

**THE INFLUENCE OF MEDIA OWNERSHIP ON MEDIA CONTENT. A CASE STUDY
OF VISION MEDIA GROUP AND MONITOR PUBLICATIONS**

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DECLARATION

I **NAMYALO JOSEPHINE** declare that this dissertation is a result of my knowledge and hard work, I declare that to the best of my knowledge, this research has never been submitted in any institution of higher learning for any award.

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APPROVAL

This research dissertation has been submitted to the College of Humanities and social sciences of Kampala International University under my supervision as a University supervisor.

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Signature.....

Date

DEDICATION

I dedicate this book to Mr. Peter Kizza and Mrs. Catherine Mwesigwa and their entire family for being my stepping stone, my Pastor Olivia Kato my friends Beneth and Sam Kirimunda, Pamela Aunt Ram for all their emotional, financial and more so spiritual support you stood with me were I could not, not forgetting the Almighty God for his love and fulfillment.

May God richly bless you, Shalom.

Jeremiah 29:11 it is my prayer that this scripture may be fulfilled in your lives

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TABLE OF CONTENT

Declaration	i
Approval	ii
Dedication.....	iii
Acknowledgement	iv
Table of content.....	v
List of tables	ix
List of acrynomis	x
Abstract	xi
CHAPTER ONE	1
INTRODUCTION	1
1.0 Introduction.....	1
1.1 Background to the study	1
1.2 Statement of the problem	3
1.3 Purpose of the study.....	4
1.4 Objective of the study	4
1.5 Research questions	4
1.6.0 The Scope of the study.....	4
1.6.1 Study scope.....	4
1.6.2 Geographical scope.....	4
1.7 Significance of the study.....	4

CHAPTER TWO.....	6
LITERATURE REVIEW.....	6
2.0 Introduction.....	6
2.1 The nature of media ownership	6
2.2 The different types of contents	10
2.2.1 Fan Content.....	13
2.2.2 Behind-the-Scenes Content.....	13
2.2.3 Shareable Content.....	13
2.2.4 Exclusive Content.....	13
2.2.5 Participatory Content	14
2.3 The effects of ownership on content.....	17
 CHAPTER THREE	 21
METHODOLOGY	21
3.1 Introductions	21
3.2 Research design.....	21
3.3 Sampling strategy	21
3.4 Sample size	21
3.6 Sampling procedures.....	22
3.7 Research instrument.....	22
3.7.1 Self-Administered Questionnaires	22
3.7.2 Interview Guide.....	23
3.7.3 Documentary Review Guide	23
3.12 Data Analysis procedure.....	23
3.13 Ethical Consideration.....	24

3.14 Limitation of the study.....	24
CHAPTER FOUR	26
DATA PRESENTATION, ANALYSIS AND INTERPRETATION	26
4.0 Introduction	26
4.1 Back ground information.....	26
4.1.1 Sex of the respondent.....	26
4.1.2 Highest academic qualification of the respondent	26
4.1.3 Age of the respondent	27
4.1.4 Status of the company	27
4.1.5 Department where the respondents belong	28
4.1.6 Positions held by the respondents	28
4.1.7. Length of service with current company	29
4.2 The nature of media ownership in Uganda	29
4.2.1 Are you aware of the different media ownerships in Uganda.....	29
4.2.2 If Yes what are the different media ownership in Uganda?.....	30
4.3 The different types of media contents.....	30
4.3.1 Are you aware of the different types of contents that media ownership companies	30
4.3.2 What are some of the different types of media contents that media ownership offers?.....	31
4.4 The effect of media ownership on content	31
4.4.1 Are there any effects of media ownership on media content?	32
4.4.2 The effects of media ownership on media content?	32

CHAPTER FIVE	34
SUMMARY, DISCUSSIONS, CONCLUSION AND RECOMMADATIONS.....	34
5.1 Introduction	34
5.2 Summary	34
5.3 Discussion	34
5.3 Recommendations.....	37
5.4 Area of further research.....	38
 APPENDIX A	 42
RESEARCH QUESTIONNAIRE	42

LIST OF TABLES

Table 1: Sex of the respondent.....	26
Table 2: Highest academic qualification of the respondent.....	26
Table 3: Age of the respondents.....	27
Table 4: Status of the Company	27
Table 5: Department where the respondents belong	28
Table 6: Position held by the respondents.....	28
Table 7: length of service with current company.....	29
Table 8: If respondents are aware of the different media ownerships in Uganda	29
Table 9: The different media ownership in Uganda	30
Table 10: Respondent's knowledge of the different types of contents that media companies offer in Uganda.....	30
Table 11: The different types of media contents that media ownership offers	31
Table 12: Responses on whether there are any effects of media ownership on media content.....	32
Table 13: The effects of media ownership on media content.....	32

List of acrynomns

CDs	Compact Discs
MP	Monitor Publication
NRM	National Resistance Movement
SAQs	Self-Administered Questionnaire
TV	Television
UCC	Uganda Communication Commission
VMG	Vision media Group

ABSTRACT

The study was set to assess the influence of media ownership on media content, a case study of Vision media group and Monitor publications in Uganda, Media ownership has remained an intriguing factor in understanding the news production process. Various studies have proven that ownership influence do affect how journalists cover stories. The said influence takes various forms including direct censorship and coercion of editorial staff. This study critically examines how media ownership patterns, shape content in the Ugandan media. it was guided by the following objectives to establish the nature of media ownership in Uganda, to establish the different types of contents and to determine the effect of media ownership on content The researcher employs the use of descriptive survey design and coding of raw data retrieved from the internet sites of two leading Ugandan newspapers as outlined in the research methodology and findings chapters. The data retrieved from the interviews and questionnaires and also from internet sites of the two newspapers was then analyzed to prove how ownership patterns influence daily news coverage. Of note is also the use of two case studies – *The New Vision group* and *the Daily monitor* newspapers.

It emerges that ownership indeed influenced news coverage in the 2019 Ugandan elections. The emerging winner in the elections was also the candidate with the most coverage in the two newspapers. Also emergent is the factor that the election was widely personality driven.

The implications of the research findings is that objectivity though practiced in some instances, was widely affected by the editorial line of the New Vision newspapers. The editorial line was largely pegged to ownership influences in most cases.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter includes the background of the study, problem statement, purpose of the study, objectives of the study, research questions scope of the study, significance of the study, operation key definitions

1.1 Background to the study

In the media today, a number of issues have emerged as critical outside the journalists' or journalistic work. A key focus is on issues surrounding ownership. Globally, there seems to be a connection between ownership and the editorial stance of both state run and privately owned media. Critical political economy of media studies reveal the emergence of concentration of ownership and that of monolithic media corporations like Rupert Murdoch's News Corporation, Time Warner, Bertelsmann, Viacom among others. Similar patterns are developing in the Ugandan media. Of significant enquiry is the top two leading media organizations namely; Vision Media Group (VMG) and Monitor Publications (MP) which continue to expand rapidly.

