

**TELEVISION INFLUENCE IN THE RIGHTS OF PEOPLE WITH ALBINISM IN
UGANDA A CASE STUDY OF NTV UGANDA**

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**A RESEARCH REPORT SUBMITTED TO THE DEPARTMENT OF JOURNALISM
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DECLARATION

I **NAKAKANDE EVELYNE CLARE**, do hereby declare to the best of my knowledge and belief that this is my original piece of work and that it has never been submitted for the award of any degree to any university or college or published as a whole or part.

I further declare that all materials cited in this dissertation which are not my own have been fully acknowledged.

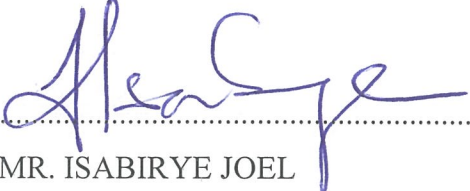
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APPROVAL

This dissertation titled “**Television influence in the rights of people with albinism in Uganda a case study of NTV Uganda,**” has been submitted under my supervision and approval.

Signed.....
MR. ISABIRYE JOEL

(SUPERVISOR)

Date 12/9/2019

DEDICATION

I dedicate this research to my parents and my family at large. Thank you for all the support rendered to me throughout the entire course. May the Almighty God bless you all.

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First and foremost, I would like to thank my Creator for breathing life into me and for entrusting me with the will, strength and wisdom to work on this research.

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Above all, i express my heartfelt gratitude to all friends and relatives who cannot be mentioned individually by name due to limited space. I acknowledge and appreciate all of you.

ACRONYMS AND ABBREVIATIONS

NTV	National Television
PWA	Persons with Albinism
OCA	Oculo Cutaneous Albinism
OA	Ocular Albinism
MDGs	Millennium Development Goals
CNN,	Cables News Net work
BBC	British Broadcasting Cooperation
USD	United States Dollars

TABLE OF CONTENTS

Contents

DECLARATION	i
APPROVAL	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
ACRONYMS AND ABBREVIATIONS	v
TABLE OF CONTENTS	vi
ABSTRACT	ix
CHAPTER ONE	1
INTRODUCTION.....	1
1.0 Introduction.....	1
1.1 Background of the Study	1
1.2 Statement of the Problem.....	3
1.3 Objectives of the study.....	4
1.3.1 General objective	4
1.3.2 Specific Objectives	4
1.4 Research Questions.....	4
1.5 Scope of the study	4
1.5.1 Content Scope	4
1.5.2 Geographical Scope	5
1.5.3 Time scope	5
1.6 Significance of the study.....	5
1.7 Conceptual Framework.....	6
1.9 Definition of Operational Terms used	6
CHAPTER TWO	7
LITERATURE REVIEW	7
2.0 Introduction.....	7
2.1 The Concept of Albinism.....	7
2.1.1 Oculocutaneous Albinism (OCA).....	7
2.1.2 Ocular Albinism (OA)	7
2.1.3 Attitudes	8

2.1.4 Stigma, Prejudice and Discrimination	8
2.1.5 Psychosocial.....	8
2.1.6 Self esteem	9
2.1.7 Emotions	9
2.1.8 Coping Strategies	9
2.2 The Effectiveness of Media activities in the Promotion of Rights of people with albinism.	10
2.3 The influence of media edutainment in the promotion of rights of albinos.....	11
2.4 The impact of media sensitization in the promotion of rights of albinos.	13
 CHAPTER THREE.....	15
METHODOLOGY	15
3.0 Introduction.....	15
3.1 Research Design.....	15
3.2 Sampling Design.....	15
3.2.1 Study population	15
3.2.2 Sampling Size	15
3.3.3 Sampling Method.....	15
3.3 Data Collection and Instruments.....	16
3.3.1 Primary Data.	16
3.3.1 Secondary Data.	16
3.4 Data Collection Instruments	16
3.4.1 Questionnaires.....	16
3.4.2 Interviewing	16
3.4.3 Documentary Review.....	17
3.5 Validity and Reliability.....	17
3.5.1 Validity	17
3.5.2 Reliability.....	18
3.6 Data Collection Procedures.....	18
3.7 Data Analysis	18
3.8 Ethical Considerations	19
3.9 Limitation of the study.....	19
 CHAPTER FOUR.....	21

DATA PRESENTATION, ANALYSIS AND INTERPRETATION..... 21

4.1 Introduction 21

This chapter presents the information on the background information of respondents including; gender, position of the respondent and duration of service. Further, the chapter reports on quantitative and qualitative data, all done objective by objective as; 21

4.2 Respondents' Background Information..... 21

4.2.1 Gender of respondents 21

4.2.2 Age of respondents 21

4.2.3 Position of the respondent 22

4.3 The effect of media reporting and investigation in the promotion of rights of albinos..... 23

4.3.1 Effect of media reporting and investigation in the promotion of rights of albinos 25

4.3.2 Regression of media reporting and investigation in the promotion of rights of albinos 26

4.4 The influence of media edutainment in the promotion of rights of albinos. 26

4.5 The impact of media sensitization in the promotion of rights of albinos. 28

CHAPTER FIVE..... 30

SUMMARY, DISCUSSIONS, CONCLUSION AND RECOMMADATIONS..... 30

5.0 Introduction 30

5.1 Discussion of the findings 30

5.1.1 The effect of media reporting and investigation in the promotion of rights of albinos . 30

5.1.2 To determine the influence of media edutainment in the promotion of rights of albinos 31

5.1.3 To examine the impact of media sensitization in the promotion of rights of albinos. ... 31

5.2 Conclusion..... 32

5.3. Recommendations of the study 33

5.4 Further Research..... 34

References 35

ABSTRACT

The study sought to examine television influence in the rights of people with albinism in Uganda a case study of NTV Uganda. It was guided by the following objectives, to examine the effect of media reporting and investigation in the promotion of rights of albinos, to assess the influence of media edutainment in the promotion of rights of albinos and to examine the impact of media sensitization in the promotion of rights of albinos. The study used a cross sectional research design with both qualitative and quantitative methods. The research population comprises of the people with albinism, community members. The study concluded that television influences demonstrates the diversity of strategies used at all levels of society with the aim of protecting rights of Ugandans with albinism and dealing with violence and discrimination affecting them. Human dignity and rights is evident in many of the media stories. The way in which people with albinism are described as brothers and sisters, as part of a 'we', positions them as included in the 'family of Ugandan society'. The study recommended that Human rights practitioners, such as social workers, have a role in being vocal witnesses for social change and prevention of harm. Ensure that all teachers in the public education system are trained to adequately provide for the specific needs of children with albinism. Ensure that resources are at the disposal of schools to meet the specifications needed of children with albinism, notably by providing for textbooks and exams with larger fonts and assistive devices to read the blackboard.

Pursue efforts to promote the safety of people with albinism by investigating threats and crimes against people with albinism and holding those responsible to account.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This study analyzed the influence of television on the rights of people living with albinism in Uganda in this study, television reflects a medium of mass communication that use audio and visual to broadcast. Albinism on the other hand is a skin condition in which the person's skin colour is transformed into pink white.

This chapter presented the background to the study, statement of the problem, general objective of the study, specific objectives, research questions (hypotheses), scope of the study, significance of the study and the conceptual framework.

1.1 Background of the Study

Globally, being in a civilized society is a desire to every citizen within a given state being a sign of maturity, unity and strength in the economy (OECD, 2010). With a view from the ancient times of this new world, traditionally producing an albino (person with albinism) was seen as an omen and the mother to such a baby was at times said to be cursed by ancestors which subjected the family to social discrimination and marital breakages were the order of the day as father always claimed their women to be cause of such incidences (Smith, 2001).

Albinism is a global phenomenon that occurs in people of all race and gender. Persons with Albinism exist across all strata of humanity, and the common term used is "*albino*" or "*persons with albinism*" (PWA). Persons with Albinism have absence or reduced pigment in their eyes, skin or hair (World Vision, 2015). This is as a result of the absence of a pigment called melanin which is essential for the full development of the retina. Lack of melanin in the development of the retina is the primary cause of visual impairment in Persons with Albinism. The general health of a child and an adult with albinism is normal and the reduction in melanin pigment in the skin, hair and eyes does not affect the brain, the cardiovascular systems of the lungs, immune system or other parts of the body.

