MEDIA OWNERSHIP AND ITS INFLUENCE ON CONTENT IN

SOUTH SUDAN TELEVISION (SSTV)

BY

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DECLARATION

I declare that this is my original work and has never been submitted for any award of degree or any other qualification in any university. Any material which is not my original work, the authors have been acknowledged.
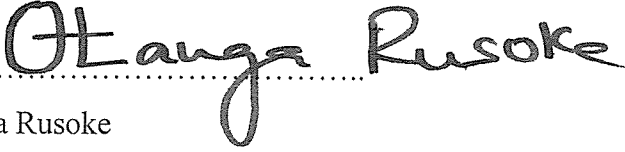
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APPROVAL

This is to certify that this dissertation   has been submitted to the college of humanities and social sciences with my approval as a University Supervisor.

Signed

....

Dr. Otanga Rusoke

Supervisor:

DEDICATION

I would like to dedicate the success of this study to, Eye radio supervisor Mr. Nicola Madil Ukeil, Mr. Mudhoola Habert and thank my father Mr. Marko Gujuk and for his love, support, encouragement, and most of all, patience. His ideas and moral support given to me strength and energy to accomplish this study.

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ABSTRACT

The purpose of the study was to investigate the extent to which media owners control affects the operations of media houses. The study was guided by three specific objectives and these included; to examine the extent to which media owner and external force influence the daily operations of media organizations, to find out how profit maximization motives of media corporations affect the quality of content produced, and to establish the magnitude at which media content impacts on the audience.

The study employed a cross sectional survey design including both quantitative and qualitative forms and in-depth research interviews and questionnaires were employed in data collection. From the study findings, it was reported that media owners influence the political direction of society; media owners who are politicians are usually concerned with immediate problems in the performance of the media. Further findings reveal that Some respondents said that while it may not always be profitable to supply public affairs information, the impact of news about government and politics creates a third motive for news outlet owners a desire to influence the outcome of elections. One of the areas which the majority of respondents mentioned that some people provided sympathetic papers with payments in election years. Newspapers were clearly identified with particular parties in the same way that news outlets today have brand reputations for their mix of hard and soft news. However, respondents argued that media is seen in a democratic nation to ensure the free flow of information and the interplay of opinion. And of course, to guarantee citizens the full rights of free "expression". They said that both the issuer of communication and the consumer enjoy these rights. Further still, respondents also argued that the press in a democracy has a political role of providing information and to enlighten the public so that it is capable of self governance.

The government should also enact laws that will regulate unhealthy cross media ownership trends that may eventually stifle diversity in news coverage. This can be done by enacting laws that create an enabling business environment with few barriers to new entrants and availing a level playing field to all business people. This scenario will create competition which ensures that news coverage is balanced and fair.and that there are wider opinions, views and perspectives that the greater public may use to arrive at important decisions.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The media all over the world has a tremendous role of informing, educating and entertaining societies. It's no doubt that since the inception of the media, societies have been transformed in a major way, making the world become a global village and changing the way people interact.

The Media of South Sudan is underdeveloped compared to many other countries, including fellow East African states like Kenya, Tanzania, and Uganda. Poor transportation infrastructure and entrenched poverty in the country inhibit both the circulation of newspapers, particularly in states located far from the capital of Juba, and the ability of media outlets to maintain regular coverage of the entire country.

Autonomous South Sudan guarantees press freedom and ensures that all levels of government uphold the principle. Three progressive media bills were introduced in 2007 but were not enacted until the end of 2011, leaving journalists in that period without comprehensive legal protections and the media sector without a regulatory framework. According to Information Minister Barnaba Marial Benjamin, the South Sudanese government guarantees freedom of the press, a significant difference from the neighboring Republic of the Sudan from which the South gained independence in July 2011. However, journalists including the editors of both The South Sudan and The Juba Post have alleged harassment, abuse, and de facto censorship at the hands of the Sudan People's Liberation Army/Movement as recently as in the months leading up to independence, and the government has been known to confiscate newspapers and threaten radio stations with closure. The distribution of Arabic-language publications in South Sudan has also allegedly been restricted and outright banned at turns.

Days after South Sudan gained independence; the Sudanese government banned the transportation of newspapers between the two countries and shut down publications and news bureaus owned by South Sudanese in the North, including the Khartoum bureau of The Juba Post.

Radio is the main source of news and information in South Sudan. According to surveys conducted by the Fondation Hirondelle and USAID, radio is the mostly widely used and trusted source of information in the country. Radio listening is considered a social activity. Since the Comprehensive Peace Agreement of 2005, over 30 FM radio stations have been set up across the country with the encouragement of the Sudan People's Liberation Movement (SPLM) run government. Radio networks and stations are run and funded by Churches, community organizations, international NGOs and private businesses.

The UN radio station Radio Miraya, set up in 2006 by the United Nations Mission in Sudan (UNMIS) in partnership with Foundation Hirondelle, has a wider geographic reach than any other FM station in South Sudan. The station is financed by the governments of the Netherlands, Switzerland and Sweden. During the first five years of its activity, Radio Miraya maintained a newsroom in Khartoum, however it ceased all activity in the north following South Sudan's independence in July 2011 and permanently relocated to Juba. Most of its programming is in English, Arabic and Simple Arabic and it carries regular news bulletins in English and Simple Arabic. Some programs use other African languages such as Dinka, Nuer, Lutuka and Lovo.

There are four main radio networks with broad coverage in South Sudan. The South Sudan Radio Network (link to main site) is controlled by the government of South Sudan and has set up FM stations in nine out of ten of the country's state capitals. Some of the individual stations are owned by the government of the state where they are situated, however, all are managed underneath the umbrella of the South Sudan Radio Network. The studio facilities of government FM stations are generally primitive and some broadcast for only four to six hours a day. Radio Juba is the flagship station for the network. Other stations include Radio Wau, Radio Malakal and Radio Rumbek. Most programs are in English and Simple Arabic with some use of African languages such as Zande, Madi, Muru, Bari and Kuhu.

The Catholic Radio Network was set up in 2006 by the Comboni Missionary Institutes and Sudan Catholic Bishops conference. This Network consists of nine radio stations linked to the Roman Catholic Church with a common news desk in Juba and a training center in Wau. Eight of the radio stations are in South Sudan and one is in the disputed Nuba Mountains area of South Kordofan State in Sudan. Bakhita FM was the first radio station to go on air under the CRN and other stations include Radio Emmanuel, Saut al Mahabba and Voice of Peace.