Over the past 40 years the relationship between the Ugandan government and the media has been turbulent. Up until the year 2015, broadcasting media for example have been wholly controlled by the Ugandan government through the Ugandan Communication commission (UCC). This scenario has changed rapidly with the emergence of several newspapers, radio and TV stations. With this liberalization of broadcasting, factors of cross ownership and concentration have emerged. Tycoons like the Aga Khan, the majority shareholder of monitor publication and Mr. Kabushenga owner of the Vision Group, since the late 90's have acquired vast interests across both broadcasting and print media. The latter, in early 2000 brought to the newspaper industry The Bukedde Newspaper, while VG has increased its newspaper titles through Bukedde which has since folded up, The New vision, The Orumuli and the local editions of Etop and Flair magazines. Private owners have as a result been castigated by the government for directly or indirectly influencing the direction their media outlets take in

relation to the news and programming delivered. The Ugandan government has on many occasions voiced concerns over the increasing cross media ownership patterns (Winsbury, 2000:252-256).

In a bid to control these patterns of ownership and their influence on media messages, the President Yoweri Kaguta Museveni's regime has on numerous occasions been heavy handed in its attempts to coerce private media into giving it favorable coverage. Media coercion has also affected the current regime of President Museveni. Given the importance of the fourth estate as a pillar of democracy, this is a worrying trend for the young Ugandan democracy. This situation is however not unique to Uganda. Critical political economy of the media has demonstrated that factors like ownership and advertising are important in influencing media messages. Media on their part shape public opinion and the political direction by holding politicians accountable. This is however not the case the world over, with emerging evidence in studies of the British press that media sometimes can lean to a particular direction with the aim of furthering their expansionist economic interests. In other words, the market can give rise not to independent watchdogs serving the public interest but to corporate mercenaries that adjust their critical scrutiny to suit their private purpose (Curran, 2000:124).

These assertions form very rich grounds on ownership influence of media that this research explores. Vision Group (VG) is largely owned by individuals and was viewed as pro government before the 2011 elections by the then opposition parties, mainly NRM, which has since taken over the reigns of power in Uganda.

Also, Studies from a critical political economy of the media perspective point to other lesser factors that affect and shape media messages. These include professional ethics and biases amongst news gatherers and producers, and internal processes of censorship within reporters themselves" (Curran, 2000:123). Critical political economy theory also raises questions of how internal reporting structures within the newsroom are not democratic enough to allow for the free determine New vision of what really makes the news (Bagdikian, 1997; Curran, 2000; Curran & Seaton, 1997; Golding &

Murdock, 1994; Hollingsworth, 1986). This study explores these aspects. It is noteworthy that extensive studies have been done in the area of critical political economy and on how media ownership affects media messages and discourses, and how these messages shape interlay public opinion (Curran & Seaton, 2000; Golding & Murdock, 2000).

This research critically examines how media ownership patterns shape content in the Ugandan media.

1.2 Statement of the problem

Mass media ownership and its effects on different aspects of mass media performance were the subject of many studies. This research attracts many scholars due to importance of mass media in social life of society and its ability to affect publics. Mass media are seen as a social medium that contributes to building strong New visions, feelings of unity by transmitting values and norms in messages. Mass media play role of an agent of the secondary socialization process and can contribute to successful socialization of individuals into existing social life.

When new companies appeared, mass media was not longer subsidized by government and gained profit from advertisement placement. Content of mass media messages shifted: more entertainment programs appeared, the time devoted to children programs decreased, etc. As there is no policy in sphere of content regulation addressing issues of diversity and education of population, Ugandan scholars and politicians are concerned with the quality of mass media content and its inability to serve the needs of society.

This research addresses the question of media ownership effects on ability to serve the public interest in society through transmission of values, knowledge and addressing interests of different groups of people present in certain society. Serving the public interest is part of a long-term welfare policy of government; it helps to build socially healthy society.

1.3 Purpose of the study

This study investigated how media ownership influences serving of public interest

1.4 Objective of the study

General aim of this study was to ascertain role of media ownership in serving

The specific objectives of the study were:

1. To establish the nature of media ownership in Uganda
2. To establish the different types of contents
3. To determine the effect of media ownership on content

1.5 Research questions

To achieve the above objectives, the study was guided by the following research questions.

1. What is the nature of media ownership in Uganda
2. What are the different types of contents
3. What is the effect of media ownership on content?

1.6.0 The Scope of the study

1.6.1 Study scope

The study covered media ownership and its impact on content in Uganda

1.6.2 Geographical scope

The study focused on vision media group and Monitor publication in relation to their way of publishing content since they were privately and government owned media companies.

1.7 Significance of the study

To the public, the research and the findings collected will act as a source of motivation to various media owners in appreciating the need for what media ownership has impacted to the democratic process of Uganda.

To the researchers; future researchers will use this work as a reference and a guide to their study.

To the student, this study is a partial academic requirement leading to the award of a degree in Mass communication of Kampala International University.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter included the literature review which was reviewed objective by objective and then the related literature.

2.1 The nature of media ownership

This critically examines how media ownership patterns shape content in the Ugandan media. This is tackled in four main chapters.

The researcher argues that indeed ownership of media matters because it affects the way in which the media industry is able to manage the resources available for media provision. A global overview of media ownership patterns is also discussed in this theoretical framework. The researcher also traces the development of media conglomeration at the turn of the 20th century both in Uganda and abroad. In so doing, the Big Five media organisations (Viacom, Time Warner, News Corp Bertelsmann and Disney) as mentioned earlier are studied to shed light on how ownership patterns affect or influence media messages.

"He who pays the piper calls the tune is a common statement in the media. Ownership has continued to play an influential role in the editorial policies of media organisations. It is so bad in some media organisations that the ethics of journalism are exchanged with the opinions and decisions of the proprietors of the organisation. McQuail(2005) while writing on the influence of ownership on mass media content said, " there is no doubt that owners in market based media have ultimate power over content and can ask for what they want to be included or left." This is against the ethics of journalism.

The influence of media ownership is felt more by government owned media organisations especially in Africa. In countries like the United States of America and Britain, there are laws meant to check the excesses of owners. In Britain, there is limited (if any) influence on the content produced by the British Broadcasting Corporation by

government. According to McQuail (2007), "Meyer's (1987) survey evidence confirmed that US journalistic ethics frowned on owner intervention, although editors reported a fair autonomy in practice."

Contrary to this survey, Schultz (1998) study of Australian journalists showed strong support for the fourth estate role but also a recognition that it was often compromised by commercial consideration and owner pressure. According to a report compiled by Media Development and Diversity Agency in South Africa, control of any media company can be divided into three: Shareholdings and equity, general management and editorial control. According to Melody (1978) in his report, "There are codes of good practice that govern how media controllers (editor and station managers) interact as laid out by regulatory bodies." But how many media owners stick to these codes? In Africa, government has continuously used the state owned media to crush the voice of the opposition. Many governments have used these media to their advantage during presidential elections campaigns across the continent, especially if the government in power is contesting. In such case, the opposition would have to turn to God for a miracle. Melody (1978) in Meier (2008), stated that "in addition to ownership concentration of the mass media industry, content provision, packaging and distribution have also become a standardized production and marketing process in which the messages communicated are contained and directed in both quantity and quality to meet the economic imperatives of media owners ." Giddens (1999) in Meier (2008) said, "The media have a double relation to democracy. On the one hand the emergence of a global information society is a powerful democratizing force. Yet, television, and the other media, tends to destroy the very public."

