crib on the roadside. It should be noted that these signs are known by only a group of people who agree on what sign to use. A given sign expires in a given period or season.

Pie chart 1.1: Use of traditional communication systems

Systems	Degrees
Drum	70.48
Horn	12.58
Alarm	25.17
Standard signs	75.5
Word of mouth	176.2

- ☐ Drum
- ▩ Horn
- ☐ Alarm
- ☐ Standdad signs
- ▩ Word of mouth
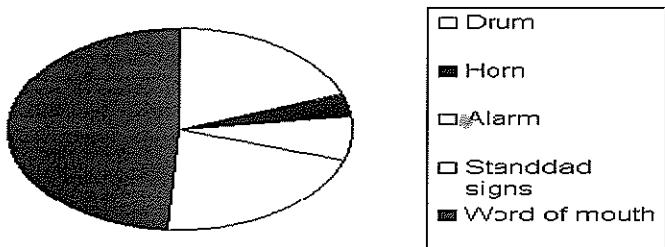
5.1.2 Modern methods of communication

Research revealed the following modern methods of communication;

a) Mobile phones

These have been introduced in the area of recent they are used by a few people especially those with a relatively high income like teachers, extension workers, businessmen and radio correspondents.

Research found out that, at least 3% of respondents had personal handsets. Lack of network coverage, expensiveess of the handsets and lack of energy to charge phones are responsible for that number.

b) Radios

These are a common method of communication used. Atleast 51% of the total number of respondents had access to radios. They are used to communicate death announcements, local government plans and community activities like meetings and seminars.

c) Letters

These are widely used by the literate few. Amongest issues communicated using letters include a call to meetings, communication to far places by the help of post office and official communication that need reference. Atleast 6% of the total population use letters.

d) Newspapers

Research suggested that at least 2% of the population gets access to Newspapers. The papers they get are outdated due to delay and lack of time to read them. The percentage is also attributed to high illiteracy levels.

e) Posters

This is yet another system of conveying messages in rural areas to the local people. They are normally handwritten. Most of the respondents called them **'Notices'**. These are pined on the roadside. Parish mobilisers, local council leaders and small pressure groups informing the public or part of the public of any development commonly use them. But because most of the people are illiterate, they serve less purpose. They contribute 6.2% to modern communication systems in Wambabya Scheme.

f) Sign posts

They are less used in Wambabya Scheme. This is because they are meant to be on community assets like Churches, Schools and Dispensaries yet they are few in Wambabya. They are locally made in locally made colors from charcoal and other colored plants. Wittings are made on poor quality wood.

Research suggested that they contribute 4% of the communication systems.

g) Word of mouth

These are more o less of the traditional methods than modern. They include sending children to neighbours, messages sent during meetings, religious centers, schools and sending Parish Mobilisers.

Parish Mobilisers have been given Bicycles to communicate what new government plan is to come. Respondents suggest that this system is efficient because it caters for the majority illiterates.

However, most messages are altered before they reach the audiences. It contributes 26.5% of the modern communication systems in rural areas.

In conclusion, what I would consider methods of communication do not exist in Wambabya scheme. My research found out that out of 143 respodents, non had a television set, on had access to a fax machine and non had ever used the Internet. They contribute 0% of the communication methods used.

Table 1.2: Modern communication systems in Wambabya Scheme

Communication system	Frequency	Percentage
Phones	4.0	2.8
Radios	74.0	51.7
Letters	9	6.2
Posters	9	6.2
Signposts	6	4.1
Newspapers	3	2.0
Fax	0	0.0
Internet	0	0.0
Television	0	0.0
Word of mouth	38	26.5
Total	**143**	**100**