Sudan Radio Service is a network that is based in Nairobi, but since it established an FM station in Juba in 2010, most of its program making has been transferred to South Sudan. As well as Nairobi and Juba, the network also has a newsroom in Khartoum and broadcasts to both Sudan and South Sudan. In 2010, SRS entered into a partnership with the University of Khartoum to set up a course on broadcast journalism which will lead to a Certificate in Broadcast Journalism, the first training qualification to exist in South Sudan.

The US based and USAID financed Internews media development organization has set up six radio stations in conflict sensitive areas, all of which operate under a loose network supported by the organization's main office in Juba. Four of the stations are located in remote conflict-sensitive areas in South Sudan and the two others are located in the disputed territories of Kauda in the Nuba Mountains and Kurmuk in the Blue Nile State, north of the internationally recognized border of South Sudan. BBC World Service operates FM relay transmitters in Juba, Wau and Malakal. BBC Arabic can be heard on 90.0MHz. Additionally, BBC English is transmitted on 88.2MHz in Juba. Television

Government-run and Juba based South Sudan Television Station (SSTV) broadcast six hours a day in English and Arabic and can also be viewed on Satellite. The station runs a few small local TV stations in Aweil, Wau, Malakal and Rumbek. South Africa provides training for SSTV staff. The South Sudan Television (SSTV) is owned by the owners of The South Sudan daily newspaper. Launched in 2013, the station broadcasts from the capital, Juba, for five hours each evening.

1.2 Statement of problem
The media's main roles in society are to inform, entertain and educate masses, roles through which it has used to shape public opinion on important issues of life like political, economic and social aspects of the society and the world at large. This has led to more enlightened societies.

However, these media houses are owned by politicians and business people who are more interested in maximizing profits and attaining political milestones. These kinds of interests end up affecting the kind of content produced by their media.

According to Croteau and Hoyness (2003), those who build media empires could use their media outlets to promote very specific political agenda; when media barons become candidates for major office, their media holdings can be invaluable political resources.

The monopoly of the media is operating according to the interests of the owners of the media empire. This affects the objectivity of the news coming out of the media empire for example if the owner is a business man, then his/her media will promote profit oriented broadcasting. If the owner is interested in political power, his/her media will concentrate on promoting his/her political views. Therefore the researcher intended to study on the extent to which media owners control and affect the information coming from their media houses.

1.3 Objectives

1.3.1 General Objective
To investigate the extent to which media owners control affect the operations of media houses.

1.3.2 Specific Objectives
- To examine the extent to which media owner and external force influence the daily operations of media organizations.
- To find out how profit maximization motives of media corporations affect the quality of content produced.
- To establish the magnitude at which media content impacts on the audience.

1.4 Research Questions
i. Is it possible for the media to functions without their owners' wielding much power and control over them?
ii. How does a profit maximization motive of media corporations affect the quality of content produced?
iii. What is the magnitude at which media content impact on audiences?

1.5 Scope of study

1.5.1 Geographical Scope

Juba is the capital and largest city of the Republic of South Sudan. It also serves as the capital of Central Equatoria, one of the ten states of South Sudan. The city is situated on the White Nile and functions as the seat and metropolis of Juba County.

1.5.2 Content Scope

The study investigated the extent to which media owners control affects the operations of media houses area in South Sudan and at South Sudan Television Station (SSTV TV) studios in Juba.

1.5.3 Time scope

The study covered a period of three month (3month) and considered performance records of South Sudan Television Station (SSTV TV) studios in South Sudan 2011-2014. This is because the researcher expects to obtain enough data about the research topic.

1.6 Significance of the study

The findings of this study is intended to help to following:

➤ Government to come up with new ways of ensuring media houses follows the code of ethics without influence of the owners. These ways will add up to the existing checks and balances that have in most cases proved counterproductive.

➤ The media owners especially electronic media owners, and the media as a whole, to understand the extent to which their influence on content disseminated by the media negatively affects receivers of these messages, especially when it comes to politics. Once they comprehended the extent of their control they'll steps towards letting the media operate objectively.

➤ Basically the study is aimed at understanding media ownership patterns, its influence on the media and providing new knowledge of tackling the danger posed by allowing owners to continue wielding too-much power on the media.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Media owners set up media houses for various reasons, they want to achieve, in mind. These reasons range from political, social to economical. This chapter deals with various works of writers and scholars who have handled this particular topic, it borrows heavily from various books, journals, articles and the internet. It handles the topic using three specific objectives namely; media ownership and its influence on content, profit maximization and media content and media content and its influence on the audience.

2.1 Media content and its impact on audiences

Media effects deal with audiences and how they react to messages transmitted by the media. It examines what media content does to people's cognitive processes, which determine how we learn and interact with others. Two notable areas, cultivation and dependency theories are some areas presented for this research.

Cultivation theory by George Gerbner (1976) concerns with the effect of television viewing on how people perceive the world. It states that heavy television viewers are more likely than light viewers to think that the world is like what is presented on television. Cultivation research started with studies of violent television content at the University of Pennsylvania during the early 1970s, where Gerbner and his associates found that heavy viewers tended to perceive the real world as more violent, similar to television's world, than it really was. A person who watched television eight hours or more a day overestimated his or her chance of being a crime victim.

The heavy television viewers, in Gerbner's research, often give answers that are closer to the way the world is portrayed on television. For instance, surveys asked what percentage of the world's population lives in the United States (Gerbner & Gross, 1976b). The correct answer is 6 percent. Heavy television viewers tend to overestimate this figure much more than light television viewers. This is as a result that the leading characters in television entertainment programs are almost always Americans. Time spent watching television reduces exposure to reality. Without experience to counteract television, the television world becomes reality.

Dependency theory by Sandra Ball-Rokeach and Melvin DeFleur, explains why the impact of media varies from person to person and from situation to situation. It states that the system of media organizations controls information that depend on to live. At the same time, people and groups in society control scare resources, such as information and money, which media companies need to survive. This mutual dependency between media and individuals defines the effects that each group has on the other. Readers depend on the newspaper to help them know what has happened and what will happen, while newspaper journalists in turn depend on the South Sudans to tell them what is happening in the community, advertising and subscriptions.

Dependency theory suggests that media affect individuals in six ways: *self understanding* where people depend on media to learn about themselves and to grow as individuals. *Social understanding* in which people depend on media to learn about the world and their community. *Action orientation* where people depend on the media to decide what to buy and how to act. *Interaction orientation* where they depend on media to decide how to behave toward other people. *Solitary play* where they on media to divert and entertain them when they are alone. *Social play* to entertain them when they are with friends.

The importance of media in these six activities varies from person to person across time, and from activity to activity. An introverted person may use media more for solitary play; an extrovert may use media to interact with others. The overall impact of media on a person depends on availability of non mediated information, the individual's goals and interest and their background.