Within the context of supporting democratic transitions, the goal of media development generally should be to move the media from one that is directed or even overtly controlled by government or private interests to one that is more open and has a degree of editorial independence that serves the public interest.

There has been a tendency in the media world that companies merge into larger media giants in order to reach a better, more secure financial status and to constitute stronger firms. Hunt and Ruben highlighted another aspect to media company mergers. They say, the world had become one large marketplace and, as the investment jargon suggests, a few "players" dominate the distribution and the production of services and the goods in the world. This is also true to the media business.

As the mass media offers huge and fruitful monetary opportunities, some of the most influential businessmen and investors dove into the media industry, forming huge media branches with concentrated ownership, like the Australian Rupert Murdoch, who became the strongest and richest media mogul of our time. By controlling such large percentages of the mass media, Murdoch has great power in his hands, which might mean certain dangers towards the public. In our modern society, the media enjoys enormous importance, since the overwhelming majority of the people familiarize themselves with current affairs, the happenings of their surroundings and the happenings around the world through the mass media. Doyle (2002:13) suggested that he strongly believes, that such concentration of media ownership, overall, is harmful to the public.

Concentration of ownership, they argue, is most marked in the national press with the "Big Five" accounting for well over 80% of the circulation of both the national dailies and the Sundays. What then is concentration of ownership? Doyle (2002:13a) argues that concentration of ownership involves the owning of several media outlets and means of communication by few rather than many different owners. Doyle (2002:13a) argues that in whatever form they take, media concentrations imply that the supply of media is dominated by a handful of people rather than various individuals. She argues that concentration of media ownership may involve a number of alternative configurations. Mono Media concentration (Horizontal), which refers to concentrated ownership within a single sector of activity, e.g. newspaper publishing, radio or television broadcasting. Cross-media concentrations sometimes referred to as 'multimedia' concentration – reflect either vertical or diagonal integration or both (Doyle, 2002:13a). 'Vertical

integration' refers to common ownership across different phases in the supply chain for a media product, e.g. television programme making (production) and television broadcasting (distribution). 'Diagonal integration' means common ownership between different media sectors e.g. television and newspapers, or newspapers and radio (Doyle, 2002:13a).

Doyle (2002:13a) further argues that concentration of ownership interferes with pluralism. Pluralism she argues, is generally associated with diversity in the media; the presence of a number of different and independent voices, and of differing political opinions and representations of culture within the media (Doyle, 2002:11a). The main perceived danger is that excessive concentration of media ownership can lead to overrepresentation of certain political viewpoints or values of certain forms of cultural output (i.e. those favoured by dominant media owners, whether on commercial or ideological grounds) at the expense of others (Doyle, 2002:13a). The reason why diversity of ownership is important for pluralism is because media ownership can translate into media power (Meier & Trapple, 1998:39). Since it is difficult to monitor the intentions of media owners, or to fully regulate their conduct in respect of editorial matters, the single most effective way of ensuring a healthy diversity of voices in the media is to prevent media power from being monopolised i.e. by ensuring that the supply of media involves a range of autonomous and independent organizations (Doyle, 2002:19a).

As far as Britain is concerned, some owners of national newspapers have clearly used their titles to further their own political or commercial aims at the expense of balanced and responsible journalism (Curran & Seaton, 1997:72-7). Previous studies have chronicled the tendency of at least some owners e.g. Victor Mathews (Owner of the *Express* titles from 1977 to 1985), the late Robert Maxwell (owner of the *Mirror* titles from 1984 until 1991) and Rupert Murdoch (Current owner of the *Sun*, *The News of the World* and the *Times*) to intervene in editorial decisions in such a way as to dictate and standardize the political lines of their newspapers (Doyle, 2002:19-20a). Doyle argues that editorial interference by owners has frequently been indirect, for example through

the selection of key personnel, or through the establishment of a culture of obedience and self censorship as well as direct censorship i.e. through literally rewriting editorial leaders (Doyle, 2002:19-20a).

Research carried out in relation to other European countries such as France, Germany and Italy confirms that the practice of direct and indirect editorial interference by media owners, with detrimental consequences for media diversity, is by no means confined to the newspaper industry or UK media proprietors (Doyle, 2002:20a). For example, the tendency of Robert Hersant (owner of the second largest media company in France and with additional media interests in Belgium and elsewhere) to intervene and standardize news and editorial content across many of the titles within his control for political or commercial reasons has been highlighted by several writers (Coleridge, 1993; Tunstall & Palmer, 1991).

An especially good example of the damage which concentrated media ownership may inflict on political pluralism and on democracy more generally is provided by the case of Silvio Berlusconi using his three TV stations reaching 40 percent of the Italian audience to give unremitting support to his own political party in Italy during the March 1994 elections (Graham & Davies, 1997:32). Subsequent research has revealed not only that there was a bigger swing to the right (3.5 percent more) among Berlusconi viewers than the (Italian) electorate in general, but also that this swing could not be explained by the fact that viewers of the Berlusconi channels were already more right wing (Doyle, 2002:20a). Viewers of these channels were found to be at middle of the road and only shifted their voting after watching the Berlusconi channels. Doyle (2002:20a) argues that the Berlusconi case provides compelling evidence of a casual connection between concentrated media ownership and an undesirable narrowing in the diversity of political opinions available to the public via the media.

2.2 The different types of contents

In publishing, art, and communication, content is the information and experience(s) directed towards an end-user or audience. Content is "something that is to be

expressed through some medium, as speech, writing or any of various arts". Content can be delivered via many different media including the Internet, television, audio CDs, books, magazines, and live events, such as conferences and stage performances (Hollifield (2006).

Content itself is what the end-user derives value from. Thus, "content" can refer to the information provided through the medium, the way in which the information was presented, as well as the added features included in the medium in which that information was delivered. The medium, however, provides little to no value to the end-user without the information and experiences that make up the content. Communication theory philosopher Marshall McLuhan famously coined the phrase, "The medium is the message." In the case of content, the channel through which information is delivered, the "medium", affects how the end user perceives content, the "message" Koltsova (2001).

The author, producer, or publisher of an original source of information or experiences may or may not be directly responsible for the entire value that they attain as content in a specific context. For example, part of an original article (such as a headline from a news story) may be rendered on another web page displaying the results of a user's search engine query grouped with headlines from other news publications and related advertisements. The value that the original headline has in this group of query results from the search engine as a medium may be very different from the value that it had as message content in its original article (McCullagh (2002).

Content also leads to influencing other people in creating their own content, sometimes in a way that the original author didn't or couldn't plan or imagine. This feature adding the option of user innovation in a medium means users can develop their own content from existing content.

Traditionally, content was edited and tailored for the public through news editors, authors, and other kinds of content creators. However, not all information content requires creative authoring or editing. Through recent technological developments, truth

is found in philosopher Marshall McLuhan's idea of a global village; new technologies allow for instantaneous movement of information from every corner to every point at the same time has caused the globe to be contracted into a village by electric technology, such as mobile phones and automated sensors. These new technologies can record events anywhere for publishing and converting in order to potentially reach a global audience on channels such as YouTube. Such recorded or transmitted information and visuals can be referred to as content. Content is no longer a product of only reputable sources; new technology has made primary sources of content more readily available to all. For example, a video of a politician giving a speech compared to an article written by a reporter who witnessed the speech (Napoli, 2006).