Bar graph showing Frequency of commnication system use

communication systems
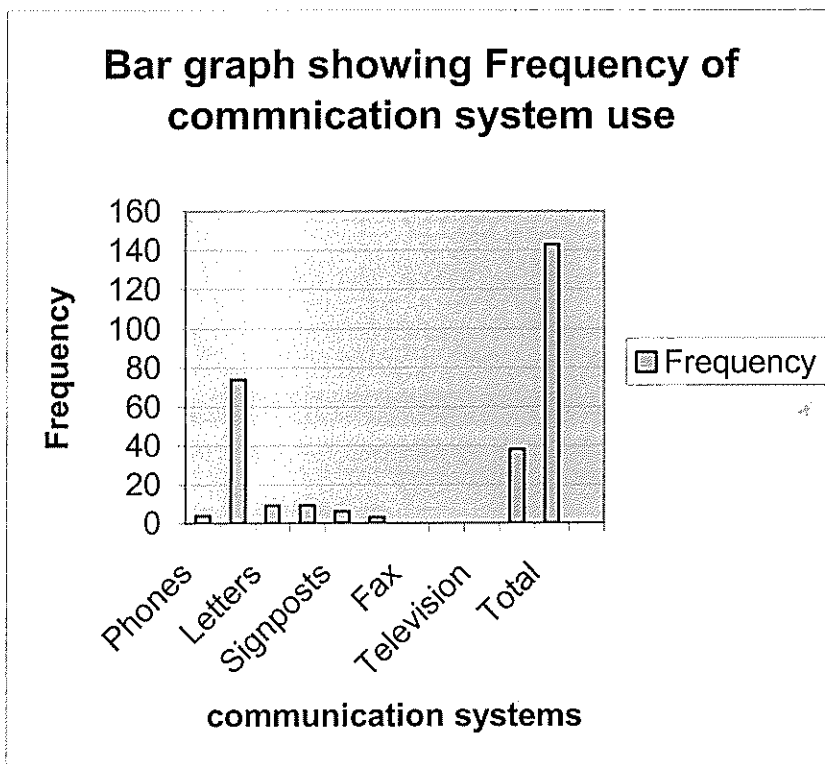
5.2 Hindrances of communication in rural areas

Poor communication systems in rural areas do not exist because the rural communities want it so but because of the existing conditions they find themselves in. The research suggested the following hindrances to communication to be existing in Wambabya Development Scheme.

a) Lack of network coverage

Most the modern communication systems do not have network coverage in Wambabya Scheme. The research revealed that some respondents had television sets, which could not be used due to lack of network coverage.

The Internet could not be established because thee are no service provides for the Internet. The same applies to DStv.

b) Illiteracy

Research found out that most of the people in rural areas are illiterate. These modern systems are complex and need a learned person to get information from (operate) them. This is why Fax and Internet have lagged behind inWambabya Scheme.

c) Lack of electric power supply

Research suggested that Wambabya has energy that cannot run modern systems of communication. Dry cells cannot run a computer system, or even a television. The Solar systems that are there are in the hands of selected few.

d) Poverty

Research suggested that modern communication systems do not exist in rural areas due to poverty. Most people do not have money to buy phones, maintain them or even communicate using them.

e) Systems of communication used

Communication systems like standard signs some time lose meaning; drums fail to bring out intended meaning; With this kind of arrangement communication can not be a success.

f) Physical barriers

The study suggested that physical barriers like rainfall, poor road network and other transport systems. Parish mobilisers find it had to pass through rainfall or even in the bush especially where bicycles cannot reach.

g) Language barrier

This is the biggest communication hazard in Wambabya Scheme. Research revealed that Wambabya has over seven ethnicities yet most of the information is in either one or two of the languages leaving the other groups of people ignorant of the communication.

This is in line with people who do not go to converging places like churches markets, burials and meetings. This is because most of the information is passed on during such meetings.

h) Commitments

Research found out that most people react to a communication according to the commitments at hand.

i) Disappointments

Failure to fulfill what was communicated earlier on is another set back to communication in rural areas. Research revealed that most people do not react to communications because of earlier disappointments.

j) Poor housing systems (Appendix 1.1)

The housing conditions in Wambabya scheme cannot accommodate systems like Television, landline phones and the Internet. This is complimented by poverty and difficulty in the electrification of such houses

In conclusion, poverty and illiteracy are the major set backs to communication in rural areas.

5.3 The extent to which communication systems are responsible for the (under) development in rural areas

The study suggested that rural areas are poor because of the existing communication methods and developing because of the same.

