

**MASS MEDIA COVERAGE ON DOMESTIC VIOLENCE IN UGANDA,
CASE STUDY VISION GROUP**

BY

NAKALEMBE ANGELLA

BMC/41698/133/DU

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

APRIL, 2017

DECLARATION

I, **Angella Nakalembe I** declare that this dissertation on “*Mass media coverage on domestic violence in Uganda, Case study vision group*” is my original work and has never been presented by any other person in any other University or institution for any kind of Award.

Signature.....

NAKALEMBE ANGELLA

Date.....

APPROVAL

This is to acknowledge that this report has been under my supervision as a university supervisor and is now ready for submission.

Signature.....

Date.....nd
2-05-17

MS.NANYONDO JANET

DEDICATION

I dedicate this piece of work to my mum Mrs. Maria Kayongo, my brothers, Ronnie, and Deo, my friends Mercy, Immaculate, Julius and Emmy for their spiritual, moral and financial support in this journey. May Lord reward copiously.

ACKNOWLEDGMENT

First of all I would like to thank the almighty God for his provision, guidance and care upon our lives and My parents for their struggle to pay for me tuition

I would like to thank my supervisor Ms.Nanyondo Janet for ^{her} ~~his~~ inspiration as I carried out this research work. My sincere gratitude to the students and my lecturers , thank you very much.

Finally I would like to thank my friends and classmates for our interactions and support they gave me.

May God Bless you all Amen!!

TABLE OF CONTENTS

DECLARATION	i
APPROVAL.....	ii
DEDICATION	iii
ACKNOWLEDGMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
ABSTRACT	ix
CHAPTER ONE.....	1
INTRODUCTION.....	1
1.0 Introduction	1
1.1 Background of the study	1
1.2 Statement of the Problem	2
1.3. Purpose of the study	3
1.4 Objectives of the study	4
1.5 Research Questions	4
1.6 Scope	4
1.6.1 <i>Geographical scope</i>	4
1.6.2 <i>Theoretical scope</i>	4
1.6.3 <i>Contextual scope</i>	5
1.7 Significance of the study	5
1.8 Operational of key terms	5
CHAPTER TWO.....	6
LITERATURE REVIEW.....	6
2.1 Socio cultural norms on domestic violence.....	6
2.1.1 Legal and institutional frameworks on domestic violence in Uganda	7
2.1.2 International provisions on violence against women	7
2.1.3 Adverse Impacts of domestic violence.....	8
2.1.4 Social and Economic costs of domestic violence.....	9

2.2 Media and domestic violence.....	10
2.2.1 The role of media in tackling domestic violence	10
2.2.2 Communication for social change.....	12
2.2.3 Lessons from communication programs	12
2.3 Media coverage of violence against women	13
2.3.2 Media reinforcing patriarchal hegemony	13
2.3.3 Domestic violence not a woman's issue	14
 CHAPTER THREE	16
METHODOLOGY	16
3.0 Introduction	16
3.1 Research Design.....	16
3.2 Target Population	16
3.3 Sample Size.....	16
3.3.1 Krejcie& Morgan (1970).....	17
3.4. Sampling procedures	17
3.5. The data-gathering Methods:	17
3.5.1 Research instruments:	17
3.6 Validity of the Instruments.....	18
3.7 Data Gathering procedures:.....	19
3.7.1Before conducting the interviews.....	19
3.7.2 During Interviews.....	19
3.8 Data Analysis:	19
3.9 Ethical Consideration:	20
3.10 limitations of the study.....	20
 CHAPTER FOUR.....	21
PRESENTATION, INTERPRETATION AND ANALYSIS OF THE RESULTS.....	21
4.0 Introduction	21
4.1 The mass media coverage on domestic violence among women.....	21
4.2 The attitude of Ugandan media editors towards domestic violence.....	23

4.3 The media editors' attitude towards domestic violence	25
CHAPTER FIVE.....	28
DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS	28
5.0 Introduction	28
5.1 Discussions of Findings	28
5.2 Conclusions	28
5.3 Recommendations	29
5.4 Areas for further study	29
REFERENCES	30
APPENDICES.....	32
APPENDIX I : TRANSMITTAL LETTER FOR THE RESPONDENTS	32
APPENDIX II : CLEARANCE FROM ETHICS COMMITTEE	33
APPENDIX III : INFORMED CONSENT	35
APPENDIX V : INTERVIEW GUIDE	36

LIST OF TABLES

Table 3. 1: Sample size of the study.....	17
Table 4.1 showing the mass media coverage on domestic violence among women	22
Table 4.2: The attitude of Ugandan media editors towards domestic violence	24
Table 4.3 The media editors' attitude towards domestic violence	26

ABSTRACT

This study examined the current coverage of domestic violence by the media in Uganda, Case study vision group. It consisted of three objectives namely:-i) To examine the mass media coverage on domestic violence among women, ii) To examine attitude of Ugandan media editors towards domestic violence and iii) To determine the media editors' attitude towards domestic violence. The research took the form of a descriptive design, and the reason for this is because it aims to describe the current situation so that it can be understood clearly so that the gaps identified in it can be addressed on mass media coverage on domestic violence. The study explored descriptive correlational design to examine the relationship between the two variables that is the coverage and attitude towards domestic violence. The respondents has there been much coverage of domestic violence on TV? Talk shows, special programs, educational dramas. Within the last year, with in the last six month, within the last month?, the respondents who said "yes were very few compared to those who said no" meaning that some are not even sure 20(25%). From the findings and the conclusions of the study, the researcher recommends the following:- i) Domestic violence gets minimal coverage by Ugandan media - both in terms of news coverage and coverage in other media programs ii) Domestic violence is considered solely as women's issue to be addressed only on women's program and forums iii) The most common sources of domestic violence related news are courts and police. However, the legal implementation bodies are perceived as largely mitigating cases of domestic violence.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter presents the background of the study, statement of the problem, purpose of the study, research objectives, research questions, scope, significance of the study and operational of key terms.

1.1 Background of the study

Home is widely depicted to be a safe haven. 'Home sweet home', some say out of the comfort and safety it provides, but not for all. Recent studies exposed that women are more at risk of experiencing violence in intimate relationships than anywhere else, and home could be the worst unsafe place to be at for millions of women worldwide (WHO,2005; UNFPA, 2005). In addition to the physical injuries, it has also an adverse impact on the mental health and emotional stability of the abused women. Moreover, children who witness domestic violence are also largely affected by the experience and most grow up to be perpetrators of such violent acts, as it is a learned behavior. Domestic violence also has both economic and social costs to the society.

