

**ASSESSMENT OF THE INFLUENCE OF JOINT OWNERSHIP ON THE BROADCAST  
STATIONS: A CASE STUDY OF RADIO WEST MBARARA.**

**BY**

**NABAKOOZA DOREEN**

**1163-06124-05642**

**A DISSERTATION SUBMITTED TO THE COLLEGE OF HUMANITIES AND SOCIAL  
SCIENCES IN PARTIAL FULFILMENT FOR THE AWARD OF A  
BACHELOR'S DEGREE IN MASS COMMUNICATION AND  
MEDIA STUDIES OF KAMPALA INTERNATIONAL  
UNIVERSITY**

**SEPTEMBER, 2019**

### DECLARATION

I, Nabakooza Doreen declare to the best of my knowledge that this research report truly is my original work and has not been submitted to any university or institution for academia award.

Signature .....  .....

Date ..... 13-09-2019 .....

### APPROVAL

This is to satisfy that this research report was done under my supervision and it is now ready for submission to the college of humanities and social science of Kampala International University with my approval.

Signature ..... 

MR. KAAYA. JOSEPH

SUPERVISOR

Date..... 

### **DEDICATION**

This study is dedicated to my family, especially my Father, Mr. Kakuru John, My mother Mrs. Kamaranzi Justine, my beloved sister, Kemigisha Stella and my friends Atuhereze Denis, Aineamatsiko Rose and BOB Atwiine for their support in compiling this research report and my supervisor, and all my lecturers. You have been an inspiration to me through your hard work, commitment, love and wisdom acquainted to me. Without you, I would not be what I am.

Thank you.

### **ACKNOWLEDGEMENT**

It may not be possible to thank everyone who assisted me in writing and compiling this report.

Most importantly I give glory and honor to the almighty God for having made me compile this report.

My special thanks go to my supervisor, Mr. Kaaya Joseph, for the technical guidance and constructive comments given in planning and writing this dissertation.

I also would like to acknowledge my classmates and friends for the assistance and advice rendered during my time of study.

May God bless you all.

## TABLE OF CONTENTS

DECLARATION .....	i
APPROVAL.....	ii
DEDICATION .....	iii
ACKNOWLEDGEMENT .....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES .....	viii
ACRONYMS .....	ix
ABSTRACT.....	x
CHAPTER ONE .....	1
INTRODUCTION.....	1
1.0 Introduction .....	1
1.1 Background to the study.....	1
1.2 Problem Statement .....	2
1.3 Objectives of the study.....	2
1.4 Specific objectives .....	2
1.5 Research questions .....	3
1.6 Scope of the study .....	3
1.6.1 Geographical scope .....	3
1.6.2 Content scope .....	3
1.6.3 Time scope .....	3
1.7 Significance of the study .....	3
1.8 Conceptual Framework .....	4
CHAPTER TWO .....	5
LITERATURE REVIEW.....	5
2.0 Introduction .....	5
2.1 Theoretical review.....	5
2.2 Conceptual review.....	6

2.2.1 Media ownership in Uganda .....	6
2.3 Related Literature .....	8
 CHAPTER THREE.....	12
METHODOLOGY .....	12
3.0 Introduction .....	12
3.1 Research Design.....	12
3.2 Study population .....	12
3.3 Sample size.....	12
3.4 Sampling Techniques and Procedures .....	13
3.5 Data Collection Sources.....	13
3.5.1 Primary Data .....	13
3.5.2 Secondary Data .....	13
3.6 Data Collection Methods.....	13
3.7 Research Collection Instruments.....	13
3.7.1 Questionnaire .....	13
3.8 Validity and Reliability.....	14
3.8.1 Validity.....	14
3.8.2 Reliability.....	14
3.9 Data Management .....	14
3.9.1 Data Processing.....	14
3.9.2 Data Analysis .....	14
3.10 Ethical Considerations of the Study.....	15
3.11 Limitations of the study .....	15
 CHAPTER FOUR.....	16
PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS .....	16
4.0 Introduction .....	16
4.1 Respondent Characteristics .....	16
4.1.1: Gender of respondents .....	16
4.1.2 Gender of respondents.....	16

4.3 Performance of broad cast stations .....	18
4.4: Relationship between joint ownership and performance broadcast stations.....	19
CHAPTER FIVE.....	21
DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS .....	21
5.0 Introduction .....	21
5.1 Discussion of the findings .....	21
5.1.1 Level of joint ownership in the media industry .....	21
5.1.2 Performance of broad cast stations .....	21
5.1.3 Relationship between joint ownership and performance broadcast stations.....	22
5.2 Conclusions to the study .....	22
5.2.1 Level of joint ownership in the media industry .....	22
5.2.2 Performance of broad cast stations .....	22
5.2.3 Relationship between joint ownership and performance broadcast stations.....	23
5.3 Recommendations to the study .....	23
5.3.1 Level of joint ownership in the media industry .....	23
5.3.2 Performance of broad cast stations .....	23
5.3.3 Relationship between joint ownership and performance broadcast stations.....	23
REFERENCES.....	24
APPENDIX 1: RESEARCH QUESTIONNAIRE.....	27
APPENDIX II:TIME FRAMEWORK .....	30
APENDIX III: ESTIMATED BUDGET .....	31