Albinism is non-contagious, genetically inherited and affects people regardless of race, ethnicity or gender. It results from a significant deficit in the production of melanin and is characterized by the partial or complete absence of pigment in any part or all of the skin, hair and eyes. Persons with albinism therefore often appear pale in comparison to members of their family and their communities. Today, according to United Nations Statistics (2015), it is estimated that in Europe and North America there is one case of albinism for every 17,000 to

20,000 births. In sub-Saharan Africa where Uganda , the reported frequency ranges from 1 in 5,000 to 1 in 15,000 births, with prevalence rates of 1 in 1,000 for selected populations. A higher frequency has been reported in parts of the Pacific (1 in 700) and among some indigenous peoples in North and South America (1 in 70 to 1 in 125). There are different types of albinism. The best-known type is oculo-cutaneous albinism, which affects the skin, hair and eyes. Within this type are subtypes that may reflect varying degrees of melanin deficiency. A lack of melanin in the eyes results in high sensitivity to bright light and significant vision impairment, with the level of severity varying from one person to another. This vision impairment often cannot be completely corrected. In addition, one of the most serious health implications of albinism is vulnerability to skin cancer, which is still a life-threatening condition for most persons with albinism in certain regions. All violations of civil and political rights relating to albinism

In Africa, discriminatory socio-cultural myths and negative beliefs still permeate society's perspectives and understanding about albinism (Katungi, 2014). Most of the prevailing knowledge of the larger society about albinism is hinged on these socio-cultural myths and beliefs. Specific areas of their lives require both governmental and societal intervention. The social inclusion, political engagement and economic participation has become vital because majority of them are poor, uneducated and without any viable source of income and live with families in miserable standard of living.

Statistically, Africa seems to have a high prevalence of people born with albinism. That said, it is important to understand that albinism is found in all races and not just among the people of the black race (Muthee Thuku2011). The gene that carries albinism is a recessive gene or a gene that it is not dominant. The recessive gene for albinism becomes expressed only when two parents carrying the recessive genes pass them to the child.

In Uganda, there are many albinos who are mostly located in the Eastern Region of the country. It is noted that stigma and discrimination based on skin color difference, and the way this affects a person's ability to lead a full social life, are the key social issues faced by people with albinism all around the world (Carnegie 2016; Wan 2003). The majority of people with albinism in Uganda live in marginalized social conditions and a state of economic vulnerability because, apart from having a different physical appearance and suffering from visual impairments, they cannot actively take part in agrarian work due to

their sensitivity to the sun, and this effectively excludes them from engaging in the major productive activity in most rural areas (Bryceson et al. 2010).

An indication of the stigmatization of people with albinism is represented by the many denigrating labels that circulate widely in Africa. In Uganda, the terms include “Namagoye” (ghost / uncolored), Mzungu (white person) and dili (which literally means ‘deal’, and refers to the trade of the body parts of people with albinism on the black market) (Tolling, 2016). This latter term is related to the phenomenon that began in the mid to late 2000s whereby ‘traditional witch doctors’ (wagangawakenyeji / abasawobaganda) began to target individuals with albinism in Uganda’s South Western regions and North Western Tanzania, whom they would kill in order to use their bones and blood to make amulets, which it was claimed brought their wearers luck and wealth (Bryceson et al. 2010; Schuhle 2013). Following the worldwide media coverage of the murders of people with albinism, however, other labels, presumably introduced by Western educational campaigns and the media, also began to spread at the urban and rural/national level, including mwalbino (albino) and watuwenyeualbino (people with albinism) (Brocco 2015).

There are different media activities which are implemented by the Nation Television Uganda commonly known as NTV Uganda intended to support and promote rights of albinos in the country through broadcasting programs, news reports, investigations and support of charity programs. This study is intended to establish the role of electronic media in promoting rights of albinos in Uganda with a case study of NTV Uganda.

1.2 Statement of the Problem

There is limited information on the role of the media in promoting the rights of people with albinism in Uganda, yet the challenges facing such people continue to be profound in different parts of Uganda.

Albinos are like any other normal human being by nature and deserve equal rights and opportunities like any other person within Uganda. There are several myths and perceptions attached to albinism which subject albinos to risks and dangers which include: discriminations, sacrifice, limited care in terms of feeding, education, medical support and malnutrition, rape and kidnaps among others.

Several humanitarian organization and media firms operating from different regions around the world have implemented several strategies intended to support and protect albinos from

poor socio-economic challenges but albinos in Uganda still face a lot of challenges in the communities they live in. This study intends to explore the influence of television in the rights of people with albinism in Uganda with a case study of NTV Uganda.

1.3 Objectives of the study

The objectives of the study clearly highlighted what the study aims at achieving and these are subcategorized into general and specific objectives;

1.3.1 General objective

The study intended to examine the influence of television in the promotion of rights of albinos in Uganda with a case study of NTV – Uganda.

1.3.2 Specific Objectives

- i. To examine the effect of media reporting and investigation in the promotion of rights of albinos.
- ii. To assess the influence of media edutainment in the promotion of rights of albinos.
- iii. To examine the impact of media sensitization in the promotion of rights of albinos.

1.4 Research Questions

1. What is the effect of media reporting and investigations in the promotion of rights of albinos?
2. What is the influence of media edutainment in the promotion of rights of albinos?
3. What is the impact of media sensitization in the promotion of rights of albinos?

1.5 Scope of the study

The scope of the study was presented in 4 sections namely content, population, geographical and time scope.

1.5.1 Content Scope

The study was confined on the television influence in the promotion of rights of people with albinism in Uganda with a case study of NTV – Uganda. The study explored the effectiveness of media activities and operations done to promote people with albinism to which appropriate conclusions and recommendations were developed.

1.5.2 Geographical Scope

The study was carried out at Nation Television Uganda offices which are located at Kampala Serena Conference Centre in Kampala. The researcher was well conversant with the location of the broadcasting company which will ease data collection and consultations whenever required.

1.5.3 Time scope

The study covered a period of four months that is to say from June 2019 to August 2019. The study researcher maximally utilized this period of time to gather all required information regarding the study variables and objectives being presented.

1.6 Significance of the study

The research study will be beneficial in the following ways:

To the Academicians / Future Researchers

This study will be of paramount importance in understanding the influence of television of television in the promotion of rights in Uganda.

The study will add on more literature regarding media programs implemented towards promoting rights of people with albinism which can be used by other scholars or authors conducting a similar or related study.

To Policy Makers

The study findings will aid policy makers in developing appropriate and effective strategies that can be implemented to promote rights of people with albinism.

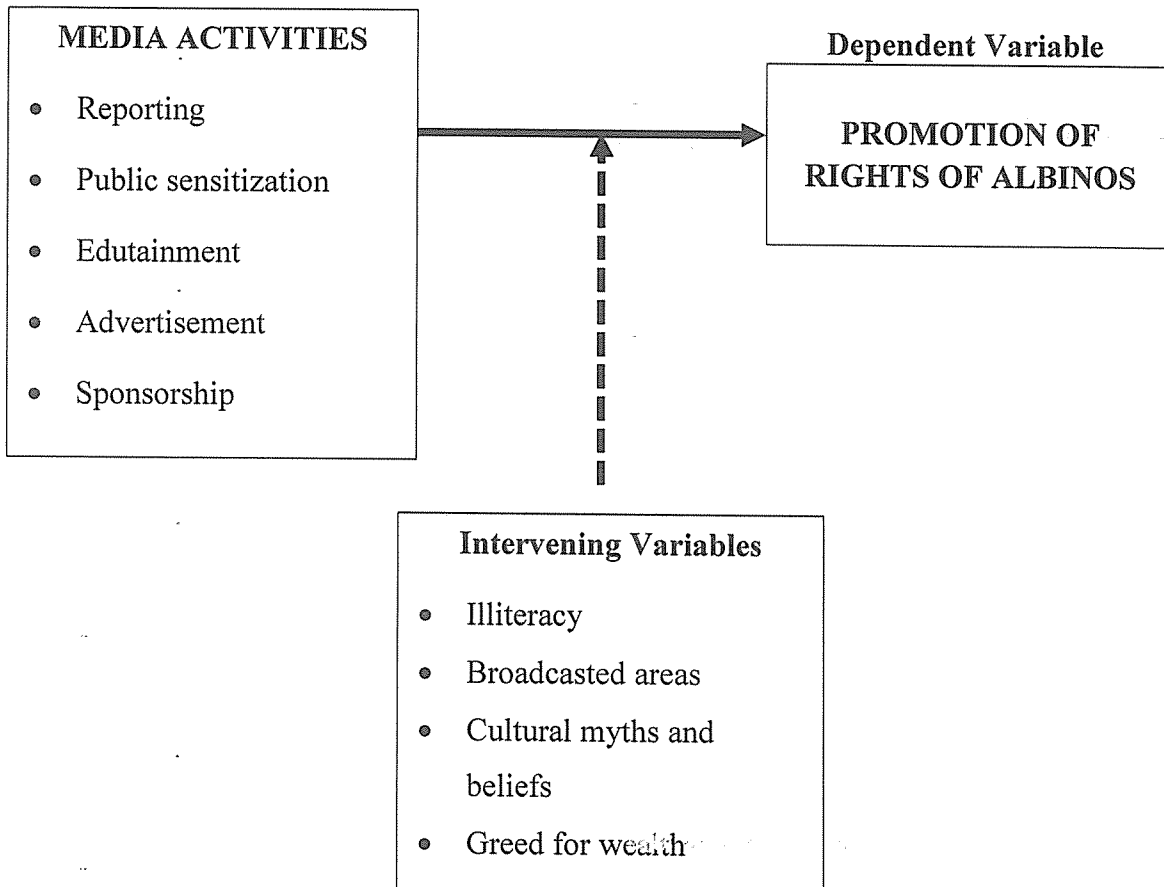
To the Researcher

The study will enable the researcher to attain an academic award of a Diploma in Journalism and Mass Communication.

