

**THE IMPACT OF COMMERCIALISATION OF NEWS
CASE STUDY: BUKEDDE TV AGATALIKO NFUUFU NEWSCAST**

BY

KIWANUKA SILVEST

BMC/31026/102/DU

**DISSERTATION SUBMITTED TO THE DEPARTMENT OF JOURNALISM AND
MEDIA STUDIES, COLLEGE OF HUMANITIES AND SOCIAL SCIENCES,
KAMPALA INTERNATIONAL UNIVERSITY AS A PARTIAL
FULFFILMENT OF THE REQUIREMENTS OF THE
AWARD OF A BACHELORS DEGREE IN
MASS COMMUNICATION**

AUGUST 2013

Copyright@kiwanuka Silvest

APPROVAL

I hereby affirm that this research has been done under my supervision as the University Supervisor, and submitted to the faculty of Humanities and Social Sciences, at Kampala International University with my approval.

Names: *X/ Ahmed Mafu*

Signature: *[Signature]*

Date: *2/05/2013*

ACKNOWLEDGEMENT

I would like to take this opportunity to concede my lecturers and teachers from everywhere I have ever attended education from, for the great work they did to make sure I can attain a professional qualification.

First and foremost I extend my absolute appreciation to Mr Mohamed Matovu for his dedicative heart and attention he always afforded to me whenever I need information and knowledge; he was always there for me. And I pray that his time dedications to me and anyone like me should not diminish but continue.

Secondary I appreciate Madam Anne Githue for her continued support in matters of exposing me to the real world of communication and Public relations. With her I managed to attain news writing and subediting experience at Monitor Publications LTD. She also recommended me at my Public Relations and Marketing job and availed to me knowledge that it took.

I would like to also thank Mr John Alari Tugume of Daily Monitor. He made sure that I learn from him whatever we thought was useful for a person like me, he offered me an hand on training that communication employers appreciate.

I would as well like to combine Counsel JB Kulu Idambi together with the entire administration of the Public Relations Association of Uganda (PRAU). Whenever I think of Corporate Communications as a member, I look onto him and them.

Lastly I extend great appreciations to my family: strictly Mr Nkugwa Frank and my mother for their continued support to me financially and motivationally. Truly without their services, I wouldn't have exceeded the Ordinary Level. And it's now my polite prayers that God award the personalities that I acknowledged and those so many that I ignored for time and space, the best of what they ought to and serve them abundantly of their services to me.

TABLE OF CONTENT

DECLARATION.....	I
APPROVAL.....	II
ACKNOWLEDGEMENT.....	III
TABLE OF CONTENT.....	IV

CHAPTER ONE	PAGES
1.0. Introduction	1- 5
1.1. Background of the Study	6
1.2. Statement of the Problem.....	6-7
1.3. Objectives.....	7
1.4. General Objectives.....	7
1.5. Specific Objectives.....	7- 8
1.6. Research Issues and Assumptions.....	8
1.7. Research Questions.....	9
1.8. Significance of the Study.....	9-10
1.9. Scope of the Study.....	10
1.10. Geographical Scope.....	10
1.11. Theoretical Scope	10- 11
1.12. Limitation of Study	11

CHAPTER TWO.....	12
LITERATURE REVIEW.....	12
2.0. Introduction	12
2.1. Traditional Concept of News and Understanding Media content.....	12
2.2. Classifying Media Content by Function and Effect.....	12- 14
2.3. Application of Traditional Concepts of News by Bukedde TV.....	14- 15
2.4. News VS Commercial broadcasting.	15
2.5. Impact of Liberalization and Commercialization of the Media in Uganda	15
2.6. HRNJ's Findings.....	15
2.7. Recommendations from their research	16
2.8. My view of the study.....	16
3.1.1.1. Listener attitudes to advertising, sponsorship on commercial.....	17
3.1.2.. Ownership of Bukedde TV.....	18
3.2.2. Viewership of TV Stations in Uganda.....	18- 20
CHAPTER THREE.....	21
RESEARCH METHODOLOGY.....	21
3.0. Introduction	21
3.1. Research Design	21
3.2. Area of Study.....	21
3.3. The Study Population	22
3.4. Sample Framework	22
3.5. Data Collection	22
3.6. Questioners	22

3.7. Interviews	23
3.8. Observation	23
3.9. Data Analysis	23
 CHAPTER FOUR	24
PRESENTATION OF FINDINGS, INTERPRETATION AND ANALYSIS.....	24
4.0. Introduction	24
4.1. Section one: background information	24
Table One: Education level of respondents from around Kampala and Online.....	24
Figure One: Education level.....	25-26
Table Two: Table 2: Education Level of Vision Group Respondents.....	26
Figure Two: Pie chart of the education level of Vision group respondents.....	26
4.2. Section Two: Verification of Objectives and Research Questions	27
4.2. Idea of TV and TV news.....	27
Table Three: The rate and level at which People watch Television news.....	27
Figure Three: Pie chart showing the percentage of respondents who watch TV News...27- 28	
4.3. Section Three: How often do respondents above watch TV news.....	28- 29
Table Four: The rate at which the Respondents who watch TV news watch it.....	29
Figure Four: Graphical representation of the regularities and irregularities of respondents' watching TV News.....	29- 30
Table Five: Comparison of Bukedde TV's <i>Agataliko Nfuufu</i> news cast to NTV Akawungenzi news cast.....	30
Figure Five: Graphical presentation of the viewership of both Bukedde TV and NTV's newscast.....	31

4.4. Section Four: To investigate the society feelings towards the TV stations' commercialisation of news.....	31
Table Six (a): Should TV stations commercialise their news.....	32
Table Six (b) Vision Group employees' response to question of news sponsorship.....	33
Section Five: To establish whether commercialising news has any impact.....	34-35
Table 7: Impact of commercialisation of news.....	35-36
Section Six: To investigate if commercialising news affects its quality.....	36- 38
Table 8 (a): Response to effects of commercialisation to the quality of news.....	38
Table 8 (b): Vision Group employee's response to effect of commercialisation to news quality.....	39
Section Seven: Relating the general view of commercialisation of TV news in Uganda to the case study	39
Table 9 (a): Doubt of some of Bukedde TV's news stories.....	40
Table 9 (b): How often respondents doubt Bukedde TV <i>Agataliko Nfuufu</i> news Stories.....	41- 42
Table 9 (b): What can be done to preserve TV stations from commercialising news.....	42

CHAPTER FIVE	43
SUMMARY OF FINDINGS, CONCLUSSION AND RECOMMENDATION.....	43
5.0. Introduction.....	43
5.1. Recommendation.....	43- 45
5.2. Summary and conclusions	45- 46
REFERENCES.....	47
APPENDICIES ONE QUESTIONNARE ONE.....	48
QUESTIONNARE TWO.....	49

APPENDIX B (INTERVIEW GUIDE).....	50
APPENDIX C TIME SCHEDULE OF THE STUDY.....	51
APPENDIX D BUDGET OF THE STUDY.....	52

CHAPTER ONE

1.0 . INTRODUCTION

This chapter provides a general background to the study from both global and the Ugandan perspectives, and offers a statement of the problem which generated the interest in undertaking the study. It also outlines the objectives of the study, pertinent research issues, the significance of the study, and the structure of the thesis.

Uganda like any country in Africa, its formal media traces their origins back to the colonial period. The British colonialists introduced formal education as well as formal media. In both instances the intent was the deepening of colonial penetration and domination.

The largely missionary-type education aimed to produce clerks and other such lower-cadre staff to help the big, White masters. Ultimately, it was also to produce 'natives' with habits not unlike their masters' as these would be easier to manage.

The media were introduced to help the colonial administrators to control information. As more Africans got educated, some used their new knowledge and information to fight colonialism, the same system that had sent them to school in the first place. One of the tools they employed was the same media introduced by the colonialists. Talk of unintended consequences. (*George W, Lugalambi and Bernard Tabaire. September 2010*)

According to *Zie Gariyo 1992*, the period 1900-1962, saw the rise of media as the colonialist struggled them off, after realising that the media which was originally meant to control information, ended up promoting nationalism amongst the colonial territories.

In 1900, *Mengo Notes* was the first newsletter in Uganda, *Uganda Notes* followed in 1902, *Ebifa mu Buganda* came in 1907, and finally the White Fathers introduced *Munno*, a Luganda monthly, in 1911. All these publications, it should be noted that, were religious newsletters.

In that very year, *Sekanyolya* hit the streets as the first independent African newspaper, edited by *Daudi Basudde*.

As we may recall the 1920s, a few Africans had accumulated large incomes from the land holdings granted to them or their fathers by the 1900 Anglo-Buganda agreement. Through education, travel, and interaction with other African peoples and people outside the continent, they had acquired new experiences.

These new experiences were used to question for the logic of colonial rule and especially the discrimination, oppression and exploitation of the African. They questioned the logic of restricting Africans from carrying out the lucrative import and export trade; the middleman's role of the Asian traders and businessmen and land grants to white settlers in Uganda.

The year 1927 saw the rise of *Gambuze*, an independent monthly, which also joined the other publications, when they (*Gambuze*) started questioning for the introduction of compulsory "free/ unrewarded" labour, Kiswahili, closer union in East Africa, and cotton pricing and ginning, as they also raised the issue of class.

The year 1944 saw the rise of the "Anticolonial Agitation" after the start of *Buganda Nyaffe*, by *Daudi Mukubira*, the then president of the Uganda Growers Co-operative Union. In his publication, he accused the colonial regime of pursuing policies aimed at enslaving black people.

The regime responded by banning *Buganda Nyaffe*, its Mukubira the editor was arrested, charged with publishing a seditious document and fined Shs. 100 for breach of war-time censorship regulations.

In 1949 things got worse for the press, after the condemnation of Buganda leaders of the time, for failing to elect representatives on the *Lukiko* (Congress) and the regime pointed fingers at several newspapers such as: *The Uganda Star*, *Mugobansonga* and *Munyonyozi* for having stirred up the people.

This finally saw the introduction of some legal measures to temper the media's brutality, and then "The Press Censorship and Publications Act/ ordinance" of 1949 was amended. These laws limited the circulation of these papers and they were later banned altogether for criticising the Kabaka, the editor of *Dobozi lya Buganda* was arrested and convicted.

The colonial regime seemed being not contented with the above laws, hence introducing the Newspaper and Publications Ordinance of 1960, which increased licence fees for newspaper publication from Shs. 5,000 to Shs. 10,000. And most small newspapers were cut off from operating since they could not afford these fees.

By facts of independency, it was for only newspapers like *Uganda Eyogera* and *Munno* to remain active and unbiased, but others which could not afford the fees, allied to the authority as others which could not afford fees and were also allergic to betraying their nationalism, they quite business.

Zie Gariyo1992 noted that: “This type of attitude against free expression and particularly against comment on political issues was also to shape the post-colonial regime’s policies”

The Media under the Postcolonial Era.1962-1986

Much as the media in Uganda played great roles of ensuring the independence of this country, the independence of Uganda appeared to be a disguised blessing for the media instead. This is because no sooner had Uganda attained her independence, than the media became a threat to the newly entrusted government of *Milton Obote*. (*Peter M. Gukiina, 1972*)

A month after independence, the ruling party’s secretary general warned *The Uganda Argus* that the government might take action against it for cataloguing challenges that the new government faced. It was also an ominous start. In 1966 the government deported Ted Jones, the Uganda correspondent for two Nairobi-based publications, the *Kenya Weekly News* and the *Reporter*.

It also threw out Billy Chibber, a *Daily Nation* reporter. And *Ssekanyolya* which had just rose from the dead back to home loudly championing Buganda interests, was banned. (*Bernard Tabaire 2007*)

The Media under the 1971-1979, Reign of Idd Amin

When army chief Idi Amin overthrew Milton Obote in January in 1971, he cited lack of freedom to air views as reason number three, out of 18, for his action. But Within a year, the killing of journalists had started.

Munno editor Clement Kiggundu, *John Serwaniko*, also of *Munno*, news photographer Jimmy Parma, and TV journalist *James Bwogi* were all murdered. Many more were jailed, and others chose going to exile,

In 1979 the Tanzanian troops in collaboration with Ugandans who were already in exiles, overthrew Amin and the press revived itself at the coming back of Obote.

Obote II was even worse than *Obote I*, as his government banned seven newspapers in 1981 only. The then-influential *Weekly Topic* was one of those banned. He sacked the editor of the government-owned *Uganda Times* over an article on military killings of civilians and Journalists were cowed. (*Bernard Tabaire 2007*)

The media under Museveni (1986-date)

Yoweri Museveni took over power in 1986, and same as Idd Amin Dada, his coming was warmly welcomed. The reign of *Museveni* appeared to be glorious to the media as many of the banned newspapers, including *Weekly Topic*, appeared once more on the streets.