## LIST OF TABLES

Table 4.1: Gender of respondents.....	16
Table 4.2: Gender of respondents.....	16
Table 4.3: Performance of broad cast stations.....	18
Table 4.4: Relationship between joint ownership and performance broadcast stations.	19

## ACRONYMS

KIU	Kampala International University
BBC	British Broadcasting Cooperation
CNN	Cable News Network
TV	Television
UBOS	Uganda Bureau of Statistics
UBC	Uganda Broadcasting Corporation
UCC	Uganda Communications Commission
FM	Frequency Modulation
CSOs	Civil Society Organizations
NRM	National Resistance Movement

## ABSTRACT

The general objective of the study was to determine the effect of joint ownership on the broadcast stations in Uganda, to determine the level of joint ownership in the media industry, to determine the level performance of broadcast stations and to determine the relationship between joint ownership and broadcast stations in Uganda.

The findings of the study revealed that there is a high level of joint ownership in the media industry as respondents agreed to all the statements that were used to measure this objective.

The findings of the study also revealed that the performance of broadcast stations has increased in terms of the number of listener, the broadcast station airs out countrywide, that the sponsors of various programs have increased and it has also increased in terms of profitability whereas 86% of the respondents revealed that the number of employees has not increased. This implies that regardless of the improvement in performance, broadcast stations still use same people to present different programs. More so, the findings of the study revealed that there is a positive relationship between joint ownership and performance of broadcast stations. This means that joint ownership improves that performance of broadcast stations. Though 60% of the respondents revealed that Joint ownership delays decision making of broadcast station and 71.6% also revealed that Joint ownership hinders smooth airing of the programs because of influence from different parties.

The study recommended that the government should advise joint ownership partners on how to run broadcast stations smoothly since they have already out competed that media industry. The management should recruit more employees as 86% of the respondents revealed that the number of employees has not increased regardless of the improvement in the performance of broadcast stations, the partners should form a decision making committee in order to ease the process of decision making and that the joint owners should not interfere with the work of employees as the findings of the study revealed that the interference from different parties affects the performance of broadcast stations.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Introduction**

The industry media of Uganda is greatly dominated by joint ownership as these affects the way the industry is controlled both positively and negatively depending on the interests of the owners( mujuni,2018).

This chapter explains the background of the study, problem statement, research objectives, research questions, scope of the study, significance of the study and the conceptual framework.

#### **1.1 Background to the study**

Globally, the issues of joint media ownership and control can never be overemphasized due to the dwindling situations surrounding media practice in Nigeria. The media is said to take the coloration of where the practice is being carried out that is the way the media operates in developed countries such as Soviet Union, United States, Britain cannot be the same as the way it will function in developing countries countries (Hamis, 2011)

Joint ownership of the media industry is influenced by political and economic factors which have direct implications on the electoral process. The political factor refers to the editorial independence and content of the media while the economic influence are the advertisers who constitute the economic force that also determines what should be and what can be the content of media messages (Shoemaker & Reese, 1996; Herman & Chomsky, 2002; Shoemaker & Reese, 2014). The joint ownership of the media is therefore, an economic imperative that influences not only the editorial independence of the media but also the generality of the content, including the selection of election news. This is why Lichtenberg (1990) submits that: "it would be naïve to think that the economic and political interests of these institutions do not get reflected in their informational products..

Uganda is an East African country, with an estimated population of 34,132,400 (Males 16,741,400 and Females 17,390,000) (UBOS, 2012) and an area of 197,058,000 square km (93,104 square miles). The major economic activity is agriculture with nearly 80% of the population engaged in subsistence agriculture. In recent years, sound macroeconomic policies driven by donor demands enabled the economy to grow on an average of 7% per year quite above other

African states. Structural adjustment policies triggered the transformation of the economy to middle class industries leading Uganda to trade and attract investment in infrastructure from countries like Kenya, the United Kingdom, South Africa, India, and the United Arab Emirates among others.

Among the investors attracted are those who come to invest in the media industry due to its importance to society. The media remains the primary source through which the population get news and related information (Free House, 2010). Newspapers tend to be more read by the urban elite, with very few people in the rural countryside having access to them (HRW, 2010). Local FM radio stations relay news, most of which is extracted from the newspapers, and from international radios like British Broadcasting Cooperation (BBC) news, Radio France, Cable News Network (CNN), Aljazeera and Sky News (IFEX, 2008). HRW and Free House (2010) observed that among the various media channels, radio still remains the major form of disseminating and receiving information among the rural population in Uganda. A few rural towns have connections to television (TV), but with very minimal number of people getting information through TV, because they cannot afford it due to high levels of poverty. International and national bodies singled out Uganda as a country where freedom of expression is heavily stifled despite having some good laws concerning media ownership.

## **1.2 Problem Statement**

Joint ownership greatly affects the way broadcast media operates as the owners impart decisions on what to be conveyed to the public since they are the sole owners and in most cases they tend to violate the media rules and regulations due to the severe corruption in Uganda. This greatly distorts the media operations and entirely the general objective of media. Therefore this study seeks to determine the effect of joint ownership on the broadcast stations in Uganda.