1.7 Conceptual Framework

This refers to the diagrammatic presentation of the study variables that is to say the independent variable, dependent variable and the intervening variables as expressed in the diagram below.

Independent Variable



1.9 Definition of Operational Terms used

Ethics: Ethics is used to define the act of doing the right thing and so forth which has been a requirement for centuries where various philosophers have tried to provide us with sets of rules to assist us though there is no perfect set of ethical rules (Rogers, 2001).

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presented related literature written by other scholars and authors regarding the study variables and as presented in the subthemes that follow below:

2.1 The Concept of Albinism

Lund (2001) stated that albinism refers to a group of inherited conditions. Persons with albinism are characterized by the absence or reduced pigment in their eyes, skin or hair. Lund et al (2007) also pointed out that persons with albinism have inherited genes that do not make sufficient melanin which is required for the full development of the retina which results in visual impairment.

According to Kagore and Lund (2005) albinism is classified into two major categories which are oculocutaneous albinism (OCA) and ocular albinism (OA). Oculocutaneous albinism is marked by the lack of pigment in the hair, skin and eyes. Ocular albinism on the other hand has the same effects in the eye and the visual pathway as in oculocutaneous albinism; however there is melanin activity hence no clinical consequence in the pigmentation of the skin and hair (Oetting, Brilliant and King, 2016).

2.1.1 Oculocutaneous Albinism (OCA)

Geiger et al (2002) stated that oculocutaneous albinism involves the deficiency of pigment in the hair, skin and eyes. Either of the parents has to have the gene for this form which follows an autosomal recessive inheritance pattern, implying that there is one in four likelihood that the baby will be born with OCA. Lund (2001) pointed out that due to the dermatology challenges; persons with OCA are prone to skin cancers if exposed to sunlight. This calls for protective measures like the use of sunscreen lotions, sunglasses and hats. Gaigher, Lund and Makuya (2002) stated that growth and development of a child with albinism is normal and intellectual development is normal.

2.1.2 Ocular Albinism (OA)

Geiger et al (2002) highlighted that ocular albinism has the same effects in the eyes and the visual pathway as it is in the oculocutaneous albinism. However, the pigment in the retinal

pigment epithelium is reduced, and there is usually no clinical consequence in the pigmentation of the skin and hair (Oetting, Brilliant and King, 2016). The skin and hair of the person may seem normal.

According to Oetting et al (2016), ocular albinism has two variants based on the inheritance pattern that is the autosomal recessive ocular occurring in both men and women, and the X-linked ocular with symptoms occurring mainly in men. Oetting et al (2016) states that in the X-linked cases, mothers carry the gene and pass it to their sons.

2.1.3 Attitudes

Aiken (2002), Fishbein and Ajzen (2015) posited that an attitude is a predisposition to respond positively or negatively towards a particular idea, object, person, or situation and this influence a person's choice of action. Aiken (2002:201) noted that attitudes have four major components that is "affective which include emotions and feelings, cognitive which include belief or opinions held consciously, conative which is inclination for action and evaluative which include a positive and negative response to stimuli". Persons with oculocutaneous albinism have been exposed to both positive and negative attitudes from the society and this has determined their levels of self-esteem (Lund et al, 2007).

2.1.4 Stigma, Prejudice and Discrimination

Baron and Byrne (2017) referred to prejudice as a special type of attitude, usually a negative one towards members of a social group. Coleman (2017) is of the point that prejudice also involves beliefs and expectations about members of these groups. Coleman (2017) defined stigma as the holding of derogatory social attitudes or cognitive beliefs that radically changes the way people view themselves or the way they are viewed by others. Coleman (2017) goes on to define discrimination, as the negative actions towards those people.

Miller and Major (2000) posited that stigma and discrimination results in low self-esteem leading to depression in the lives of the concerned people. They argue that stigma and discrimination demean the social identity and this leads to depression among the concerned people (Miller and Major, 2000).

2.1.5 Psychosocial

Nieman (2002) viewed psychosocial as a term that emphasizes the nexus between psychological aspects of the human experience and the social experience. Psychosocial aspects include the 'biological, emotional, spiritual, cultural, social, mental and material

aspects of experience which cannot necessarily be separated from one another' (www.sacramentoasis.com). Hence in this context the term views persons with OCA in totality that is within the context of the person and the environment he or she lives.

2.1.6 Self esteem

Robson (2018) asserted that self esteem, in the context of disability, is when a disabled person evaluates his or her capacity to perform in the society. Self esteem is critical on how persons with disabilities value themselves in the society in which they face challenges of adjustment and in some instances are perceived as 'abnormal' (Cusforth, 2011). Robson (2018) pointed out that low self-esteem is defined by feelings of inadequacy, social isolation or withdrawal and interpersonal problems. Rosenberg (2015) also defined self-esteem as how a person perceives his or her self-worth. Cloninger (2000) posited that self-esteem is a sense of positive self-worth and it can be measured by various self-report questionnaires. High self-esteem has various manifestations which include self-confidence and being an extrovert and persons tend to report fewer negative emotions and less depression than persons with low in self-esteem (Rosenberg, 2015).

2.1.7 Emotions

Abraham, Gregory, Wolf, and Pemberton (2002) viewed emotions as experiences that include a subjective feeling, a cognitive interpretation, a physical reaction and behavioral expression for example anger, depression and guilt. Emotions are feelings brought about by an individual perception about an experience. Persons with OCA express anger and frustrations due to stigma and discrimination that makes them unequal with others in the society (Richards, 2005). Internalization of these feelings reinforces feeling of low self-esteem among persons with OCA (Richard, 2005). Lutha and Blatt (2013) posited that when persons with OCA evaluate themselves negatively, they experience unpleasant emotions like embarrassment, anger and depression.

2.1.8 Coping Strategies

Folkman, Lazarus, Schetter, Delongis and Gruen (2016:993) quoting Lazarus and Folkman (2015) defined coping as "constantly changing cognitive and behavioral efforts to manage specific external and/or internal demands that are appraised as taxing or exceeding the resources of the person stressful situation, independent of their value and effectiveness". A particularly important distinction is between engagement coping, which is aimed at dealing

with the presented challenge or related emotions, and disengagement and avoidance coping, which is aimed at escaping the threat or related emotions. Disengagement coping is often emotion focused, because it involves an attempt to escape feelings of distress. Engagement coping includes problem-focused coping and some forms of emotion-focused coping: support seeking, emotion regulation and acceptance. Disengagement coping includes responses such as avoidance, physical and social withdrawal. Durkheim (2015) and Treloar (2000) pointed out that religion plays a critical role in the lives of the oppressed.

2.2 The Effectiveness of Media activities in the Promotion of Rights of people with albinism.

Media reports on different matters within the society and in the case of people with albinism, there are several stories that are reported over the media with the injunction and appeal to have such vulnerable people protected and respect in the society (Darlington, 2013).

Publication of different sensitization articles and broadcast of programs intended to sensitize the community at large. Adenauer (2011) asserts that as the public is always out ruled due to ignorance and illiteracy, media serves a great role of sensitization as different people are able to read articles regarding health, rights, and freedom of voters upon conduct or participation in voting operations.

Enhancing PSA programmes. Badru (2011) contends that media serves as a great platform to passing of public service announcements to a big ideal which is normally done in form of printed advertisement from human rights organizations from different walks of life and none government organizations entailing essential information such as warnings, updates, mobilization and sensitization among others function depending on the prevailing situation.

Conduct of research. Ake (2015) notes that media publications are very supportive in conducting reliable research about human rights matters as the staff seeks for first hand information from the corporate people, security officers and general society about a health matters and child development growth without any forms of discriminations that may endanger the social and psychological thinking of the child with disabilities.

Media publications report different cases of abuse to children. Crook, R. and Manor J, (2000) asserts that media publications do cover up different health stories and are played on aid for the suite of making the general public aware of what is currently happening or happened in human rights approaches and non violating campaigns. They continuously serve as

watchdogs do illegal activities and victims are normally reported which enhancing further enforcement of certain proceeding as required by the judiciary.