The following were the ways found out by the researcher in which communication has led to under development;

Due to poor communication methods, there is un co-coordinated work. Research suggested that systems like Drums and the Horn (as shown in the appendix) do not for example specify what should be done before and after. In addition, they do not show time for performance. In the end different people do different things.

Poor communication is associated with wastage of time. Research suggested that most people in Wambabya waste a lot of time inquiring on what should be done. It should e remembered, in addition, that these systems cannot reach the general public at the general public at the same time. So Parish Mobilisers move from house-to-house informing people.

Implementation of policies is always delayed. Research revealed that Wambabya Scheme has always delayed implementation of National policies. During the 2001 and 2003 National Immunisation Days against polio, Wamabya Scheme had to be given extra days because the turn-up had bee very poor which most respondents attributed to poor communication.

Miss-understandings between societal members have also led to low developmet. Poor communication is inseparable from miss understandings. The study suggested that most people fail to turn up for meetings, communal work and other related activities just because a word or statement in the communication was not clear. It is worse when signs are used because most people cannot now the standard meaning.

Development has, in a way, been deterred since people fight, quaral and stop duty over certain communications.

Mobilization of resources including people is a problem to Wambabya Scheme since it has poor communication systems. Mobilising for communal wok has always been a tag of war.

One Key Informant says people claim to "have not known" the event since they also know that their methods are poor.

Some raw materials like fish in river Wambabya, food crops and other raw materials have bee under utilized due to poor mobilization.

Communication to far places has always been a problem. Research found out that a letter posted, say, to Kampala would take three months before reply.

Research revealed that, a scheme fonder and developer, Stephen Karl, went back to Netherlands just because news about his bothers' death had taken two months to reach him.

However, not only can we blame communication for low development in Wambabya, but also praise it for the development it has enhanced in the Scheme. This as elaborated bellow

Communication systems have enhanced campaigns against diseases. Diseases like cholera, typhoid and malaria have been fought using radio stations like radio Hoima, Liberty Broadcasting Services plus other methods like notice boards and parish mobilisers. This has provided a strong work force.

Emphasis on hard work is another role played by communication systems in rural areas. FM stations especially Bunyoro Broadcasting Services have played a bigger role on how to look after soil, how to be lenient with your boss and to look for jobs. This is in its programme *Kwata Itaaka*.

Radios that are accessed by the local people provide role models for development. Successful people in hard work are put live on radio stations narrating their experiences. People have identified themselves with some of these models and worked hard.

The existing media has acted as a unifying factor. Research revealed that Wambabya has so many ethnicities that do not cooperate. So programmes on the mass media have aimed on unity at work places hence development.

Since illiteracy is the biggest hazard to development, the media has played a big role of educating the public. Radio Hoima emphasizes both formal and informal education. Its programmes are designed in a away that educative matters are put at the forefront.

Research revealed that over population was a big set back to the development of Wambaya Scheme. This is especially with Bakiga who attribute much attachment to children. Hoima fm played a big role in reducing family sizes on its programme *Entegeke* (planning). It discusses family control messures, why control family size and clears the air on doubts of expected problems associated.

In conclusion, not only can communication systems in rural areas be blamed for under development but should also be hailed for the development of these same rural areas.

5.4 Factors other than communication responsible for the under development of rural areas

Not only poor communication systems are responsible for low development in rural areas. But there are other factors ranging from physical to social as explained bellow;

a) Early marriages

In Wambabya Scheme, many men and women get married at the age of 13.This increases on the birth rate and hence increasing on the mouth to be fed by one individual, the mother. Together with other necessities like clothing and medical care. This, research suggests, contributes 7% to under development.

b) Illiteracy

This is another one big hindrance to the development of Wamabya Scheme. Researches found that only 38% of the general populations know how to read and write in at least more than one language.