Media production and delivery technology may potentially enhance the value of content by formatting, filtering, and combining original sources of content for new audiences with new contexts. The greatest value for a given source of content for a specific audience is often found through such electronic reworking of content as dynamic and real-time as the trends that fuel its interest. Less emphasis on value from content stored for possible use in its original form, and more emphasis on rapid re-purposing, reuse, and redeployment has led many publishers and media producers to view their primary function less as originators and more as transformers of content. Thus, one finds out that institutions, that used to focus on publishing printed materials, are now publishing both databases and software to combine content from various sources for a wider-variety of audiences (Demers , 1996).

There's no single reason we follow brands, but it's certainly rooted in the idea that we as consumers, supporters and fans want to have a deeper relationship with them. But just because a fan wants to follow your brand doesn't mean you're entitled to provide them with any content you wish. On the contrary, a fan can opt out of receiving your brand's content with a single click, so it's imperative that they're receiving the type of content that's valuable to them.

To that end, we've put together a list of 5 things your audience really wants from your social presence.

2.2.1 Fan Content

According to Park (2005), he suggests that have you ever been to a concert and just wished that the singer would pull you onto the stage with Fans Of course, that rarely happens at concerts, and chances are that if it does, you're not the one who's pulled up there. And just like a stage, social media is a platform that overlooks a large audience. The ultimate thank-you, which takes little time and hardly any money, is to celebrate the content created by fans. It's not that fans necessarily want to see content from other fans (though often they do), but that they want to know there's a possibility that *their* content will be shared.

2.2.2 Behind-the-Scenes Content

The casual fan may be content with the limited interaction they have with a brand. Simply buying and wearing the hat, eating the candy or watching the show is enough for them. But the true fans want to go deeper. They want to look behind the curtain to a place only a certain number of people can see. They want the unreleased footage, the photos of the actors on set and the outtakes, like this cool photo set of actors laughing in between takes (Venediktov, 2002).

2.2.3 Shareable Content

Simone (1991) used to wonder why Face book pages like "WTF Crazy Videos" and Twitter profiles that just post quotations existed. But as spammy as they seem, people do follow them because they provide users with content to share. He not suggesting that your brand start auto-scheduling quotations or scouring Reddit for the latest fail video, but when determining your content plan, think about this: Where's the content that audiences will want to share with *their* audiences? Is the content you're creating actually worth sharing?

2.2.4 Exclusive Content

Lacy (1991) suggested that why would a fan follow your brand's content if everything you post there is accessible elsewhere? If you're just posting your readily available commercials on YouTube or links to your products on Face book and Twitter, there's no

value in actually subscribing to, liking or following your brand's accounts. Consider releasing content only on a specific channel. This can be anything from video blogs to sneak previews to coupons to presale codes, but make sure fans can't get it anywhere else. The Boston Celtics made more than \$200 off me recently when they sent a special presale code for playoff tickets to their email newsletter list. He hadn't planned on going to a game, but when the code provided me with great seats before most other people, my plans were set. It ended up being one of the greatest games (and days) of my life.

2.2.5 Participatory Content

According to Croteau (2001), Most of our personal social-media activity is passive stalking...he meant monitoring. But this doesn't mean that social media users aren't up for a good game or contest! One of my favorite examples is from the WGN America (a Story client) *How I Met Your Mother* Facebook page, where WGNA has created albums of its fans suiting up (an homage to Neil Patrick Harris's character, Barney Stinson) as part of a yearly "International Suit Up Day." Giving your fans a way to participate is a great means of activating them, and in turn they'll be on the lookout for your content.

Every brand is different, so not all this content is applicable to every brand; but try to be open to sharing new types of content. It not only solidifies the relationship between your brand and its fans, but also gives your fans a reason to follow it.

2.2.6 Animated GIFs

Animated GIFs have long been used on chat boards and forums online, but they weren't exactly mainstream on the internet. But recently, the blogging platform Tumblr has brought GIFs back into fashion with a passion, and we think these fun animations can add an interesting visual element to your marketing content. Try incorporating animated GIFs on your website and landing pages (as we've done with the GIF to the right to show off pages of one of our marketing analytics eBooks) to enhance your content and stimulate your visitors. They're easy to make, and fun to find as a visitor (Croteau, 2001).

2.2.7 Comics/Cartoons

Comics and cartoons are another type of content that marketers can have fun creating - and prospects can have fun seeing. Even better, though? They're excellent social media sharing fodder. Funny cartoons that are relatable to people in your industry are sure to garner you more social shares than the average text update and they'll stick around on the web longer, likely generating some valuable inbound links and traffic as a result. For instance, I recently stumbled upon one of Hub Spot's older cartoons (originally published in 2009) that someone shared on Twitter recently, poking fun at the differences in social networks (Donohue, 2009).

2.2.8 Concept/Content Visualizations

Not to be confused with info graphics, concept visualizations are another great content type to add to your marketing tool belt. These visualizations more easily explain abstract or difficult-to-understand concepts that are hard to describe through text. The most effective ones are illustrated as one would pages in a children's book simply, colorfully, and clearly. Content visualizations can serve as great trump cards in the back pockets of content creators when it comes to getting prospects and leads to understand difficult concepts that your products and services help to solve. At HubSpot, for example, we frequently make use of concept visualizations to illustrate various inbound marketing-related concepts in blog posts, eBooks, webinars, social media, etc. Check out this one we created to visualize the concept of closed-loop marketing (Croteau, 2001).

2.2.9 Controversial Content

We all know that a bit of controversy can drive a ton of traffic, comments, and inbound links. Why? Because controversy is compelling. It stirs up emotion and inspires passion, and passion motivates action. When executed well, controversial content can increase engagement and brand awareness, as well as reinforce your brand's particular breed of thought leadership. Just be sure that if you're taking on a controversial topic in your industry, you're not just doing it for the sake of stirring up controversy. Make sure you have the opinions, and supporting arguments to back it up (Croteau 2001).

2.2.10 Live streaming Video

According to Croteau (2001), Speaking of live streaming video, why not add that to your list as well? These serve a dual purpose: traffic and content. During the live stream of your video, traffic will be flooding into your site. You can insert calls-to-action or product/service information if you'd like, though don't turn your show into a live infomercial. Apply the same type of logic to your content here as you would to your blog posts is the content relevant to your industry? Does it display thought leadership, discuss an interesting or new data, or otherwise present a relevant and interesting take on a popular topic?

This sort of content is excellent for real-time social engagement. Create a hashtag to accompany your livestreamed content, and spark discussion online before, during, and after it streams. Afterward, make sure you offer a recording of the livestream for on-demand viewing.

2.2.11 Embedded Tweets

We'll be discussing user-generated content in a minute, but embedded tweets deserve their own mention because they're painfully easy and chronically under-used. You'd publish testimonials if they were submitted in other forms, right? If you have users who are tweeting positively about your company, you should be showing it off on your website. It's easy to do, and it offers the extra bonus of promoting your social media presence right on your website site. What's more they're versatile. To find out how to embed tweets yourself and the various uses of embedded tweets, check out this simple guide (Lacy 1991).