Several other scholars and theories have tried to look into this issue of how far the media go in influencing audiences. According to the "Bullet theory" by DeFleur (1982), media has powerful, direct and uniform effects on the masses. It draws a lot from the kind of propaganda spread during the 1st and 2nd world wars and how the messages passed through the media affected the people leading to the success of propaganda.

Another group of researchers concluded that media has minimal effects on the audiences. Klapper (1960) suggested that people expose themselves to messages selectively to those items that are constant to their beliefs, ideas and values. Furthermore, the individual's perception of a certain event, issue, person or place could also play a role when it comes to how he or she

understands the message, thus two individuals with different perceptions when exposed to a message will go away with different points of view of the same message. Additionally, research showed that recalling the information was influenced by factors such as an individual's needs, wants and perceptions.

According to "The Spiral of Silence" theory, developed by Elisabeth Noelle-Neumann (1973), the media do have powerful effects on public opinion but that these effects have been underestimated or undetected in the past because of the limitation in research. Noelle-Neumann further argues that three characteristics of mass communication- its accumulation, ubiquity, and consonance- combine to produce powerful effects on public opinion. Consonance refers to the unified picture of an event that can develop and is often shared by different newspapers, television networks and other media. The effect of consonance is to overcome selective exposure, since people cannot select any other message, and to present the impression that most people look at the issue in the way that mass media are presenting it.

The "Spiral of Silence" factor comes into play especially on controversial issues, whereby people form impressions about the distribution of public opinion. They try to determine whether they are in the majority and then if the public opinion is changing to agree with them. If they feel they are in the minority and the public opinion isn't changing to agree with them, they remain silent in fear of isolation. The media play an important part as they are the source to which people look to find the distribution of public opinion and they (media) can affect the spiral of silence in three ways: They shape impressions about which opinions are dominant, they shape impression about which opinions are on the increase, they shape impression about which impressions one can utter in public without becoming isolated.

Closely related to "Spiral of Silence"-it's the agenda setting process is an almost unavoidable part of newsgathering by the large organizations which make up much of the mass media. Stuart Hall points out that because some of the media produce material which often is good, impartial and serious, they are accorded a high degree of respect and authority. Public is bribed with good radio, television and newspapers into an acceptance of the biased, the misleading, and the status quo. The media are not just crude agents of propaganda. They organize public understanding.

McCombs and Shaw (1972) demonstrate the agenda-setting effect at work in a study conducted in Chapel Hill, North Carolina, USA during the 1968 presidential elections. A representative sample of un-decided voters was asked to outline the key issues of the election as it perceived them. Concurrently, the mass media serving these subjects were collected and their content was analyzed. The results showed a definite correlation between the two accounts of predominant issues. "The evidence in this study that voters tend to share the media's composite definition of what is important strongly suggests an agenda-setting function of the mass media."

According to Funkhouser and Shaw (1990), motion pictures, television and computers shape audience perceptions of reality by manipulating and rearranging not only the content but the processes of communicated experience. Some of these techniques for creating synthetic experience include altered speeds of movement (either too fast or too slow), instant replays of actions, instantaneous cutting from one scene to another and juxtaposing events widely separated by time or space. Heavy exposure to this kind of synthetic experience might have a number of effects on viewers; some of them include: expectations of quick, effective, neat resolutions of problems, low tolerance for boredom or inactivity, misperceptions of certain classes of physical and social events. For instance, seeing slow-motion violence that doesn't hurt on television programs or in movies might cause people to be less sensitive.

2.2 Media ownership and its influence on content production

Those who build media empires could use their media outlets to promote a very specific political agenda; when media barons become candidates for major office, their media holdings can be invaluable political resources. In Italy, for instance, Silvio Berlusconi, a media magnate and a dominant force in Italian broadcasting, was elected Prime Minister in 1994. For Burlusconi, ownership of media was clearly a great political value; he owned strategic assets that were unavailable to other political actors. (Croteau&Hoyness, 2003).

Mitch Odera of the Media Council of Kenya, in a publication by BBC world service in April 2008 argues that, future media policies should address issues of political ownership. "In Kenya certain politicians own FM stations..." he says. So the editorial policies of media houses tend to reflect on interest of station owners who happen to be politicians. "Money plays a crucial role in elections, and politicians have found out that if you have a media outlet then you will spend less

and influence more," he further indicates that, issues of ownership also undermine the ability of journalists to do their job as they deem fit, "I have cases where a journalist would come to me and say 'Mitch, do we have a way where the conscience of a journalist would be protected because my boss wants me to take this particular stand and I am not happy about if' ."

2.2.1 Who owns the media?

This is the central question about the economic organization of the mass media. The assumption behind the question is that owners of the media influence the content and form of products by their decisions to hire and fire certain personnel, to fund certain projects, and give a media platform to certain speakers. In its least subtle version, such a question might imply a kind of conspiracy theory, in which a small group of owners use the media to control the thoughts of the rest of us. (Croteau and Hoyness, 2003).

According to Shoemaker and Reese(1999), among the factors that influence content is social institutions and forces outside media which include sources of power (political and economic) which penetrate and shape media operations. Also content is influenced by media organizational routines.

In *The Daily Nation* of 19th March, 2010, Royal Media Services Mr. WachiraWaruru blamed the media owners in Kenya for not promoting local content. He said that as a result, television stations in the country are inundated with foreign content that added little value to the preservation of Africa's culture.

"It is sad to say but our media owners are the biggest obstacles to the development of local content on our screens," said Mr.Waruru while making a presentation on the state of culture and media on the continent.

According to Hanson (2005), owners of the media have ultimate control over the content their newspapers, websites or television stations carry. Corporate owners may attempt to control the news that is reported by the news organizations they own. There is rarely a direct order from headquarters to kill a story, but that does not mean that owners don't exercise control over content, directly or indirectly.

He cites a case in which ABC Television (which is owned by Walt Disney Company) news'
investigative reporter, Brian Ross, had been working on a story about the hiring of a convicted
pedophile at a Disney resort. The story said that several children had been sexually assaulted at
Disney properties, and that Disney did not do as much as it could to check potential employees
for possible criminal backgrounds. After it had been in development for several months, the story
was killed by the president of ABC news. This story had passed review by ABC's lawyers and
there was no evidence that Disney Corporation made any effort to stop it. The management at
ABC News simply did not want broadcast the story.

As media companies grow, the possibilities of conflict of interest increase as well. Media scholar
Mark C. Miller says, "There is a lot more boats that a reporter runs the risk of rocking if he or
she tries to do investigative journalism. Journalistic enterprises live or die by their credibility,
and if consumers are suspicious, that can be bad for business."