## **1.3 Objectives of the study**

The general objective of the study is to determine the effect of joint ownership on the broad cast stations in Uganda

## **1.4 Specific objectives**

To determine the level of joint ownership in the media industry

To determine the level performance of broadcast stations

To determine the relationship between joint ownership and broad cast stations in Uganda

### **1.5 Research questions**

What is the level of joint ownership in the media industry?

What is the level of performance of broadcast stations?

What is the relationship between joint ownership and broadcast stations in Uganda?

### **1.6 Scope of the study**

#### **1.6.1 Geographical scope**

The study was carried out at Radio West located in the southwestern part of Uganda as it usually as it is under joint ownership thus guarantying good information for the study.

#### **1.6.2 Content scope**

The study generally considered two variables that is joint ownership as the independent variable and broadcast stations as the dependent variable.

#### **1.6.3 Time scope**

The research was conducted within a period of 2 months, from August to September 2019.

### **1.7 Significance of the study**

The study will add on the existing literature about the variables of the study.

The findings of the study will enable government to formulate favorable laws that govern joint ownership in the media industry

The study will enable the researcher to attain a bachelor's degree of Journalism and media studies.

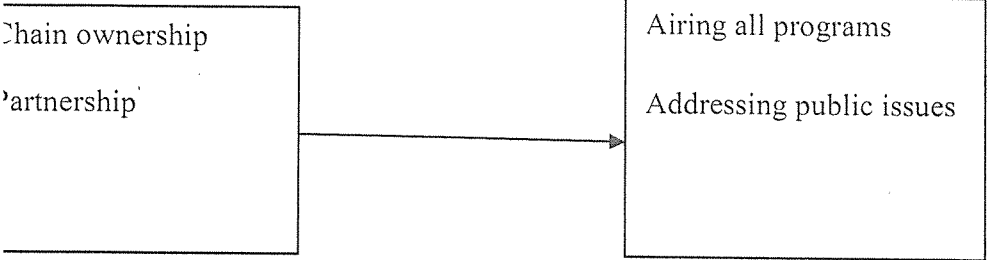
1.8 Conceptual Framework

Independent variable

Dependent variable

Joint ownership

Performance broadcast stations



Adapted and modified from Jalul,2016

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introduction

This chapter presents the theoretical review, conceptual review and related literature concerning the variables of the study.

#### 2.1 Theoretical review

The study was guided by Marxist Theory(1963). The theory posits media ownership is extremely decisive of industrialist societies and considers that the Mass Media stand in the way of obligatory collective change, Capitalist societies give only the notion of democratic system. There is no real democracy. In reality, the State defends the wellbeing of the industrialist class, (the Bourgeoisie) at the disbursement of the operational class (the Proletariat) and that Mass Media are said to add to a process of socialization which encourages subjugated groups to accept their own mistreatment without inquiry.

The authoritarian theory developed in the 16<sup>th</sup> and 17<sup>th</sup> centuries from England out of the philosophy of absolute power of monarch government spread across many parts of the world, yet to date it is still widely practiced in many countries to support and advance the policies of ownership of media and to service the state (Severin J.W. and J.W. Tankaro 1997:346). The theory emphasizes that whoever has got the royal patent or similar permission has a right to use own and use the mass media, hence the government patents guides the process of licensing and sometimes censorship. It suggests that the government patents guides licensing and censorship of the media. The theory was developed at the time when the world was under the authoritarian rule by the monarchs with absolute power; although it has later been adopted by various dictators to consolidate their power.

The Soviet totalitarian theory, closely linked to the authoritarian theory emphasizes that the media ownership should be contributing to the success and continued existence of the soviet system in the world. The theory looks at mass media ownership as being controlled by the government through their political, economic actions as well as surveillance. Hence the mass media is seen as an arm of the state that should exist to further the state interest .



## **2.2 Conceptual review**

### **2.2.1 Media ownership in Uganda**

The Ugandan media originates from colonial days when Uganda was still a British protectorate: the British colonial master introduced the media industry in Uganda in 1954, aimed at supporting the imperial agenda of the government. The Uganda Broadcasting Cooperation (UBC), State owned rebroadcasted BBC and other local programs meant to counter anti British pro independent voices by the local Pan Africanists. Even in colonial days media freedom was restricted because the black Pan Africanists used the media to attack the colonial masters. The colonial masters' reaction to this was the arrest and jailing of critical African writers and closing down their publications (Lugalambi, 2010). When Uganda eventually got her independence on 9th October 1962, the post independent Ugandan government took over the control of the UBC and continued with the same aggression towards the media. It is reported that, critical politicians and journalists were arrested and jailed during Obote's government with publications called 'Ssekanyolya' being banned after the 1966 Uganda crisis.

As Lugalambi puts it, at this time Uganda had two media channels and these remained under the control of Ministry of Information with its employees being public servants. The funds for its operation and administration came from the state offers (2010). For very long period, the UBC remained a government mouth piece, with very little independence in its broadcasting programmes. The concept of public broadcasting therefore lost meaning; there were no laws to protect the media practitioners in the way they were doing their job. This meant much coercion and interference from the state in the matters concerning the national broadcasters. As Lugalambi 2010 reports, the 'Uganda Television and radio' became a symbol of state power with a biased approach to reporting.