Women are victims of various kinds of gender-based violence in all societies. From among these, studies indicate that domestic violence is the most common form of violence in women's lives, and yet remained largely hidden. It has been mitigated in most societies as a private family matter, as its occurrence behind closed doors and drawn curtains kept it out of sight, making many women to suffer in silence (WHO, 2005; UNFPA, 2005; Amnesty, 2003).

Despite the threat domestic violence poses to millions of women, serious attempts to determine the prevalence of domestic violence have been made only within the last 15 years. Until recently, it has been depicted as a minor social problem by most governments and policy makers. The nature and extent of violence against women in society surfaced as a powerful issue on the international agenda during the 1990s. It was during this time that it was recognized to be a major health and human right issue.

Uganda is a patriarchal society that keeps women at a subordinate position, using religion and culture as an excuse. These excuses have for many years been supported by laws and legislations that uphold patriarchy and women's subordination. This has brought about and maintained disparities between men and women, in division of labor, share of benefits, in law and state, in how households are organized, and how these are in Ugandan cultures, women are victims of physical, sexual and psychological abuse both in the family and in the community. The violence exerted include beating, rape, FGM, abduction, early marriage and unregulated fertility which are well-established traditions that adversely affect the health and well being of the victims. These acts are major violations of human rights, but not considered so by the societies that take it as a normal feature of life.

In all Ugandan cultures, women are victims of physical, sexual and psychological abuse both in the family and in the community. The violence exerted include beating, rape, FGM, abduction, early marriage and unregulated fertility which are well-established traditions that adversely affect the health and well being of the victims. These acts are major violations of human rights, but not considered so by the societies that take it as a normal feature of life (ibid).

Women in Uganda have lower status in the society in many aspects. Most women are financially dependent on men and are less educated with only limited professional job opportunities. The male adult literacy rate for age 15 and above is 49.2 % and the adult female literacy rate, age 15 and above is 33.8 % (UNDP, 2005). Most girls are forced to drop out of school due to pressure from the society and the gap in education widens in higher education institutes. The prevailing gender inequality and the lower status of women have made women to have no decision-making power both in households and in the society. This can both be a cause and a consequence of violence against women in the society (Cherinet and Mulugeta, 2003).

1.2 Statement of the Problem

Despite these facts, most cases of domestic violence go unreported and many women prefer not to raise the issue. This is partly because it is considered as normal feature of life since the culture and traditional norms condone male dominance over female tolerate and justify domestic violence in the society. According to various researches, the root causes for the deeply

entrenched domestic violence in the country are the socio cultural norms that take domestic violence as a normal feature of life, a culture that tolerates and justifies domestic violence, lack of public awareness on a person's right for a violence free life and weak criminal justice system against domestic violence. Thus, in order to tackle these issues and root out domestic violence from within the society, media intervention is crucial. Media should cover domestic violence adequately and address this hazardous hidden social problem that is affecting the lives of so many women by bringing into light and challenging the socio-cultural norms that stoke domestic violence. Mass media along with other ideological institutions such as schools is capable of challenging or sustaining societal values (Steeves, 1997). Media is advantageously positioned to be able to reach a wider population. Thus, media has a key role to play in stimulating public debate, exposing the severity and prevalence of violence against women, providing a forum for challenging attitudes and questioning traditional gender roles and by publicizing efforts to end the violence. In addition, media being a watchdog in the society, should pressure for the placement of better policies and legislation, and also monitor whether government and legal implementing bodies follow through with their commitments (M. Perse, 2001).

Most women are financially dependent on men and are less educated with only limited professional job opportunities. The male adult literacy rate for age 15 and above is 49.2 % and the adult female literacy rate, age 15 and above is 33.8 % (UNDP, 2005). Most girls are forced to drop out of school due to pressure from the society and the gap in education widens in higher education institutes. The prevailing gender inequality and the lower status of women have made women to have no decision-making power both in households and in the society. This can both be a cause and a consequence of violence against women in the society (Cherinet and Mulugeta, 2003).

1.3. Purpose of the study

This study attempted to examine the current coverage of domestic violence by the media in Uganda, Case study vision group.

1.4 Objectives of the study

- 1.4.1 To examine the mass media coverage on domestic violence among women.
- 1.4.2 To examine attitude of Ugandan media editors towards domestic violence.
- 1.4.3 To determine the media editors' attitude towards domestic violence.

1.5 Research Questions

- 1.5.1 What is the mass media coverage on domestic violence among women?
- 1.5.2 What is the attitude of Ugandan media editors towards domestic violence?
- 1.5.3 What the media editors' attitude towards domestic violence?

1.6 Scope of the study

1.6.1 *Geographical scope*

This study was carried out at vision group that is to say Vision Group incorporated as the New Vision Printing & Publishing Company Limited (NVPPCL), started business in March 1986. It is a multimedia business housing newspapers, magazines, internet publishing, televisions, radios, and commercial printing, advertising and distribution services. NVPPCL is listed on the Uganda Stock Exchange, with an expected turnover of over UGX 92 Billion (FY 2015/2016).

1.6.2 *Theoretical scope*

This study was based on behavioral theory of domestic violence by Jonathan Bendor et al, (2012) which suggests that mass media and political actors are fully rational. While these formulations produce many insights, they also generate anomalies--most famously, about turnout.

1.6.3 *Contextual scope*

The study intended to examine the current coverage of domestic violence by the media in Uganda, Case study vision group, attitude of Ugandan media editors towards domestic violence and the media editors' attitude towards domestic violence, in Uganda, case study vision group.

1.7 **Significance of the study**

The **Government** may use this research to develop policies which put into consideration on challenges are faced during elections.

To **citizens**, the findings of the research may provide information on the influence of media on elections hence understanding how authentic the information can be.

Other **researchers** who may attempt any topic closely related to this topic may have this research work as a source of insight. This knowledge could also be useful; in the development of policies and programs to prevent challenges experienced during elections.

1.8 **Operational of key terms**

Mass media refers to the main means of mass communication (broadcasting, publishing, and the Internet), regarded collectively.

Domestic violence: Any hurtful or unwanted behavior perpetrated upon an individual by an intimate or prior intimate like abusive behavior in relationships takes a variety of forms, which include physical, emotional, psychological, sexual and economic.

Attitude: A complex mental state involving beliefs, feelings, values and dispositions to act in certain ways. A lot of factors including personal, cultural and political can influence attitude.

Patriarchy: Refers to processes and structures of male dominance in the society.