This is worsened by the increased number of school dropouts at a tender age. In my research a few people could respond to the qestionnairs. Illiteracy contributes 20% to under development.

c) Lack of hydro electric power

Lack of electricity in the area has culminated into low development. Wambabya Scheme has a lot of potentials for development but because of lack of energy to speed up work, it has lagged behind. This factor contributes 5% to the under development of Wambabya Scheme according to the research.

d) Poor road network

This is yet another cause of under development in rural areas. My research suggested that moving within the Scheme is by the use of a foot path while even connecting to other areas is impossible to use cars. Tansportation of commodities produced in Wambabya is by use of heads or bicycles.

e) Lack of market

Research also found out that lack of market for commodities is a sole cause for under development in Wambabya Scheme. Most people were found with granaries of old stocked food, which had lasted for seasons. This has in turn led to peoples' resignation to work. It contributes 30% to under development.

f) Health hazards

These have proved a threat to development. Research revealed that Wambabya was hit by Meningitis in the year 1993 which claimed over 200 lives leaving many others lame or deaf. River Wambabya has always provided breeding ground for Cholera and Dysentery. These

decrease on the work force. This contributes 3% to the under development of Wambabya Scheme.

g) Increased birth rate

Increased birth rate has led to under development in a way that even the aged do not want to stop giving birth.

Related to the above is malnutrition. Because children to be fed are many, together with the ignorance on food values due to illiteracy, children are fed on poor diet, which in turn brings malnutrition with its associated defects like Kwashiorkor.

Graph 1.2: A bar graph showing causes of under development in relation to poor communication

Item	Percentage
Early marriages	7
Illiteracy	20
Lack of Electricity	5
Poor road network	16
Lack of market for commodities	30
Health Hazards	3
Poor communication systems	17
Others	2

Cases of Poverty in Rural Areas in Relation to Poor Commnication
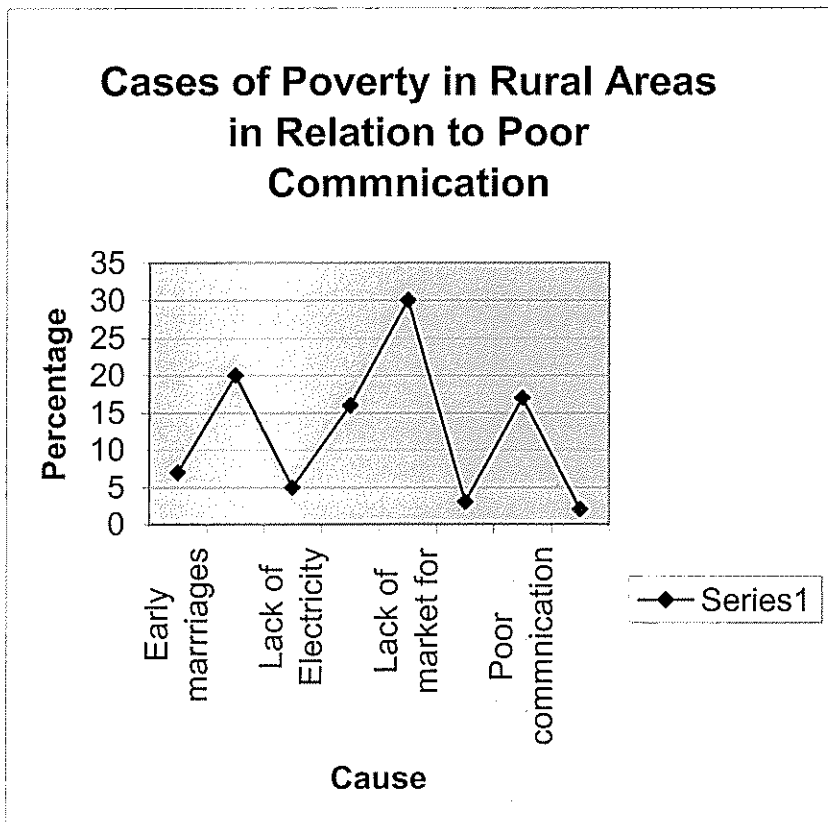
In conclusion, therefore, not only communication methods are responsible for the under development of Wambabya Scheme but also there are other overhead factors as explained above.