Although *Museveni* government appeared to be better than its predecessors, it banned the *Weekend Digest* within six months of taking power for a report on alleged plans to oust it.

From March 1986 through 1992, the government dragged before the courts at least a journalist a year.²⁰ that record has remained virtually unchanged to-date. Sedition and criminal defamation were the often cited offences.

After 1995, the state added promotion of sectarianism as well, and in 1988, the government changed the penal code to stop reporters from writing about military installations, equipment or supplies, and soldiers, as a seven-year jail term awaited a convicted offender.

The year before, Mr *Museveni* threatened to use the Detention Act to prosecute those who badmouthed the army.

When the government was not using legislation to harass the media, it was using administrative means. In 1993, for example, it stopped its departments from advertising in *The Monitor*, a paper that was formed by seven independent journalists the year before when they quit their jobs.

Media Liberalisation and Commercialisation of Media activities

Much as Museveni reign was seen as selective of which media should be prioritised, it was to a lesser extent lenient on the media and their expression, although his government applied much of preventive and statutory means of controlling media's excessive freedom. Legal arrangements were made to see media operating socially responsible to the public, although this put the media under strict restriction

Museveni government in 1992 liberalised the Ugandan Airwaves and other means of communication, which attracted several foreign and local private media investments and also giving chance to the government owned media houses to start operating commercially, which finally gave rise to media commercialism in Uganda.

(Goretti Linda Nassanga)

Commercialization is derived from the general capitalistic term “Commerce” which is a longstanding synonym for business as it is conducted in capitalist societies. It refers both to the institutions and practices of market economies and to the imaginative landscapes they produce.

According to *McManus and Wahl-Jorgensen 2005*, Commercialism of media content is the practices and spirit of free enterprising of the news and other information as being the product of the media, which is always geared toward generating profit. In brief, commercialism of media content is the act of sponsoring each and every program, airtime, space for broadcasting and print media respectively. The media owners due to different changes in the world trends, mass media have become unable to operate without financial help from different stakeholders such as advertisers and sponsors of radio and Television programs.

According to UNESCO (1980:152, the news has become commercial product. Important developments in the countryside are pushed aside by unimportant, even trivial news items, concerning urban events and the activities of personalities.

Traditionally this act was not common if not at all in existence, since mass media had original roles of information, entertainment and education, but now days for such roles to be delivered by the media, pure capitalistic actions must first be met pay for airtime, space in newspapers, since that's the only way media can facilitate their existence and cater for its staff.

This study examines the impact of media commercialisation on the content of *Bukedde* Television, an affiliate of Vision Group Uganda, the largest media empire.

From a media studies perspective, this study is largely premised on the hypothesis that Bukedde TV, due to pressures from management and its stakeholders to generate some revenue; they (*Bukedde* TV) went into trials of commercialising some of its programs.

Currently *Bukedde* TV's hiked content commercialism has made them to even failing believing in their own news cast, maybe thinking that the cast might not compete with other Televisions' news and currently, there are so many arguments among the members of the public that the '*Agataliko Nfufu Newscast*' doesn't portray fairness, credibility and accuracy as the traditional portrayal of news.

Public criticism of this news cast is that: This news is full of documentation but not truth. And it's upon the submission above that *Bukedde* TV's *Agataliko Nfufu* newscast has out of its overwhelming commercialism that has largely lost the public credibility and principles of true news.

1.1. Background of the Study

Uganda in 1990 had only one Radio Television Station namely Radio Uganda and Uganda Television respectively, and those were the sole means of information dissemination to the whole of Uganda.

In 1992, the government decided to liberalise the Ugandan economy including the airwaves and all means of communication.

The liberalisation brought in more conditions of private proprietorship which strived to excel in profits other than professionalism; they (private media and government owned ones) resorted to adverts and commercialized announcements, with intent of allowing in revenue to run these media. (*BBC Africa 26 July, 19:12 GMT*)

Although the liberalisation of the media in the early 1990s was aimed at freeing the media from State control and the same was presented by the government as a break from the historical State media monopoly, the reality was neither of the two, but truth could be extracted from the manner this media started operating during the post liberalistic era.

The media in Uganda after liberalisation started adopting new technics of commercialisation and practicing absolute media content sponsorship by cooperate entities, for example programing several commercial brakes before, during and after a single bulletin.

The first few years of the liberalised media ushered in a wave of investigative reporting that the subsequent media landscape in Uganda is yet to experience. (*Monitor publication LTD (Daily monitor E-paper) 3, 5, 2013 at 01:00 (Opinion by Mathias M. Mayombwe)*)

1.2 Statement of the Problem

News commercialisation, being a new phenomenon in Uganda, has brought with it social, Political and economic challenges, unlike in the era when this country was operating public services broadcasters such as Radio Uganda and Uganda Television *UTV* which both revived into Uganda Broadcasting Cooperation *UBC*, owned by the state but free to operate commercially like other private media.

Currently *Bukedde* TV has the whole pleasure and possibility to hire all forms of resources which competitors such as Record TV can't simply because the programing of this station are all commercialized while others' are operating on professionalism which may currently due to

the commercialism not apply. (*Michael Kakooza and Mathias Mulumba, October 23, 2012-07:27(African Centre for Media Excellence)*)

The tragedy does not only arise at the competition for human resources, but also competing for revenue, as *Bukedde TV* may decide to lower its advertising rates simply because its level of commercialization exceeds advertising and goes ahead to even the content.

When they lowers costs on advertising, they can always be on sure deal that it will later be recovered by commercialising their news cast, something that puts competitors such as *NTV* and *Record TV* in tough conditions of convincing advertisers with their normal.

1.3 Objectives of the Study

1.4 General Objective

This study is basically set to examine the influence of commercialisation on the media content strictly news of *Bukedde TV (Agataliko Nfuufu)* Uganda. It has in the first instance established that there have been changes in the packaging of Uganda's media content specifically news, changes that involve a shift from the ideals and traditional values and consideration of what is newsworthy towards commercially-oriented coverage and packaging of broadcasting media content such as news as its revealed from *Bukedde TV Uganda*.

Although it has just been researched on by me through this dissertation, it has happened for a very long time in this country and also in various degrees in most countries where the liberalisation and hence commercialisation of media services have been embraced. (*Murdock 1994, Tulasi R Kafle 21, January, 2010*)

1.5 Specific Objectives

Specifically the study has seeks to:

1. Examine the impacts of commercialisation of news and other content for *Bukedde TV*
2. Compare the performance of *Bukedde TV* and other fellow broadcasting media houses probably in Uganda during this media commercial era.
3. Examine the motive behind this station's commercialisation of its content.
4. Present suggestions to transform *Bukedde TV* and all those media stations in Uganda which could be commercializing their content, into a viable fairly, relevance and accurate broadcasting stations.

5. To assess and examine the value of news which Bukedde TV's *Agataliko Nfunfu* News Bulletin.

The above objectives will be addressed by looking at the station's programming (schedules), coverage of news, packaging and possible unrealistic commercialised tendencies.

1.6 Research Issues and Assumptions

This study will be guided by the assumption that Bukedde TV remains central to development possibilities in Uganda: its infrastructure is broadly spread, covering over half of the population of the country that's to say: the whole of Central Uganda, Eastern Uganda, and some parts of Western Uganda. (*Walter Wafula. 28 March 2011- 12:08 GTM*)

The diversity of its programmes (news) is only in two languages namely: Luganda (the major one) and English (minor) which was supposed to underline its importance in ensuring the population's universal access to information as according to (*Balikuddembe 1992*).

However, at the onset of the study, there were indications that Bukedde TV, due to pressures to commercialise, they are rapidly losing the traditional roles, ethics, values and professionalism of media as enshrined in the codes of practice of media and Journalism (1st Code "No Journalist shall disseminate any information without first establishing the truthfulness of it") (*Press and Journalist Statute/ Act 1995*)

On May 22nd, 2011 Bukedde TV on their *Agataliko Nfunfu* News, gave very wrong information about the existence of the oldest woman in world in a Uganda Village. Very many Ugandans were excited about the news not knowing that it was a real hoax.

Ever since Bukedde TV begun broadcasting their *Agataliko Nfunfu* News, many people have had doubts about some of the news stories which are read. This time, luck was not on Bukedde TV's side, the story they read about the oldest woman in Uganda and probably in the world, was discovered to be a fake one.

According to the story, "The woman known as *Theresa* is 149 years old; her two surviving children are 70 and 72 years". This is where the real problem is, if she is 150 years old and the children are 70 and 72 it means that she got those children when she was $150 - 70 = 80$ years old! It is really impossible that someone of eighty years can give birth. (*Uganda News Pick .May23, 2011*)

1.7 Research Questions

1. What are the impacts of commercialisation of news and other content for Bukedde TV?
2. How has the commercialism of *Agataliko Nfuufu* News cast changed the quality and relevance of this news?
3. What is the motive behind *Bukedde* TV's commercialisation of its content and news?
4. What should be done to preserve and protect the news and other media content from being commercialised by stakeholders of different media stations?
- 5.

1.8 Significance of the Study

For scholars, academia and researchers:

- I. The findings of the study will contribute to the existing literature in the field of broadcasting, particularly on the liberalisation of the electronic media and its challenge to the traditional values of media content, news, programming and the professionalism of the broadcasting institutions.
- II. On a more practical level, it is hoped that the findings of this study will provide empirical information that will influence Bukedde TV's programming towards the planning, researching for facts, coverage and production of programmes specifically news which responds to national/ public interest, other than the partisan and selfish capitalistic tendencies which has diverted them (Bukedde TV) from their professionalism and news traditions.
- III. This study is also expected to offer a guideline to practising journalist and scholars on how they can use and apply their professionalism instead of being driven by monetary and other resources.
- IV. The research will help to highlight the prospects of commercialisation of media content and how it has affected this very content probably the news at Bukedde TV Uganda.

- V. This research will help to stretch the public eyes far away from only commercialisation impacting the news and commercialised content, to look at also the negative impacts of this attitude to other media's news and content.
- VI. The study will help to create and highlight the distinctive features between commercialised media practice and professionalism, and it will further more explain how commercialism can kill professionalism of the media.
- VII. This study will also protect the consumer of media content to adopt a discriminative tendency towards commercialised content of different media stations.

1.9 Scope of the Study

1.10 Geographical Scope

Bukedde TV is a member of the Vision Group of companies LTD, the Ugandan government-private owned media giant of over five daily circulating newspapers in different languages, four magazines, and three TV stations and over 5 radio stations broadcasting country and region wide.

Bukedde TV was initiated in the late 2009, a year after the group (Vision) had launched Bukedde FM, a sister radio station with the same content as this Television. Their studios are located at First Street Industrial Area Kampala. Their content is strictly local (Luganda)

1.11 Theoretical Scope

This study will examine the impact of media commercialisation on media content specifically the news, a study of Bukedde TV. From a media studies perspective, it particularly focuses on the influence of commercialisation on the editorial choices while gathering, covering stories, packaging and casting news and other programmes by Ugandan Televisions (Bukedde TV). The theoretical perspectives employed in this study are: media content traditional values of news and other media contents.

The study will also view the role of the media particularly Television in the society. It argues that the media, especially broadcasters have a key role to play in development and in enhancing public dialogue, as well as portraying facts and fairness about any situation which may happen in the society (McQuail 2000).

This view stems from Habermas (1989) which also contends that "media institutions on the one hand are the source of symbolic production and may be used as means of social control; on

the other hand, the media have emancipatory potential owing to their ability to enhance public dialogue about important social, economic and political issues”

1.11 Limitation of the Study

- I.** The time accomplishing this tentative research was so limited, which brought in the situation where the research was conducted under pressure to so meet the deadline
- II.** The research also faced terrible challenges of gathering this information as some respondents declined cooperating with me.
- III.** Many questionnaires got spoilt due to high illiteracy of the respondents
- IV.** Scarceness of resources partly hindered this research and called on for generating information from nearby sources who could have not been credibly enough

CHAPTER TWO

LITERATURE REVIEW

2.0. Introduction

This chapter presents a review of literature on theoretical arguments and debates surrounding public service broadcasting the world over, commercialisation and other issues relevant to the study. The chapter is divided into five different sections.

The first section introduces the study and the choice of the theoretical framework. Sections two and three provide an overview of the concepts of news, content and their traditional values and aspects, that's to say what news means and its characteristics (major theoretical frameworks employed in the study),

Section four critically views the effect of commercialisation on the output or content specifically news.

The last section discusses the current crisis of news and media content brought as a result of competition from commercialism infringing on their professionalism.

2.1. Traditional Concept of News and Understanding Media content

There have been numerous attempts at defining the concept news as media content, and the definition of what is precisely meant by news and media content in relation to the traditions and values of news. News in brief is a component of media programming and Media content is characterized of news and other programmes or component of the media. The traditional definition and understanding of news strictly relies on its characteristics which includes unusual happening, human and public interests, proximity, conflict of interest current events and happenings in society.