From the several media reports, normally media news are normally used as a point reference in many judicial cases or claims which server as evidence towards a given complaint or case registered by the respective courts. Evidence in form of interviews and articles under the print media (MGLSD, 2011).

According to Rogers (2015), in his theory of Diffusion of innovation, media as an informant via mass communication has enabled the community or society to change. Media provide educative and transformational message that mobilizes the local people to adopt a new life style of being civilized and this has been evidenced in the African states since the introduction of broadcasting platforms.

Promotion of international human rights approaches. Several media houses locally do work in collaboration with international media houses such as Aljazeera, CNN, BBC and others which have a strong profound on the promotion of human rights in the low developed countries (MDGs, 2013). The abuse of people's rights in Uganda has been provoked and curbed by the media reporting and community awareness about its nature and scope in the local basis.

Media houses are a bridge for information to those with information (leaders, journalists) to the intended listening audiences ideally the media should inform people about their environment that is health, economic and cultural development that affects their lives. This enables the society to exercise their rights. This immediate information and on spot accounts provided by the announcers give the listener a chance to make informed decisions and analysis about a given event and consequently take action (Berrigan, F., 2013).

2.3 The influence of media edutainment in the promotion of rights of albinos

According to Ntetema, (2008) A number of television stations reports have emerged in African countries in the period of 2015 and 2016 suggesting that body parts or bones of persons with albinism are sold at very high prices by the abductors. In April Nyasa Times carried a newspaper article entitled 'K1.1billion offered for albino bones, killer tells Malawi Police chief: Blames Satan'. In the article, it was claimed that the agents dealing in bones of persons with albinism had offered K1.1 Billion (approximately USD 1.5 million) to a Malawian who had been convicted of murdering his niece. This article, and a few others

which carried similar information, were criticised that they risked fuelling poor Malawians to perpetrate crimes on understanding that violence against people with albinism was good business.

The role of the media in the discourse that constructed the violence and killings as a national priority has not been analysed. Specifically, the role of online media in the discourse has been ignored. Although online media has a relatively small audience, its audience includes the majority of the elite Malawians that are able to directly influence national decisions e.g. civil servants, politicians, academics, and activists. Drawing from online newspaper articles, we will discuss the key issues that made the issue a national agenda Mwansa, (2011).

According to Mupedziswa, (2001), The online newspapers' headlines have served numerous beyond informing the public and officials about the gruesome incidences that have occurred in Malawi. Articles covering responses by state institutions have acted as assurance to the public that government is responding to the situation. This includes articles covering arrest of perpetrators, politicians condemning attacks of people with albinism, a presidential statement outlining government response, or police warnings. The newspapers have also covered the advocacy campaigns that various stakeholders in Malawian society have implemented to respond to the crisis. This has included campaigns by Police, international agencies, various civil society movements, fashion models, and movements of persons with albinism.

The newspapers have also highlighted other news that made headlines including the visit to Malawi by United Nations Independent Expert on the rights of persons with albinism Ikponwosa Ero in May 2016 and the conviction of an abductor to life sentence in June 2016. Numerous other issues reported have updated the public about incidents as well as played an advocacy role to facilitate action from the public or authorities.

According to Mosha, (2009), Although there are people with albinism throughout the world, the impact of the condition on human rights and the way it is perceived by others, including its effect on social inclusion, vary from region to region. Albinism is non-contagious, genetically inherited and affects people regardless of race, ethnicity or gender. It results from a significant deficit in the production of melanin and is characterized by the partial or complete absence of pigment in any part or all of the skin, hair and eyes. Persons with

albinism therefore often appear pale in comparison to members of their family and their communities.

2.4 The impact of media sensitization in the promotion of rights of albinos.

According to Hugaas, (2010), not all the media coverage was helpful. Some articles contributed to the spread of the myths and rumours about albinism by irresponsibly reporting on the monetary value of various body parts. In some cases, the language used by the media failed to fully highlight the challenges affecting people with albinism. For example, the Swahili term for persons with albinism, *watu wenye ulemavu wa ngozi* (people with skin-disability) was regularly used. This description fails to recognise the fact that people with albinism also need proper eye care.

According to Sherrington. (2010), The development of human rights within a country is critical to establishing stability and security within a population. When human rights are ignored, the marginalization of certain persons within a society typically prevent such a group from participating in and benefitting from development.

Persons with albinism face discrimination and barriers that restrict their participation in society on an equal basis with others every day. Due to those many challenges, persons with albinism throughout the world are unable to enjoy the full range of human rights and the same standards of equality, rights and dignity as others. While some of those challenges are global, others have predominantly been identified in certain regions like Nigeria. There are legal policy foundations to most of the human rights violations faced by persons with albinism, however, they have not yet been consolidated and there are no specific instruments or guidelines on the enjoyment of human rights by persons with albinism.

Gulati, (2011) recognized that awareness is cognizance, illumination, knowing. It is the lifting and exposure of something previously hidden in darkness, or in this case, ignorance.

Unlike some other conditions that develop in the course of life, albinism is congenital and acquired during fetal development by two fully pigmented individuals who carry the genes. Even though it is not essentially hereditary, as it jumps between generations, it still inherently remains in the bloodline.

The reduction or full absence of pigmentation in the eyes, skin and hair of a person with

albinism does not in any way affect the functionality of their brain or personality; that is why it is crucial to have proper awareness of the condition; what it is and isn't; so that behavioral patterns towards these people is not negative. Behavioral patterns of society, either negatively or positively, strongly affects and determines the sway of their psyche and in a society that is predominantly fixated on normal outward appearances, it comes as no small wonder that whatever confronts that norm is met with resistance and hostility (Theobald, 2006).

The ignorance of families and the society in general, has firstly manifested itself through sunburn, freckles and in worst case scenarios, terminal skin cancer in persons with albinism. Many of the persons with albinism themselves remain ignorant on proper skin prevention and care, leaving many of them unhappy and unattractive, which further pushes them into isolation and a poor sense of self. Only the percentage whose parents were enlightened enough to infuse their children/wards with a healthy sense of self have gone ahead to break barriers and reach for their dreams.

Secondly, the same ignorance has made parents of children with albinism, write off their children as being unintelligent, unfocused and stubborn, not realizing that visual impairment was the culprit, and the children in their frustration of not knowing how to express themselves, become rebellious.

It is therefore essentially imperative that society begins to take critical notice about the cause of albinism, so they can play their role in creating the much needed change of a comfortable environment for persons with albinism to thrive in as every individual, irrespective of gender, race or disability, is an extension of one's self, and as such, needs to be fully accepted and granted the utmost respect and the highest regard (Brown, 2011).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter entailed the research design, population study, sampling design, data collection methods, data analysis and the anticipated limitations during the study.

3.1 Research Design

The researcher used a cross sectional research design with both qualitative and quantitative methods. The design was appropriate in investigating the empirical and theoretical relationship between the variables. Quantitative approach was used in analyzing the study variable in form of frequencies and percentages as provided by the respondents via the study questionnaires while qualitative approach was used by the aid of an interview guide and discussions on which different statements were analyzed in form of assertions about the question being asked.

3.2 Sampling Design

3.2.1 Study population

The research population comprised of the people with albinism, community members (care takers to people with albinism), legal and humanitarian officers, media staff, health professionals, therapists, staff from MGL&SD, and local leaders in Kampala drawn from a population of 60 people because were expected to provide relevant information to the problem under study.

3.2.2 Sampling Size

The sample size was 40 respondents determined according to the Krejcie and Morgan (2010) where the sample size was determined basing on confidence level needed from the selected population under study.

3.3.3 Sampling Method

The researcher used a stratified random sampling to divide the population into different categories that is to say community members, security officers, local government staff, legal officers, media staff and others. This was aid the researcher to achieve collective responses from a specified category of respondents.

3.3 Data Collection and Instruments.

3.3.1 Primary Data.

This data was obtained from the source through field work. This was used where one required specific information which does not exist elsewhere or in another form or when the topic is being researched on for the first time.

3.3.1 Secondary Data.

Secondary data was obtained from sources which already exist about a related study for example information from journals, books, surveys and internet. The researcher collected information from both external and internal sources.

3.4 Data Collection Instruments

3.4.1 Questionnaires

Questionnaire was a data collection instrument that involves a list of set questions that administered to the respondents to provide their arguments. This involved self-administered questions that are both structured and semi structured formalized questions used in the survey to collect information which is later analyzed to provide results necessary for solving a given research problem. The research used self-administered questionnaires. These allowed respondents who were people living with Albinism to choose from alternative that are provided by the researcher and ease the work of data analysis.