CHAPTER TWO

LITERATURE REVIEW

2.1 Socio cultural norms on domestic violence

Domestic violence is seen as a private family matter in Ethiopia, and disclosing a family matter is seen as a shame. There is also a deeply set belief that “women who are beaten must have done something to deserve it and therefore most women tend to maintain silence about their situation” (EJHD, 2003: 65). Of the interviewed Ugandan women who had ever experienced physical violence by a partner, 39% of them had never talked to anyone about the physical violence. Among these, 53% said they feared the consequence or they had been threatened and 37% said they considered the violence “normal” or “not serious” (WHO, 2005).

According to another report by the UN Population Fund (UNFPA), nine out of ten women interviewed in Ethiopia think their husbands are justified in beating them (UNFPA, 2004). A similar study conducted by Butajira Rural Health Program (BRHP) revealed many of the women suffering physical or sexual partner violence believe that a man would be justified in hitting his wife “if she does not complete her household work on time, if she disobeys her husband, if she refuses to have sex with him, if she asks him about other girlfriends and if he suspects that she is unfaithful. Over half of the women felt that it was a women’s obligation to have sex with her husband even when she did not feel like it”. Similarly, nearly half of the women felt that other family members should not get involved if a husband beats his wife. (EJHD, 2003: 35).

Moreover there is a widely held belief in Ethiopia that beating a wife or a girl friend is away of expressing love. This belief causes some women to endure the beatings especially at an early stage of their relationship. Moreover, it causes members of the society not to sympathize with them and not to be agitated by the occurrence, which is supposedly a crime if exerted on a stranger.

2.1.1 Legal and institutional frameworks on domestic violence in Uganda

A new family law incorporating legal provision for domestic violence that clearly put domestic violence as a crime was adopted in May 2005. There was no legal framework prior to that, which had for a long time created a major loophole as cases of domestic violence had been largely mitigated and tolerated by police officers unless a severe body injury occurs. The 1957 Ethiopian civil code that governed for a long time subtly tolerated violence “Article 644 (2) of the Code under the heading ‘Husband to give protection states: He may watch over her relations and guide her in her conduct, provided this is in the interest of the household, without being arbitrary and without vexation and other abuses’” (EWLA, 2002). Even if a new law has been enacted as of May 2005, there are limitations with regards to the implementation especially with regards to the punishments. It is not clearly stated, and instead it is cross refer to other parts of the penal code according to the type of crime that is committed. (EWLA Personal Communication).

Although placing a stronger legal framework for addressing domestic violence is vital, violence against women cannot be alleviated without challenging traditional views towards women. “Most women believe that women should obey their husbands in all aspects of life, and that their husbands have the right to beat them if they do not. Such deeply rooted beliefs cannot be changed simply by decree. Therefore, it is crucial to carryout both national and community level educational campaigns to promote women’s right and challenge the view that violence against women is acceptable” (EJHD, 2003: 65).

In most places where laws against gender based violence exist, the legal enforcement system is not supportive and sometimes it even re-victimizes women by not providing legal protection. Even where laws against gender-based violence do exist, enforcement and legal systems may not be supportive (UNFPA, 2005).

2.1.2 International provisions on violence against women

The Universal Declaration of Human Rights, states that everyone should enjoy human rights without discrimination on grounds of sex. The UN Charter affirms that the “equal rights of men

and women”, “the dignity and worth of the human person” and the realization of fundamental human rights are among the UN’s core principles and objectives (UN Charter, 1948). The United Nations Declaration on the Elimination of Violence was adopted by the Security Council in 1993, to tackle gender-based violence. The Declaration defines the problem as “any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life” (UN, 1993: Article 1). The declaration also emphasizes that governments are obliged for eliminating discrimination against women by any person, organization or enterprise and that governments are required to prevent violations of rights by any actor, punish these act sand provide compensation. (Article 4, sub-article (c)) in the declaration specifies, governments should, “Exercise due diligence to prevent, investigate and, in accordance with national legislation, punish acts of violence against women, whether those acts are perpetrated by the State or by private persons”.

Following that, the 1995 Beijing Platform Action included ‘Violence against Women’ as one of the twelve critical areas of concern to be addressed by governments and other actors. Violence against women, also known as gender-based violence, is now widely recognized as a serious human rights abuse, and identified as a major public health problem that concerns all sectors of society (Gallagher, 1998). Despite these international efforts and declarations many governments still do not acknowledge and address the problem of violence against women. While the adverse health consequences of violence are also increasingly recognized, the involvement of the health sector in tackling the problem is still very small. Most governments respond to domestic violence inadequately and domestic violence claims are frequently ignored, trivialized, and dismissed by police, by prosecutors and by judges (WHO, 2005).

2.1.3 Adverse Impacts of domestic violence

Impacts of domestic violence on health

Domestic violence has been identified as a major public health issue with an adverse impact on the health of the abused women (WHO, 2005; UNFPA, 2005) On the WHO country study

undertaken in 10 countries, one quarter to one half of all women who had been physically assaulted by their partners said that they had suffered physical injuries as a direct result. The abused women were also twice as likely to have poor health and physical and mental problems (WHO, 2005).

The consequences of gender-based violence are devastating. The abused women often experience life-long emotional distress, mental health problems and poor reproductive health. Abused women are also at higher risk of acquiring HIV/AIDS. The research findings in Ethiopia indicate that more than half of the women who had ever experienced physical partner violence in Ethiopia had been injured at least once. Among the main injuries were abrasions or bruises 39%; sprains and dislocations 22%; injuries to eyes and ears 10%; fractures 18%; and broken teeth 6%. One third of injured women were hurt badly enough to need health care. Also, women who experienced physical or sexual violence were twice more likely to report that their general health was fair or poor than non-abused women. Women who had ever been pregnant and who experienced violence also had more abortions than non-abused women (WHO, 2005).

The consequences of domestic violence are far beyond immediate physical damage to the victim. The psychological damage erodes a woman's self-esteem holding her back from defending herself and taking action against her abuser. Some of the long-term effects of violence against women are abuse of alcohol and drugs, depression, other mental health disorders and suicide (Amnesty, 2003).