According to *Stephen D. Reese and Jae Kook Lee* "content" refers to the complete range of visual and verbal information carried in the media, primarily the traditional mainstream professional media, but also increasingly by smaller more interactive and targeted channels. Content is no longer relatively easy to isolate within a select group of clearly defined publications and broadcast programs.

2.2. Classifying Media Content by Function and Effect

Lasswell 1948 recommends that to understand news content, we can first consider the ways in which media content may be categorized. It may be categorized, for example:

By audience appeal (highbrow/lowbrow), the medium itself (television, magazine, and newspaper), and some presumed effects (anti or pro-social) and by its format, genre or style.

Another predominant approach is to move beyond this focus on content features to consider what basic societal functions the content is intended to serve; this helps distinguish news from other content. Functionalism has a long tradition in the field, exemplified by the following three crucial functions of communication:

- (1) Surveillance of the environment;
- (2) Correlation of parts of society;
- (3) Transmission of social heritage.

Wright 1986 further Clarify that '*entertainment*' during post-war era in society and institutions, the above functions were served in a distinctive behaviour compared to surveillance-based news content, correlation-intended editorial and persuasive messages, the longer-term educational and socialization work of 'transmission', and 'entertainment' provided by definition and by the entertainment industries.

A functional approach to content renders these societal needs as self-evidently true and the meeting of those needs by media an accomplished fact.

Also according to *Delli Carpini and Williams 2001*, "Media content has become a much more fluid hybrid of forms. Once relatively easily differentiated, news, politics, entertainment and marketing have undergone discursive integration" And *Baym, 2005* also asserted that: "Content categories cannot easily now isolate substance from style"

The above different characteristics can help to introduce the idea of news but does not go beyond in detail to elaborate the concepts behind those characteristics and why they are called true definitions of news, until when a person understands another aspect called '*news value*' as shown below:

- Accuracy. This simply means facts names and figures which must be correct.
- Objectivity. This means that what is written or broadcasted as news should be based on facts and evidence
- Fairness. Treating every subject or figure in the story equally.
- Balance. Different sides of the subject and perspective must be discussed.

- Credibility. Portraying highest degree of believability/ trust from the public

So basing the above narration and presentation of news and how it is a media content, we should all agree with the assumption that news as content of media must portray all the above aspects, characteristics and values. (*Training Manual for Journalists 1998/ a Nation Media Group*)

2.3. Application of Traditional Concepts of News by Bukedde TV

The theoretical overview of Bukedde TV's Agataliko Nfufu Newscast can only be identified by the studio background decorations and the introduction yet most of this news' makeup does not relate it to how we (Media scholars) should call it news.

Accuracy: this newscast is widely criticized of creating its own casting panel of some news stories.

Objectivity: also is a mystery in this news because if they can afford to create/ act a news cast, how then will the story be based on facts and evidence?

Fairness: This can be also doubted because society has an intention to why they consume news. So since the whole process of covering this news is driven by capitalism/ profits motives, how will Bukedde TV exercise the equality required in the story yet exaggerating it can provide high viewership than when it's fairly covered?

Balance, here is another mystery, different sides of the subject and its aspects must be discussed, but usually it's rear for the subject to have only one audience attractive side. It usually has another side which does not interest viewers, and due to the commercialised tendencies of Bukedde TV they will decide to leave out the other side which does not interest their audience.

Credibility: Nobody would have realised the impact of commercialization on the news if it wasn't this aspect of credibility. There disregarding of all the other values due to their egger to go commercial, they less considered the above aspects and their fore they lost credibility.

The above definitions nonetheless, share the perception of news and media content as aimed at providing a service to the public. It compares with the dictionary-based definition of news as one "information about current occurrences" *William Randolph Hearst and Lord Northcliffe 1953* "News Is What Somebody Does Not Want You to print. All the Rest Is Advertising"

2.4. News VS Commercial broadcasting

Commercialisation in the broadcasting sector, according to *Murdock and Golding 1989*, is a product of two major processes currently taking place: technological innovation and convergence, and privatization. The former is creating a range of new kinds of communications and information services as well as restructuring established media industries, whilst the latter provides the essential social and ideological context in which these changes are being promoted and developed.

In this study, the term commercialisation is used within the context of liberalization, privatisation and globalisation which have given preference to the private sector to drive economic and technological development (*McQuail 1994*). Thus, private commercial broadcasting stations operate for profits by monopolistic concerns, and are heavily dependent on product advertising revenue.

2.5. The Human Right Network for Journalist conducted a research on the impact of liberalisation and commercialisation of the media in Uganda, on May 4, 2012. They carried it out in various media houses to establish the commercial interests which are overriding quality, content and working environment of media outlets (news).

This study stated that: Uganda has a vibrant and dynamic media industry covering divergent interests and views, which industry expanded with the adoption of liberalisation policies in that has seen an increase in the number of radio and TV stations as well as newspapers. *HRNJ* further stated that currently the total number of licensed media outlets is over 240 including both the operational and non-operational ones.

2.6. *UHRNJ* found that Media stations Commercialise content because of the: The desire by the media owners to maximise profits which has resulted into reduced investment in training and remuneration for media practitioners, research and quality production with more concentration on entertainment and marketing. This has come with a cost to the industry.

Lack of transparency in media houses and the failure for media houses to contract practitioners is common.

Many media houses have opted for freelance practitioners who are paid on piecemeal basis. The payment ranges from less than a dollar to a few dollars per story. This has consequently affected the quality of the output.

The study also established that with the exception of salaries, there are no other benefits and protection measures for those working in risky areas.

2.7. They recommended that: Media owners and media practitioners should interest themselves with laws that govern them and be able to advocate for fair laws and policies for a better operating environment

Protection and safety mechanisms for media practitioners and owners should be put in place by the various stake holders including security agencies.

Security plans and allowances for those working in risky areas must be considered through health insurance schemes, legal defence and rescue plans.

Media practitioners should consider creating or joining the existing labour unions to be able to demand for fair pay and protection from their employers. The unions need to be focused, neutral and independent.

Media houses should invest in research to better the quality of their products. This will lead to healthy competition and resultant development of the industry as a whole.

Parliament should work with central government and other stakeholders to improve the present media laws to enable the media and other stakeholders practice freely. The laws should focus on facilitating media to practice their freedoms as generally accepted in a democratic society as opposed to control and monitoring media activities. Media laws should also allow the media council to punish media houses that violate the rights of media practitioners.

Government should increase training of police, army and other security agencies to improve on their relations with the public and also the media.

Government should also punish security agents who infringe media rights.

2.8. Their study was meant to assess the contribution of commercialism on to the fall of professionalism. Professionalism is so essential in Journalism and, all researchers will review, that it's the need to extremely go commercial, and disband all the ethics and principles of journalism, that professionalism get forbidden.

The first part of the *UHRNJ's* research, results clearly points at the need to explore commercial/ profits and business instead of professionalism, and ethical considerations of the media activities together with their content and outcomes. The researcher credits *UHRNJ's* first part over only two important aspects as listed below:

- Desire to maximize profits
- Opting for Free lancers

2.9. There is no doubt media owners in Uganda, and elsewhere in the world have an overwhelming ambition of excelling more commercially, than professionally. This has caused them to opt for Free Lancers instead of payroll media personnel.

The researcher further future more credits their findings basing on the above three aspects, because different media houses have different policies, so if a journalist, producer offers services to no boundary (Free Lancing), how will the respective media houses ensure professionalism and quality delivered to the consumers inform of News and other content?

Although their Unlike their findings in part one, I don't agree with the recommendations they offered to such a problem simply because these recommendations were not meant to address problems of media commercialization, but to serve other issues which they could not have even researched for.

They asserts much that government and security operatives should afford media their freedom, yet this has got nothing to do with fake news, unbalanced news coverage and news production based on commercial yields other than education.

To me it would have been wiser enough to call for stringent terms over those media houses that undermine public interests, professionalism and values of news, to focus on commercial gains of these stories.

3.1. Ipsos MediaCT and Tom Loncar February 2010 undertook a research examining the views of commercial radio listeners on matters relating to the Australia Communication Media Authority program standards that apply to advertising, sponsorship and commercial influence on commercial radio broadcasting services.

Ipsos MediaCT research was conducted with Australian commercial radio listeners aged 17 years and over, specifically covering: The ability of listeners to recognise and distinguish advertising from other commercial radio program content. How listeners perceives the commercial influence in news and current affairs programming on commercial radio, and their attitudes to various advertising and sponsorship practices. And lastly listener concern about advertising and sponsorship practices.

Ipsos MediaCT's research was designed in that: A national online survey of N=1,214 commercial radio listeners aged 17 years and over was undertaken in August 2009, with sampling structure (region, gender and age) who matched to the commercial radio listener profile that emerged in ACMA's recent *Community Attitudes to Radio Content* study(literature review). The sample from that study was structured against key demographic characteristics of Australians that were identified from the Australian Bureau of Statistics 2006 Census. Audio examples were used to gauge how clearly listeners identify certain radio material as advertising.

3.1.1. The objectives of their research was To find out the extent that commercial radio listeners distinguish advertising including 'DJ Mentions' and advertising that is embedded in program material from other program material, in current affairs programs and other program types.

To assess the extent that listeners perceive that comments (and/or omissions) made by presenters, and editorial content, in current affairs and talkback programs are influenced by sponsors or advertisers.

To find out the reasons why listeners classify the selected clips as advertising or other program material, and their reasons for believing that current affairs content may be influenced by commercial advertisers or sponsors.

To prove how acceptable advertising practices are on commercial radio.

To assess the level of listener concern about advertising and sponsorship practices.

To know the rate of potential changes to the level of listener concern about advertising practices if they are made aware of commercial arrangements with advertisers and sponsors.

3.1.1.1 After their respondents were exposed to the audio clips, commercial radio listeners were asked their views on four practices that advertisers and sponsors could potentially use to influence the content of commercial radio news and current affairs programs. This was done in order to understand how listeners generally perceive the relationship between commercial radio services and commercial influence. The four practices explored with respondents were:

Advertisers or sponsors influence the content of current affairs commentary, discussion or talkback on commercial radio

News stories are omitted from news bulletins on commercial radio to 'please' sponsors or advertisers

Talkback radio presenters on commercial radio are paid by advertisers or sponsors for favourable comments

Talkback callers on commercial radio are screened to favour advertisers or sponsors.

3.2.1 In the study conducted by *Balikuddembe* (1992) he established that the channels of broadcasting in Uganda, both in colonial and post-colonial times, were to a great extent conceived on the grounds of serving the ruling power. As an illustration, Bukedde TV and other stations under the Vision Group, are still owned and run by the government and since initiation in 1986, they have been operated through official directives, laws, decrees and declarations of various political leaders.

But to emphasize much on Bukedde TV's status, it's owned and controlled as a business of Vision Group of Companies founded in 1986 and located at Plot 2/4 First Street, in the Industrial Area of Kampala, Uganda's capital city. The coordinates of the company headquarters are: 00 19 12N, 32 35 58E (Latitude: 0.3200; Longitude: 32.5995). The group has operations in other parts of the country, including northern, eastern, western and central districts of Uganda.

The New Vision Group is owned by the Ugandan government (53%) and by institutional and individual investors (47%). The shares of the Group are traded on the Uganda Securities Exchange. The table below summarizes the ownership structure of the New Vision Group.

Below is the expression of the subsidiary companies of the New Vision Group:

- New Vision newspaper - Published in English
- Bukedde newspaper - Published in Luganda
- Orumuri newspaper - Published in Runyankole/Rukiga
- Etop newspaper - Published in Ateso
- Rupiny newspaper - Published in Luo
- Premiership magazine - Soccer magazine covering English, African and Ugandan soccer news - Published monthly in English.
- City Beat magazine - Entertainment magazine aimed at the affluent 19 to 35 demographic age group - Published monthly in English
- Bride & Groom magazine - Bridal magazine - Published quarterly in English
- Secondary Schools Directory - Published annually in English
- Vision Printing Limited - Most newspapers in Uganda, Rwanda and Southern Sudan are printed by Vision Printing.

- XFM 94.8 - Based in Kampala. Broadcasts in English, covers a radius of 100 kilometres (62 mi).
- Radio Bukedde FM 100.5 - Based in Kampala. Broadcasts in Luganda
- Radio West FM 100.2 - Based in Mbarara. The dominant radio station in western Uganda. Broadcasts in Runyankole/Rukiga, Runyoro/Rutoro and English.
- Radio Rupiny FM 95.7 - Based in Gulu. Broadcasts in Luo
- Radio Etop FM 99.4 - Based in Soroti. Broadcasts in Ateso
- Bukedde Television (BTV) - Launched in October 2009. transmits in Luganda

3.2.2. According to *Synnovate/ Steadman's* research which was released in 2011, they indicated that Bukedde TV is the second with only **16%** viewership and their major competitors Nation Television NTV, managed to score best with **26%** of viewership.