From the time of independence, the media remained under the control of the government until the time of liberalization of the economy in 1993. The media monopolies were broken; the public media industry had proved to be one of the sectors that were difficult to work in because the media professionals were not protected by the law and there was a lot of interference, intimidation, and harassment and in some cases coercion by state apparatus. With the change of

the media laws, several independent media outlets both print and the broad cast sprang up mostly operated by private individuals, politicians, churches, and business proprietors. According to the Uganda Communication Commission (UCC), the number of local FM radio media stations increased from 14 in December 1996 to 158 by March 2007 and to date Uganda has over 200 FM Stations, whereas the private television stations increased from four to 45 including Cable channels in the same period (IREX, 2008).

In terms of freedom of expression, this seems to be very good for the sector. However, from 2002, the same ruling government of National Resistance Movement (NRM) began to censor the media industry, through creating conditions that make media operation difficult. This was done by allowing very little freedom of expression and diversity of views and introduction of stiff and stringent domestic laws against the media. To date, these laws have been met with resistance by most Media outlets, International bodies, Civil Society Organisations (CSOs), and Journalist Associations. The argument is that the government is violating both national, regional and International laws on freedom of expression (Article 19, 2010; HRW, 2010; Amnesty International, 2011). Most journalists are of the view that the Ugandan government looks at media as a big threat to their existence rather than a partner in development and democratization process hence the enactment of domestic laws that undermine media freedom and independence.

With the liberalisation policy in place, media groups sprang up, major forms being websites, radio stations, newspapers and television channels, which are state, church or privately owned. The state owned media are known as the Vision Group which is the market leader in the newspaper, radio and television sector. Meanwhile, the Nation Media Group (NMG) is respected for its independent coverage and owns the Daily Monitor, National Television (NTV) and KFM radio. Both the Vision group and NMG attract the biggest market among the public both at national and international level. Besides these two, there are private individuals in Uganda who have heavily invested in the media industry mostly in local FM radio stations.

### 2.3 Related Literature

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, 2017). 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 joint 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 joint ownership on content, although there are some that present the opposite view. These studies looked at different effects in different areas(Akhavan-Majid, Rife & Gopinath,2011, Rystrom, K., 2017, McCullagh, 2012; Shoemaker, 2011; Press Freedom, 2017; Koltsova, 2011).

One of the areas of research that examined joint 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 (Koltsova, 2011).Media ownership greatly affects the sole objective of broadcasting.

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,2011).I agreed with this study since media jointly owned stations have enough resources to reach out to the masses. Another study found that editorial's endorsement patterns changed when newspapers where purchased by chains (Rystrom, K., 2017). Therefore joint ownership has strong effect on the media industry.

Thrift (2017) found that the editorials of the joint-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, 2015).

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, 2015).

Mass media content is a product of the interaction between different interests within mass media, different roles of mass media, different sources of information, and different interests of groups outside mass media organization (McCullagh, 2002; Shoemaker, 2011; Press Freedom, 2017; Koltsova, 2011).

Shoemaker (2011) builds the hierarchical model of sources that influence content of mass media. Within organization content is being affected on three levels: individual level, media routines level, and organizational level. On individual level content of media messages is affected by communicators' personal backgrounds, experiences, attitudes, values, and beliefs and by communicators' professional backgrounds, roles, ethics, and power within the organization. "Organizations must routinize work in order to control it" (Shoemaker, 2011).

These routines affect individual communicators and their way of working. On the organizational level content is affected by the economic goals of a media organization, its structure, internal policies, internal control, and organizational roles. "Individual workers and their routines must be subordinated to the larger organization and its goals" (Shoemaker, 2011). The Goals of an organization are determined by the owners of the organization.

There are also effects on content of mass media messages from non-organizational levels: extra media level and ideological level. On the extra media level content is affected by sources of information, revenue sources, other social institutions, economic environment, and technology.

Ideology addresses issues of accepted and non-accepted behavior, determines spheres of consensus and deviance. Policies in the sphere of media are introduced on the ideological level

A study by Olien, Tichenor, and Donohue (2018) 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, 2016).

The issues of media ownership and control can never be overemphasized due to the dwindling situations surrounding media practice in the country. The media is said to take the coloration of where the practice is being carried out i.e the way the media operates in Nigeria cannot be the same as the way it will function in other countries such as Soviet Union. Asemah (2009) describes the media as a channel or technological devices through which messages are conveyed to a large heterogeneous audience, they are the vehicles used for conveying message from a source to a large destination. The Mass Media is divided into the electronic and print.

The electronic media are mechanically or technologically operated devices of Mass Communication these are Radio, Television, while the Print are Newspaper, Journals, and Magazines etc. This research seeks to explore the issues facing media practice in Nigeria and a way forward to it.

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 (2015) they found that joint Ownership affects broadcast stations 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 "joint 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, 2009). A study by Busterna and Hansen (2010) 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 (2009) found significant differences between domestically-owned and internationally-owned newspapers in the coverage of local stories. Control for circulation size and size of newspapers did not diminish these differences.

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

For example, Akhavan-Majid and Boudreau (2015) 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 (2011) 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: 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) presenting a variety of issues in general.

## CHAPTER THREE

### METHODOLOGY

#### 3.0 Introduction

This chapter presents different methods that were adopted in collecting and interpreting data related to the study by discussing choices related to: Research Design, study population, sampling strategies, data collection methods, instruments, data quality control, data analysis and procedure.