2.1.4 Social and Economic costs of domestic violence

Even if little work has been done so far in placing a monetary value on the economic and social costs of domestic violence, the costs of domestic violence to society are large. To mention some, the value of goods and services used in treating or preventing domestic violence, increased health care expenditures, demands on courts, police, and losses in educational achievement and productivity as well as the value of goods and services not produced when abuse leads to increased absenteeism, decreased productivity while on the job, and job loss. "In Chile, domestic violence costs women \$1.56 billion in lost earnings in 1996, more than 2 per cent of the country's GDP." (UNFPA, 2005: Internet)

Moreover, domestic violence has a severe impact on children. It affects children in various ways including their health; their educational performance; and their use of violent conduct in their own relationships. Even the unborn and newborns can be affected by domestic violence, as abused women are exposed to abortions. (Morrison et al, 1999).

Domestic violence perpetuates violence in the society, both inside and outside the home. Various studies indicate that violence is at least in large part a learned behavior. Thus, boys who grow up witnessing domestic violence against women are more likely to be future abusers, while girls who witness domestic violence are more likely to be future victims. Witnessing domestic violence also teaches children that violence is an appropriate way to resolve disagreements, which is likely to lead to violent conduct outside the home, as well. (Morrison et al, 1999)

2.2 Media and domestic violence

The crucial role media could play in minimizing violence against women was underscored at the 1995 fourth women's conference, Beijing platform for action, right when it was first identified as a major threat to millions of women worldwide. Focus was placed on two major aspects on the links between media and violence against women. The first has been prompting a balanced and non-stereotyped portrayal of women in the media and the second major area of concern is media coverage of actual incidents of violence against women. Thus, from the beginning, bringing on board media to eradicate violence against women was noted. (UN DAW, 2001)

2.2.1 The role of media in tackling domestic violence

Media can play a crucial role by positioning domestic violence as a social problem that calls for the attention of political leaders and the society in general. In particular, the media can be an effective way to inform society at large. Communication programs can help to reverse the attitude that such violence is somehow normal and to be tolerated by family members and society as a whole (PRB, 2000).

The social norms aggravating domestic violence should be challenged by breaking the silence and by placing the problem squarely in the view of society. Media is the best tool to undertake

this valuable function, being advantageously positioned to reach a large number of audiences. Media has a key role to play in stimulating public debate, exposing the severity and prevalence of violence against women, providing a forum for exploring strategies in other areas challenging attitudes, questioning traditional gender roles and by publicizing efforts to end the violence (Gallagher, 1998).

This is part of a pivotal function of the media as a watchdog in the society, by highlighting abuses, encouraging better policies and legislation, and ensuring that governments follow through with their commitments and also by pointing out deviant behavior and holding it up to ridicule. (M. Perse, 2001) The above mentioned roles of the media are best explained by agenda setting theory, which is a media effects theory that points to the ability of the media to tell us what issues are important. It is the creation of public awareness and concern of salient issues by the news media that plays an influential part in how issues gain public attention.

Media effects study has gone a long way with varying perspectives reflected in different theories over the years. Early media effect theory, the Magic Bullet model, claimed media has a power and uniform effect on everyone exposed to the media message. This line of thought was later challenged by other scholars whose studies showed that media has a limited effect on the audience. Contemporary scholars, however, argued the type of media effects cannot be generalized and the effect vary depending on the message, the medium and other factors that makes it more complicated than described in the early theories. (Sparks, 2000).

Media has a persuasive power on its audience and the effects are illustrated at different levels. The first is change in the attitude, after being exposed to a certain media message over some time, and through time it leads to changes of behavior, which at a higher stage results in the creation of a behavior that persists over time. Communication is influencing what people buy, how they vote, what they wish and strive for, and how they conduct their daily lives. Companies spend millions of dollars to advertise their products indicating the messages are getting through to the audience bringing back profit, it works. Therefore, the same principles that are used in persuading people by advertisers can be applied to persuade people to adopt healthy principles and attitudes using the media

2.2.2 Communication for social change

“Communication invites action, and informs women and men of where to seek guidance, where to find self-help groups, and who to call in an emergency. It can empower men and women alike to aspire to reverse the chronic patterns of violent behavior that many families endure” (Poppe, 1999: 185). Carefully designed media messages that are designed to promote and bring change in attitudes can make a difference. Women’s Media Watch in South Africa claims that stories about women who escape abusive relationships are often inspirational to women still caught in the cycle of violence (Gallagher, 1998). To address an issue as complex as domestic violence, a special kind of communication approach that is strategic, sustained and integrated is vital to bring forth social change. For communication to succeed there needs to be a systematic planning and implementation process. It should be based on clearly defined goals and should involve strategic design, market testing, audience input, production, monitoring, impact evaluation and planning for continuity and sustainability (Suarez and Quesada, 1999). Adopting a new behavior takes time. Changing attitudes and practices is not a simple process with an immediate result. Individuals go through a series of phases before adopting a certain behavior. This process of behavior change can be looked at in five steps. The first step is awareness or critical understanding of the issue - exposure to the message is critical.

2.2.3 Lessons from communication programs

“For women who’ve been raped or abused, media coverage of how women have lived through, and survived similar experiences may provide the impetus to leave an abusive relationship, or speak out for the first time about an experience of rape or child abuse. When these stories are accompanied by the contact numbers of local organizations dealing with the issue, it’s often the first time women are made aware of such services.” (Usdin et al, 2004: internet. Many communication programs based on effective communication strategies have been successful in creating awareness and bringing forth change.

The media program was a TV drama series based on a story of a woman who is a victim of domestic violence. The drama was also broadcasted through radio and summary of the story was written on a weekly newspaper. It was designed to reflect all the ordeals of domestic violence

and it tried to show remedies by highlighting the provisions on new law on domestic violence and how a woman should go about seeking legal and medical support. It was aimed to make women identify themselves with the character on the drama and learn their legal rights and the procedures in seeking legal and medical support. It was also designed to target abusive men by making them identify themselves with the male main character that could make them question their personal attitudes and show them the adverse impact domestic violence has on children. (Usdin et al 2004).

2.3 Media coverage of violence against women

By determining what goes into the media, gatekeepers are able to control the public's knowledge by presenting certain stories and by keeping others out. Moreover the audience attaches weight to a certain topic based on the emphasis media places on it. Hence, editors and journalists are vested with the power of determining what the audience should think and hold as an important issue. Therefore they have the responsibility to identify social problems affecting the well being of the society and address them efficiently by setting them as a top priority agenda. In order to fully utilize their power to influence the audience, editors should be well aware of pertinent issues and also should seek the collaboration of experts in the field. As discussed in depth in the previous section, communication, when undertaken effectively, bring forth a constructive change in the society. Even if there are procedures by which editors and reporters determine newsworthiness, it is has never been easy to define. When there are a lot of issues that call on media coverage, it is very difficult to separate what to cover and what to ignore. News scholars have also noted that the assessment of newsworthiness is a matter of ongoing compromise and negotiation among reporters and editors (Meyers, 1997).