The Steadman's survey further explained why Bukedde TV could not uptake the first position, basing on its largely broadcasting its programmes in Luganda, an indigenous language spoken by many Ugandans, but these do not makeup even a quarter of the total population, because the last census indicated that Ugandans are 32 million people.

Although the figure to day could be changing since we missed a population census. But when it comes to the Central legion, Bukedde TV remains the supreme because this area is home to Kampala, the nation's capital city with over *three million* inhabitants. It also has the wealthiest residents because of the high rate of urbanization.

So with the brief analysis of the above research conducted by Steadman and put out for public consumption, it indicates that Bukedde TV only broadcasts to people in Central Uganda (Buganda) whose population is three million.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0. Introduction

This chapter details the methods that the researcher will use to collect and analyse data and how we will arrive at the findings of the study. The study will be conducted using qualitative methods of data collection due to the importance of establishing the importance of variety to the multiple realities encountered in the field. It will include research design, area of study, study population, sample framework: sampling techniques, research instruments, data collection procedures and data analysis.

3.1. Research Design

The research design that will be used for the study will be cross-sectional survey which will include both quantitative and qualitative design which will be used to collect information from all respondents on the impact of commercialisation on the media content. On the other hand, quantitative design will be used to collect numeric data

3.2. Area of the Study

This research is strictly meant to rotate around the areas of operation, broadcasting, and a brief reference from the audiences of Bukedde TV Uganda. Under this section, the research will briefly examine the establishment and development of Bukedde TV prior to the already liberalised and capitalised media services in Uganda by 1993.

Under this very section, the research will further more provide and understand the issues of funding, roles and control of the station, with intent of establish the causes of media content commercialisation.

Bukedde TV as earlier introduced in the first charters, is a member of the Vision Group of companies LTD, the Ugandan government- private owned media giant of over five daily circulating newspapers in different languages, four magazines, and three TV stations and over 5 radio stations broadcasting country and region wide.

Bukedde TV was initiated in the late 2009, a year after the group (Vision) had launched Bukedde FM, a sister radio station with the same content as this Television. Their studios are located at First Street Industrial Area Kampala. Their content is strictly local (Luganda

3.3. Study Population

The research will be conducted on 30 people in the vision group, most of whom will be administrators at different stations in the Vision group, especially those under Bukedde TV, Newspaper and Radio Station, who we expect to have reliable knowledge and information about this Research topic.

Secondly Questioners will also be distributed to several audiences of different TV station who will be questioned/ interviewed to respond on this research's questions. These respondents will be required to provide acknowledgement on the topic through ticking/ answering questions as required and will make a total of 400.

Lastly, not leaving out the fact that the trends of consuming and accessing media content has partly shifted to the Internet, so to recognise that through this study, 70 respondents will be interviewed by online means. Since Facebook incorporates most of the online media consuming people and Twitter comes next.

Basing on the above submission, this research will be submitted to the different Facebook groups, and Twitter.

Sample Framework

Since the population to be studied is big and contains different level of people, both systematic and stratified sampling approaches will be used in order to avoid biasness. From the sample size of 400 respondents, 30 will be from the Vision Group, 70 will be online media consumers and the rest (370) will be randomly selected.

3.4. Data Collection

The research instruments will include questionnaires, Online Interviews (Facebook and Twitter) and observation. Questionnaires will be used to collect systematic and variety of data from respondents who could possibly not get time to be interviewed whereas interviews were used to gather data necessary for obtaining the information required from respondents who may feel inconvenienced by the researcher's requests.

3.5. Questionnaires

This research is meant to be conducted on a set of both open and closed end questionnaires which will be distributed to the respondents so as to access reliable data from them through answering research questions. The opened end question will be used to facilitate easy statistical

data entry and analysis. 370 questionnaires are expected to be designed (hardcopy and online softcopy).

3.6. Interviews (Facebook and Twitter).

The interview will be conducted on 70 online respondents. It will be 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.

3.7. Data Collection

Observations will be used to provide the research with validated responses from respondents which will aide to provide fast class information.

3.8. Data Collection

After collecting data through reviewing already filled questionnaires, we are looking forward to strictly analyse them, check for correct ones and also record those ones which will appear to be faulted. The data analysis will be presented on the pie charts, and graphically.

CHAPTER FOUR

PRESENTATION OF FINDINGS, INTERPRETATION AND ANALYSIS

4.0. Introduction

This chapter presents findings, interpretation and analysis of data collected from employees of Vision group, and the different respondents from around of Kampala and those other ones who responded online.

The analysis and interpretation follows tabular presentation at some stages and the interview results from the respondents are also presented to supplement the quantitative presentation. The first section basically deals with the background of the respondents which includes their education/literacy levels, status in society and age.

The data will then be analysed on the basis of the research objectives in the predeceased sections.

4.1. Section one: background information

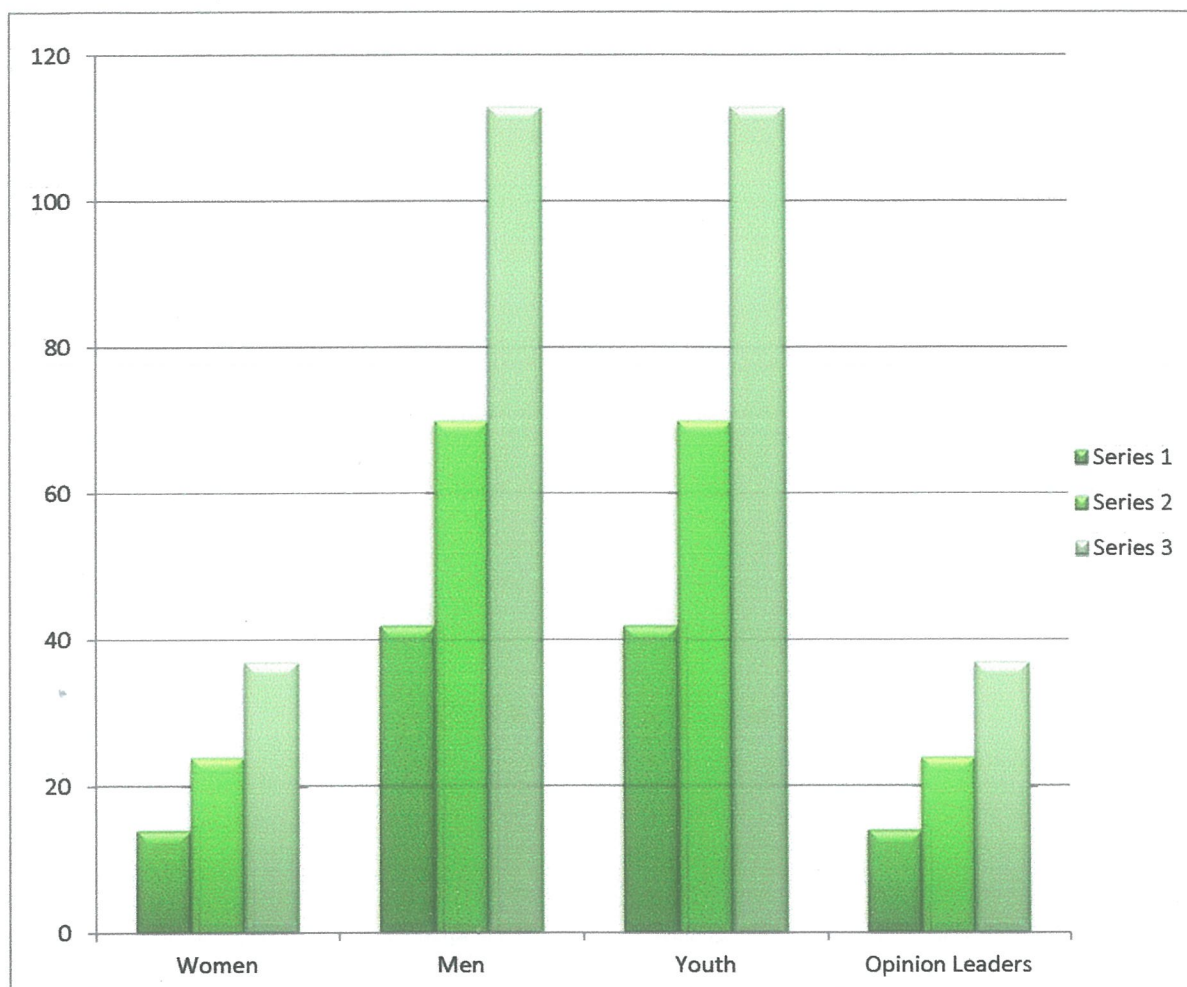
The researcher felt that the information was important because the respondent background with the organisation determines their ability to possess the required information and subsequently determines the necessity of the researcher to probe for any detail and establish sufficient relationship with respondents.

At around Kampala and also those online respondents from different destinations, the researcher found out that most people/ respondents have at least attended primary education and the data gathered from this area is presented in the table below:

Table one: Education level of respondents from around Kampala and Online

Education level	Women	Men	Youth	Opinion leaders	Total
Primary 1- 7	14	42	42	14	112
Senior 1-4	24	70	70	24	188
College/ University	37	113	113	37	300
TOTAL	75	225	225	75	

Source: Field Study



KEY

Series 1: Primary

Series 2: Secondary

Series 3: College/ University

Figure: 1 Education level

As it can be observed from table 1(a) above, most respondents (112) have at least attained primary level education, while 188 attained secondary school educations, 300 respondents managed to study up to the University and colleges. Although most of them according to the table are highly educated, the number of men and youth who are educated is higher than that of women.

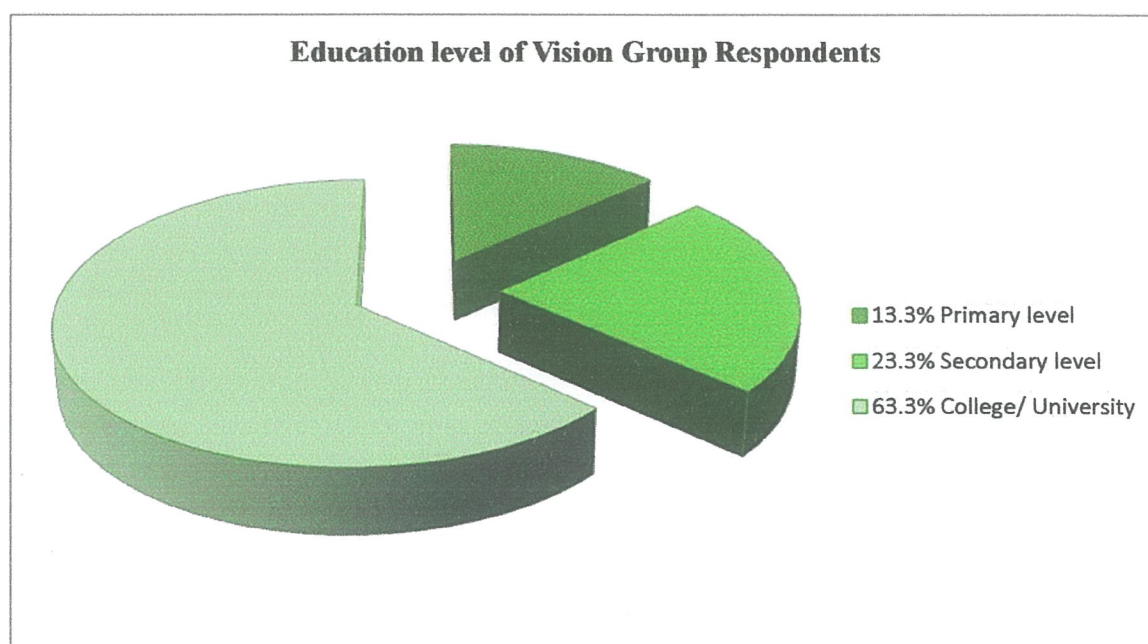
The education level among the respondents convinced the researcher that the data collected from Secondary school was relevant for the study as they could read and understand the questions asked.

Table Two: Education Level of Vision Group Respondents

Education Level	Respondents	Percentage
Primary	4	13.3
Secondary	7	23.3
College/ University	19	63.3
TOTAL	30	100

Source: Field Study

Figure 2: Pie chart of the education level of Vision group respondents



As it can be observed from the figure and table above, majority of the employees (63.3%) at Vision Group have attained a University level, 23.3% attained secondary school education level, while the rest though few manage to at least reach primary school.

So the researcher claims that Vision Group employees are well learned, and therefore when they were asked about issues concerning the topic ‘**Impact of Commercialisation of News**’, they answered perfectly as expected.