#### 3.1 Research Design

The study employed a survey research design. The study adopted a survey research design because data was collected from respondents at a particular time. This survey research design according to Amin (2005) was helpful to the researcher to attain systematic data from a sample. Purposive sampling was also used to ensure that the respondents with the right information were selected to participate in this study. Quantitative and qualitative approaches were used because they helped to ensure that data collected was quantitatively analyzed and descriptively interpreted.

#### 3.2 Study population

The study population comprised of 50 participants purposively selected from the employees and listeners of radio west

#### 3.3 Sample size

The sample size of the study was determined according to Slovene's formula of sample size determination. Under this, a target population of 50 was zeroed down to a sample size of 45 respondents respectively as stated by Slovene's (1978). The Slovenes formula was used to determine the minimum sample size.

$$n = \frac{N}{1 + Ne^2} = \frac{50}{1 + 50(0.05)^2} = 45 \text{ Respondents.}$$

$$n = 45$$

With  $n$ =number of sample

$N$ =total population

$e$ =level of significance 0.05

Using the formula above, a sample of 45 respondents was obtained

### **3.4 Sampling Techniques and Procedures**

The participants in the study were selected using purposive sampling method and simple random sampling. Purposive sampling was the best because it involves selecting participants that possess the required characteristics and qualities of the information as defined by the researcher (Gay, 2006).

### **3.5 Data Collection Sources**

The researcher used both primary and secondary data sources.

#### **3.5.1 Primary Data**

Primary data is a source of data generated from respondents using questionnaires and interview guide to get opinions, views and suggestions of the respondents. The researcher used a self administered questionnaire to collect data.

#### **3.5.2 Secondary Data**

Secondary data sources are kind of information that the research study used which were already published in regard to the study topic. It included all written information from text books, internet, newspapers, reports, brochures and news prints, audio and visual information that is readily available on the study.

### **3.6 Data Collection Methods**

The researcher used questionnaires as the major data collection methods used to get first hand information.

### **3.7 Research Collection Instruments**

#### **3.7.1 Questionnaire**

This is the main data collection tool. It consisted of questions that were set in relation to the research objectives so as to get the real answers to the set research questions. These were administered to the Management and staff of radio west. The questionnaires were used because they are easy and convenient to use in collection of data from busy respondents like those in big ministries.



### **3.8 Validity and Reliability**

#### **3.8.1 Validity**

Validity is the ability of the research instrument to measure what it aims or is supposed to measure. According to Amin (2005), the research instrument must be appropriate for the study objectives to be achieved. The researcher consulted and discussed validity of the instruments with colleagues and supervisor to limit errors as much as possible. The questions that were wrong were eliminated and only quality questions and relevant ones for this study were considered.

#### **3.8.2 Reliability**

Reliability of an instrument is the dependability or the trustworthiness of an instrument. According to Amin (2005), it is the degree to which the instrument consistently measures what it is supposed to measure. This method is picked on a single pre-test group and shows the degree to which the items in the questionnaire are inter-correlated. That is, a respondent who had completed the questionnaire was again politely asked to complete another fresh questionnaire (retest) after two weeks to prove the answers earlier filled for consistence or how close they related (Amin (2005). Internal consistence of the items in the questionnaire was established using Cornbach's formulae to compute the alpha co-efficiency of reliability. To get the reliability, the data was entered in the computer and analyzed using the statistical package for social scientists (SPSS), which was useful for providing a Cronbach Co-efficient Alpha test for testing reliability.

### **3.9 Data Management**

#### **3.9.1 Data Processing**

Collected data was sorted, checked for data arrangement and scrutiny for any arising inconsistencies, so as to obtain an objective and reasonable judgment, edited, entered, coded using SPSS package for analysis.

#### **3.9.2 Data Analysis**

Data analysis in this case was done quantitatively with statistical techniques such as the use of tables, frequencies and percentages in the analysis so as to ensure accuracy, adequacy and completeness of the study.

### **3.10 Ethical Considerations of the Study**

The researcher formed a questionnaire which was approved by the supervisor and she obtained an introductory letter from the head of department which was presented to the staff of radio west during the process of data collection.

The researcher administered the research tool to the respondents while making all the necessary introductions and assuring the respondents that the data collected would be treated with utmost confidentiality and used only for academic purposes.

Finally, she collected the filled questionnaires after two days and started report compilation.

### **3.11 Limitations of the study**

The researcher was limited by enough funds especially for supporting her in the process of Data collection as this entailed choosing less sample size which might have affected the results of the study.

Some respondents deliberately refused to answer the questionnaires because of their busy schedules.

## CHAPTER FOUR

### PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

#### 4.0 Introduction

This chapter contains the presentation, analysis, and interpretation of results in line with the study objectives. The chapter presents; the descriptive statistics of the items under study. Statistical tools such as tables showing frequencies and percentages, and graphs were used to summarize findings from the survey. The presentation was guided by the research objectives and statistics were generated with the aim of generating responses for the research questions.

#### 4.1 Respondent Characteristics

The characteristics of the respondents considered included; gender, age group, level of education, marital status and the time spent working with the organization. The analysis was as shown in tables and figures below.