5.5 How to improve communication in rural areas

To improve communication systems in rural areas, the research suggested the following;

a) Well processed messages

Research revealed that communicators in Wambabya Scheme send contradictory messages to their audiences, which make the recipients confused. Once this is checked, communication will be a success.

b) Source credibility

Research found that most people in Wambabya Scheme have lost confidence in some of the communicators. This explains why some individuals communicate and little reaction is registered.

c) Selection of good communication channels

Most of the channels do not work effectively in Wambabya Scheme. Some of the communicators use notice boards yet their audiences are illiterate. Others use traditional methods yet they do not have standard meanings.

d) Seminars

These should be aimed at emphasizing communication skills to the general public, parish mobiliser and opinion leaders. Skills like reaction to messages, media selection and choice of words should be emphasized.

e) Community notice boards

Wambabya Scheme has no definite place to go to in search of information that concerns their community. Afew that are there are positioned in company headquarters and total about their respective organizations. There is need therefore of setting up a notice board to highlight issues like farming, soil erosion and disease control.

f) Establishment of community newspapers

Rural areas are normally not covered in the national press. Even when covered, people do not get access to the national press. A community newspaper aimed at covering events that concern their community, advertising commodities and providing room for announcements is needed.

g) Improvement of transport facilities

Wambabya, with a poor road network, gets expired information. Newspapers tae long to reach the Scheme. It becomes worse during rainy seasons when Parish Mobilisers have to move from place to place passing on information. In the end, people get out dated information.

h) Enforcing messages

Research found out that most people violate messages intentionally. It was suggested therefore; that punishments should be administered to those who fail to react to messages aimed at communal activities and health hazards like construction of toilets plus educational concerns.

i) Increasing the economic base

It was found out that most people cannot afford gadgets commonly used for communication. Reseach revealed that Wambabya had no Television set at all; few radio sets and a few people can afford daily newspapers. Increasing the economic base would increase on the purchasing power.

j) Improving literacy levels

Wambabya Scheme has high illiteracy numbers. And for this matter, notice boards, billboards and signposts are no longer mass media for the Scheme. Most of the radios that are accessed by the people in Wambabya broadcast in English whichlangage a few people can interpret.

k) Drawing service providers nearer

Research revealed that Wambabya Scheme has no network coverage for television, less network for mobile phones and no Internet providers. This is why you cannot hear of someone buying a television set. But we hope this situation can change if service providers are brought nearer.

l) Standard meanings

These should be put in place for the case of traditional methods since they cannot be done away with. It was revealed that some signs and demarcations do not have universal meanings even to the people of the same village. They do not indicate how and when the event is to be carried out.

m) Sensitizing the public on how to use the available communication systems

Different people have always neglected different communication systems. Others do not know to operate them. Other people use radios for entertainment other than news and announcements. There is therefore need for sensitization.

n) Extension of hydro electricity

Wambabya without electricity cannot use facilities like fax machines, television and the Internet. These happen to be some of the most efficient methods of communication yet they are missing in Wambabya Scheme.

CHAPTER SIX

SUMMARY CONCLUSION AND RECOMMANDATIONS

6.1 Introduction

This chapter presents a summary of the study, conclusions together with recommendations.

6.2 Summary

Communication systems in rural areas are both modern and traditional but research suggests that traditional still out weigh modern methods.

Research suggests that it is only the existing few modern communication methods that have enabled some development in Wambabya Development Scheme.

6.3 Conclusions

The following conclusions were deducted by the research;

- Modern communication systems do not exist in Wambabya Scheme except radio and telephone, which are on small scale.
- Research also suggests that poverty and illiteracy are the biggest set backs to communication in rural areas.
- Much as communication systems in Wambabya are responsible for under development, they are also responsible for the small development existing.

In conclusion therefore, not only communication systems in rural areas are responsible for under development, but there are also other overhead factors that lead to slow development.

6.4 Recommendations

The following recommendations were deduced from study by the researcher in order to have successful communications;

- Sensitising the community on how to use the available communication systems.
- Extension of hydroelectric power to rural areas in order to introduce more advanced methods of communication.
- Putting in place standard meanings for the traditional systems of communication.
- Drawing service providers nearer.
- Improving literacy levels for purposes of interpreting English language and operating advanced communication systems.
- Increasing the economic base in order to improve on the purchasing power of the expensive gadgets of communication.