Not only relying on data provided by the majority who at least attained University and Colleges, the other few (36.6%) also did a great job in providing response, which means that vision group helped them to reach the same level as those who attended University maybe by equipping them with on job training.

Conclusively the above introduction of the education level of the respondents of vision group makes their data reliably usable

Section two: Verification of objectives and research questions

In order to come up with clear response and analysis, the researcher opted to present the data collected from respondents around Kampala separate from and that from Vision group’s employees (Research area). This is because the experience and understanding of the media by those who work in the media is completely different compared to the other respondents who just consume media content.

4.2. Idea of TV and TV news

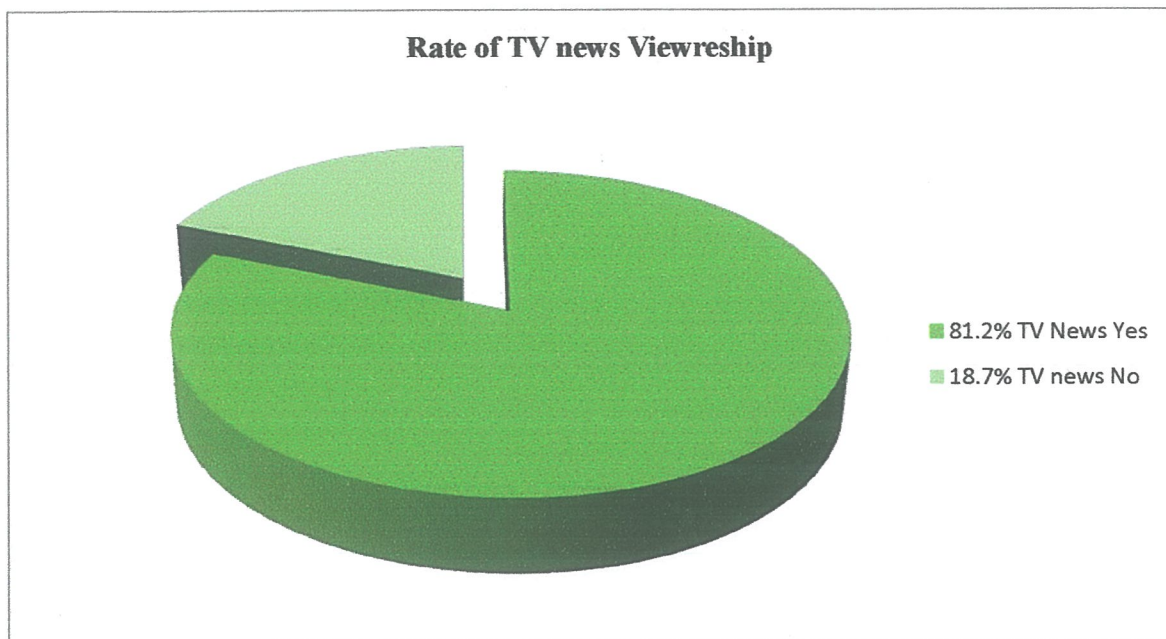
In order to come up with clear information/ response and analysis, the researcher opted to present the data collected from respondent. The researcher could also tell that the respondents understand properly the meaning of TV and news.

Table Three: The table below shows the rate and level at which People watch Television news.

People who watch TV News	325	81.2%
Does who don’t watch it	75	18.7%
TOTAL	400	100%

Source: Field Study

Figure Three: Pie chart showing the percentage of respondents who watch TV News



KEY

TV News Yes: Percentage of the respondents who watch TV news.

TV News No: Percentage of the respondents who don't watch TV news.

According to the table and pie chart above, the level of TV news viewership is high, that's to say the number of respondents who watch the TV news is more than that of those who completely don't pay time to watching TV news.

The respondents who watch TV news is registered as 81.2% and that of those who don't watch TV news is 18.7%. Basing on the above response, the researcher tells that majority of people in the sample area watch and understands the meaning of TV news, and it's upon their view that their response is taken as reliable.

4.3. Section Three: How often do respondents above watch TV news

Reflecting the response and data above, majority of respondents committed themselves to watching TV news.

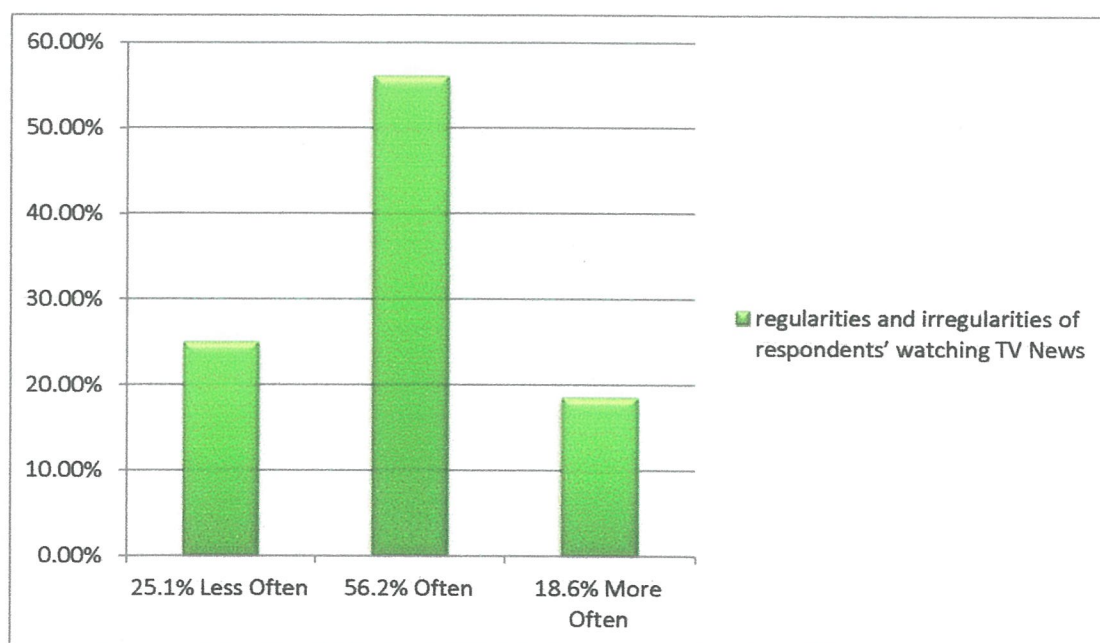
Under this section, the researcher assesses the levels at which those who claimed to watch TV news, do watch it. This section is made up of three categories: **Less Often, Often and more often**. Under the above section, the researcher managed to differentiate between watching TV news and watching TV its self. This is simply because a respondents who watched TV news

last year only, can as well be considered to be those who watch TV news, but what differentiate them from those who watch TV news regularly is the way they responded to the questions which the researcher interviewed them with.

Table Four: The table below shows the rate at which the Respondents who watch TV news watch it

Rate	Less Often	Often	More Often
Number of respondents	93	208	69
PERCENTAGE	25.1%	56.2%	18.6%

Figure 4: Graphical representation of the regularities and irregularities of respondents' watching TV News



Source: Field Study

Since most of the respondents assured the researcher that they watch TV news that's to say according to *Table 3* Out of the total of 400 respondents who were interviewed by the researcher, 325 responded positively to watching TV news, as the rest (75) responded negatively to watching TV news.

This simply provides an illustration that majority: 81.2% watch TV news, compared to the few 18.7% who don't watch TV news.

Figure 4 (Graph), clearly indicates that much as the above data in *Table 3* and *Figure 3* as rewritten above indicates majority of respondents' positivity towards watching TV news, very few of them watch TV news on a daily basis, that's to say: 93, 208, 69 out of the total of 370 respondents (after subtracting the 30 respondents who are employees of Vision Group), watch TV news less often, often and more often respectively.

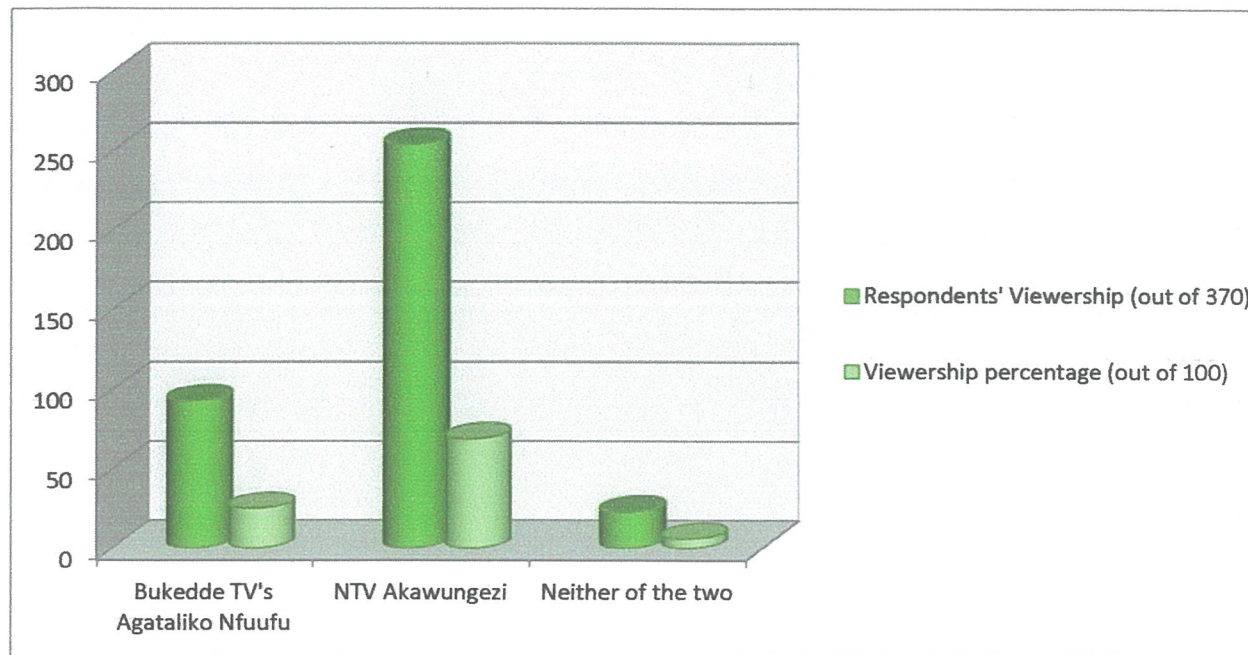
But positively the difference between those who watch TV news less often (25.1%) and those who watch it often and more often, that's to say 56.2 + 18.6 respectively, makes up a range of 74.8%. This makes the data of these respondents about TV news, useful and trustworthy since the ratio of less too often and more often is 25.1:78.7.

Table Five: Comparison of Bukedde TV's *Agataliko Nfuufu* news cast to NTV Akawungenzi news cast.

Local TV newscast	Respondents' Viewership	Percentage of viewership
Bukedde TV's <i>Agataliko Nfuufu</i>	93	25%
None (don't watch any)	23	6%
NTV <i>Akawungezi</i>	254	69%
TOTAL	370	100%

The researcher pointed out NTV Akawungenzi news cast and Bukedde TV's *Agataliko Nfuufu*, simply because both are local, broadcasted at night (prime time) and bothy reflects the culture and traditions of the majority population of the research area.

Figure Five: Graphical presentation of the viewership of both Bukedde TV and NTV's newscast.



Source: Field Study

The graph above indicates that out of a total of 370 respondents who were interviewed, majority (254) watch NTV *Akawungezi* newscast, followed by Bukedde TV's *Agataliko Nfuufu* newscast which is viewed by the least (93) and only 23 of the respondents were found to be watching neither of the two (*Agataliko Nfuufu* nor *Akawungezi*)

The figure above also provides accreditation to the research which was conducted by *Sinovet Steadman*, which indicated that NTV is the most watched TV station in Uganda with a viewership of 26% compared to Bukedde TV which is the second with only 16%.