##### 4.1.1: Gender of respondents

**Table 4.1: Gender of respondents**

Gender	Frequency	Percentage
Male	26	56.7
Female	19	43.3
Total	45	100

Source: primary data, 2019

##### 4.1.2 Gender of respondents

**Table 4.2: Gender of respondents**

Age of respondents	frequency	percentage
Less than 14	6	12.5
26-36	17	37.5
37-47	11	25.0
48-58	8	18.8
Above 58	3	6.2

Total	45	100
-------	----	-----

Source: Primary data 2019

#### 4.2: Level of joint ownership in the media industry

**Table 4.6: level of joint ownership in the media industry**

Statements	N	Strongly Disagree (%)	Disagree (%)	Not Sure (%)	Agree (%)	Strongly Agree (%)	Mean
There is joint ownership in the media industry of Uganda	45	10	3.0		50	37.2	4.02
Most of the broad cast station in Uganda are under joint ownership	45	10	8.6		60.4	21	3.73
This radio station is Under joint ownership	45	5	4.24		44	40.8	4.37
Joint ownership in the media industry of Uganda is the easiest way of owning a broad cast station	45	28.4			21	50.6	3.65

**Source: Primary data 2019**

The likert scale is 1 –strongly Disagree 2- Disagree 3- not sure 4- agree 5-Strongly agree.

The response mean is 1.00-1.80- strongly Disagree, 1.81-2.60- Disagree, 2.61-3.40 Not sure, 3.41-4.20- Agree, 4.21- 5.00 –Strongly Agree.

The findings of the study in table 4.6 revealed that there the level of joint ownership in the media industry of Uganda is high. The findings of the study revealed that the level of joint ownership in the media industry of Uganda is high. This is backed by the fact that 87.2% of the respondents

employees has not increased. This implies that regardless of the improvement in performance, broadcast stations still use same people to present different programs.

#### 4.4: Relationship between joint ownership and performance broadcast stations.

**Table 4.4: Relationship between joint ownership and performance broadcast stations.**

Statements	N	Strongly Disagree (%)	Disagree (%)	Not Sure (%)	Agree (%)	Strongly Agree (%)	Mean
Joint ownership improves the performance of broadcast stations to a greatest extent.	45	12	4.2		53	30.8	3.86
Joint ownership delays decision making of broadcast stations	45	5	15	20		60	3.95
Joint ownership hinders smooth airing of the programs because of influence from different parties	45	10.4	18		50.6	21	3.54
There is a positive relationship between joint ownership and performance of broadcast stations	45	18.6			41.4	40	3.84

**Source: Primary data 2019**

The likert scale is 1 –strongly Disagree 2- Disagree 3- not sure 4- agree 5-Strongly agree:

The response mean is 1.00-1.80- strongly Disagree, 1.81-2.60- Disagree, 2.61-3.40 Not sure, 3.41-4.20- Agree, 4.21- 5.00 –Strongly Agree.

The findings of the study in table 4.8 revealed that there is a positive relationship between joint ownership and performance of broadcast stations. This is from the fact that 83.8% of the respondents agreed that Joint ownership improves the performance of broadcast stations to a greatest extent with a mean of 3.86, 81.4% of the respondents agreed that There is a positive relationship between joint ownership and performance of broadcast stations with a mean of 3.84. However 60% of the respondents revealed that Joint ownership delays decision making of broadcast stations with a mean of 3.95, 71.6% of the respondents also revealed that Joint ownership hinders smooth airing of the programs because of influence from different parties with a mean of 3.54.

## **CHAPTER FIVE**

### **DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS**

#### **5.0 Introduction**

This chapter presents the findings of the study, conclusions to the and recommendations of the study basing from different objectives.

#### **5.1 Discussion of the findings**

##### **5.1.1 Level of joint ownership in the media industry**

The findings of the study revealed that the level of joint ownership in the media industry of Uganda is high. This is backed by the fact that 87.2% of the respondents agreed there is joint ownership in the media industry of Uganda with a mean of 4.02, 81.4% agreed with the statement that most of the broad cast station in Uganda are under joint ownership with a mean of 3.73, 84.4% agreed with the statement that this radio station is Under joint ownership with a mean of 4.37 and 71.6% of the respondents agreed that Joint ownership in the media industry of Uganda is the easiest way of owning a broad cast station with a mean of 3.65. This is in line with This is in line with Amnesty International, 2011 that mutually inferred that the level of joint ownership in the media industry of African states is high. I also agree with the findings since very few of the broadcast stations in Uganda are privately owned leaving most of them in the hands of joint ownership.

##### **5.1.2 Performance of broad cast stations**

The findings of the study revealed that the performance of broadcast stations has increased. This is from the fact that 92.8% of the respondents agreed that the number of listeners has increased with a mean of 4.05, 84% of the respondents agreed that the broadcast station airs out countrywide with a mean of 4.05, 71.6% of the respondents agreed that the sponsors of various programs have increased with a mean of 3.58, 80.2% agreed that the level of profitability has increased with a mean of 3.81 whereas 86% of the respondents revealed that the number of employees has not increased. This implies that regardless of the improvement in performance, broadcast stations still use same people to present different programs. This is in agreement with Demers (2016) who revealed that most of the foreign investors and governments in Africa are generally investing in media industry particularly broadcasting due to its anticipated level of

profitability. I agree with the findings of the study that the performance of broadcast stations has improved since they are multiply in Uganda and more so I agreed that most of the presenters present more than one program per day leaving a big number unemployed.