2.3.2 Media reinforcing patriarchal hegemony

Cultural studies scholars argue that mass media content is made to sustain and strengthen the dominant ideology on which emphasis is not given to certain alternative points of views and issues. This line of thought is drawn from the concept of hegemony that explains how the ruling elite keeps its position by winning the consent of the governed. In the case of gender violence,

media may support patriarchal hegemony by reinforcing framing techniques that are supported by news traditions and values (Steeves, 1997). By the use of language that supports the values, beliefs, and goals of the ruling elite, news contributes to the maintenance of popular consensus. “News draws on traditional notions of appropriate gender roles in the representation of violence against women. Those notions are rooted in patriarchy, which is the systematic institutionalization of women’s inequality within social, political, economic, and cultural structures” (Meyers, 1997: 19).

Coverage of violence against women is rooted in cultural myths and stereotypes about women, men and violence, and it is framed by the news so as to support sustain, and reproduce male supremacy. Ethiopian media are gender biased in their portrayal of women. Women are mostly depicted “doing domestic chore”, or “appearing as sex objects” also their given characteristics of being mean and selfish. Such media content can perpetuate more violence and can further victimize the survivors. (Cherinet and Mulugeta, 2003). Feminism challenges the central assumptions of patriarchy’s hegemony, and struggles to rearticulate the meaning of gender in favor of equality at all levels - including in the news. Journalists must take the responsibility for halting the perpetuation of myths and stereotypes that underline patriarchal ideology and the myths of anti-women violence. They must stop excusing men for their violent behavior (Meyers, 1997).

2.3.3 Domestic violence not a woman’s issue

Unless men are involved in the effort to root out this deeply entrenched social problem, there would not be much success. Domestic violence should not be seen solely as a women issue rather it is a societal issue and a collaborative effort is needed to eradicate it. The focus should be how to involve the maximum number of citizens, women and men, in recognizing issues aggravating this social problem. Then it may be possible to address it efficiently. The involvement of men in gender monitoring and analysis is important. “As long as “gender representation” remains synonymous with “ women’s representation, gender media advocates will find it difficult to make the media alliances that are necessary to bring about lasting changes” (Gallagher, 1998:193). Most central of all is the question of how to persuade the

maximum number of media professionals, women and men that fair and diverse gender portrayal is likely to appeal to a wider range of audiences producing a higher output.

A World Health Organization (WHO) multi country study on women's health and domestic violence in 10 countries, including Ethiopia, on which a total of 24, 000 women were interviewed indicates that ever-partnered women lifetime prevalence of physical or sexual violence, or both, by an intimate partner, ranges from 15% to 71%, with estimates in most sites ranging from 30% to 60% (WHO 2005). Also The WHO 2002 report states, 40 to 70 per cent of female murder victims are killed by their husbands or boyfriends. Domestic violence is a widely spread and yet a hidden social problem in Ethiopia.

According to the study conducted by the WHO, in Ethiopia nearly half of the women interviewed reported physical violence by their partners and 59% of them reported sexual violence (WHO, 2005). Ample evidences indicate that domestic violence has a severe impact on the health of the abused women. (WHO, 2005; UNFPA, 2005; Amnesty, 2003) More than half of the women who had ever experienced physical partner violence in Ethiopia had been injured at least once (WHO, 2005). The Ethiopian Women Lawyers Association also noted many women have lost their body parts including their eyes and teeth and some have even lost their lives (personal communication).

According to the WHO study, combining the data for physical and sexual violence, in Uganda, 71% of ever-partnered women experienced one or the other form of violence, or both, over their lifetime. Among them, 35% of all ever-partnered women experienced at least one severe form of physical violence and 67% of the women reported that their children commonly witnessed the violence. These circumstances cause physical damage and mental disturbances for women (WHO, 2005). Also, according to the Ethiopian Women lawyers Association (EWLA), out of an average 30 women coming to their office seeking legal support daily, about 22 of them report physical violence by their partners (EWLA, 2002).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter deals with the research methodology to the study; the research design, the study population, sampling techniques, the sample size, the study instruments, sources of data, data analysis methods, data process methods respectively.

3.1 Research Design

The research took the form of a descriptive design, and the reason for this is because it aims to describe the current situation so that it can be understood clearly so that the gaps identified in it can be addressed on mass media coverage on domestic violence. The study explored descriptive correlational design to examine the relationship between the two variables that is the coverage and attitude towards domestic violence.

3.2 Target Population

This study consisted 100 people and these included chief editors from vision group, because Editors are the gatekeepers in news and program selection, their position and attitude towards domestic violence have been given a prior emphasis. By determining what goes into the media, editors are able to control the public's knowledge by presenting certain stories and by keeping others out. The researcher intends to select data from the different categories of respondents.

3.3 Sample Size

The sample size of (80) respondents were taken from target population. The Researcher used Krejcie & Morgan (1970) tables to determine the sample size, thus; 80 respondents were used as the sample size as computed below;

3.3.1 Krejcie& Morgan (1970)

Table 3. 1: Sample size of the study

Participants	Populatio n	Sample Size
Male	40	35
Female	60	45
Total	100	80

Source: Author's primary data, 2017

3.4. Sampling procedures

Purposive sampling procedure and simple random sampling procedure was used to obtain a sample by choosing the editor, depending on their age, working experiences, knowledge and skills got from various trainings. In this study, Purposive sampling or judgmental sampling is used by the researcher because it allows the use of personal judgment and common sense that is to say experience of them on current media coverage on domestic violence. In addition to that this type of sampling is more appropriate for qualitative research.

3.5. The data-gathering Methods:

Methods

The study was based on survey method which used open ended questionnaire. This method was used by the researcher included an interview guide and Desk research that was secured in the qualitative methodological framework which widely applied in mass media coverage on domestic violence.

3.5.1 Research instruments:

This study used two types of data that is to say:- primary and secondary data while collecting data from the field. Primary data was collected using in-depth interviews and it formed the main

focus of the analysis. Secondary sources of data involved an intensive reviewing relevant literature from books, journals, magazines, newspapers and individual writing exercises. The aim of this is to review literature on the current coverage of domestic violence in the country. This is to complement the data that is gathered during the fieldwork. The data collection phase focused on the case study of vision group –Uganda.