2.2.12 Event Information

It's not enough to simply announce your participation in events, and then allow the blog post you wrote about it to get lost in the oblivion of buried pages on your website. Instead, add a page on your website that clearly lays out all of the events your company will be attending in the foreseeable future. For each event listed, there should be a link to the event site, your company's location at the event -- if that's relevant, since not all

events are trade shows -- and any available social media information for the event that you're using (you know the drill - hashtags, location-based check-ins, etc.) (Lacy 1991).

2.3 The effects of ownership on content

Within an organization, factors on the organizational level are the key to understanding the presence of a certain type of content. Decisions about the target audiences and type of content are made on this level.

Ownership structure, as one of the factors on the organizational level, also affects the content of mass media messages. Research usually indicates three basic types of mass media ownership: government owned (or government party owned), privately owned, and own both by government and private organizations or individuals (Press Freedom, 1997). Government-owned media outlets usually seen by social scientists as pursuing goal of social welfare and harmony, while privately owned media are seen as pursuing interests that are determined by desire to make profit, although it is not always the case. The fact that media are (partly) owned by government does not mean that channels and content are totally controlled by government. Usually, if not subsidized, these channels have to make profit, which means independence to certain extent from government ideological interests.

Effects of ownership on serving the public interest are part of a bigger theme of effects of mass media ownership on content. There are number of studies that were able to determine effects of ownership on content, although there are some that present the opposite view. These studies looked at different effects in different areas.

One of the areas of research that examined media ownership effects on content deals with consolidation of media, which occurred in order to pursue economic and organizational advantages. Chain ownership in the newspaper industry received a lot of attention.

Studies found that the editorials of the big chain-owned newspapers were more likely to express positions on some issues and less likely to vary in positions taken than editorials of nonchain- owned newspapers (Akhavan-Majid, Rife & Gopinath, 1991). Another study found that editorial's endorsement patterns changed when newspapers were purchased by chains

(Rystrom, K., 1987). Thrift (1977) found that the editorials of the chain-owned papers tended to have less argumentative editorials on local controversial issues. The location of newspaper's headquarters (out of state place of headquarters is the case for chain newspapers) was also found to affect the way local conflicts were presented in papers (Donohue, Olien & Tichenor, 1985).

News reporting patterns were found to be connected to the type of ownership.

Independently owned daily newspaper had more stories that require more reportorial efforts and used more enterprises news sources than chain-owned (Fradgley & Niebauer, 1995). A study by Olien, Tichenor, and Donohue (1988) found a strong correlation between the type of ownership and coverage (frequency and proportion) of non-local business. Another study found that the more characteristics of the corporate form of organization newspaper had, the more emphasis was placed on quality of news coverage (Demers, 1996).

As a source of political information, mass media may affect public behavior on elections. Scholars examined the effects of newspaper's consolidation on endorsement of political candidates. In a study by Wackman, Gillmor, Giano, and Dennis (1975) they found that chain owned newspapers in comparison to independent newspapers were more likely to endorse candidates for president, support the favored candidate of the press, and be homogeneous in endorsing candidates during observed election periods. The authors concluded that "chain ownership of newspapers discourages editorial independence in endorsing presidential candidates" (p 420). Another study concluded that newspaper ownership was an important factor in endorsement, although chain newspapers were found to be homogeneous to lesser extent (Gaziano, 1989). A study by Busterna and Hansen (1990) found no significant differences in endorsing the press-favored

candidates. Chain-owned newspapers demonstrated even more autonomy that has been found in other research. This difference in results can be consequence of different methods as concluded by authors.

A study of the effects of foreign ownership on content by Hollifield (1999) found significant differences between domestically-owned and interNew vision ally-owned newspapers in the coverage of local stories. Control for circulation size and size of newspapers did not diminished these differences.

There were also studies that reported no effects of ownership on content of newspapers.

For example, Akhavan-Majid and Boudreau (1995) compared the editorial role perception of chain-owned and independent newspapers. With control for the size of newspapers there was no difference in editorial role perceptions. Perception changed due to size of newspapers, not due to ownership.

Some studies addressed questions about effects of ownership and the size of newspapers on space and allocation of different kinds of content. Lacy (1991) found that ownership did not have an effect on how news were allocated. Yet group-owned newspapers, when compared to independently owned ones, had shorter stories and devoted more space and stories to editorial and op-ed material.

Although results of studies on effects of ownership on contents are contradictory, this area of study still attracts scientists and is among the most highly debated. Some studies did in fact show that mass media ownership has impact on the diversity of its messages on two levels: 1) presenting different points of view or different perspectives on some issue (for example, while endorsing, news paper either endorse one favorable candidate, or presents several); 2) presenting a variety of issues in general.

The impact of media ownership on output has been a major subject of research over the past four decades. Golding and Murdock (1974; 1989; 2000) offer the seminal works in this area, and argue that media proprietors do determine the editorial line and cultural

stance of the newspapers and broadcast stations they own (Golding & Murdock, 2000:74). They operate within structures that constrain as well as facilitate their said influence, imposing limits as well as offering opportunities for editorial control. Analysing the nature and sources of these limits is a key task for critical political economy of culture (Golding & Murdock, 2000:74).

CHAPTER THREE

METHODOLOGY

3.1 Introductions

This chapter described the methodology, which was employed in the study, provide descriptive information on the methods and instruments of data collection, processing and analysis. It specified the area, in which the study was conducted, describe the research population, research, procedures and the problems, which were encountered during the study.

3.2 Research design

This study followed a descriptive survey design. The descriptive design was used to establish the role of media ownership on media content. It was a descriptive because the researcher was interested in examining a relationship between media ownership and media content in Uganda.

3.3 Sampling strategy

The researcher used the stratified random sampling methods and the purposive sampling methods to collect the data from the respondent in New Vision, Daily Monitor.

3.4 Sample size

Due to limited time and resources, sample sizes of (39 people) were selected from the study population of (40) respondents (Krejcie & Morgan, 1970). This study used a simple random sampling for those in the administrative positions. Simple random sampling was good for in-depth analysis; it enables high representation of the population, less bias, and simplifies data interpretation and analysis of results (Black, 1999). While purposive sampling was used for production and news anchoring departments because it allowed for probing more on media content.

3.6 Sampling procedures

Considerable care was taken in coding the raw data. Lampert and Ervin-Tripp (1993:169) argue that the classification and labelling of events into discrete categories was a central part of most research in the Social Sciences. It allowed investigators to identify and group similar instances of a phenomenon together for systematic study and was essential to any quantitative analysis. The process of classification and labeling was commonly referred to as "coding". Coding therefore, was converting the first system into the code system.

3.7 Research instrument

The research instrument used to collect accurate and reliable data on media ownership and media content in New Vision were questionnaire, interviews guide, observation and, consultations.

3.7.1 Self-Administered Questionnaires

The research instrument included the Self-Administered Questionnaire (SAQs). SAQ was used because they are the most suitable in a survey that involved a large number of respondents (Amin, 2005). In addition, (SAQs) were very suitable for the target respondents given their high levels of English literacy. Finally, SAQs consumed less time and money compared to other methods (Alston & Bowels, 1998).