### **5.1.3 Relationship between joint ownership and performance broadcast stations.**

The findings of the study revealed that there is a positive relationship between joint ownership and performance of broadcast stations. This is from the fact that 83.8% of the respondents agreed that Joint ownership improves the performance of broadcast stations to a greatest extent with a mean of 3.86, 81.4% of the respondents agreed that there is a positive relationship between joint ownership and performance of broadcast stations with a mean of 3.84. However 60% of the respondents revealed that Joint ownership delays decision making of broadcast stations with a mean of 3.95, 71.6% of the respondents also revealed that Joint ownership hinders smooth airing of the programs because of influence from different parties with a mean of 3.54. This is in line with Akhavan-Majid, Rife & Gopinath, 2011. I agreed with this study since media jointly owned stations have enough resources to reach out to the masses. Another study found that editorial's endorsement patterns changed when newspapers were purchased by chains (Rystrom, K., 2017). Therefore joint ownership has strong effect on the media industry.

## **5.2 Conclusions to the study**

### **5.2.1 Level of joint ownership in the media industry**

The findings of the study revealed that there is a high level of joint ownership in the media industry as respondents agreed to all the statements that were used to measure this objective.

### **5.2.2 Performance of broadcast stations**

The findings of the study revealed that the performance of broadcast stations has increased in terms of the number of listener, the broadcast station airs out countrywide, that the sponsors of various programs have increased and it has also increased in terms of profitability whereas 86% of the respondents revealed that the number of employees has not increased. This implies that regardless of the improvement in performance, broadcast stations still use same people to present different programs.



### **5.2.3 Relationship between joint ownership and performance broadcast stations.**

The findings of the study revealed that there is a positive relationship between joint ownership and performance of broadcast stations. This means that joint ownership improves that performance of broadcast stations. Though 60% of the respondents revealed that Joint ownership delays decision making of broadcast station and 71.6% also revealed that Joint ownership hinders smooth airing of the programs because of influence from different parties.

## **5.3 Recommendations to the study**

### **2.3.1 Level of joint ownership in the media industry**

The government should advise on joint ownership partners on how to run broadcast stations smoothly since they have already out competed that media industry.

### **5.3.2 Performance of broadcast stations**

The management should recruit more employees 86% of the respondents revealed that the number of employees has not increased regardless of the improvement in the performance of broadcast stations.

### **5.3.3 Relationship between joint ownership and performance broadcast stations.**

The partners should form a decision making committee in order to ease the process of decision making.

The joint owners should not interfere with the work of employees as the findings of the study revealed that the interference from different parties affects the performance of broadcast stations.

## References

- Akhavan-Majid, R., Rife, A. & Gopinath, S. (2011). The Effect of Chain Ownership on Editorial Independence: a Case Study of Gannett Newspapers. *Journalism Quarterly*, 68(1/2), 59-66.
- Akhavan-Majid, R. & Boudreau, T. (2015). Chain Ownership, Organizational Size, and Editorial Role Perception. *Journalism and Mass Communication Quarterly*, 72(4), 863-873.
- Amin (2005). Sample size determination and data quality. Basin from research ethics. New York: Oxford University Press.
- Amnesty International, (2011) Commercial Culture: the Media System and the Public Interest. New York: Oxford University Press.
- Asemah (2009) Presidential Endorsement Patterns by Chain-Owned Newspapers, 1976-84. *Journalism Quarterly*, 67(2), 286-294.
- Busterna and Hansen (2010) The Business of Media: Corporate Media and the Public Interest. Thousand Oaks, CA: Pine Forge Press.
- Demers, D., (2016). Corporate Newspaper Structure, Profits, and Organizational Goals. *Journal of Media Economics*, 9(2), 1-23.
- Donohue, G., Olien, C. & Tichenor, P. (2015). Reporting Conflict by Pluralism, Newspaper Type and Ownership. *Journalism Quarterly*, 62(3), 489-499.
- Fradgley, K. & Niebauer, W. (2015). London's "Quality" Newspapers: Newspaper Ownership and Reporting Patterns. *Journalism and Mass Communication Quarterly*, 72(4), 902-915.
- Free House (2010). Corporate Newspaper Structure, Profits, and Organizational Goals. *Journal of Media Economics*, 10(7), 78-90.
- Gay, L. (2006). Basic approach to research methodology. Basin from research ethics. New York: Oxford University Press.
- Gaziano, C. (2009). Chain Newspaper Homogeneity and Presidential Endorsements, 1972- 1988. *Journalism Quarterly*, 66(4), 836-845
- Hamis, 2011. Joint ownership, Organizational Size, and Editorial Role Perception. *Journalism and Mass Communication Quarterly*, 72(4), 863-873.