The interview guide

The researcher interviewed chief editors respectively. To collect original data, the researcher mainly applied an interview guide. These interviews were enabling the verification and clarification of some information in the documents analyzed. Ackroyd & Hughes (1983: 66) define interviews as ‘encounters between a researcher and a namely, the structure interviews, unstructured interviews that are the open situation, having greater flexibility and freedom, the non-directive interviews and the focused interviews. In the case of this study, the researcher opted for the unstructured and focused interviews.

Unstructured Interview

Data collection entailed unstructured interviews or opened ended questions based on key informant interview. This was to allow them to express themselves freely about their lives and not limit them. This made me to get more information that I was not aware of, because the opened ended questions yielded rich information, new insights and provided me the opportunity to explore the topic in-depth. Few questions were added during interviewing for clarification that was to allow the interviewer to explain or clarify questions, increasing the likelihood of useful responses.

3.6 Validity of the Instruments

Content validity of the instruments was ensured through use of valid concepts and/or words which measure the study variables. The instruments were given to content experts to evaluate their relevance, wording and clarity of questions or items in the instrument after which a content validity index was computed. A content validity index of 0.758 was obtained which was higher than the minimum of 0.70, as per Amin (2005) and so the instrument was declared valid.

The Cronbach alpha coefficient was ensured reliability of the instrument computed using SPSS. A Cronbach Alpha of 0.817 was obtained, which was higher than the minimum stated by Amin (2005) of at least 0.70 and so the instrument was considered to be adequately reliable.

3.7 Data Gathering procedures:

3.7.1 Before conducting the interviews

An introduction letter was obtained from the College of Humanities and Social Sciences for the researcher to ask for approval to conduct the study from respective respondents. Once approved, the researcher secured a list of the qualified respondents from the chief editors. The names were put in a rota and selected randomly using the simple random sampling technique. The respondents were briefed about the study and were requested to sign the informed consent form.

3.7.2 During Interviews

The respondents were requested to answer every question that the interviewer asked them while writing down their opinions about the topic at hand.

After the administration of the questionnaires

The data gathered was collected, encoded into the computer and statistically analyzed using the Statistical Package for Social Sciences (SPSS).

3.8 Data Analysis:

Different statistical techniques were used, namely: Simple frequency counts and percentage distributions were used to analyze data on mass media coverage on domestic violence among women, attitude of Ugandan media editors towards domestic violence and media editors' attitude towards domestic violence. Content analysis review forms of human communication including books, newspapers, and magazine on domestic violence were used. The procedural process for the content analysis study is designed to achieve the highest objective analysis possible and involves identifying the body of material to be studied and defining the characteristics or qualities to be examined

3.9 Ethical Consideration:

The research process was guided by sound ethical principles which include the followings:- the researcher ensured that respondents are not forced or manipulated into participating in the study. Respondents were told the purpose of the study and their consent to participate in the study were sought.

The researcher ensured of objectivity when carrying out the research and any attempt to bias results is considered unethical and should therefore avoid.

The respondents were assured of utmost confidentiality that is keeping of the information under privacy and secrecy. Their names were not written anywhere in the report and the information given was only be used for academic purposes.

The research team ensured to respect for the respondents. Respect was encompassed respecting the opinion of the respondents including the opinion to terminate the interview whenever they felt uncomfortable to continue, questioning style especially for very personal and sensitive questions.

it is crucial for the researcher to seek the consent of the respondents before giving the questionnaire for answering them and giving them freedom to choose either to agree or not to answer the questionnaires. The researcher will assure all authors and academicians whose ideas are fully recognized.

Any author that was used in the study was acknowledged.

3.10 limitations of the study

The basic limitation of any qualitative study arises from the impossibility of controlling unnecessary variables such as honesty, bias that may include environmental and emotional biases of respondents. In addition there are the essential biases in documents due to the fact that they represent interpretations of the authors.

CHAPTER FOUR

PRESENTATION, INTERPRETATION AND ANALYSIS OF THE RESULTS

4.0 Introduction

This chapter presents, interprets and analyses the findings. For this purpose the chapter is structured according to the research objectives. The chapter comprises: the mass media coverage on domestic violence among women, attitude of Ugandan media editors towards domestic violence and media editors' attitude towards domestic violence about the topic using frequencies and percentage.

4.1 The mass media coverage on domestic violence among women

In this study, the mass media coverage on domestic violence among women was the first objective, the respondents were asked to give their views on the mass media coverage on domestic violence among women using qualitative method that is open ended question as indicated in table 4.1

Table 4.1 showing the mass media coverage on domestic violence among women

Item	Frequency	Percentage %
The mass media coverage on domestic violence among women		
Total	80	100
Has there been much coverage of domestic violence on TV? Talk shows, special programs, educational dramas. – Within the last year, within the last six month, within the last month?	30	37.5
Yes		
No	50	62.5
Total	80	100
Have you contacted any organization to collaborate in making a programme on domestic violence: Yes	25	31.3
No	35	43.7
Not sure	20	25
Total	80	100
Are there common excuses you have heard and reported for domestic violence	15	18.8
Yes		
No	30	37.5
Not sure	35	43.7
Total	80	100

Source: primary data 2017

Results from table 4.1 the respondents Has there been much coverage of domestic violence on TV? Talk shows, special programs, educational dramas. – Within the last year, within the last six

month, within the last month?, the respondents who said “yes” were very few compared to those who said no” meaning that some are not even sure 20(25%).

Regarding the Have you contacted any organization to collaborate in making a programme on domestic violence: Yes most of the respondents are not sure 35(43.7%) meaning that though the organizations working on domestic violence, still not all victims report to the organizations about domestic violence.

Concerning the common excuses you have heard and reported for domestic violence most of respondents are not even sure of whether there are common excuses they have ever heard and the percentage is 43.7%

4.2 The attitude of Ugandan media editors towards domestic violence

The second objective was to examine the attitude of Ugandan media editors towards domestic violence. On this objective, qualitative questions using open-ended questions the respondents gave their opinions as shown in table 4.2

Table 4.2: The attitude of Ugandan media editors towards domestic violence

N=80

Item	frequency	Percentage(%)
What impact did the coverage on domestic violence had? Did you have any feedback from the audience?	32	40
Yes	28	35
No	12	15
Not sure	08	10
Total	80	100
Do you think domestic violence is widespread in uganda? Is it a critical social problem that calls for the attention of the media comparing to other social problems like rape, AIDS and FGM?	40	50
Yes		
No	13	16.3
Not sure	27	33.7
Total	80	100
Are there any reasons why you think the media might want to cover stories of domestic violence?		
Yes	28	35
No	52	65
Total	80	100

(Source: primary data, 2017)

Results from table 4.2 indicate the What impact did the coverage on domestic violence had? Did you have any feedback from the audience? were majority of the respondents over 32(40%) who said it had an impact . About the feedback from the audience, 28(35%).