While using the Self-Administered Questionnaire, the researcher found it easy and less costly to collect data since the number of questionnaires issued were for 39 respondents who could all read and write with very adequate knowledge about the study variable. However, the challenge was that some respondents were reluctant in returning the questionnaires and some were reserved for confidential matters. But the researcher managed to convince them that the study was for only purposes of an academic award.

3.7.2 Interview Guide

Interviews were mainly used to get information from key informants. Interviews were good for probing or clarity, and provided more detailed explanations by the respondent and they kept respondents focused to the study topic. In addition, the interview was used in order to collect additional data that might have been left out by the questionnaires especially closed-ended ones (Amin, 2005). The experience in using method was effective and efficient because it provided instant feedback and allowed for probing respondents. The challenge with interviews was that respondents were difficult to catch on appointments because most of them had very busy schedules. The researcher managed to re-schedule many appoints with these respondent until they created time, something which was very stressing and time consuming.

3.7.3 Documentary Review Guide

The documentary review method was used for ascertaining trends, gaps and the way forward. Some of the documents reviewed included government, non-government documents and reports, dissertations, library books, the Internet, news papers and magazines as was presented in the literature review.

3.12 Data Analysis procedure

Data analysis means the computation of certain indices or measure along with searching for patterns of relationships that exist among the data groups.

Analysis, particularly in the case of survey or experimental data, involves estimating the values of unknown parameter of the population and testing hypotheses for drawing inference (Kothari, 1990:160). According to Kothari data analysis takes place after the data have been collected. Analysis of data requires a number of closely related operations such as estimation of categories application of these categories to raw data through coding, tabulation and then drawing statistical inference. Collected data was condensed in a few manageable groups and table for further analysis. Thus the researcher classified the raw data into purposeful and useable categories.

Tabulation was part of the technical procedure where classified data were put into tables. The analysis was based on the computation of various percentages and coefficients by applying various well defined statistical formulae Statistical Package for Social Scientists (SPSS). In the process of analysis relationships of difference supporting or conflicting with the original or new hypotheses were subjected to test of significant to determine their validity.

3.13 Ethical Consideration

To ensure that ethics was practiced in the course of the study as well as utmost confidentiality for the respondent and the data provided by them, the following were done, (1) Coding of questionnaire (2) The respondent were requested to sign the informed consent ;(3) Authors mentions in the study were acknowledge within the text;(4) finding were presented in a generalized manner.

3.14 Limitation of the study

Intervening or confounding variables were beyond the researcher control such honesty of the respondent and personal biases. To minimize such conditions, the researcher requested the respondent to be as honest as possible and to be impartial/ unbiased when answering the questionnaire.

The research environments were classified and controlled since setting where there. Extraneous variables influenced on the data gathered such as comments from other respondent, anxiety, stress, motivation on the part of respondent while on the process of answering the questionnaire. Although these were beyond the researcher control, efforts were made to request the respondent to be as subjective as possible in answering the questionnaire.

There was inconsistency in the time when the data obtained from respondent. This was minimized by orienting the data and briefing the research assistants on the data gathering procedures.

Attrition ; A representative sample was not reached as computed due to circumstances within the respondents and beyond the control of the researcher however beyond the minimum size was done by the researcher to avoid such a situation.

The problem was of respondent taking long with the questionnaire but however this was minimized by contently remaindering the respondent about the urgency of the questionnaire

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter presents the information on the background information of respondents including; gender, position of the respondent and duration of service. The chapter presents findings, summary and discussions.

4.1 Back ground information

4.1.1 Sex of the respondent

Table 1: Sex of the respondent

	Frequency	Percentage
Male	20	51.3
Female	19	48.7
Total	39	100

Source: Primary Data 2016

The findings about the sex of the respondents revealed that majority with 51.3% were male and the rest were female with 48.7% response. This show there is quite a relative gender balance in the media ownership companies.

4.1.2 Highest academic qualification of the respondent

Table 2: Highest academic qualification of the respondent

	Frequency	Percentage
High school	1	2.6
Diploma	5	12.8
Degree	20	51.3
Masters	5	12.8
Professional	5	12.8
Others(specify)	3	7.7
Total	39	100

Source: Primary Data 2016

The findings in table 2 revealed that the Highest Academic Qualification of the respondent was degree with 51.3% followed by those who had masters degree, diploma and professional qualifications with 12.8% response and these were followed by those with Other qualifications with 7.7% and lastly the minority were those with high school qualification with 2.6% response

4.1.3 Age of the respondent

Table 3: Age of the respondents

	Frequency	Percentage
Below 25 years	5	12.8
26-30 years	20	51.3
31-35 years	5	12.8
36-40 years	5	12.8
41-45 years	1	2.6
Above 45 years	3	7.7
Total	39	100

Source: Primary Data 2016

The findings in table 3 shows that most of the respondents were in the age bracket of 26 – 30 years with 51.3% response, 12.8% were in the age brackets of below 25 years, 31- 35 years, 36 – 40 years followed by those in the age bracket of above 45 years with 7.7% response and lastly the minority were in the age bracket of 41 – 45 years. This shows that the respondents were still in their youth stages and knew exactly what they were doing.

4.1.4 Status of the company

Table 4: Status of the Company

	Frequency	Percentage
Registered	35	89.7
Not Registered	4	10.3
Total	39	100

Source: Primary Data 2016

The findings in table 4 revealed that the media ownership houses were all registered with 89.7% response and the minorities were not registered with 10.3% response this shows that the media ownership companies were all registered with the Uganda Communications Commission.

4.1.5 Department where the respondents belong

Table 5: Department where the respondents belong

	Frequency	Percentage
Editorial	20	51.3
News	5	12.8
Photo desk	2	5.1
Features	6	15.4
Sports	1	2.6
Stories	5	12.8
Total	39	100

Source: Primary Data 2016

The findings from table 5 show that the majority of the respondents were in the editorial department with 51.3% followed by those in the features department with 15.4% response. This was followed by those in the news and stories department with 12.8% and lastly those in the sports department with 2.6% response.

4.1.6 Positions held by the respondents

Table 6: Position held by the respondents

	Frequency	Percentage
Administrative	5	12.8
Operational	10	25.6
Production	25	64.1
Total	39	100

Source: Primary Data 2016

According to the findings in table 6 majority of the respondents were in the production department with 64.1% response followed by those in the operational department with

25.6% response and lastly those in the administrative department with 12.8% response. This shows that the majority of the respondents were involved in the production of media content in the companies.

4.1.7. Length of service with current company

Table 7: length of service with current company

	Frequency	Percentage
Less than 1 year	4	10.2
1-4 years	5	12.8
5-10 years	25	64.1
10 years and above	5	12.8
Total	39	100

Source: Primary Data 2016

Table 7 shows that the respondents had worked for current company for a period of 5 – 10 years with 64.1 % response followed by those who had worked for 1 – 4 years and 10 years and above with 12.8% and lastly those who had worked for a period of less than 1 years with 10.2% response.