Section Four: To investigate the society feelings towards the TV stations' commercialisation of news

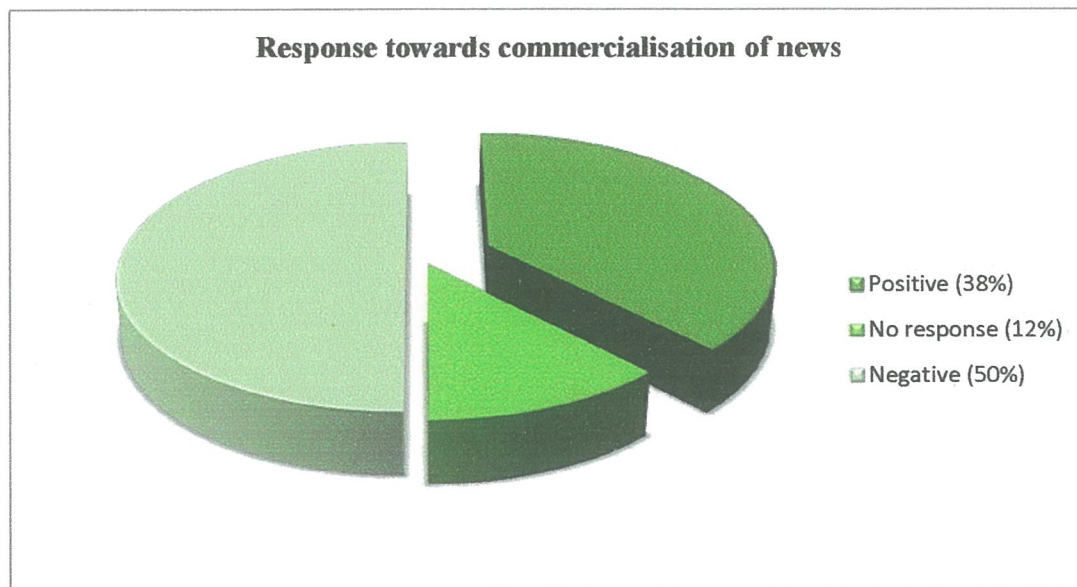
Should TV stations commercialise their news.

The first objective was to examine the society's attitudes towards TV stations which commercialise their news. And this was answered by question 7. (I) and 7.(a) on appendix A and B. The result/ response is summarised in tables 6a and b below

Table 6 (a): Should TV stations commercialise their news?

Response	Negative	No response	Positive	TOTAL
Frequency	185	46	139	370
Percentage (%)	50	12	38	100

Figure 6(a): Pie chart showing the response of society towards the commercialisation of news

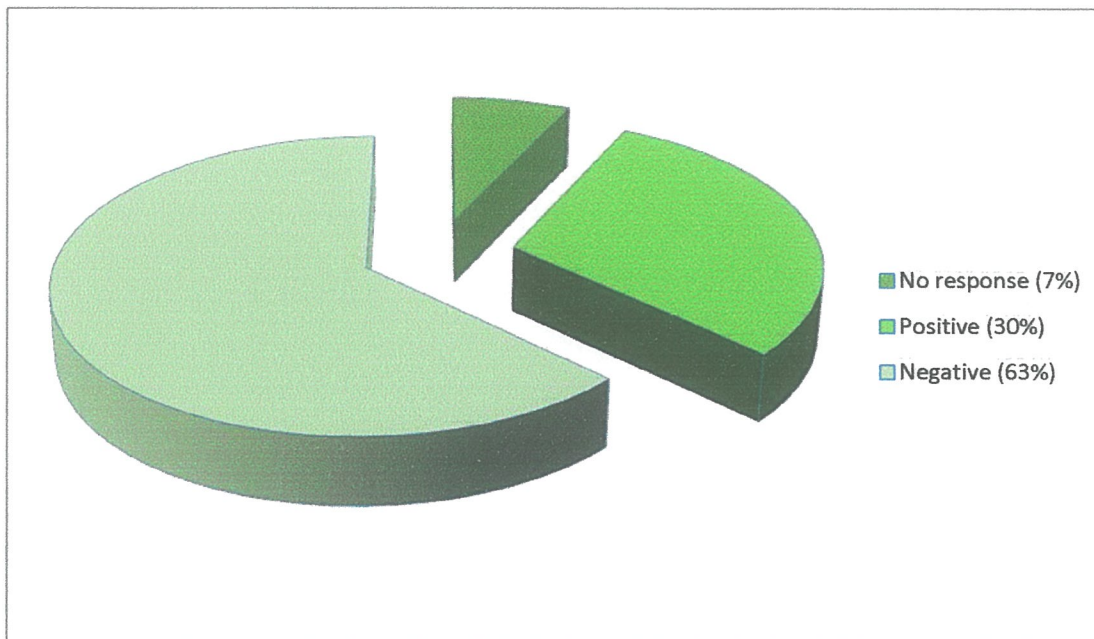


As this will always be reviewed by other researchers, commercialisation is to a larger extent a media administration benefit but not informative. Several respondents as presented in the figure above, did not by the idea of offering part of the news time to sponsors and their continued response is not different from that of the Vision Group employees' response as expressed below (Table 6. b)

Table 6 (b): Do you buy the idea of TV station offering part of the news bulletin time for commercials/ sponsorship?

Source: Field Study

Response	Negative	No response	Positive	TOTAL
Frequency	19	2	9	30
Percentage (%)	63	7	30	100



Since the first objective under this very section was to examine the society's attitudes towards TV stations which commercialise their news, the researcher had to ask the respondents 'According to you (respondents) should TV stations commercialise their news?' The response over this issue is presented in the tables and Figures 6 (a. and b respectively) above.

Table 6 (a) presents data from the respondents who consume media content around the research area (Kampala and online). Out of the total of 370 respondents of both online and those who answered hardcopy/ direct questioners, 185 answered negative to the idea of TV

stations commercialising their news. 139 answered positive to the issue (they feel that it's okay for TV stations commercialising news), while only a few (46) seemed to be confused of either TV stations should commercialise or not commercialise their news, these 46 respondents left the gap blank.

The researcher under the same issue, summarised the findings in percentage where the negative response took 50%, as the positive was 39%, yet only 12% of the total didn't respond to the question. The respondents also under this very issue were interviewed in question (ii) of the same question (7) and those who answered positive to commercialisation of news, gave reason as to why they think TV stations should commercialise their news as below, although several reasons they gave were the same, the researcher recorded the few which differed:

- ✦ Commercialisation helps to facilitate news casting and production
- ✦ Commercialisation helps provide revenue to the entire station which enables running their daily activities.
- ✦ Some sponsors prefer sponsoring only news, so the station remains with no choice other than offering them their preference.

The researcher found that most of the reasons that the respondents who believed that its okay for TV stations to commercialise their news, were similar and the researcher picked out the few which are summarised above.

When it came to media workers (Vision Group employees) themselves, presented by Table and Figure 6 (b), the researcher observed that 63% of the total response disagreed with the phenomenon of TV stations commercialising their news, and 30% answered positive to TV stations commercialising their news, while 7% only failed to respond to the question.

Reflecting the view of the respondents who were interviewed randomly, that's to say online and through physical questionnaires, these respondents were 370 out of a total of 400 respondents, they majority answered negative the issue of news commercialisation. And the 30 respondents from Vision group also answered mainly negatively to the same issue: 50% : 63% none media practitioners : media workers respectively.

The researcher finds the difference in the positivity of the response towards TV station news commercialisation question as a result of personal understanding and professional understanding of the philosophy news sponsorship. This was concluded by the difference between the reasons which Vision group respondents gave and those which the other

respondents gave as to why TV station should commercialise their news. For vision group workers, their reasons were more mature compared to those which were given by the rest, as presented below:

✚ TV stations should commercialise their news simply because there are some stations which perform better in news than other programming.

✚ TV stations have different independent departments, which each of them should seek for its own resources to facilitate the workers under them.

✚ Media in Uganda since the liberalisation, adopted a capitalistic attitude, it aims at profit maximisation other than information, so its worthy for us to place adverts on the news bulletin if it makes money than on other programs.

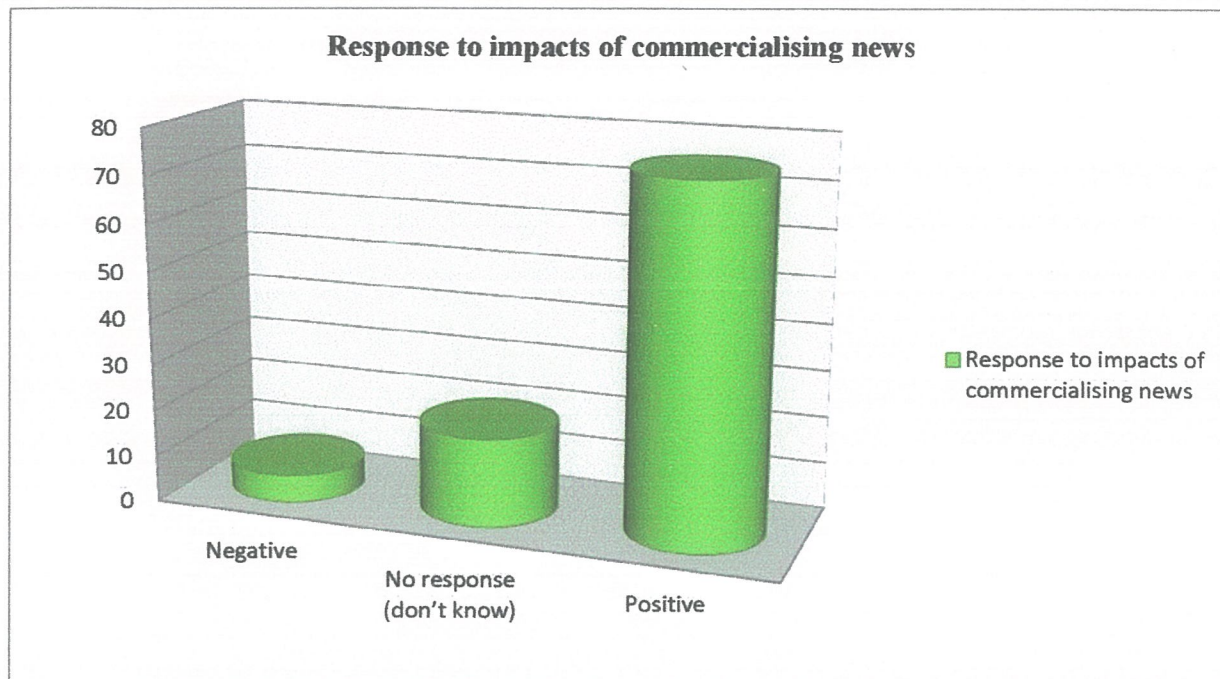
Section Five: To establish whether commercialising news has any impact.

Table 7: Do you believe commercialising news has an impact?

This objective was to find out first and foremost whether the consumer of news, feel anything unfair when a quarter of the whole bulletin is offered to sponsors. The response over this issue is presented below:

Response	Negative (No)	Don't know	Positive (Yes)	TOTAL
Frequency	23	69	278	370
Percentage (%)	6	19	75	100

Figure7: Do you believe commercialising news has an impact?



Since the researcher wanted to assess whether the act of offering news to commercials has any impact, subjected to question (8) of Appendix A, questionnaire 1, where respondents were asked if they believe commercialising news has any impact.

The response from the above question has been indicated in the Table and Figure 7 respectively. According to Table 7, the researcher finds that out of the total of 370 respondent, only 23 believe that commercialising news has no impact, 69 of them didn't have any idea regarding whether commercialising news has any impact. Yet the majority who made up 278 of the total response (370), acknowledged that commercialising news impactful

Section Six: To investigate if commercialising news affects its quality.

Table 8 (a): Do you think commercialisation has affected the quality of news

The researcher thought to establish from the real consumer of news and other media content whether they are aware of the fact that commercialising news affects its quality.

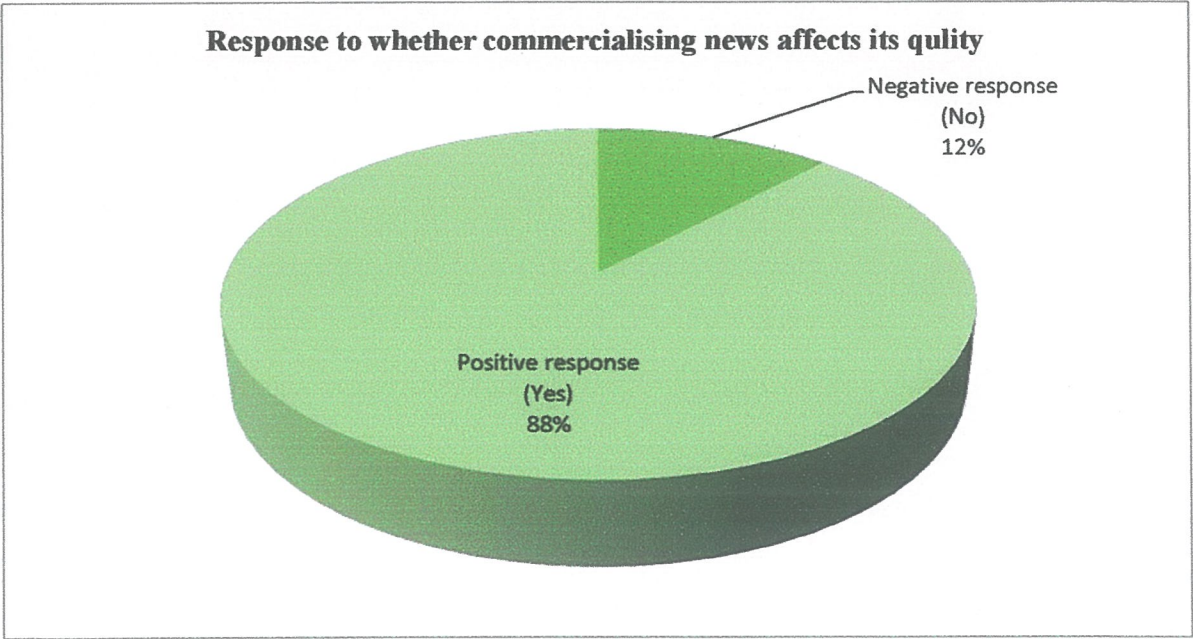
This question was a backing to the earlier asked in (number 8) of the 1st questionnaire, and since the majority of the respondents had answered positively that commercialising news has an impact, under this question, the researcher pulls out only the quality of news as one of the changes that can be experienced if the news is commercialised.