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ANNEX

8.0 Introduction

This chapter is containing instruments used in data collection. They include;

Photographs of communication systems used;

Housing conditions in Wambabya Scheme;

Questionnaires;

Interview guides;

And, observation sheet

Annex I

Photography

1.1 Drumming; *one of the existing traditional communication systems.*
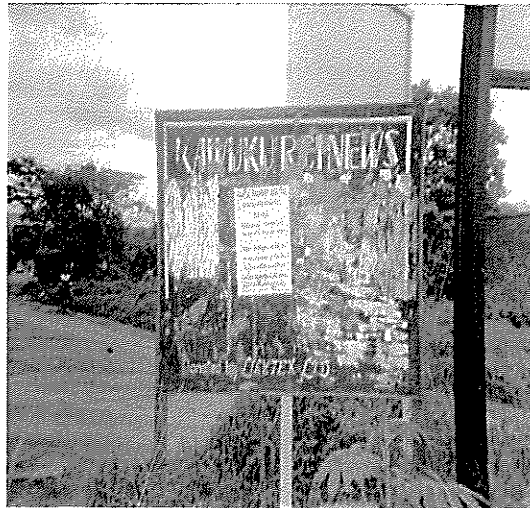
1.2 News notice board; *for different occurrences.*

1.3 **Notices;** *Provide warnings and immediate announcements.*

1.4 **Departmental notice boards;** *A new form of educational*
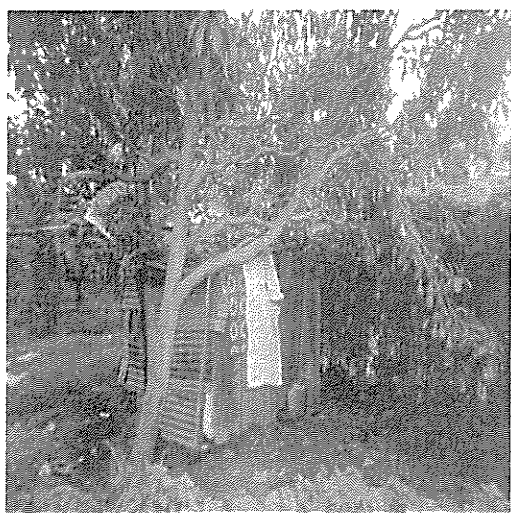
1.5 **Poor housing conditions;** *such houses can't be electrified.*
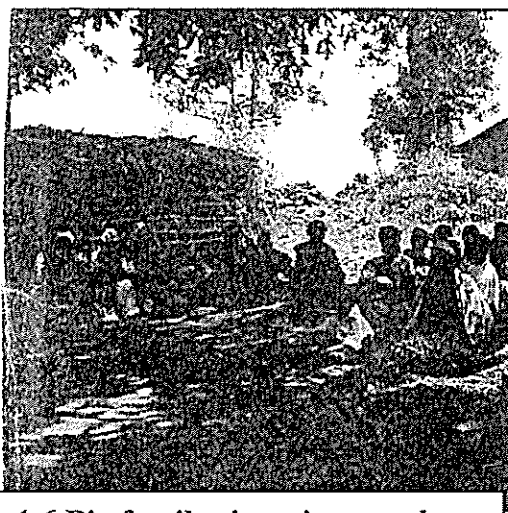
1.6 **Big family sizes;** *increased number of people to feed leads to under development.*

1.7 **Meetings;** *A newly adapted method of communication in the Scheme.*

Annex II

SEMI-STRUCTURED QUESTIONNAIRE TO KEY INFORMANTS

SECTION ONE: **INTRODUCTION**

i) RESEARCHER: I am Muheirwe .M. Daniel a bachelor of Mass Communication student at Kampala International University.

ii) STUDY: I intend to study the different communication systems used in Wambabya scheme, their effectiveness and how they can be improved.

iii) BENEFITS: I hope this study will help in improving on the existing communication systems in Wambabya scheme.

Wambabya scheme will use the available communication systems efficiently.
Wambabya scheme will be able to adopt communication systems that suit their economic and geographical set-up.

Communicators will be able to know which channels to reach their audiences effectively.

iv) SPONSOR: This is purely sponsored by my parents Mr. and Mrs. Fred Turyomurugyendo.