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

3.4.2 Interviewing

The study researcher used an interview guide consisting well listed and designed study questions confined on the study objectives. This provided the researcher with an opportunity to ask enough questions for general perception and achievement of data basically primary data for the finding assertion. Further interviews with aid the researcher to acquire more consent about human rights and their reservations.

Interviews were mainly used to get information from key informants such as managers of NTV, Heads of organizations that work with people living with Albinism. Interviews are good for probing clarity, and more detailed explanations by the respondent and they keep them focused to the study topic. In addition, the interview was used in order to collect additional data that might have been left out by the questionnaires especially closed-ended ones (Amin, 2005),

3.4.3 Documentary Review

The study researcher reviewed different documentaries about abuse and protection of human rights. This helped the researcher to attain more vivid information regarding the concepts and the relevance of media activities and human rights cases. The documentary review method was used for ascertaining trends, gaps and the way forward. Some of the documents reviewed includes government, non-government documents and reports, dissertations, library books, the Internet, newspapers and magazines as were presented in the literature review.

3.5 Validity and Reliability

3.5.1 Validity

Validity is the ability of the research instrument to measure what it aims or is supposed to measure. According to Amin (2005), the research instrument must be appropriate for the study objectives to be achieved. The researcher consulted and discuss validity instrument with colleagues and supervisors to limit errors as much as possible (these should be judges who are experts in the field). The colleagues with the expertise were given questions so that they can rate each question on a five point rating scale which indicates strongly agree (1), agree (2), neither agree or disagree (3), disagree (4), and strongly disagree (5). The formula is;

$$CVI = \frac{\text{Number of Questions Declared Valid in the Questionnaires}}{\text{Total Numbers of Questions}}$$

Where CVI is Coefficient Variable Indicators

Out of the total number of items of the questionnaire, the questions that will be considered very relevant and quite relevant will be rated. The content validity index for the questionnaire should indicate 0.7 to confirm them valid since it will be above 0.7 (Amin, 2005). This meant the items of the instrument were proved valid. The researcher finally incorporated the comments while drafting the final copy.

3.5.2 Reliability

Reliability of an instrument is the dependability or the trustworthiness of an instrument. According to Amin (2005), it is the degree to which the instrument consistently measures what it is supposed to measure. This method picked on a single pre-test group and show the degree to which the items in the questionnaire are inter-correlated. That is, a respondent who would have completed the questionnaire were again be politely asked to complete another fresh questionnaire (retest) after two weeks to prove the answers earlier filled for consistence or how close they relate (Amin (2005)).

To get the reliability, the data was entered in the computer and analyzed using the statistical package for social scientists (SPSS), which will be useful for providing a Cronbach Co-efficient Alpha test for testing reliability. After approval, 40 copies will be given to the respondents to ensure completeness, consistency and coding of data systematically in its entirety on the same day to allow contact of respondents for further information or clarification if needed (Mugenda & Mugenda, 1999). The Formula states;

$$\alpha = \frac{K-1}{K} \left[\frac{1 - \sum \sigma^2 K}{\sigma^2} \right]$$

σ = Variable of the total test

$\sum \sigma K$ = Sum of variance of the questions in the instrument]

K=No. of questions in research instrument

3.6 Data Collection Procedures

The researcher discussed with supervisors and sought approval on validity and reliability of the instruments. Then an introductory letter was obtained from the College of Humanities and social sciences for the researcher to present in the field with persons with disabilities and in NTV so as to create rapport with our with the respondents. The procedure helped to improve the usefulness, timeliness, accuracy, comparability and collection of high quality for better analysis and reporting.

3.7 Data Analysis

This is the process of bring understanding and meaning to data collected for validity and reliability (Sekaran, 2003). Data collected from the field was first of all be sorted, edited, coded and entered into in the computer using SPSS. This package is useful to the researcher

to present data using tables, graphics and frequency tables and further help the researcher generate descriptive statistics such as means and standard deviations. The Analysis of Variance (ANOVA) technique was used to find the magnitude of the effect of television influence in the rights of people with Albinism in Uganda.

Qualitative data was analyzed and presented in form of texts and interviews, impressions, words, photos, symbols are examined and presented using descriptive or narrative method where the researcher will present detailed literature description of the respondents' views for the reader to make their opinions (Bell, 1993). While quantitative data was presented using a percentage distribution technique (Creswell, 1993). Closed-ended questions will be record and then the answers to each question were checked for every questionnaire for used for calculating the percentage of participants who gave each response. For saving time and cost, they were analyzed by generating quotations, single words and making brief phases. For individual interviews, these will be used to produce data in the form of notes, a summary of individual interviews. The researcher wrote each question at the top of a separate blank page or the coded sheet to make it easy for respondents to answer using their own words to save time and money (Bell, 1993).

3.8 Ethical Considerations

The major ethical problems to be considered in this research study include infringement on the privacy and confidentiality of the respondents, informed consent, avoiding duplication of other studies, honesty and dissemination of the report findings to respondents. The study was not in any way use force to gather data. The different respondents had the opportunity to respond freely with no salient intimidation or force or promise of reward

3.9 Limitation of the study.

The researcher faced difficulties in collecting data because some of the respondents may not in position to give out the information the researcher needs.

The researcher encountered hard time to reveal data from respondents due their ethic of maintaining privacy for the company issues.

The researcher faced tough time in collecting information about the media activities due to the association of different conflicts because the information is valued confidential and therefore they are not willing to disclose the information.

The researcher faced resource constraint due to the fact that she may fail to meet obligations fully at the cost of finishing this piece of work due to lack of source of funds.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter presents the information on the background information of respondents including; gender, position of the respondent and duration of service. Further, the chapter reports on quantitative and qualitative data, all done objective by objective as;

4.2 Respondents' Background Information

This section involved the description of the background information of the respondents because it gave a clear view of the respondents' ability to give adequate and accurate information on the influence of television on the rights of people with Albinism in Uganda.

4.2.1 Gender of respondents

The respondents were asked to give their gender. This enabled the researcher to have a proportionate representation of both the females and males.

Table 1: Showing gender of respondents

Gender	Frequency	Percentage
Male	22	55
Female	18	45
Total	40	100

Source: Primary data 2019

The table above shows that the majority of the respondents represented by (55%) were male and the females followed with (45%). This implies that the study was gender sensitive and collected views from both males and females since both sexes have adequate information on the influence of television on the rights of people with albinism in Uganda.

4.2.2 Age of respondents

The respondents were asked to give their age. This enabled the researcher to have a proportionate representation of both the females and males.

Table 1: Showing age of respondents

Gender	Frequency	Percentage
20-25 years	5	13
26 - 29	7	17
30 – 35 years	20	50
36 – 40 years	5	13
46 and above years	3	7
Total	40	100

Source: Primary data 2019

The table above shows that the majority of the respondents represented by (50%) were in the age bracket of 30 – 35 years followed by those in the age bracket of 26 – 29 with 17 years, then those in the age bracket of 20 – 25 years and 36 – 40 years with 13% and lastly 46 and above years with 7% response. This implies that the study was age sensitive and collected views from ages since all ages had adequate information on the influence of television on the rights of people with albinism in Uganda.

4.2.3 Position of the respondent

The respondents were asked to indicate their position of work. This enabled the researcher to understand the variety of experiences of the respondents and in-depth information of how television influences rights of people living with Albinism as seen in the table below;

Table 1: Showing the position of the respondent

Position	Frequency	Percentage
TV Managers	3	7
Director of NGO	17	43
Administrators	20	50
Total	40	100

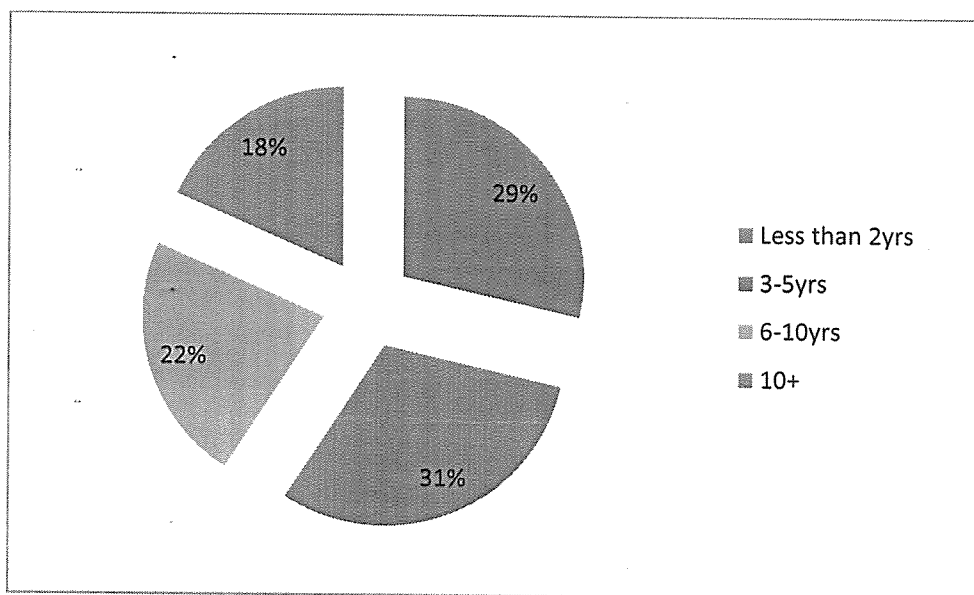
Source: Primary data 2019

According to the table above, the findings revealed that most respondents were administrators with 50% followed by Directors of NGOs with 43%, and lastly managers of NTV with 7% response. This implies that the majority of the respondents concerned with television influence on the rights of people living with albinism were asked statements using both

questionnaires and interviews to test their perception and in-depth interpretation on the study variables. This means that the study identified the rights people as respondents given the study variables.