As far as to what extent the implementation of policy has been effected by the government question has been concerned, the majority of the respondents said “Smaller extent above average (68.7%) and the few to a larger extent and they were 25(31.3%) implying that the policies though they have been set, they are not implemented by the government.

Pertaining whether there do you think domestic violence is widespread in uganda? Is it a critical socialproblem that calls for the attention of the media comparing to other social problems likerape, AIDS and FGM. Most of the respondents said yes 40(50%) and 27(33.7%) not sure. Though still there some respondents who said no 13(16.3%). This implies that however much the domestic violence has been critically analyzed on media still there women who are victims of circumstances.

4.3 The media editors’ attitude towards domestic violence

The third objective is toexamine the media editors’ attitude towards domestic violence

were respondents were interviewed upon the media editors’ attitude towards domestic violence .

On the qualitative questions, the respondents gave three opinions as shown in table 4.3

Table 4.3 The media editors' attitude towards domestic violence

n=80

Item	Frequency	Percentage (%)
Have you approached victims to produce programs on domestic violence?	25	31.3
Yes		
No	55	68.7
Total	80	100
Has the media approached you for news stories on domestic violence and/or to produce a program on domestic violence?		
Yes	20	25
No	38	48
Not sure	22	27
Total	80	100
Are they interested on issues related to domestic violence	25	31
Yes		
No	11	14
Not sure	44	55
Total	80	100

(Source, primary data 2017)

Results from table 4.3 As far as the question on Have you approached victims to produce programs on domestic violence? , most of the respondents replied that no with 55(68.7%) and few said yes. Has the media approached you for news stories on domestic violence and/or to produce a program on

domestic violence? Majority said “no” 38(48%), few said “yes” 20(25%). This respondents’ analysis shows that media approached you for news stories on domestic violence and/or to produce a program on domestic violence? On whether Are they interested on issues related to domestic violence 44 (55%). *On the contrary, gender stereotyping, threats to girls’ emotional security and curricula that are insensitive to gender issues directly conspire against the realization of the right to education. Nor is progress on gender equality separate from the quality of education, especially bearing in mind that girls’ education is fundamentally associated with the promotion of social justice and democracy. M. Arnot, (2 and 3 February ,2004, p. 1.) “Gender equality and opportunities in the classroom) Nairobi, the he emphasizes that education should be promoted as a means of constructing knowledge and the common good, in which the learning process acts as an element enabling all persons to exercise their human rights. The right to education represents a collective responsibility that implies respect for each person’s special characteristics; it is a praxis of diversity, since the learning process presupposes acknowledgment of and respect for the other, both male and female, and therefore of the possibility of consensus, acceptance of dissent and respectful dialogue geared to peaceful coexistence.*

They had recommended ethnographic studies to provide information about the impact of human rights instruments on actual classroom situations, thus showing up the stereotypes that keep girls in a position of subordination and hinder their participation in the dynamics of schooling

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

In this fifth chapter, summary of the key results are in discussed, conclusions are drawn from this discussion. This chapter closes with recommendations drawn from the key findings. This study examined the current coverage of domestic violence by the media in Uganda, Case study vision group. It consisted of three objectives namely: -i) To examine the mass media coverage on domestic violence among women, ii) To examine attitude of Ugandan media editors towards domestic violence and iii) To determine the media editors' attitude towards domestic violence.

5.1 Discussions of Findings

Effective media communication is crucial to root out the entrenched domestic violence in Uganda. Various studies indicate that the socio cultural norms that tolerate domestic violence and lack of awareness of one's right for a violence free life are the root causes of such hazardous social problem. Thus, media has a key role to play by exposing the severity and prevalence of domestic violence, providing a forum for challenging attitudes and questioning traditional gender roles and by publicizing efforts to end the violence. Furthermore, communication invites action and could inform women and men of where to seek guidance and their legal rights. It can empower men and women to reverse the chronic patterns of violent behavior that many families.

5.2 Conclusions

Domestic violence is considered solely as women's issue to be addressed only on women's program and forums. The most common sources of domestic violence related news are courts and police. However, the legal implementation bodies are perceived as largely mitigating cases of domestic violence. There seems to be a skeptical attitude of media editors towards organizations that work on women related issues

Nevertheless, a close examination of media editors reveals that the sociocultural norms that normalize domestic violence also influence them in their choice of news and media programs.

This is one major factor for the minimal coverage of domestic violence by the media. There is a media prejudice regarding domestic violence with little emphasis given to it. Thus, in this regard, media has failed to play its crucial role of addressing issues that are pertinent to the well being of the society.

5.3 Recommendations

From the findings and the conclusions of the study, the researcher recommends the following:-

- i) Domestic violence gets minimal coverage by Ugandan media - both in terms of news coverage and coverage in other media programs.
- ii) Domestic violence is considered solely as women's issue to be addressed only on women's program and forums.
- iii) The most common sources of domestic violence related news are courts and police. however, the legal implementation bodies are perceived as largely mitigating cases of domestic violence.
- iv) There seems to be a skeptical attitude of media editors towards organizations that work on women related issues.
- v) Domestic violence becomes newsworthy either when the violators/ perpetrators of such acts are legally convicted or when a severe attack is exerted on the abused women that led to death or loss of body parts.
- vi) There is clear lack of awareness among the respondents regarding, the magnitude, adverse impacts and causes of domestic violence.
- vii) Media editors should be aware of the magnitude of the problem and its severe impacts

5.4 Areas for further study

Perhaps the most pressing area for further research is to establish the effect of media on family issues. Another study should look at the role of the government on domestic violence.