Response to the above question is presented in table and figure (8) below:

Response	Negative (No)	Positive (Yes)	TOTAL
Frequency	46	324	370
Percentage (%)	12	88	100

Figure 8 (a): Do you think commercialisation has affected the quality of news

The pie chart presenting the response of the research population towards the question of whether commercialisation affects news quality.



After asking the respondents whether they believed that commercialising news has any impact, the researcher had to also taste them on maybe which impacts, which lead to the question of news quality.

Unlike other sections where respondents answered fairly to commercialism, with this section, they reputedly answered positively to the researcher's view that "commercialising news affects its quality".

Out of a total of 370 respondents, only 46 declined to the view that commercialisation affects the quality of news and the majority 324 believed that commercialising news affects its quality. This data in percentage makes 88% of them agreeing while 12% declines.

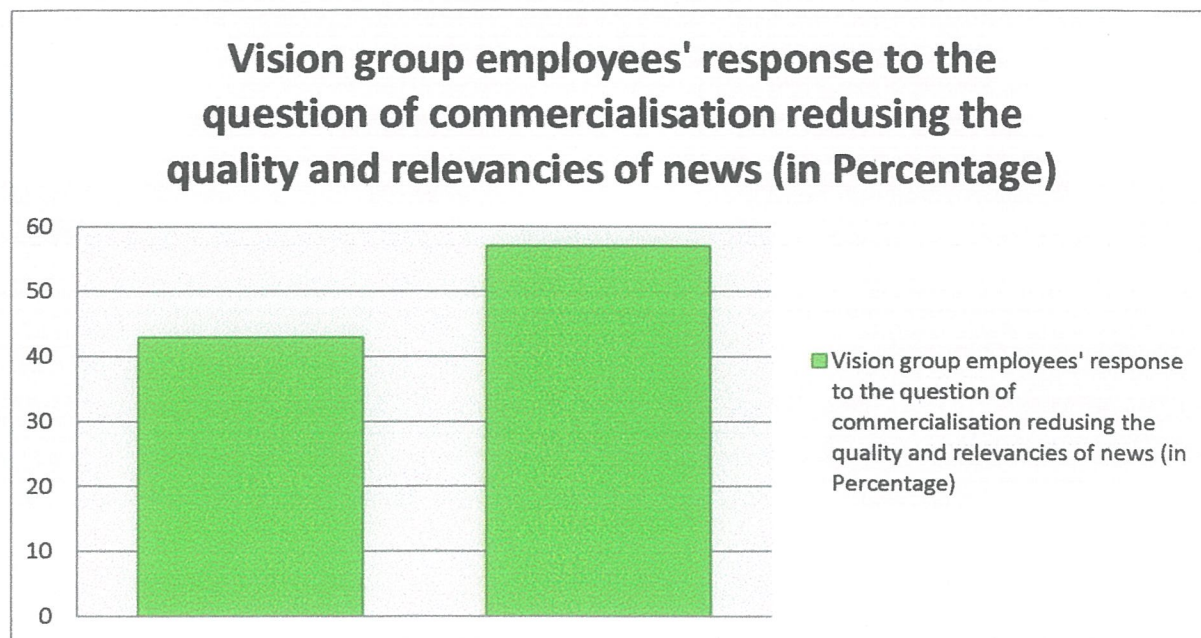
The researcher found it important to as well ask the same question to the employees of Vision Group (media worker). The researcher wanted to generate a professional view of the fact of news quality being reduced by escalating commercialisation. They were asked the following question:

Do you think it's the commercialistic tendencies of TV and Radio stations in Uganda that has reduced the Quality and Relevancies of news?

Table 8 (b): presents the Vision Group employee's response to the question of commercialisation of news reducing the quality and relevance:

Response	Negative (No)	Positive (Yes)	TOTAL
Frequency	13	17	30
Percentage (%)	43	57	100

Figure 8 (b): presents the Vision Group employee's response to the question of commercialisation of news reducing the quality and relevance:



According to the table 8 (b) above, the respondents from Vision group although they appeared to be different from the nonprofessional media respondents, in matter of news quality and relevancy, they also same as the other respondents whose data is presented in 8 (a) agreed that its commercialisation which has led to the reduced quality and relevancies of news. This is because according to Figure 8 (b), respondents who believed that its commercialisation which has contributed to the reduction in the quality and relevancies of news by Ugandan electronic broadcasters (Radio and TV stations) are making 57% while 43% only opposed the view.

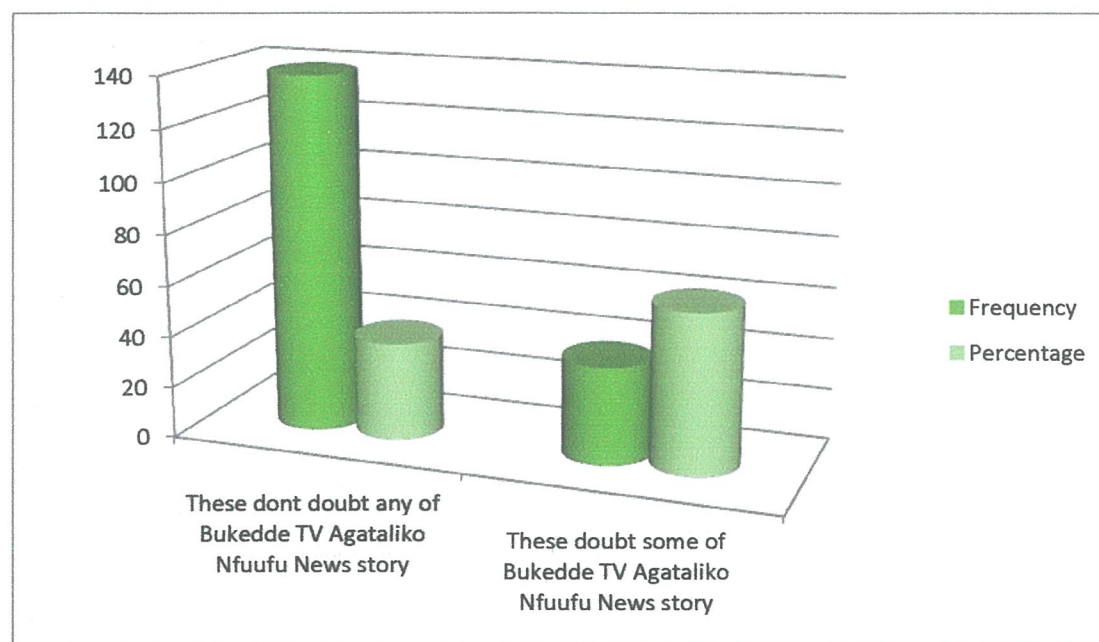
The researcher based on the response from the respondents above, to believe that its more than true that the increased commercialisation of news by most TV stations in Uganda that the quality and relevancies of news in Uganda as broadcasted, has highly declined.

Section Seven: Relating the general view of commercialisation of TV news in Uganda to the case study (Bukedde TV *Agataliko Nfuufu* Newscast)

This objective was to divert the respondents from the general view of TV news commercialisation to what this research mainly seeks to find out.

Table 9 (a): Have you ever doubted the truthfulness of any Bukedde TV *Agataliko Nfuufu* News story? The response if presented below:

Response	Negative (No)	Positive (Yes)	TOTAL
Frequency	139	231	370
Percentage (%)	38	62	100



Referring to table 9(a), since the researcher under this section thought find out whether the respondents have any compromise with the relevancies and truthfulness of some of the stories which are broadcasted in the Bukedde TV's *Agataliko Nfuufu* newscast.

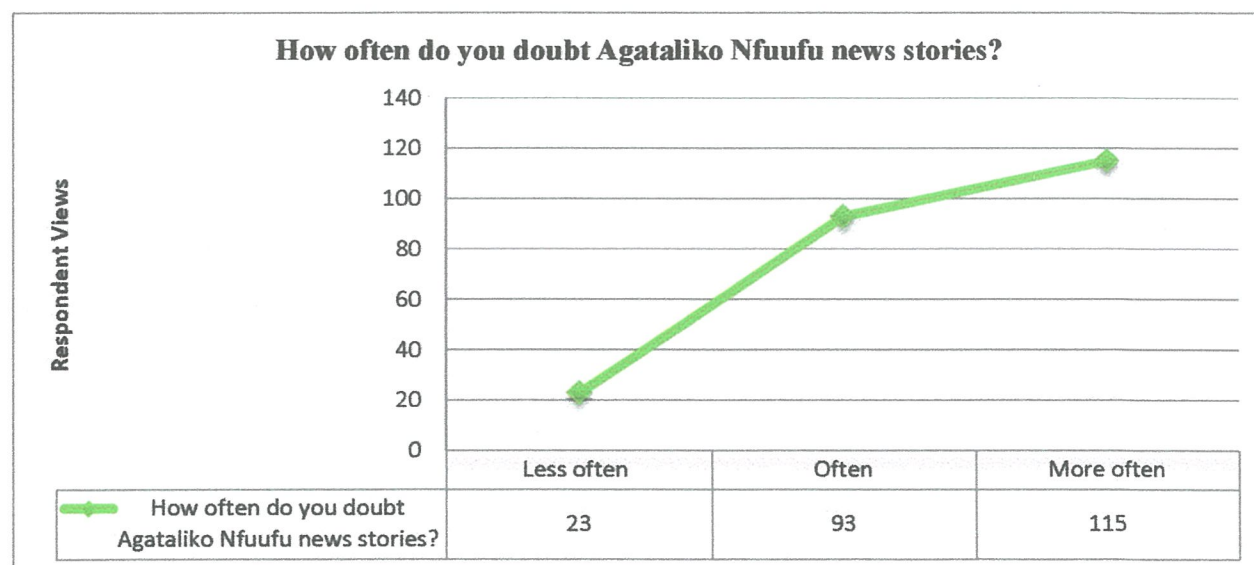
According to the table and figure above, out of a total of 370 respondents, only 139 declined to ever found doubt in the newscast (*Agataliko Nfuufu*), while the rest (231) answered positive to having doubt with some of Bukedde TV's *Agataliko Nfuufu* news stories.

The researcher relays on the response above to submit that Bukedde TV *Agataliko Nfuufu* news is unpopular and untrue. And if a news story is not true, it means that Bukedde TV acts news to the extent of making their audiences to realise the scam.

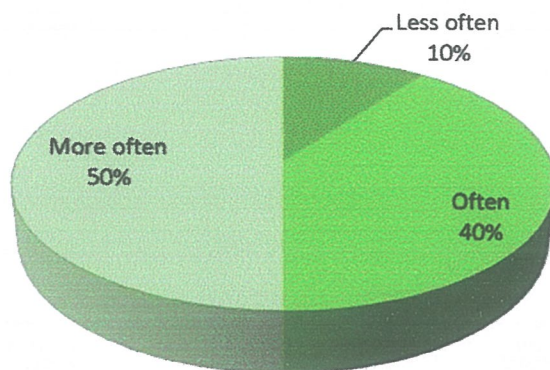
Table 9 (b): How often do respondents doubt Bukedde TV *Agataliko Nfuufu* news Stories

Since part (a) of this section presents the respondents' views over the truthfulness of some of Bukedde TV's *Agataliko Nfuufu* news stories, and yet doubt of news story is usual. The researcher to be more specific decided to ask the respondents how often they incur doubts in the stories, and their response is below:

How often	Less Often	Often	More Often	TOTAL
Number of respondents	23	93	115	231
Percentage	10	40	50	100



How often do respondents doubt Agataliko Nfuufu news stories (in percentage)



Since table 9 (a) indicated that majority of the respondents, that's to say 231 of the 370 respondents accepted to have doubted some of Bukedde TV's *Agataliko Nfuufu* news stories, Table 9 (b) indicated that out of 231 respondents who answered positive to having doubts with some news stories, only 23 of them doubts some stories less often, 93 doubts the stories often, and the majority (115) submitted to have doubting *Agataliko Nfuufu* news stories more often. This in brief indicates that Bukedde TV news stories are full of doubts as submitted by the respondents of this research in table 9 (b) of this section.