4.2.4 Duration of service

Pie-Chart 1: Showing duration of service of Respondents



Source: Primary data

The findings in the pie-chart 1 above revealed that most respondents represented by (31%) had worked for a period between 3-5 years and these were followed by those who had worked for less than 2 years with 29%. Respondents who had 6-10 years of experience constituted 22% while those with 10 years and above contributed to only 18% of the total responses. This implies that all the respondents had worked at least for above 1 year which is adequate time for respondents to have gotten acquitted with television influence on people living with Albinism in Uganda. This means data was collect from only respondents who mattered in the study.

4.3 The effect of media reporting and investigation in the promotion of rights of albinos.

The first objective of the study was set to examine the effect of media reporting and investigation in the promotion of rights of albinos for which the researcher intended to find out the effect of media reporting and investigation. The Effect of media reporting and investigation was broken into seven (7) aspects. The items were likert scaled using four

points ranging between 1= Strongly Disagree, 2= Disagree, 3= Agree and 4= Strongly Agree. Their responses were analyzed and described using Means as summarized in table 4 below.

Table : Showing the effect of media reporting and investigation in the promotion of rights of albinos

effect of media reporting and investigation in the promotion of rights of albinos	Min	Max	Mean	Std. Deviation	Verbal interpretation
Media has done a lot in reporting and investigating about the dangers and challenges facing albinos in Uganda	1	5	3.87	1.196	Limited positive effect
Media has always been on the front page to fight for the rights of albinos in Uganda	1	5	2.15	1.406	Limited negative effect
Media in Uganda has been has done a lot to investigate the problems facing Albinos in Uganda	1	5	2.51	1.467	Limited positive effect
Media has been at the front hand in Uganda to Develop a comprehensive and sustainable mechanism for collecting a wide range of albinism data	1	5	2.56	1.501	Limited positive effect
Media has worked hard to Build capacity within institutions and society for collecting, understanding and using data on albinism in Uganda	1	5	3.90	1.209	Limited positive effect
Media has done more to see that Albinos are empowered and encourage to have their rights as human beings in Uganda	1	5	2.46	1.43	Limited negative effect

Source: Primary Data 2019

Table 4 above reveals that respondents found the following aspects as having a limited positive effect on promotion of rights of Albinos in Uganda and included: Media has done a lot in reporting and investigating about the dangers and challenges facing albinos in Uganda (Mean = 3.87), Media has worked hard to Build capacity within institutions and society for collecting, understanding and using data on albinism in Uganda (Mean = 3.90), Media has done a lot in reporting and investigating about the dangers and challenges facing albinos in Uganda (Mean = 3.87) and Media has worked hard to Build capacity within institutions and society for collecting, understanding and using data on albinism in Uganda (mean = 3.90)

The respondents further noted that: Media has always been on the front page to fight for the rights of albinos in Uganda (mean = 2.15), and Media has done more to see that Albinos are

empowered and encourage to have their rights as human beings in Uganda (mean = 2.46), having a limited negative effect on the rights of people with albinism in Uganda.

4.3.1 Effect of media reporting and investigation in the promotion of rights of albinos

The researcher assessed the effect of media reporting and investigation on promotion of rights of albinos. A null hypothesis was established: “media reporting and investigation have a significant effect on promotion of rights of albinos in Uganda.” To test the hypothesis, the researcher used the response of strongly agree, agree, either agree or disagree, disagree and strongly disagree as 5 to 1. The researcher then generated indices to obtain the mean response and standard deviation to show the level of agreement.

Table 2: Showing the Effect of media reporting and investigation in the promotion of rights of albinos

		Media reporting and investigation	Promotion of rights of Albinos
Media reporting and investigation	Pearson Correlation	1	0.76
	Sig. (2-tailed)		0.04
Promotion of rights of Albinos	Pearson Correlation	0.76	1
	Sig. (2-tailed)	0.04	

Source: Primary Data 2019

The findings from table 5 above revealed that Media reporting and investigation has a significant effect on Promotion of rights of Albinos since the p-value 0.04 was less than the significance level (0.05) and the correlation coefficient was notably high (0.76) rendering the effect between Media reporting and investigation and Promotion of rights of Albinos to be a strong one.

4.3.2 Regression of media reporting and investigation in the promotion of rights of albinos

Table 3: Regression of media reporting and investigation in the promotion of rights of albinos

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. Change	F
1	0.760a	0.635	0.53	0.4499	0.735	1.541	1	2	0.04	

Source: Primary Data 2019

When the factors affecting Media reporting and investigation were regressed on factors affecting Promotion of rights of Albinos, the factors affecting Media reporting and investigation explain 63.5% of the factors affecting Promotion of rights of Albinos. The correlation coefficient is also strong (0.76) since it is above 0.05. Therefore, Media reporting and investigation has a significant effect on Promotion of rights of Albinos in Uganda.

4.4 The influence of media edutainment in the promotion of rights of albinos.

Table: Showing the influence of media edutainment in the promotion of rights of albinos.

The influence of media edutainment in the promotion of rights of albinos.	Measurement scale									
	SA		A		N		D		SD	
	Frq	%	Frq	%	Frq	%	Frq	%	Frq	%
Media such as television has tried to educate the community about the causes and personality of Albinism in Uganda	20	50	15	38	5	13	0	0	0	0
There are a number of television programs that promote the rights of Albinos in Ugandan televisions	15	38	25	63	0	0	0	0	0	0
Many advertisements and educational programs about the challenges faced by albinism in Uganda have been aired on NTV Ugandan television	30	75	5	13	5	13	0	0	0	0
NTV Uganda has put more educational programs on the challenges facing albinism in Uganda.	15	38	10	25	5	13	5	13	5	13
NTV television has brought a number of visitors on their platforms to	5	13	20	50	5	13	5	13	5	13

educate the public about the importance of Albinism as human beings and not to be segregated in the public										
TOTAL	85	21	75	18	50	40	10	2	10	26
AVERAGE	14	36	13	32	8	7	2	4	2	4

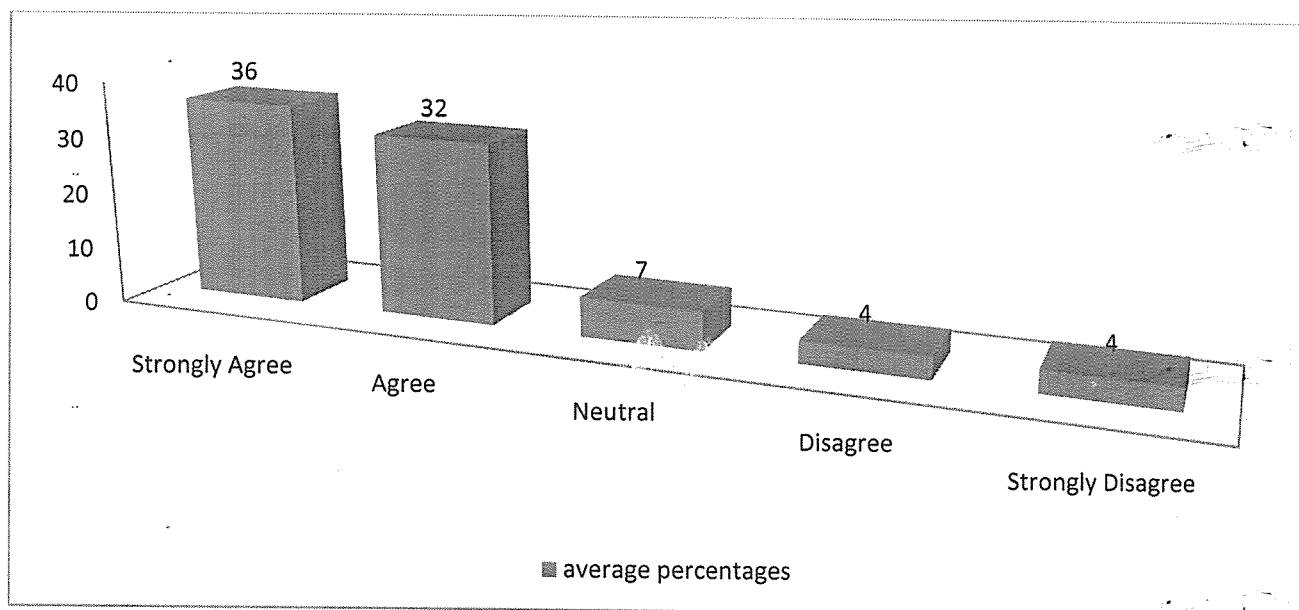
Source: Primary data 2019

NB: The figures in the above table have been rounded off to the nearest whole numbers