2.2.2 Cross-media ownership

There has been an increasing trend toward cross-media ownership since the 1960s. In the 1990s
this trend exploded into global level so that in 2001 there were only seven giant media
conglomerates governing global media markets: AOL Time Warner, Viacom, Vivendi Universal,
The Walt Disney Company, Bertelsmann, News Corporation and Sony Corporation. These
corporations cover as well print media as broadcasting, music and cinema businesses-horizontal
concentration of ownership. (Finnish Mass Media 2002, 341)

Concentration of ownership is often nowadays horizontal - it crosses different media - and
international - conglomerates operate on global markets. The gigantic merger of America Online
(AOL) and Time Warner in the beginning of 2000 was the most striking example of horizontal
cross-media concentration. Anthony Smith (1991) has called these kinds of multinational and
multi-industrial conglomerates as "behemoths".

According to Rey E. Herbert (1999) compounding the trend has been the practice of companies
already dominant in one medium, like newspapers, investing in a formerly competitive medium,
like television. Ownership in every major medium now includes investors from other media –
owners of newspapers, magazines, broadcasting, cable system, books and movies mixed
together. In the past each medium used to act like a watchdog over the behavior of its competing

media. The newspaper industry watched magazines, and both kept a public eye on the broadcasting industry. Each was vigilant against the other industries' lobbying for unfair government concessions or against questionable business practices. But now the watchdogs have been cross-bred into an amiable hybrid, with seldom an embarrassing bark.

Graham Murdock (1990) sees, that "two processes have been particularly important in restructuring the corporate playing field: technological innovation and 'privatization'. The 'digital revolution' which allows voice, sound, text, data and images to be stored and transmitted using the same basic technologies opens up a range of possibilities for new kinds of activity and for novel forms of convergence and interplay with media sectors." So, the digital convergence has highlighted also ownership convergence because digitalization has been one of the key projects for media companies seeking their ways to rationalize the production and distribution of media content; so to speak, to minimize their costs. For the very first time in media history digital technology makes the circulation of the same material from one medium to another really easy.

The symbiosis of technological and economical convergence has been one of the main strategies of the 21st century's media companies. The target in converging technology and concentrating ownership is to increase synergy between corporation's different media branches. According to David Croteau and William Hoynes (2001, 116) "maximizing synergy... is taking advantage of multiple media holdings to develop or promote a single project with many different facets. ... media conglomerates seek to maximize the benefits they can obtain from owning many different media firms." Synergy means, therefore, efforts to seek multiple ways to cross-media co-operation in media production and marketing. The most distinguishable way of cross-marketing is to advertise corporation's products in its different mediums. Nowadays cross-marketing, however, means more and more often indirect cross-promotion; that is interviews, stories, documents, news and product placements of company's media products in its multiple mediums (Turow 1992). A good example is The Disney Company which has profited from cross-media synergy strategies for several decades (Wasko 2001, 36, 70-81, 103).

It is therefore obvious that the concentration of media ownership has impact on media content. As Ben Bagdikian (1983/1997) writes: "... in modern times actual conspiracy is not necessary. The absence of conspiracy, however, does not mean that large media corporations lack power or

fail to use it in unified way. They have shared values. Those values are reflected in the emphasis of their news and popular culture." The most important value is "the market value" - or "the value of the market" - which undoubtedly frames all commercial media production. Commercial media is responsible for stockholders who put pressure for producing contents that are popular or, at least, please advertisers. "While claims of direct censorship can often be denied or possibly substantiated in some situations, it is still difficult to separate editorial policies from ownership connections, no matter who makes the decisions" (Wasko 2001, 83).

2.2.3 Media Law in South Sudan

The legislative package includes the South Sudan Public Broadcasting Corporation Law aimed at promoting "high quality broadcasting and guarantee[ing] the independence of the public broadcasting service, free flow of information and any related corporation," as stated in Article 3 of the legislation. Currently, the state-owned South Sudan Radio and Television is solely controlled by the government and serves as an official mouthpiece rather than exercising a public function.

The proposed Media Authority Law regulates the establishment of an oversight body with the purpose of "promoting an independent pluralistic media in the public interest," as stated in Article 3 of the legislation.

Rounding out the legislative package, the Right of Access to Information Law would establish the legal right to information as stipulated under Article 32 of the Transitional Constitution and create an Information Commission to oversee implementation and enforcement.

Slow legislative process

Parliament approved the public broadcasting legislation on June 22, 2013, and on July 8, the eve of South Sudan's Independence Day, the Media Authority and Right of Access to Information drafts were adopted. The measures were sent to the legislature's upper chamber, the Council of States, on Sept. 13 for consideration before being sent to the president. President Kiir must sign the bills before they become law.

Despite the legislative progress, some media advocates were concerned that not all members of the government supported of the legislation, particularly the draft law on access to information, a

representative of the Association for Media Development in South Sudan (ADMISS) told IPI. "Freedom of expression is still a dream," the official said, adding that some officials believed the young country was not prepared for open-access laws.

But Oliver Modi Philip, the Union of Journalists of South Sudan (UJOSS) chairperson, told IPI that he was confident the three media measures would become law. He described the proposals as meeting "international standards" and said the legislation was drafted and debated with the "full participation of all stakeholders." The legislation, he said, provides a regulatory framework for the media that is vital to the country's democratic development, and will help foster media independence. Philip also said the proposals would eventually lead to greater access to information, plus encourage the flow of information and opinions that will advance "democratic practices, good governance, [...] the rule of law, and understanding of human rights."

While pointing out the importance of the bills, Philip expressed concern that the delay in the their enactment had put brakes on the development of independent news media in the country, which became independent more than two years ago. Furthermore, he fears there could be further delays due to a lack of funds allocated for implementation and for the creation of institutions and authorities established by the legislation.

Another challenge is awareness, Philip said. Not all journalists have followed the legislative process and once the measures become law, there is a need to ensure that journalists and other media professionals are aware of their legal rights and responsibilities.

South Sudan media is currently regulated by various acts such as the Public Order Act, the Defamation Act, the Preservation of Public Security Act and others but there is no clear law that stipulates the kind of content to be disseminated by the media and how to regulate the various forms of media ownership that are rising.

The media owners are left by the law to choose what kind of content to produce and disseminate to the audiences and due to lack of clear law provision in the media industry, independent entities say privately owned media outlets do not feel obligated to render the audience with the much needed developmental, or balanced information instead, they disseminate information that are profit oriented which in most cases may be biased.