We request you to fill in this questionnaire. In this questionnaire, the researcher is finding out information to complete his research report required for the award of a Bachelor of Mass Communication Degree of Kampala International University.

The information given will be treated as utmost confidentiality.

This is not an exam, so all the answers given are correct.

I hereby invite your positive cooperation.

SECTION TWO: **SOCIOLOGICAL DATA**

Name:…………………………………………………………...………………..……

Sex:…………………………………………………………….………....……………

Age:…………………………………………….,……………..……………………….

Organization:……………………………………………….………...…………………

Occupation:…………………………………………………………...…………………

Position:…………………………………………………..…................……..…………

Religion:…………………………………………………………………………..……

Highest education Award……………………………………………………………….

SECTION THREE: **HISTORICAL BACKGROUND**

Could you please briefly tell me the history of Wambabya
scheme?…………………………………………………………………………………………
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………………………
(Use an extra sheet if necessary)

SECTION FOUR: **COMMUNICATION SYSTEMS**

i)   Could you please list down the different communication systems of Wambabya parish as categorized bellow;

a)   Traditional communication systems;

English Name   *Local Name*

1...|...
2...|...
3...|...
4...|...
5...|...
6...|...
7...|...
8...|...
9...|...

b)   Modern communication systems;

1...
2...
3...
4...
5...
6...

ii)   What traditional communication systems are still used today? (List them down)

1...
2...
3...
4...
5...
6...
7...

iii)   (a) How many Radio stations are accessed by the people of Wambabya scheme?

....

         b) Name them;

1...
2...
3...
4...
5...
6 ....

c)   (i) Of these Radio stations how many broadcast in the local languages?

....

ii)   Name them;

1...

2...

3...

4...

iii) In your own assessment, what percentage do you think has access to Radios?

....

iv)   (a) (i) Is there any television network(s) that reaches Wambabya scheme?

....

ii)   Name if any;

....

....

....

b) (i) In your own assessment what percentage do you think has access to television Sets?

....

ii)   What do you consider accountable for that number?

....

....

....

....

....

....

....

....

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....

....

....

....

        (Use extra sheet where necessary)

(a) (i) Are there some converging places where information is passed on?

....

ii) If yes, name them;

1...

2...

3...

4...

5...

SECTION FIVE: **EFFECTIVENESS OF THE COMMUNICATION SYSTEMS**

i)   Comment on the effectiveness of communication systems named in section FOUR;

a)   i) (a); (Traditional) basing on circulation

....
....
....
....

Basing on accessibility

....
....
....
....

Basing on reaction towards a communication.

....
....
....
....

b)   i) (b); (Modern)
      Basing on circulations.

....
....
....
....

Basing on accessibility.

....
....
....
....

Basing on reaction towards a communication.

....
....
....

How do you consider a communication successful?

....
....
....
....

ii)   In your view, what has always failed communication in Wambabya scheme?

....
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....
....
....
....

iii)   Would you please list down what can be done in order to improve on the effectiveness of communication in Wambabya scheme?

....
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....
....
....

(Use extra sheet where necessary)

SECTION SIX: **GENERAL ANALYSIS**

Is there anything else you deem necessary for this study? If yes list it bellow;

....
....
....
....

....
Signature and stamp

Thank you very much for your time, cooperation and support rendered in my study.

Annex III

Unstructured questionnaire

1. What is your name?
2. Were you born in Wambabya?
3. How old are you?
4. How many years have you spent in Wambabya continuously
5. Name the communication systems used here?
6. Which of the above are commonly used and why?
7. How do you normally pass announcements to the people who are in
   (a) Your Parish
   (b) Out side world?
8. How long does it take to receive a letter posted through post office?
9. Have you ever heard any happening from this place over the radio? If yes, how long did it   take to be read?
10. Do you possess a television set?
11. Do you know what it means by Internet?
12. What are some of uses of the Internet?
13. What are some of the local advertisement?
14. Where are such advertisement positioned (channeled)?

Annex IV

Observation sheet

1. Approximate age of respondent
   ....
   ....
2. Housing conditions...
3. Economic status: ....
4. Some communication systems...
5. Geographical setups of the places..
6. Different languages of the places...
7. General reactions of the people ....