Table: showing responses by average percentage on the influence of media edutainment in the promotion of rights of albinos

Level of response	Percentage
Strongly agree	36
Agree	32
Neutral	7
Disagree	4
Strongly disagree	4

Figure: Showing responses by average percentage on the influence of media edutainment in the promotion of rights of albinos



Source: Primary data 2019

The findings in Table 4 show that majority of the respondents strongly agreed to a moderate extent with the statements in establishment that, media edutainment influences promotion of rights of albinos with 36% response, However, some of the respondents agreed to a bigger extent with the statement that media edutainment influences promotion of rights of albinos with a mean score of with 32% response. Also a slightly greater percentage of respondents were neutral that media edutainment neutrally influences promotion of rights of albinos with 7%. The findings therefore suggest the influence of media edutainment in the promotion of rights of albinos stands at a moderate extent since the respondents strongly agreed to the statements.

4.5 The impact of media sensitization in the promotion of rights of albinos.

The respondents were asked to give the impact of media sensitization in the promotion of rights of albinos in Uganda. The responses were rated on a five point scale where: 5= very great extent, 4= greater extent, 3= moderate extent, 2= smaller extent and 1=very low extent.

The mean and standard deviations are indicated in the table below.

Table 5: Showing the impact of media sensitization in the promotion of rights of albinos.

impact of media sensitization in the promotion of rights of albinos.	Measurement scale									
	SA		A		N		D		SD	
	Frq	%	Frq	%	Frq	%	Frq	%	Frq	%
NTV has done a lot of sensitizing to the viewers about the cases of albinism in Uganda	25	63	7	18	5	13	3	8	0	0
NTV has done a lot of sensitization about the rights of persons with albinism in Uganda	30	75	5	13	3	8	2	5	0	0
NTV has done a lot of sensitizing about the rights of the people with Albinism through media campaigns	3	8	35	88	0	0	2	5	0	0
Media houses have done helped people with albinism to be notice and in the fight about their rights through bring about Albinism programs on tv	0	0	40	100	0	0	0	0	0	0
People with albinism have been promoted through sensitization by television network for people to know their challenges	5	13	35	88	0	0	0	0	0	0
TOTAL	63	159	122	307	7	21	7	18	0	0
AVERAGE	13	32	24	61	1	10	1	4	0	0

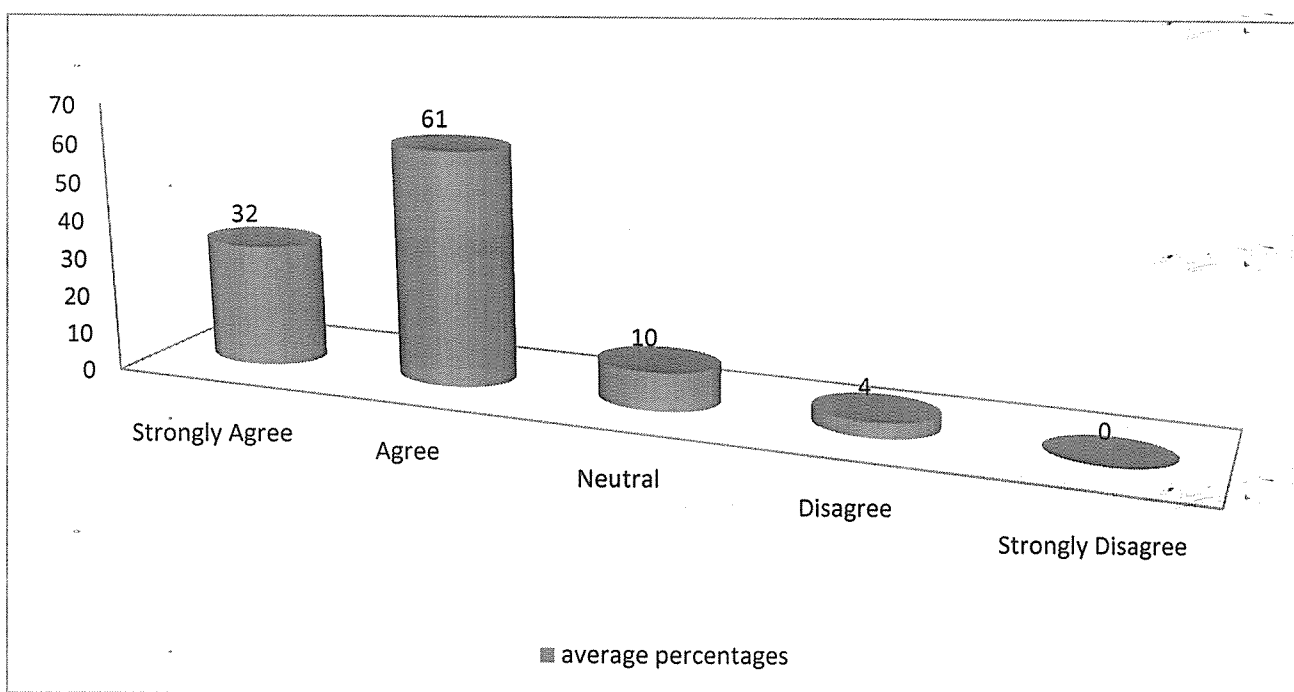
Source: Primary data 2019

NB: The figures in the above table have been rounded off to the nearest whole numbers

Table: showing responses by average percentage on the impact of media sensitization in the promotion of rights of albinos.

Level of response	Percentage
Strongly agree	32
Agree	61
Neutral	10
Disagree	4
Strongly disagree	0

Figure: Showing responses by average percentage on the impact of media sensitization in the promotion of rights of albinos.



The findings in Table 5 show that majority of the respondents agreed to a moderate extent with the statements in establishment that, media sensitization impacts the promotion of rights of albinos with 61% response, However, some of the respondents strongly agreed to a bigger extent with the statement that media sensitization impacts the promotion of rights of albinos with 32% response. Also a slightly greater percentage of respondents were neutral that media sensitization impacts the promotion of rights of albinos with 10%. The findings therefore suggest the impact of media sensitization in the promotion of rights of albinos stands at a high rate since the majority of the respondents agreed to the statements.

CHAPTER FIVE

SUMMARY, DISCUSSIONS, CONCLUSION AND RECOMMADATIONS

5.0 Introduction

This chapter discusses the findings from the field reported in chapter four. In addition it composed of the summery of the key findings, discussions of the findings, conclusion and recommendations which are presented objective by objective and further areas of further. The study was guided by the following objectives to examine the effect of media reporting and investigation in the promotion of rights of albinos, to assess the influence of media edutainment in the promotion of rights of albinos and lastly to examine the impact of media sensitization in the promotion of rights of albinos.

5.1 Discussion of the findings

5.1.1 The effect of media reporting and investigation in the promotion of rights of albinos

Objective one sought to ascertain the effect of media reporting and investigation in the promotion of rights of albinos. Results from chapter four revealed that media reporting and investigation has a significant effect on promotion of rights of albinos since the p-value 0.04 was less than the significance level (0.05) and the correlation coefficient was notably high (0.76) rendering the effect between reporting and investigation and promotion of rights of albinos to be a strong one. The findings revealed that factors studied under media reporting and investigation explains 74.7% of the factors leading to promotion of rights of albinos in Uganda. The correlation coefficient 0.864 is strong and showed that media reporting and investigation has a significant strong effect on promotion of rights of albinos.

These results are also in concurrence with the findings of Badru (2011) who contends that media serves as a great platform to passing of public service announcements to a big ideal which is normally done in form of printed advertisement from human rights organizations from different walks of life and none government organizations entailing essential information such as warnings, updates, mobilization and sensitization among others function depending on the prevailing situation.