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In the absence of a dedicated media law, private broadcasters do not fulfill a public- service broadcasting remit. The private broadcasters, while seeming to take the duty of informing the public seriously, exhibit a tendency towards bias, and almost every channel can be identified with a political party or personality. This situation is exacerbated by the presence of cross-media ownership, for example the broadcast and print holdings of the Standard Group, Nation Media Group and the Royal Media Services which have in many cases led to duplication of content across various media channels depending on who owns them. It is for this reason that the government's Media Bill process has, among other things, aimed at limiting cross-media ownership. (Prof. Lucy Maina)

2.3 Profit maximization and media content

The mass media are expensive to set up and operate. To meet their expenses, they sell their product in two ways: derive their income from selling a product directly to mass audiences, or from advertisers. That is to say, mass media operate in a capitalist environment and with few exceptions; they are in business to make money. (John Vivian, 1999).

Corporations do not purchase local newspapers and broadcast stations for sentimental reasons. They buy them as investments that will yield a maximum return as quickly as possible. When they buy a local monopoly, which is typical of newspapers, or an assured share of the market typical of television, few investors can resist the spectacular profits that can be made by cutting quality and raising prices. The magnitude of this temptation is not what media executives talk about in public. But in private they are unequivocal. For instance Christopher Shaw, a merger expert, speaking at a session of potential media investors in October 1986 said "No one will buy a 15 percent margin paper without a plan to create a 25-45 percent margin." (Rey E. Herbert, 1999)

According to Croteau & Hoynes (2003) media outlets, like any other company, have two ways to enhance their profit: they can either cut costs or increase revenues. To cut costs, news outlets rely on several or all of the following strategies: Decrease the number of journalists, cut back on long-term investigative reporting that produces a small number of stories, use a larger percentage of wire services reports, at television stations they make use of video public relations segments (reports that have been prepared and provided for free by public relations firms) in newscasts,

rely on a small number of easy to reach and inexpensive elites as sources, focus coverage on a limited number of institutions in handful of big cities.

While these techniques may be effective in cutting costs, however, they do have setbacks as they are likely to make news coverage oriented more toward elites and government, with little focus on events or perspectives outside the official world.

News organizations try to increase revenues by maximizing their audiences and advertiser base. The most straightforward approach for audience maximization is to create a light, entertainment oriented news product that makes watching and reading news fun. Since upsetting or offending any segment of the audience carries with it real cost, there will be a tendency to avoid controversy and report the news in an upbeat, reassuring manner. Personality-oriented journalism that highlights intrigue and scandal is another strategy for attracting audiences. Due to competition pressures newspaper editors, increasingly train in the world of business instead of news reporting, focus more on the marketing and packaging the news. (Croteau &Hoynes 2003)

2.3.1 Profit maximization through advertising

Commercial media is largely supported by advertising revenue. As a result advertisers have a major influence on the type of news and entertainment presented in the media. They can threaten to withdraw their adverts if they don't like a story, they might even suggest topic be covered or not. Some companies simply don't want their ads next to controversial material, whereas others may try to stop the media from running stories that would directly damage the company. (Hanson, 2005)

Bogart (1995) says that advertisers rarely try to buy journalists to slant news in their favour, more often they shape content when they sponsor broadcast programs, they are sensitive about the environment for their messages and edgy about controversy. When advertisers yield to vigilant pressure, media producers lie towards self-censorship.

According to Altschull (2000) it's not just ownership that counts, it is a wider question of who actually pays for media product. Although there are media whose owners do personally pay for the privilege of influencing content, most media owners just want profit, and most media are financed by different sources. They include private sector (among them other media companies, advertisers, consumers, various public and private subsides) and government. It follows that the

line of influence from ownership is often indirect and complex- and it is rarely the only line of influence.

Another method of profit maximization is through the "logic of safety". According to Todd Giltin's (1985) analysis of network television, programmers follow this logic that revolves around minimizing the risk of losing money on risky programs. These are programs are those that seem unlikely to attract a mass audience or, even worse, a large advertiser. Executives of media will avoid at all cost programs that appear to be obvious ratings losers. One consequence of the profit-driven logic of safety is the general tendency to avoid controversy, even when it might bring high ratings. But network executives are never sure what audiences will watch or why other programs succeed and others fail. Therefore, Giltin suggests that the corollary to the logic of safety is the notion that "nothing succeeds like success." As a result, network television constantly imitates itself, creating copies and spin-offs that can reach bizarre proportions. Whether it will be police programs, medical dramas, courtroom law programs, each network tries to exploit what appears to be the prevailing trend. Without any other accepted method for making programming decisions and with profit demands moving from annual to a quarterly or weekly basis, programmers choose shows that resemble the latest hit on another network.

The pressure to create a stable, profitable business invariably distorts the kinds of news items reported, as well as the manner and emphasis in which they are reported, according to Professors Noam Chomsky and Edward Herman in their book *Manufacturing Consent: The Political Economy of the Mass Media*. They further say that the pro-power bias occurs not as a result of conscious design but simply as a consequence of market selection: those businesses who favor profits over news quality survive, while those that present a more accurate picture of the world tend to become marginalized. They also say that several filters, such as the drive for advertising revenue and the dependency of mass media news outlets upon major sources of news, particularly the government, work to create a "propaganda model" of the mainstream media. To minimize the possibilities of lost revenue, therefore, outlets will tend to report news in a tone more favorable to the government and giving unfavorable news about the government less emphasis.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction.

This chapter is about how the researcher arrived at the findings of the study. The study was conducted using qualitative methods of data due to its importance in providing variety to the multiple realities encountered in the field. It included research design, area of study, study population, sample framework; sampling technique, research instruments, data collection procedure and data analysis.

3.1 Research design

The research design that was used for the study was cross sectional survey including both quantitative and qualitative forms. The qualitative design was used to collect information from respondents on the influence of media owners on the content produced and disseminated. On the other hand, quantitative design was used to collect numerical data.

3.3 Research Population

The target population of the study included (70) journalists (main respondents) and forty (40) key informants of South Sudan television..

3.4 Sample Size

The study sample size was of 60 (sixty) respondents which included forty (40) journalists (main respondents) and twenty (20) media owners. The sample size of 60 respondents were regarded as researcher's saturation point, the same sample size which he also considered big enough to make the findings representative to the study population.

The sample size was determined using Solven's formula:

$n = NR+N (0.05)2$

Where n is the required is sample size.

N is the targeted population size

3.5 Data collection

The research instruments used were questionnaires, interviews and observation. Questionnaires were used to collect systematic and variety of data from respondents who may not get time to be interviewed whereas interviews were used to gather data necessary for obtaining the information required from respondents who felt inconvenienced by the researcher's requests.