REFERENCES

- Amnesty (2014) *It's in Our Hands: Stop Violence Against Women*, Amnesty International Publications, Oxford, United Kingdom
- Biagi, S. (2012) *Media Impact- An introduction to Mass Media*, Wadsworth Publishing Company, USA
- Byrne, B. (2004) *Qualitative Interviewing, in Seale, C, Researching Society and Culture*, SAGE Publication Ltd, London, Great Britain
- Cervantes Islas, F. "Helping Men Overcome Violent Behavior toward Women" (1999) In Andrew Morrison and Maria Loreto Biehl (eds.) *Too close to home: Domestic Violence in the Americas* 143 - 147. Inter America Development Bank, U.S.A
- Cherinet, H. and Mulugeta, E. (2003) *Towards Gender Equality in Ethiopia*, SIDA Retrieved on February 13 2006
- Creswell, J. (1994) *Research Design: Qualitative and Quantitative Approach*, SAGE Publication, Inc. London, United Kingdom
- Deacon, D. et al (1999) *Research Communications*, Arnold, London, Great Britain
- Dines, G. (2003) *Gender, Race, and Class in Media (eds.)* SAGE Publication Inc., USA
- Ethiopian Public Health Association (2003) "Women's Health and Life Events Study in Rural Ethiopia", *The Ethiopian Journal of Health Development (EJHD)*, Vol. 17, Addis Ababa
- EWLA. (2002) *BERCHI: The Journal of Ethiopian Women Lawyers Association*, Vol.1, No. 3, Addis Ababa
- Gallagher, M. (1998) *Gender Setting: New Agendas for Media Monitoring and Advocacy*, Zed Books Ltd., London
- Green, D. (1999) *Gender Violence in Africa: African Women's Responses*, St. Martins Press, NY
- Lull, J. (2003) "Hegemony", In Dines, G. and Humez, J. *Gender, Race, and Class in Media*, 61-67, Sage Publication Inc., USA
- M. Perse, E. (2011) *Media Effects and Society*, Lawrence Erlbaum Associates, USA

- Meyers, M. (1997) *News Coverage of Violence against Women, Engendering Blame*, Sage Publications Ltd., U.S.A
- Ministry of Information. (2003) *Ethiopia: 2003 Annual Book*, Addis Ababa
- Morrison, A. and Orlando, M. (1999) "Social and economic costs of domestic violence," In Andrew Morrison and Maria Loreto Biehl (eds.) *Too close to home: Domestic Violence in the Americas*. 51 – 79, Inter America Development Bank, U.S.A
- Okigbo, C. (1987) "American Communication Theories and African Communication Research: Need for a Philosophy of African Communication", *African Media Review* Vol. 1. No.2. 1987Retried on March 15, 2006
- Poppe, P. (1999) "Partnership with the Media to Prevent Domestic Violence," InAndrew Morrison and Maria Loreto Biehl (eds.) *Too close to home: Domestic Violence in the Americas* 183 – 190, Inter America Development Bank, U.S.A
- Population Reference Bureau (PRB) (2002) *Conveying Concerns: Women Report on Gender-based Violence*, MEASURE Communication, Washington DC, USA
- Singhal, A. et al. (2003) "Entertainment-Education Strategy in Development Communication" In C.C. Okigbo and F. Eribo (eds.), *Development and Communicationin Africa*: 141-153, Lanham, MD: Rowman & Littlefield.
- Steeves, H. (1997) *Gender Violence and the Press*, Center for International Studies Ohio
- UNFPA. (2004). *Addressing Violence Against Women: Piloting and Programming*URL: http://www.unfpa.org/upload/lib_pub_file/361_filename_gbv_report.pdf
- Usdin et al. (2004) *The Value of Advocacy in Promoting Social Change: Implementingthe New Domestic Violence Act in South Africa* URL:
- WHO. (2005) *WHO Multi-country Study on Women's Health and Domestic Violenceagainst Women*Retrieved on 08 February2006
- WHO. (2002) *World report on Violence and Health*

APPENDICES

APPENDIX I : TRANSMITTAL LETTER FOR THE RESPONDENTS

Dear Sir/Madam,

Greetings!

I am a student for a bachelor's degree of mass communication at Kampala International University with a research report on *Mass media coverage on domestic violence in uganda. Case study vision group*". As I pursue this academic requirement, may I request your assistance by being part of this study?

Kindly provide the most appropriate information as indicated in the questionnaires and please do not leave any item unanswered.

Any data from you shall be for academic purposes only and will be kept with utmost confidentiality.

May I retrieve the questionnaires two days after you receive them?

Thank you very much in advance.

Yours faithfully,

NAKALEMBE ANGELLA

APPENDIX II : CLEARANCE FROM ETHICS COMMITTEE

Date _____

Candidate's Data

Name _____

Reg.# _____

Course _____

Title of Study _____

Ethical Review Checklist

The study reviewed considered the following:

- ☐ Physical Safety of Human Subjects
- ☐ Psychological Safety
- ☐ Emotional Security
- ☐ Privacy
- ☐ Written Request for Author of Standardized Instrument
- ☐ Coding of Questionnaires/Anonymity/Confidentiality
- ☐ Permission to Conduct the Study
- ☐ Informed Consent
- ☐ Citations/Authors Recognized

Results of Ethical Review

- ☐ Approved
- ☐ Conditional (to provide the Ethics Committee with corrections)

____ Disapproved/ Resubmit Proposal

Ethics Committee (Name and Signature)

Chairperson _____

Members _____

APPENDIX III : INFORMED CONSENT

I am giving my consent to be part of the research study of **Ms. Nakalembe Angella** that will focus on “**Mass Media Coverage On Domestic Violence In Uganda. *Case study vision group***”

I shall be assured of privacy, anonymity and confidentiality and that I will be given the option to refuse participation and right to withdraw my participation anytime.

I have been informed that the research is voluntary and that the results will be given to me if I ask for it.

Initials: _____

Date _____

APPENDIX V : INTERVIEW GUIDE

1. What are the pertinent issues you most of the time address on your program?
2. How much emphasis do you give to violence against women? What are the issues you
3. cover?
4. Do you think domestic violence is widespread in Ethiopia? Is it a critical social
5. problem that calls for the attention of the media comparing to other social problems like
6. rape, AIDS and FGM?

7. Has there been much coverage of domestic violence on TV? Talk shows, special
8. programs, educational dramas. With in the last year, with in the last six month, within
9. the last month?
10. 11. Was it exhaustively covered? Was it a one-time programme or a series?
11. 12. How often do you make news related to domestic violence? What would be the story
12. angle? Who would normally be interviewed?
13. 13. Has any organization (NGOs and other international and local) that approached you
14. to make a programme on domestic violence?
15. Have you contacted any organization to collaborate in making a programme on
16. domestic violence?
17. What do you think is the major cause of domestic violence?
18. What are the common excuses you have heard and reported for domestic violence?
19. Is there a legal provision against domestic violence? Was there any coverage of the
20. new law passed on domestic violence in may 2005?
21. What do you think is the role of media in curbing domestic violence?
22. Are there any reasons why you think the media might want to cover stories of domestic violence?

Thank you for participating