In addition to that, the findings also are in line with those of Ake (2015) notes that media publications are very supportive in conducting reliable research about human rights matters

as the staff seeks for first hand information from the corporate people, security officers and general society about a health matters and child development growth without any forms of discriminations that may endanger the social and psychological thinking of the child with disabilities.

5.1.2 To determine the influence of media edutainment in the promotion of rights of albinos

Objective two sought to determine the influence of media edutainment in the promotion of rights of albinos. Data processed on this second objective revealed that media edutainment has significant influence on promotion of rights of albinos in Uganda since majority of the respondents strongly agreed to a moderate extent with the statements in establishment that, media edutainment influences promotion of rights of albinos with 36% response,

According to Rogers (2015), in his theory of Diffusion of innovation, media as an informant via mass communication has enabled the community or society to change. Media provide educative and transformational message that mobilizes the local people to adopt a new life style of being civilized and this has been evidenced in the African states since the introduction of broadcasting platforms.

5.1.3 To examine the impact of media sensitization in the promotion of rights of albinos.

The findings revealed that majority of the respondents agreed to a moderate extent with the statements in establishment that, media sensitization impacts the promotion of rights of albinos with 61% response, However, some of the respondents strongly agreed to a bigger extent with the statement that media sensitization impacts the promotion of rights of albinos with 32% response. Also a slightly greater percentage of respondents were neutral that media sensitization impacts the promotion of rights of albinos with 10%. The findings therefore suggest the impact of media sensitization in the promotion of rights of albinos stands at a high rate since the majority of the respondents agreed to the statements.

These findings were in line with those of Foster, (2002) who wrote that Media reporting on these attacks as crimes that can lead to a death sentence is important in reducing the violence. The key message should be that people with albinism are humans who have rights so the whole community should treat them well and protect them from harm. The majority of the articles recognised people with albinism as rightful members of society, using phrases such as

“our fellow human beings” and “our fellow countrymen and women, our own kith and kin”. They also reported strong support from political leaders for people with albinism. The articles urged protection for people with albinism and advocated fighting discrimination against them by using the law to identify and prosecute their attackers. They also advocated political activism to end the discrimination. Many of the articles attacked the myths surrounding albinism, emphasising that witchcraft cannot deliver wealth.

5.2 Conclusion

The results presented above provide a preliminary summary and selection of strategies, relevant to human rights, in response to the recent surge of violence against people with albinism. This study concludes that the multilevel complexity of these strategies and analyses them within a human rights framework, with particular reference to African conceptions of human dignity. It interrogates dilemmas related to the concept of vulnerability, applies a moral approach and recommends how human rights practice including social work can contribute in sustainable ways. The content analysis of media reports demonstrates the diversity of strategies used at all levels of society with the aim of protecting rights of Ugandans with albinism and dealing with violence and discrimination affecting them. There are also similarities across these levels, such as families, community security forces and government bodyguards acting to escort the movement of PWA, or the often complex pooling of resources to meet needs. While the government has been active and vocal, though not always effective, many local initiatives have emerged from the actions of individual citizens, groups of people with albinism and communities, expressing empathy and solidarity with fellow humans who are in danger.

An African conception of human dignity and rights is evident in many of the media stories. The way in which people with albinism are described as brothers and sisters, as part of a ‘we’, positions them as included in the ‘family of Ugandan society’. This reflects how Nyerere (1974) spoke about rights and freedoms, as resting on ‘people-centred development’ fostered by education for self-reliance and extension of kinship to all Ugandans. The notion of ‘our common humanity’ is a fundamental aspect of human rights and should form an essential part of any public awareness activities. Ife and Fiske (2006) explain that this ‘human’ element in the concept of human rights highlights the importance of ‘connectedness, interdependence and communicative engagement, which constitute our common humanity.

This analysis of Ugandan media reports demonstrates the multiple levels of activities employed to address the physical threats to people with albinism. The human rights analysis of these activities highlights firstly the complex harm which results from prioritising certain rights over others when in fact these are inseparable. Secondly, it draws attention to the importance of community relations and responsibilities to righting these injustices. This is illustrated in the example of moving children into safe schools, which ensures their physical safety and security but compromises other freedoms, rights, and psychosocial well-being. Obstacles to making the rights to survival and development for children living with albinism a reality are mutually reinforcing and require evidence-based interventions directed towards their best interests and that of their family.

5.3. Recommendations of the study

Based on the study's findings, the following recommendations were made

While social work is not prominently featured in the media reports analyzed here, it ought to be in the frontline of upholding and defending the well-being of vulnerable people such as those with albinism in East Africa. The violence towards people with albinism highlighted in local media has been accompanied by a realization of the need and opportunities to address other challenges faced by this vulnerable group, including stigma and lack of access to education and adequate health services.

Interventions based on a holistic conception of human rights as indivisible emphasising interdependence and social inclusion, will work towards keeping children closely connected with, and integrated into their families and communities in order to enhance the well-being of all who are affected by albinism. Through public education and sustainable services, local communities can be supported in overcoming roles of silent bystanders, instead embracing their moral responsibilities towards their members.

Human rights practitioners, such as social workers, have a role in being vocal witnesses for social change and prevention of harm. social workers should prioritise prevention of moral evil' and act as 'moral agents' to provide moral guidance, education and some social control. One crucial way of doing this is by being outspoken witnesses for social change rather than silent bystanders, upon which evil seems to depend. This role can be exercised at all levels, from the local to the global spheres, through collective engagement with local, regional and

global structures to promote the human rights of vulnerable groups such as those concerned in this study.

Increase public sensitization efforts aimed at dispelling deadly and discriminatory myths about albinism, notably through workshops and public service announcements on radio and television, particularly in rural and isolated communities.

Ensure that all teachers in the public education system are trained to adequately provide for the specific needs of children with albinism.

Ensure that resources are at the disposal of schools to meet the specifications needed of children with albinism, notably by providing for textbooks and exams with larger fonts and assistive devices to read the blackboard.

Pursue efforts to promote the safety of people with albinism by investigating threats and crimes against people with albinism and holding those responsible to account.

Work with parents and communities to ensure the safe and orderly reunification of children with albinism with their families, with the goal of progressively dismantling the temporary holding shelters.

5.4 Further Research

This study recommends that further research be conducted to support the development of sustainable family and community centered interventions which address both the right to safety and rights relating to integration in society. With this outlook, the social work profession in Uganda will be well situated to challenge the injustice affecting people with albinism and to promote social inclusion, individual and community well-being.

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Statement	SA	A	NS	D	SD
Media has done a lot in reporting and investigating about the dangers and challenges facing albinos in Uganda					
Media has always been on the front page to fight for the rights of albinos in Uganda					
Media in Uganda has been has done a lot to investigate the problems facing Albinos in Uganda					
Media has been at the front hand in Uganda to Develop a comprehensive and sustainable mechanism for collecting a wide range of albinism data					
Media has worked hard to Build capacity within institutions and society for collecting, understanding and using data on albinism in Uganda					
Media has done more to see that Albinos are empowered and encourage to have their rights as human beings in Uganda					

The influence of media edutainment in the promotion of rights of albinos.

For the questions below, please tick one appropriate box for each statement to show how much you agree or disagree. On a scale of 5 to 1: 5) strongly agree, 4) agree, 3) neither agree nor disagree, 2) disagree, 1) strongly disagree

Scale	5	4	3	2	1
Response	Strongly Agree	Agree	Neither agree or Disagree	Strongly Disagree	Disagree

Statement.	SA	A	N	D	SD
Media such as television has tried to educate the community about the causes and personality of Albinism in Uganda					
There are a number of television					

programs that promote the rights of Albinos in Ugandan televisions					
Many advertisements and educational programs about the challenges faced by albinism in Uganda have been aired on NTV Ugandan television					
NTV Uganda has put more educational programs on the challenges facing albinism in Uganda.					
NTV television has brought a number of visitors on their platforms to educate the public about the importance of Albinism as human beings and not to be segregated in the public					

The impact of media sensitization in the promotion of rights of albinos.

For the questions below, please tick one appropriate box for each statement to show how much you agree or disagree. On a scale of 5 to 1: 5) strongly agree, 4) agree, 3) neither agree nor disagree, 2) disagree, 1) strongly disagree

Scale	5	4	3	2	1
Response	Strongly Agree	Agree	Neither agree or Disagree	Strongly Disagree	Disagree

impact of media sensitization in the promotion of rights of albinos.	SA	A	N	D	SD
NTV has done a lot of sensitizing to the viewers about the cases of albinism in Uganda					
NTV has done a lot of sensitization about the rights of persons with albinism in Uganda					
NTV has done a lot of sensitizing about the rights of the people with Albinism through media campaigns					
Media houses have done helped					

people with albinism to be notice and in the fight about their rights through bring about Albinism programs on tv					
People with albinism have been promoted through sensitization by television network for people to know their challenges					