3.5.1 Questionnaires

The researcher made use of a set of questionnaires in which both open ended and closed ended questions were used to identify research problem and collect relevant data in an effort to answer the research question under investigation. The open-ended questions were used to probe for more information from respondents while closed ended questions were used to facilitate easy statistical data entry and analysis. 170 questionnaires were given to the respondents.

3.5.2 Interview.

The interview was conducted on fifty (50) respondents. It was both structured and unstructured. For this reason, the researcher self-administered it. The unstructured interviews enabled the respondents to open up and freely give out more information while structured interviews enabled the researcher to get specific data from the interviewee.

3.5.3 Observations

Observation was used because this provided the researcher with the chance to validate responses from the respondents with what is actually on the ground on a first hand basis.

3.6 Data analysis

After collecting data, only correctly filled questionnaires were coded and subjected to thorough editing in order to eliminate errors then data analysis was carried out by the use of frequencies and percentages where possible and the findings was presented using tables and further illustrated using pies-chart.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

4.1 Introduction

This chapter presents the findings gathered from the field, from the ten (10) journalists identified as respondents for the investigation of the extent to which media owners control affect the operations of media houses.

The study was set to investigate the following research objectives;

- To examine the extent to which media owner and external force influence the daily operations of media organizations.
- To find out how profit maximization motives of media corporations affect the quality of content produced.
- To establish the magnitude at which media content impacts on the audience.

4.1 Demographic profile of the respondents

4.1.1 Sex distribution of respondents

Table 4.1.1: Table Showing Sex Distribution of Respondents

Respondents	Frequency (f)	Percentage (%)
Sex		
Male	40	67
Female	20	33
Total	**60**	**100**
Age		
18– 25 yrs	30	50
25 – 30 yrs	20	33
30 – 35 yrs	10	17
Total	**60**	**100**

Marital status		
Singles	25	42
Married	20	33
Divorced	10	17
widowed	5	8
Total	60	100
Education levels		
Certificates	5	8
Diploma	25	42
Bachelors degree	20	33
Masters degree	10	17
Total	60	100

Source: Field data

The results in table 1 showed that male were the majority respondents as represented by 40(or 67%) and female were the minority 20(or 33%). The findings revealed that there is big gender imbalance in the study. This implies that the males were easily available during the date collection than the females.

With regard to age, results indicate that most of the respondents in the sample are between 18-25 years (50%). This implies that most of the respondents in the sampled are in their teenage stage of age. These were followed by those 25-30 years (33%). This therefore implies that the majority of the respondents who were involved in the programme implementation were between 25-30. The results also indicate that the majority of respondents were of mature which made the researcher to consider their views as valid and authentic in relation to the study.

Concerning the education qualification, 42% of the respondents had reached diploma level of education. This revealed by respondents with bachelors degree being 20(or 33%), while 1o (or 17%) had masters degree level of education. Therefore, there were high chances of giving accurate views

Lastly in regard with marital status, majority of the respondents were married 25 (or 42%), this was followed by singles 20(or 33%), 10(or 17%) were divorced while the minority of group of respondents 5(8%) were widows. This implies that the married being pushed by the household problems, find participating in media ownership and its influence on content in South Sudan.

4.2. Extent to which media owners control and affect the opinions of media houses.

Respondents pointed out that the fact that media messages influence the political direction of society; media owners who are politicians are usually concerned with immediate problems in the performance of the media. The further urged that this arises from the belief that the press and broadcasting are capable of decisively affecting their careers. Unlike politicians, civil servants have been required to review industries during those periodic crises. This was witnessed by a respondent who said

I have tended to see my media house accurately enough at a particular moment subject to determined pressures and opportunities.

Furthermore, majority of the respondents 98% reported that media owners offer the seminal works in this area, and they argued that media proprietors do determine the editorial line and cultural stance of the newspapers and broadcast stations they own. One respondent was noted saying *"media owners operate within structures that constrain as well as facilitate their said influence, imposing limits as well as offering opportunities for editorial control". Analysing the nature and sources of these limits is a key task for critical political economy of culture*

Further still on the question of to the extent media owners control affect the operations of the media house,68% of the respondents said that, some owners of national newspapers have clearly used their titles to further their own political or commercial aims at the expense of balanced and responsible journalism. Respondent argues that editorial interference by owners has frequently been indirect, for example through the selection of key personnel, or through the establishment of a culture of obedience and self censorship as well as direct censorship

This concurs with the findings of Golding and Murdock (2000:78) who argues that the steadily increasing amount of cultural production accounted for by large corporations has long been a

source of concern to theorists of democracy. They see a fundamental contradiction between the ideal that public media should operate as a public sphere and the reality of concentrated private ownership (Golding & Murdock, 2000:78). They argue that proprietors used their property rights to restrict the flow of information and open debate on which the vitality of democracy depended. These concerns, they argue, are fuelled by the rise of the great press barons at the turn of the 20th century. Not only did proprietors like Pulitzer and Hearst in the United States and Northcliffe in England own chains of newspapers with large circulations, they clearly had no qualms about using them to promote their pet political causes or to denigrate positions and people they disagreed with (Golding & Murdock, 2000:78).

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

Doyle (2002) argues that ownership of media matters because it affects the way in which the media industry is able to manage the resources available for media provision. The economic and financial performance of the industry is, at least partly, dependent on the market structures in which media firms operate and on media ownership configurations. Restrictions on ownership could, for example, result in replication of resources which prevents the industry from capitalizing on all potential economies of scale (Doyle, 2002:173b).

4.3 How profit maximization motives of media corporations affect the quality of content produced

In this section, respondents were asked to how a profit maximization motive of media corporations affects the quality of the content produce. However, majority of the total population of respondents explained that in an ·atmosphere where profit is increasingly dictating the decisions and editorial directions newspapers take, owners are increasingly interfering with internal editorial decision - making processes meant to be the preserve of editors. This view is summed up by Ascherson (1978) when he argues that editorial independence, the old image of the captain of the ship, is obsolescent. The central point is that the editor's formal sovereignty as an individual is being transformed into his fatal weakness. this was evidenced by the responded who reported said , *the editor is less and less able to defend the contents of a newspaper against the direct or indirect pressure of the ownership, itself often under forms of economic pressure which were not apparent fifty years ago in south Sudan media houses.*

Furthermore, almost half of the respondents 59.3% of the respondents reported that Owners vary in the degree that they seek profits, public goods, or partisan ends. Since many print, broadcast, and online news organizations are owned by publicly traded stock companies, taking profit maximization as the prime motive for news firm managers has credence. The spatial model makes clear that the pursuit of profits does not mean that all outlets will choose soft news or that none will offer hard news. The variations in consumer tastes and differences in production costs will generate an array of news offerings. Some companies or programs will develop brand positions that signal a low amount of public affairs coverage while others will develop a reputation for high public affairs content. In both cases the pursuit of profit drives the brand location and decision about a day's news content and style.