- Herman & Chomsky. 2002. News Media Performance in Hypercompetitive Markets: An Extended Model of Effects. *International Journal on Media Management*, 8(2), 60- 69.
- Hollifield, C. (2009). Effects of Foreign Ownership on Media Content: Thomson Papers' Coverage of Quebec Independent Vote. *Newspaper Research Journal*, 20(1), 65-82.
- IFEX (2008) Relation Between Corporate Ownership and Editor Attitudes About Business. *Journalism Quarterly*, 65(2/3), 259-266.
- Koltsova, O. (2001). News Production in Contemporary Russia. Practices of Power. *European Journal of Communication*, 16(3), 315-335.
- Lacy, S. (2011). Effects of Group Ownership on Daily Newspaper Content. *Journal of Media Economics*, 4(1), 35-47.
- Lichtenberg (1990) Media ownership and control in the age of the convergence (pp. 171-189). London: International Institute of Communications.
- Lugalambi,G. (2010) .Media Power: a Sociological Introduction. New York: Palgrave.
- Mujuni,J.(2018).NTV news report .Quality” Newspapers: Newspaper Ownership and Reporting Patterns. *Journalism and Mass Communication Quarterly*, 72(4), 902-915.
- Olien, Tichenor, and Donohue (2018).Handbook of Media Management and Economics (pp. 275-295).
- Mahwah, NJ: L. Erlbaum Associates. Press Freedom, 2017. Issues in Media Management and the Public Interest. In A.B.Albarran (Ed.),
- Regional and International laws on freedom of expression ( 2010) *Journal of Media Economics*, 4(1), 35-47.
- Rystrom, K., (2017 ) Relation Between Corporate Ownership and Editor Attitudes About Business. *Journalism Quarterly*, 65(2/3), 259-266.
- McCullagh, (2012). Relation Between Corporate Ownership and Editor Attitudes About Business. *Journalism Quarterly*, 65(2/3), 259-266.
- Severin J. Tankaro (1997 Processes, Principles and Policies: The Public Interest Standard in U.S. Media Policy. In Conference Papers - International Communication Association, 2005 Annual Meeting (pp. 1-33), New York, NY

- Shoemaker, P. J., & Reese, S.D. (2011). *Mediating the message: Theories of influence on mass media content*. White Plains, NY: Longman.
- Shoemaker & Reese, (1996); *Processes, Principles and Policies: The Public Interest Standard in U.S. Media Policy*. In *Conference Papers - International Communication Association, 2005 Annual Meeting* (pp. 1-33), New York, NY.
- Thrift,D.(2017). *Media in Transition and Politics in Russia*. In J. Servaes & R. Lie (Eds.), *Media and politics in transition: cultural identity in the age of globalization* (pp. 213-221).
- Uganda Bureau Of Statistics report (UBOS) (2012).
- Wackman, Gillmor, Giano, and Dennis (2015) . *Media in Transition and Politics in Russia*. In J. Servaes & R. Lie (Eds.), *Media and politics in transition: cultural identity in the age of globalization* (pp. 213-221).

## APPENDIX 1: RESEARCH QUESTIONNAIRE

Dear respondent,

I am Nabakooza Doreen a final year student at Kampala International University conducting a purely academic study as a partial requirement that leads to the award of the degree of Bachelor of Mass communication and media studies.

The research is about the stated topic above. The answers provided will be treated with utmost confidentiality and only for academic purposes. I therefore kindly request you to respond appropriately to the following questions.

Thank you.

### SECTION A: PERSONAL BIODATA

#### 1. Gender

(a) Male ☐ (b) Female ☐

#### 2. Age

(a) 25 and below ☐ (b) 26-36 ☐  
(c) 37-47 ☐ (d) 48-58 ☐ (e) Above 58 ☐

#### 3. Marital Status

Single ☐ Married ☐ Widow ☐ Separated ☐

#### 4. How long have you been running your business?

(a) Below 1 year ☐ (b) 1-2 years ☐ (d) above 3 years ☐

#### 5. Educational level

(c) Certificate ☐ (b) Diploma ☐ (C) Degree ☐

**SECTION B: level of joint ownership in the media industry**

SA – Strongly Agree, A – Agree, NS – Not Sure, D – Disagree SD – Strongly disagree

Statement	SD	D	NS	A	SA
There is joint ownership in the media industry of Uganda					
Most of the broad cast station in Uganda are under joint ownership					
This radio station is Under joint ownership					
Joint ownership in the media industry of Uganda is the easiest way of owning a broad cast station					

**SECTION C: Performance of broad cast stations**

In the table below, the respondent is required to tick any one option for each statement:

Apply a tick where applicable using the following key.

SA – Strongly Agree, A – Agree, NS – Not Sure, D – Disagree SD – Strongly

Disagree

Statement	SD	D	NS	A	SA
The number of listeners has increased					
The broadcasts station airs out countrywide					
The sponsors of various programs have increased					
The level of profitability has increased					
The number of employees has increased					

**Section C: Relationship between joint ownership and performance broadcast stations.**

In the table below, the respondent is required to tick any one option for each statement:

Apply a tick where applicable using the following key.

SA – Strongly Agree, A – Agree , NS – Not Sure, D – Disagree SD – Strongly disagree

disagree

Statement	SD	D	NS	A	SA
Joint ownership improves the performance of broadcast stations to a greatest extent.					
Joint ownership delays decision making of broadcast stations					
Joint ownership hinders smooth airing of the programs because of influence from different parties					
There is a positive relationship between joint ownership and performance of broadcast stations					

Thank you for your time.

# APPENDIX II: TIME FRAMEWORK

Activity	1	2	3	4	5	6	7	8	9	10	11	12
Proposal development												
Doing library and internet research												
Analysis												
Compiling data												
Submission of the report												
Review and editing the report												
Submission of the final report.												