4.2 The nature of media ownership in Uganda

4.2.1 Are you aware of the different media ownerships in Uganda

Table 8: If respondents are aware of the different media ownerships in Uganda

	Frequency	Percentage
Yes	35	89.7
No	4	10.2
Total	39	100

Source: Primary Data 2016

Table 8 shows that the majority of the respondents were aware of the different media ownership companies in Uganda with 89.7% response followed by those who were not aware of the media houses in Uganda with 10.2% response.

4.2.2 If Yes what are the different media ownership in Uganda?

Table 9: The different media ownership in Uganda

	Frequency	Percentage
Community	4	10.3
Government	5	12.8
Private	20	51.3
Public	10	25.6
Total	39	100

Source: Primary Data 2016

The findings in table 9 above shows that the majority of the respondents supported private media ownership with 46.2% followed by public with 15.4%, government 12.8%, and lastly community with 1% response. The findings show that most of the media ownership companies in Uganda are private companies because majority of the media companies in Uganda are being owned by private individuals ever since the government started the privatization program in Uganda. There are few government owned media companies which are managed by the government.

4.3 The different types of media contents

Basing on this objective, the respondents were requested to give their views on the different types of media content they knew and the responses were as seen below;

4.3.1 Are you aware of the different types of contents that media ownership companies offer in Uganda?

Table 10: Respondent's knowledge of the different types of contents that media companies offer in Uganda

	Frequency	Percentage
Yes	35	89.7
No	4	10.2
Total	39	100

Source: Primary Data 2016

Table 10 shows that the majority of the respondents said that they were aware of the different types of media contents that media ownership companies offer in Uganda with 89.7% response followed by the minority who were not aware with 10.2% response.

4.3.2 What are some of the different types of media contents that media ownership offers?

Table 11: The different types of media contents that media ownership offers

	Frequency	Percentage
Fan content	6	15.4
Behind the scenes	5	12.8
News	20	51.3
Animated GIFs	3	7.7
Comics/Cartoons	5	12.8
Total	39	100

Source: Primary Data 2016

Table 11 showed that the majority of the respondents said the media content that media houses offers was news with 51.3, fan content with 15.4%, behind the scenes and comics/cartoons with 12.8% and lastly animated content with 7.7% response. The findings show that most interesting media content that media companies offer is news. Most of these media houses publish news every day that bear content that the public needs to know.

4.4 The effect of media ownership on content

Basing on this objective the respondents were requested to give their views on the effect of media ownership on media content.

4.4.1 Are there any effects of media ownership on media content?

Table 12: Responses on whether there are any effects of media ownership on media content

	Frequency	Percentage
Yes	30	76.9
No	9	23.1
Total	39	100

Source: Primary Data 2016

Table 12 shows that majority of the respondents said yes that media ownership has an effect on media content with 76.9% response and the minority said no that media ownership has no effect on media content with 23.1% response.

4.4.2 The effects of media ownership on media content?

Table 13: The effects of media ownership on media content

	SA	A	D	SD
There is consolidation of media	20	10	5	4
There is a lot of editorial endorsement patterns	30	5	3	1
News reporting patterns tend to concentrate on one type of ownership	25	10	6	3

SA, (Strongly Agree), A (Agree), D (Disagree), SD (Strongly Disagree)

Source: Primary Data 2016

Table 13 shows that 20 of the respondents strongly agreed that impartiality was the major effect of media ownership on media content, while 10 respondents agreed, other 5 disagreed and 4 respondents strongly disagreed. When it comes to regulated content 30 respondents strongly agreed that it was the major effect of media ownership on media content, 5 agreed, 3 disagreed and 1 respondent strongly disagreed. Responses on self censorship 25 respondents strongly agreed, 10 agreed, 6 disagreed and 3 respondents strongly disagreed that it was not the major effect of media ownership on media content. The findings revealed that majority of the respondents strongly agree that media ownership is strongly consolidated where by they do not give the public the

real content they need to know and the other also strongly agreed that media ownership affects the editorial endorsement patterns of the content that they should be bringing to the public

CHAPTER FIVE

SUMMARY, DISCUSSIONS, CONCLUSION AND RECOMMADATIONS

5.1 Introduction

This chapter discusses the findings from the field reported in chapter four. In addition it composed of the summary of the key findings, discussions of the findings, conclusion and recommendations which are presented objective by objective and the limitations to the study and further areas of further.

5.2 Summary

The sex of the respondents revealed that majority with 51.3% were male, the Highest Academic Qualification of the respondent was degree with 51.3%, most of the respondents were in the age bracket of 26 – 30 years with 51.3%, the media ownership houses were all registered with 89.7%, majority of the respondents were in the editorial department with 51.3%, majority of the respondents were in the production department with 64.1%, the respondents had worked for media ownerships for a period of 5 – 10 years with 64.1 % majority of the respondents were aware of the different companies in Uganda with 89.7% majority of the respondents were supported Vision group with 46.2% majority of the respondents said that they were aware of the different types o f media contents that media ownership companies offer in Uganda with 89.7% majority of the respondents said yes that media ownership has an effect on media content with 76.9% majority of the respondents said media ownership affects public behavior on elections with 51.3%.

5.3 Discussion

5.3.1 The nature of media ownership in Uganda

The findings revealed that majority of the respondents were aware of the different media ownership companies in Uganda with 89.7%.

These findings were in line with those of McQuail (2005) who argues that that indeed ownership of media matters because it affects the way in which the media industry is

able to manage the resources available for media provision. A global overview of media ownership patterns is also discussed in this theoretical framework. The researcher also traces the development of media conglomeration at the turn of the 20th century both in Uganda and abroad. In so doing, the Big Five media organizations (Viacom, Time Warner, News Corp Bertelsmann and Disney) as mentioned earlier are studied to shed light on how ownership patterns affect or influence media messages.

"He who pays the piper calls the tune is a common statement in the media. Ownership has continued to play an influential role in the editorial policies of media organizations. It is so bad in some media organizations that the ethics of journalism are exchanged with the opinions and decisions of the proprietors of the organization. McQuail (2005) while writing on the influence of ownership on mass media content said, "there is no doubt that owners in market based media have ultimate power over content and can ask for what they want to be included or left." This is against the ethics of journalism.

5.3.2 The different types of media contents

The findings from chapter four show that majority of the respondents were supported Vision group with 46.2% Majority of the respondents said that they were aware of the different types of media contents that media companies offer in Uganda with 89.7%.

These findings were in line with those of Curran's (2000:129) argument that representing people to authority is, in liberal theory, a key democratic function of the media. He argues that the introduction of opinion polls as those analyzed in the article "*Opinion poll: Museveni is ahead of the others*" took some wind out of this 'fourth estate' argument. More often now, the claim is made simply that the media speak for the people, and represent their views and interests in the public domain. The results published from the above articles on opinion polls discloses a different outcome to the assumption that: 'the broad shape and nature of the press is ultimately determined by readers because the press must respond in a competitive market-place to what people want, and express their views and interests (Curran, 2000:129). As a consequence the privately owned press, and by extension, the privately owned broadcasting system –

speak up for the people. This argument is so frequently advanced that it is necessary to explain why it is fundamentally flawed. In the first place, it invokes an idealized view of market competition. In reality, most media markets have developed in ways that weaken consumer influence (Curran, 2000:129). An analysis of data from the articles in this category vindicates Curran's argument of a weakened consumer influence.