Furthermore, respondents urged that when ownership is concentrated in an individual or family, then these people may take pleasure in sacrificing some profits for the sake of the public good. These owners may identify with the communities their outlets are published in and try to encourage civic participation through information provision. This is one of the ideas behind public policies that encourage local control of media outlets. The owners may also enjoy the recognition that goes with public service actions.

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Some respondents said that while it may not always be profitable to supply public affairs information, the impact of news about government and politics creates a third motive for news outlet owners a desire to influence the outcome of elections. One of the areas which the majority of respondents mentioned that some people provided sympathetic papers with payments in election years. Newspapers were clearly identified with particular parties in the same way that news outlets today have brand reputations for their mix of hard and soft news.

"No industry exists without a product or service to offer to customers. For mass media organizations the product they offer is their content. The primary business of the mass media is to produce content fill the broadcast hours, the print pages, the Internet site. Because of limits of time and space, selection of content is a necessary function. Mass media organizations have to make difficult decisions in evaluating their story options and determining which content to provide to an audience. Some stories never become content and are not exposed to a mass audience".

4.4 magnitudes at which media content impacts on the audience

Table 4.2 Magnitudes at which media content impacts on the audience

Response	Frequency	Percentage.
Media has been seen to influence the political direction of the society	17	28%
Act as a check on the state	25	42%
Watchdog in the society	15	25%
Law enforcement agents in the society	3	5%
Total	60	100%

Source: primary data 2015

From the table above, 28%% of the respondents suggested media has been seen to influence the political direction of the society, they argued that political leaders and parties know that the news media control how those politicians are depicted to the voting public; the more powerful the leading media, the more powerful their influence over politicians and national policy. Further, some of the respondents said that *"prudent politicians treat the desires of all large corporations with care. But politicians treat the country's most powerful media corporations with something approaching reverence"*,42% reported act as a check on the state,25% watchdog in the society while 5% said media acts as a law enforcement agents in the society.

However, respondents argued that media is seen in a democratic nation to ensure the free flow of information and the interplay of opinion. And of course, to guarantee citizens the full rights of free "expression". They said that both the issuer of communication and the consumer enjoy these rights. Further still, respondents also argued that the press in a democracy has a political role of providing information and to enlighten the public so that it is capable of self governance.

In line with the findings, Bagdikian, (2004) also argues that people receive and interpret media messages eventually leading to the choices they make politically. For example, in political communication an election broadcast or a staged political event is constructed in such a way as to elicit a pre-determined and desired response. That which was known to be disliked for example, the voice was changed to one which was softer and not penetrating.

McChesney (1998:24-5) argues that the message is increasingly clear; without democratic media, there can be no democracy. Similarly, Baker, (2002); Curran, (2000) argue that the principle role of the media, according to liberal theory, is to act as a check on the state. The media should monitor the full range of state activities, and fearlessly expose abuses of official authority. This watchdog role is said to override the importance of all other functions of the media .Curran, (2000) also argues that the watchdog argument also appears to be time-worn in another way. Traditionally, liberal theory holds that the government is the sole object of press vigilance. This derives from a period when government was commonly thought to be the 'seat' of power and main source of oppression. However, this traditional view takes no account of the exercise of economic authority by shareholders. A revised conception is needed in which the media are conceived as being a check on both public and private power.

McQuail (2005) argues that freedom of communication has a dual aspect: offering a wide range of voices and responding to wide-ranging demands or needs. For the benefits of freedom of expression and publication to be realized, certain conditions are called for. There must be access to channels of expression and also opportunities to receive diverse kinds of information. The main structural conditions for effective media freedom are as follows: firstly, is the real independence from excessive control and interference by owners and outside political or economic interests. Secondly is the competitiveness of the system, with limits to media concentration and cross ownership.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

The objective of this qualitative study was to investigate the extent to which media owners control affects the operations of media houses. This chapter presents a summary of the major findings, conclusions and recommendations based on the study objectives. The researcher also suggests areas for further research in this chapter

5.1 Major findings

The major findings showed that the fact that media messages influence the political direction of society; media owners who are politicians are usually concerned with immediate problems in the performance of the media. The further urged that this arises from the belief that the press and broadcasting are capable of decisively affecting their careers. Unlike politicians, civil servants have been required to review industries during those periodic crises.

Additionally, findings suggested that the some owners of national newspapers have clearly used their titles to further their own political or commercial aims at the expense of balanced and responsible journalism. This finding is consistent with the research of Curran, (2000),In a bid to control these patterns of ownership and their influence on media messages, the former President Daniel Toroitich Arap Moi's regime had on numerous occasions been heavy handed in its attempts to coerce private media into giving it favourable coverage. Media coercion has also affected the current regime of President Uhuru Kenyatta.Critical political economy of the media has demonstrated that factors like ownership and advertising are important in influencing media messages. Media on their part shape public opinion and the political direction by holding politicians accountable. This is however not the case the world over, with emerging evidence in studies of the British press that media sometimes can lean to a particular direction with the aim of furthering their expansionist economic interests. In other words, the market can give rise not to independent watchdogs serving the public interest but to corporate mercenaries that adjust their critical scrutiny to suit their private purpose which supports the findings.

The majority of the participants also felt that the profit maximization motives of the media corporations affected the quality of content produced. No industry exists without a product or

service to offer to customers. For mass media organizations the product they offer is their content. The primary business of the mass media is to produce content fill the broadcast hours, the print pages, the Internet site. Because of limits of time and space, selection of content is a necessary function. Another key finding was the idea that respondents feel sometimes it could not be independently verified especially when it lacks background information and photographs to illustrate the news.

However, respondents argued that media is seen in a democratic nation to ensure the free flow of information and the interplay of opinion. And of course, to guarantee citizens the full rights of free "expression". They said that both the issuer of communication and the consumer enjoy these rights. Further still, respondents also argued that the press in a democracy has a political role of providing information and to enlighten the public so that it is capable of self governance. They agreed that media is a seen as tool of change in the society.

5.3 Conclusion

This research certainly helps in understanding the factors that influence media messages in portraying issues as they do. The researcher determined how ownership patterns do affect media messages in total disregard to established editorial policies and other industry best practices. It also shows how professionalism of journalists is increasingly waning in light of ownership and business interests as attested to by studies of critical political economy of the media the main theory used in this study. Ownership control and interference makes the future of journalists quite bleak. This uncertain future is further compounded by newspapers increasing use of syndicated articles across their titles to minimise production costs and maximise revenue.