Section Eight: What should be done to preserve TV stations from commercialising their news?

Below are the recommendations from the respondents, much as the researcher picked a few which were different to prevent repetition:

Government should become strict on stations which commercialise their news.

There should be a regulatory body that review and interviews news quality

There should be proper training of media personnel about the relevancies of news to commercials.

Ministry of information should work crosser with media houses and teach them how to utilise resources from other programs and leave news for information only.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.0.Introduction.

This chapter attempted to make conclusion and perfect recommendation basing on the evident findings of the research as being discussed under the previous chapters.

5.1.Summary and conclusions

The first objective of the study was to examine the Impact of commercialisation of news. The researcher found out that that commercialisation of has become a serious attitude in Ugandan broadcasting channels and media.

The researcher also found out that commercialisation of news much as it has been greatly adopted by a few TV stations in Uganda mainly Bukedde TV, other stations are rushing to produce commercial friendly news bulletin so that they can also benefit from the fruits.

The researcher bases on the submissions by most of the respondents of this research to declare commercialisation of news as unprofessional and not appreciated by the audience of these news programs.

The researcher found that commercialisation of news is not only an impactful phenomenon to the audience who consumes the news, but it goes further to affect other broadcasting station simply because the dramatization of news events with an interest of attracting more sponsors, imposes a terrible pressure on other competing stations who can fugit of fearing their sponsors from leaving for the dramatic news station.

For specification, the researcher site out the recent transition of both *Nation Television NTV* and *NBS TV* from smart news coverage to a more comic and dramatic news coverage, which can help them compete out *Bukedde TV's Agataliko Nfuufu* newscast which is the most viewed prime time local TV news in Uganda, because of its comic and untrue stories.

The researcher found that as a result of opting for more sponsors of a single news bulletin, TV stations have decided to go neglect the traditions and qualities of news since its unprofitable. According to the respondents of this research, commercialisation of news has affected the quality of news.

The researcher also found that the escalating commercialisation of news has raised doubt of the TV news stories, since most stations in Uganda have predictable coverage. This is mostly with *Bukedde TV*, which most respondents accused of having doubtful stories.

Television news is a particular target of research because of its becoming more sensational over time both in the USA (*Slattery et al., 2001*) and Europe (*Vettehen et al., 2005*).

The second objective of the study was to compare the performance of Bukedde TV and other fellow broadcasting media houses probably in Uganda during this media commercial era.

The researcher found out that the government intention for liberalising the Ugandan media in 1992 was aimed at allowing private media investment which could in turn increase on the level of media employment. But according to this research, liberalisation didn't solve that problem but helped media proprietors to divert away from professionalism to commercialism

The third objective was to examine the motive behind this station's commercialisation of its content specifically the news. The researcher according to the respondents found that most TV stations in Uganda are commercialising their news simply because station administrators care about sponsors than viewers. They rather do what a sponsor want than doing what audience could expect out of them.

According to *Ipsos Media CT* August 2009, advertisers or sponsors influence the content of current affairs commentary, discussion or talkback on commercial radio. News stories can also be omitted from news bulletins on commercial radio to 'please' sponsors or advertisers. Talkback radio presenters on commercial radio are paid by advertisers or sponsors for favourable comments. Lastly talkback callers on commercial radio are screened to favour advertisers or sponsors

The third objective was to present suggestions to transform Bukedde TV and all those media stations in Uganda which could be commercializing their content, into a viable fairly, relevance and accurate broadcasting stations. The researcher upon that desire, managed to gather suggestions through the study and respondents, as being the custodians of high quality and relevant news, gave suggestions which should be regarded if the consumers of news are to benefit from what stations hire out for them, their suggestions are:

Respondents accredited government to become strict on stations which commercialise their news. They suggested for stringent penalties onto stations which don't value news qualities and values.

Respondents also called for a regulatory body that review news quality. Researcher greatly accredits this suggestion, since in Uganda bodies of such nature and responsibilities exist, but the capitalistic media tendencies, ends up overpowering the overseers to the extent of even watching TV stations committing unethical programing. The research re-notes the scandal when *Bukedde* TV broadcasted a false story of

There should be proper training of media personnel about the relevancies of news to commercials.

Ministry of information should work crosser with media houses and teach them how to utilise resources from other programs and leave news for information only. Researcher also believes that that will relief the world of a situation which occurred in Nigeria, when some of the media scene as news items had to be paid for first by those who want to be heard. (UNESCO (1980:152)

5.2. Summary and conclusions

Below are the recommendations which should be drawn out of the study:

The media should adopt a social responsibility approach to conducting their work. Much as respondents in the section above recommended for government putting up stringent penalties, it's more professional for the Press in anywhere to control them in a social responsible way.

The social responsibility theory of the press details the key journalistic standards that the press should seek to maintain. As summed up in McQuail (2000:150), among others, the media have an obligation to the wider society and media ownership is a public trust; news media should be truthful, accurate, fair, objective and relevant, and the media should follow agreed codes of ethics and professional conduct.

Social responsibility press theory can help to rule out all possibilities of government taking over press since that's so antagonistic to the media professionals and also an expense to the

side of the government since those government officials will need to be catered for, yet to the other side, they may as well be total ignorant of news values and qualities.

Media operators should stand up and realise the negative impact of news commercialisation, so they will form an independent body which will supervise and foresee their news coverage and qualities.

Conclusion

Conclusively, the issue of news commercialization cannot be discussed without recourse to the views currently gathering momentum that news be seen as a construction. Yet in reality news cannot be constructed, it shouldn't be predictable, news should be an abruption of an event. Not all fresh events should be regarded as newsworthy, unless when something coincidently happens through that event.

To the side of the society, Viewers of different Broadcasting stations should adopt a media watchdog role. They should stop watching TV and Radio news which is commercialized, because they deserves better than an advert and sponsored news. That's why we (media experts) are trained exclusively.

REFERENCES

- Adaba, Tom (2001). "Selling News On Air" in Lanre Idowu (ed) *Watching The Watchdogs*. Media Review Lagos:.
- Adelusi, Olufemi (2000) "Poverty militates against code of ethics" In *Ethics and Regulation: Formulating a working agenda for journalists and the media*. Lagos: International Press Centre,
- Akinfeleye, Ralph (2007) *Essentials of Journalism: Introductory text for the beginner* (fourth edition) Lagos: Unimedia.
- Idowu, Lanre (1996). "Ethical Crisis in Nigerian Press: A Socio-Economic Review" In *Journalism in Nigeria: Issues and Perspectives*. NUJ: Lagos.
- Idowu, Lanre (2001). "The Trouble With Daily Times" In Idowu Lanre (ed) *Watching The Watchdogs*. Lagos: Diamond Publications Ltd.
- MacBride , Sean et al UNESCO (1980). *Many Voices, One World*. Paris: UNESCO
- McQuail, D. (2000) *McQuail's mass communication theory*. Fourth edition. London, Sage Publications.
- Terje Skjerdal *Research on brown envelope journalism in the African media*
- Oso, Lai (2000) "Inculcating ethical standards through education and retraining" In *Ethics and Regulation: Formulating a working agenda for journalists and the media*. Lagos: International Press Centre.
- George W. Lugalambi, Bernard Tabaire. *Overview of the State of Media Freedom in Uganda*.
- Article 19, "Memorandum on the Press and Journalist Act and Press and Journalist (Amendment) Bill, 2010 of Uganda," March 2010.
- Margaret Jjuuko Nassuna. *The Impact of Media Commercialisation on Programming* (2002) Rhodes University.
- Peter Pachal. *Google Glass for a sponsor*.
- Kate Azuka Omenugha and Majority Oji. *News commercialization, ethics and objectivity in journalism practice in Nigeria*

APPENDICES

RESEARCH INSTRUMENTS

APPENDIX A

QUESTIONNAIRE: 1

Dear respondent,

I am Kiwanuka Silvest a student pursuing a Bachelor Degree in Mass Communication at Kampala International University. I am conducting a research on the topic "**The Impact of Commercialisation of News**". The study is due to a fulfilment of the requirement of being awarded the above Degree (BMC).

Basing on my brief introduction above, I kindly request for your contribution to the study, which will enable me successfully accomplish the course. I vow to treat the data of your response in a confidential way, and for academics only.

PERSONAL DATA

Please Tick where applicable

1. Age. 18– 24 ☐ 25– 35 ☐ 36– 44 ☐ 45 and above ☐

2. Sex. Male ☐ Female ☐

3. Educational Level. Primary Seven ☐ Senior Four ☐ College/ University ☐

4. Do you watch TV News? YES ☐ NO ☐

5. How often do you watch TV News? Less Often ☐ Often ☐ More Often ☐

6. Which Local TV News do you watch mostly? Bukedde TV ☐ NTV ☐ None ☐

7. i). According to you. Should TV Stations commercialise their news? YES ☐ NO ☐

ii). If your answer in 7.i) is 'Yes', Why?.....
.....

8. Do you believe Commercializing news has an impact? YES ☐ NO ☐ I don't Know ☐

9. Do you think Commercialisation has affected the quality of news? YES ☐ NO ☐

10. i). Have you ever doubted the truthfulness of any Bukedde TV *Agataliko Nffufu* news story?

NO ☐ YES ☐

ii). If your answer is 'Yes', how often do you doubt it? Less Often ☐ Often ☐ More Often ☐

11. What do you think should be done to preserve media stations from **commercializing** their news?
.....
.....

Thank you for your cooperation

QUESTIONNAIRE: 2

Dear respondent,

I am Kiwanuka Silvest a student pursuing a Bachelor Degree in Mass Communication at Kampala International University. I am conducting a research on the topic “**The Impact of Commercialisation of News**”. The study is due to a fulfilment of the requirement of being awarded the above Degree (BMC).

Basing on my brief introduction above, I kindly request for your contribution to the study, which will enable me successfully accomplish the course. I vow to treat the data of your response in a confidential way, and for academics only.

Please Tick where applicable

1. Age 18– 24 ☐ 25– 34 ☐ 35– 44 ☐ 45 and above ☐
2. Sex Male ☐ Female ☐
3. Marital Status Single ☐ Married ☐
4. Educational Level Primary Seven ☐ Senior ☐ College ☐ College ☐
5. For how long have you worked with Vision Group
LESS THAN 5 YEARS ☐ MORE THAN 5 YEARS ☐
6. Which department of Vision Group do you work with?
7. a) Do you buy the idea of TV station offering part of the news bulletin time for commercials/ sponsorship?
YES ☐ NO ☐
- b.) If your response in 7a is “Yes” , Why would TV stations commercialise their news?
.....
8. Have you ever realized any changes in the news quality and relevancies by Ugandan Broadcasters?
YES ☐ NO ☐
9. Do you think it’s the commercialistic tendencies of TV and Radio stations in Uganda that has reduced the Quality and Relevancies of news.?
YES ☐ NO ☐ NOT REALY ☐

Thank you for your cooperation

APPENDIX B

INTERVIEW GUIDE

Good morning/ Afternoon sir/ madam

My name is Silvest Kiwanuka, a student of Kampala International University. I am conducting a research that is meant to assess the impact of commercialisation of news. The research study is mainly to certify the requirements of the award of a degree of Mass Communication by Kampala International University. Therefore the information/ response obtained from you will be strictly be used for academics only.

PART A (Personal data)

1. Age (18- 24, 25- 35, 36- 44, 45 and above.)
2. Sex (Male, Female.)
3. Level of education (Primary Seven, Senior Four, College/ University)
4. Department of work at Vision Group
5. Work experience

PART B

6. Do you buy the idea of TV station offering part of the news bulletin time for commercials/ sponsorship?
7. Why would TV stations commercialise their news?
8. Have you ever realized any changes in the news quality and relevancies by Ugandan Broadcasters?
9. Do you think it's the commercialistic tendencies of TV and Radio stations in Uganda that has reduced the Quality and Relevancies of news?
10. Have you ever doubted the truthfulness of any Bukedde TV *Agataliko Nffufu* news story?
11. 11. What do you think should be done to preserve media stations from commercializing their news?

APPENDIX C

TIME SCHEDULE OF THE STUDY

ACTIVITIES	MONTHS/ YEARS
Topic development	April 2013- May 2013
Proposal writing and submission	May 2013- June 2013
Data collection	June 2013- July 2013
Dissertation writing	July2013- August 2013
Dissertation submission	August 2013

APPENDIX D

BUDGET OF THE STUDY

Items	Quantity	Cost
Printing Proposal	3 copies	80,000
Binding proposal	3 copies	50,000
Transport	4 months	250,000
Upkeep	4 month	150,000
Printing dissertation	3 copies	80,000
Binding dissertation	3 copies	50,000
Emergency		100,000
Photocopying questionnaires and interview guides	330 (Hardcopy)	165000
Internet subscription and usage when conducting online interviews		80,000
TOTAL		1005000