5.3.3. The effect of media ownership on content

The findings in Chapter four revealed that majority of the respondents agreed that media ownership has an effect on media content with 76.9% majority of the respondents said Media ownership affects public behavior on elections with 51.3%.

These findings were in line with those of Meier (2008), who found that the influence of media ownership is felt more by government owned media organizations especially in Africa. In countries like the United States of America and Britain, there are laws meant to check the excesses of owners. In Britain, there is limited (if any) influence on the content produced by the British Broadcasting Corporation by government. According to McQuail (2007), "Meyer's (1987) survey evidence confirmed that US journalistic ethics frowned on owner intervention, although editors reported a fair autonomy in practice."

Contrary to this survey, Schultz's (1998) study of Australian journalists showed strong support for the fourth estate role but also a recognition that it was often compromised by commercial consideration and owner pressure. According to a report compiled by Media Development and Diversity Agency in South Africa, control of any media company can be divided into three: Shareholdings and equity, general management and editorial control. According Melody (1978) in his report, "There are codes of good practice that govern how media controllers (editor and station managers) interact as laid out by regulatory bodies." But how many media owners stick to these codes? In Africa, government has continuously used the state owned media to crush the voice of the opposition. Many governments have used these media to their advantage during presidential elections campaigns across the continent, especially if the government in power is contesting. In such case, the opposition would have to turn to God for a

miracle. Melody (1978) in Meier (2008), stated that "in addition to ownership concentration of the mass media industry, content provision, packaging and distribution have also become a standardized production and marketing process in which the messages communicated are contained and directed in both quantity and quality to meet the economic imperatives of media owners ." Giddens (1999) in Meier (2008) said, "The media have a double relation to democracy. On the one hand the emergence of a global information society is a powerful democratizing force. Yet, television, and the other media, tends to destroy the very public."

In the article "*Cases of rigging, violence worries donors*" the FDC was widely quoted as castigating the national broadcaster *UBC* as being out-rightly biased in favour of government in its coverage. Curran (2000:125) argues that such development arises from the fact that public broadcasters have been censored by restrictive laws and regulations; undermined by being packed with government supporters; squeezed by refusals to increase public funding; intimidated by public and private criticism; and crushed through sackings of staff and threat of privatization. This was indeed the case in the run up to elections as *UBC* was packed with pro government administrators. As media magnate, Rupert Murdoch succinctly put it: "public service broadcasters in this country [Britain] have paid the price for their state sponsored privileges. That price has been their freedom' (cf. Curran, 2000:121). Indeed *UBC* has suffered under some of the factors mentioned by Curran. By pointing towards their satisfaction with *The New vision* and *The Daily Monitor's* balanced coverage, the FDC's view also taps into the liberal theorists' argument that media can also be viewed in a more expansive way, in liberal theory, as an agency of information and debate that facilitates the functioning of democracy (Curran, 2000:127).

5.3 Recommendations

Based on the findings and conclusions of the study, the following recommendations were made, in line with the specific objectives of the study.

Recommendations of this research are that editors should adhere to formulated editorial policies which essentially cover issues on how news should be covered and how

journalists should professionally go about their work. This may also help editors avert undue ownership influence of their work. However, it is a difficult feat to achieve as some owners are aggressive towards editors who fail to adhere to their whims. Editors the world over have had to resign or are forcefully dismissed when they stick to their professional inclinations which makes the adherence to professional values a bit tricky.

Another factor that could help achieve balanced news coverage is the employment of professional journalists with formal journalistic training. This has not been the case in Uganda. The current crop of journalists are people with no formal journalistic qualifications. These journalists thrive on the fact that they have gained valuable “experience” in the course of writing news stories. They have also used the need of work experience to technically eliminate fresh graduates from various schools of journalism from available jobs.

The government should also enact laws that will regulate unhealthy cross media ownership trends that may eventually stifle diversity in news coverage. This can be done by enacting laws that create an enabling business environment with few barriers to new entrants and availing a level playing field to all business people. This scenario will create competition which ensures that news coverage is balanced and fair and that there are wider opinions, views and perspectives that the greater public may use to arrive at important decisions. It has been notable that while media puts pressure on governments to embrace democratic principles, their internal structures are quite rigid and undemocratic, hence the need to commission a study of how the internal news gathering processes can be revitalized to ensure balanced and accurate news coverage.

5.4 Area of further research

The researcher proposes the following areas for further research:

- i. The impact of media ownership content on influencing elections.
- ii. The effect of media ownership on the promotion of democracy in a country.

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APPENDIX A
RESEARCH QUESTIONNAIRE

Dear respondent;

I am Namyalo Josephine a final year student of Kampala International University conducting a purely academic study on the topic **"THE INFLUENCE OF MEDIA OWNERSHIP ON MEDIA CONTENT. A CASE STUDY OF VISION MEDIA GROUP AND MONITOR PUBLICATIONS; UGANDA"**. It's a partial requirement for the fulfillment of the award of the Degree of

Bachelor o Mass communication of Kampala International University

Responses provided will be treated with utmost confidentiality and used for only academic purposes. I therefore kindly request you to spare some time and truly answer this questionnaire.

SECTION A:

BACK GROUND INFORMATION (Please tick as appropriate)

1. Highest Academic Qualification of the respondent.

High school	Diploma	Degree	Masters	Professional	Others(specify)

2. Age of the respondent

Below 25 years	26-30 years	31-35 years	36-40 years	41-45 years	Above 45 years

3. gender of the respondent (a) Male ☐ (b) Female ☐

4. Status of the Company (a) Registered ☐
(b) Not Registered ☐

5. Which Department do you belong?

(a) Editorial	<input type="text"/>	(b) News	<input type="text"/>
(c) Photo desk	<input type="text"/>	(d) Features	<input type="text"/>
(e) Sports	<input type="text"/>	(f) Stories	<input type="text"/>

6. What position do you hold in the company?

(a) Administrative	<input type="text"/>
(b) Operational	<input type="text"/>
(c) Production	<input type="text"/>

7. How have you worked with New vision or Monitor Publication?

(a) Less than year	<input type="text"/>	(b) 1-4 years	<input type="text"/>
(c) 5-10 years	<input type="text"/>		
(d) 10 years and above	<input type="text"/>		

SECTION B: The nature of media ownership in Uganda

1. Are you aware of the different media ownerships in Uganda?

Yes	<input type="text"/>	No	<input type="text"/>
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2. If Yes what are the different media ownership in Uganda?

.....

.....

.....

3. What is the nature of operation of the different media ownership in Uganda

.....

.....

.....

SECTION C: The different types of contents

1. Are you aware of the different types of contents that media ownership companies offer in Uganda?

Yes

No

2. If Yes what are some of the different types of media contents that media ownership offers?

.....

.....

.....

3. Which of the media content mentioned above is common in your organizations

.....

.....

.....

SECTION D: The effect of media ownership on content

1. Are there any effects of media ownership on media content?

Yes

No

2. If Yes What are the effects of media ownership on media content?

.....

.....

.....

3. Which of the mentioned effects of media ownership on media content is common in your organizations

.....

.....

.....