In this study, I set out to find out the impact investigate the extent to which media owners control affect the operations of media houses in south Sudan. In looking at both an examination of the past literature as well the interviews, I gained a better understanding of how investigate the extent to which media owners control affect the operations of media houses and represented by the media today. The narratives offered insight and experiences, both positive and negative, on how the media ownership has control and affected the operations of media houses. However even though I was bothered that so many respondents thought that media owners control affected the operations of media houses, I found inspiration by respondents who recognized that there are not many truly negative impact on the content of the media house.

Lastly while the sample size of this study was small and the generally limited, this work represents a larger societal issue that media practitioners, consumers of information a like face in separating the negative from the positive contribution of media owners to the operations of media houses. From the finding, it can be concluded that Media ownership has influence on the content of the media house. Ownership is concentrated in an individual or family, and then these people may take pleasure in sacrificing some profits for the sake of the public good. Strict laws should be put in place to regulate the flow of media content so as to produce quality of content disseminated

5.4 Recommendation

This research study aimed to investigate the extent to which media owners control affect the operations of media houses. The study will hopefully be the beginning in an increasing body of research that takes into consideration the challenges posed by media owners on the content of media houses

Further areas for research include continuing to examine how mass media continues to survival in such an environment in the globe world, how media has been incorporated in the traditional mainstream media.

Recommendations of this research are that editors should adhere to formulated editorial policies which essentially cover issues on how news should be covered and how journalists should professionally go about their work. This may also help editors avert undue ownership influence of their work. However, it is a difficult feat to achieve as some owners are aggressive towards editors who fail to adhere to their whims. Editors the world over have had to resign or are forcefully dismissed when they stick to their professional inclinations which makes the adherence to professional values a bit tricky.

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

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

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RESEARCH INSTRUMENTS

APPENDIX A: QUESTIONNAIRE 1

Dear respondent,

Am a student pursuing Bachelor Degree in Mass Communication. I am carrying a research on the topic "Media ownership and its influence on media content". The study is conducted in the fulfillment of the requirement in of a Bachelor degree. I hereby request for your contribution to the study as this will enable my successful completion of the course. Your response will be treated with confidentiality and will strictly be used for academic purposes.

PERSONAL DATA (Q1 - 4)

Please tick where applicable

1. Age   18-24 ☐   25-35 ☐   35-45 ☐   45 and above ☐

2. Sex   Male ☐   Female ☐

3. Marital Status   Single ☐   Married ☐

4. Education level   Class Eight ☐   Form Four ☐   College ☐   University ☐

5. Do you watch television?

     YES ☐   NO ☐

6. How often do you watch it?

     LESS OFTEN ☐   OFTEN ☐   MORE OFTEN ☐

7 a) Do you think television owners influence the kind of content produced by their TV stations?

     YES ☐   NO ☐

b) If your answer is yes in 7 (a), how?

....

....

....

....

8. Which television station do you watch? Why?

....

....

....

9. Does television content influence you in any way?

YES ☐   NO ☐

10 a) What is your opinion on the content on South Sudan television stations today?

....

....

....

b) Does this content need improvement? If yes, how?

....

....

11 a) Is the aspect of one person or company owning several media houses good for society?

YES ☐   NO ☐

b) Explain your answer in 11 (a)

....

....

Thank you for your cooperation.

QUESTIONNAIRE 2

Dear respondent,

Am a student pursuing Bachelor Degree in Mass Communication. I am carrying a research on the topic "Media ownership and its influence on media content". The study is conducted in the fulfillment of the requirement in of a Bachelor degree. I hereby request for your contribution to the study as this will enable my successful completion of the course. Your response will be treated with confidentiality and will strictly be used for academic purposes.

Please tick where applicable

1. Age   21-24 ☐   25-35 ☐   35-45 ☐ 45 and above ☐

2. Sex   Male ☐   Female ☐

3. Marital Status   Single ☐   Married ☐

4. Education level   Certificate ☐   Diploma ☐   Degree ☐   Masters ☐

5. How long have you worked at SOUTH SUDAN TV

   LESS THAN 5 YEARS ☐   MORE THAN 5 YEARS ☐   OVER 8 YEARS ☐

6. Which department do you work with?

....

7 a) Does South Sudan TV owner directly or indirectly influence the kind of content you disseminate?

   YES ☐   NO ☐

   b) If yes in 7 (a), how does he do it and to what extent?

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

8 a) Does external forces like advertisers and politicians interfere with your work in any way?

YES ☐   NO ☐

b) If yes in 8 (a), how and to what extent?

....

....

....

....

9 a) Do you think media conglomeration and concentration is good for the industry and the journalism profession?

YES ☐   NO ☐

b) Explain your answer in 9 (a)

....

....

....

....

10. Which of these two is top priority for South Sudan TV?

Profit maximization ☐   Informing and educating the public ☐

11. To what extent do you think media content affects and influences the masses?

To a larger extent ☐   To a smaller extent ☐

12. What is your verdict on the content on South Sudan media today?

....

....

Thank you for your cooperation.

APPENDIX B

INTERVIEW GUIDE

Good morning sir/madam,

My name is Naomi Nyanchok Marko Mabior Student of Kampala International University. I am carrying out a research study that is meant to find information on the influence of media ownership on the content produced by media houses. The research study is mainly to fulfill the requirements of the award of a degree of Kampala International University. Therefore, the information obtained will be treated with utmost confidentiality.

PART A (personal data)

1. Age (21-24, 25-30, 31-45, 45 and above.)

2. Sex (Male, Female.)

3. Marital Status (Married, Single.)

4. Level of Education (certificate, Diploma, Degree, Masters, Others.)

5. Department/ position held at work.

6. Work experience (less than 5 years, more than 5 years, over 8 years.)

PART B (Research Questions)

7. Does your media owner influence your work in any way?

8. Do external forces like advertisers have a say in the way you work?

9. Do you think media conglomeration and concentration is good for the industry and the journalism profession?

10. Is profit maximization a top priority for South Sudan TV?

11. How would you describe the kind of content on the South Sudan media today?

I am very grateful for your audience and the time you have offered to me.

APPENDIX C

TIME SCHEDULE OF THE STUDY

ACTIVITIES	MONTHS/YEARS
Proposal writing and submission	November 2014 - March 2015
Data collection and analysis	March 2015 - May 2015
Dissertation writing	May 2014 - June 2015
Dissertation submission	June 2015