THE ROLE OF ELECTRONIC MEDIA IN WOMEN EMANCIPATION IN UGANDA

A CASE STUDY OF NATION TELEVISION

BY

NAKYEYUNE MONICA

BMC/36633/113/DU

A RESEARCH REPORT SUBMITTED TO THE COLLEGE
OF HUMANITIES AND SOCIAL SCIENCES IN PARTIAL
FULFILLMENT FOR THE AWARD OF BACHELORS
OF DEGREE OF MASS COMMUNICATION
OF KAMPALA INTERNATIONAL
UNIVERSITY

JUNE

APPROVAL

This is to certify that this research report of Nakyeyune Monica has been carried out under my supervision .it is therefore submitted and accepted with my full consent and approval

Signature ……………………………………Date 9th July 2014.

Mrs Owade Joan

Supervisor

DECLARATION

I Nakyeyune Monica declare that this is my original copy of research report which have never been submitted to any higher institution of learning for any academic award.

Signature ....Date...09/07/2014..........

Nakyeyune Monica

Reg No-: Bmc/36633/113/84

DEDICATION

I dedicate this research report to my sister who has sacrificed a lot for me not only her valuable time but also the money to educate me.

May the almighty God grant you what you want most.

ACKNOWLEDGEMENT

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LIST OF ACRONYMS

NGOs   Nongovernmental Organizations

FWCW   Fourth World Conference on Women

UPE   Universal Primary Education

UNIFEM   United Nations Development Fund for Women

USA   United States of America

UK   United Kingdom

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ABSTRACT

The research on the role of the media in women emancipation was conducted in Nation Television (NTV), Kampala-Uganda. The research was guided by the research objectives and the research questions. The research questions of the study were, to find out the causes of women's marginalization in Uganda, to find out the challenges faced by the media in women's emancipation in Uganda and to find how the media can promote women's emancipation in Uganda.

The first research question sought to find out the causes of women's marginalization in Uganda and the findings reveal that; lack of education, traditional belief of women inferiority, dominance of men and poor government policy on women.

The second research question sought to find out the challenges faced by the media in women's emancipation in Uganda and the findings revealed that; inadequate resources, government attacks, poor cooperation with the public and poor access to information. The third research question sought to find out how the media can promote women emancipation in Uganda and the findings reveal that; organizing public dialogues, civic education on women's rights, good public relationship with the media and airing of women's abuse cases

The researcher later concluded that the situation of women's status in Uganda is still alarming and that something needs to be done to improve on the status of the women. Recommendations like educating of women, giving of lost loans among others were some of the recommendations advanced by the researcher after presenting and interpreting the data.

CHAPTER ONE
INTRODUCTION

1.0 Introduction

This chapter is concerned with the background of the study, statement of the problem, objectives of the study, research questions, scope of the study, and significance of the study.

1.1 Background of the study

The mass media have been found to play a critical role in maintaining the gender-power imbalance, passing on dominant, patriarchal and sexist values. But such a situation is not inherent in the nature of media. They can instead be agents of development and progress if guided by clear, socially relevant policies. Their hoped-for positive contribution to women's advancement will only take place in the context of a framework that clearly defines policy objectives, maps out actions and decisions which comprise the particular policy, defines the minimum standards to be met by all participants in the process, and provides mechanisms for assessing progress towards policy objectives (Walch *et al*, 1999). The media, as an important agent of socialization in the modern world, either support or contest cultural conceptions, and have a significant impact on the social construction of gender. The media's effects operate at the level of gender belief systems, affecting individual beliefs and opinions about males and females, and about the purported qualities of masculinity and femininity.

Race, class and gender are the main axes of social differentiation, with gender being the most recently recognized perspective for academic investigation, including policy studies. However, gender still receives little recognition in the analysis and formulation of all types of policy, particularly at the State level. Because of the economic hardships suffered

by many developing countries in the 1970s and 1980s, Governments had to change their development focuses and State policies in order to redress the shortage of foreign exchange available to service debts. But structural adjustment policies redirected resources away from programmes which are people-centered to those which are profit-centered. Women were hit hardest by the redirection of resources made necessary by structural adjustment, (UNIFEM-WARO, 1999). Therefore, as in other areas of policy, it is useful to conduct gender-focused analyses of what impact there has been on the process of creating, allocating and using communication resources to achieve the goals of the system.

The communications media, including the press, the cinema, radio and television, the music industry and computer networks, represent the modern forum where information is received and transmitted rapidly to a global audience, where ideas are exchanged, where attitudes are formed - and, indeed, where a new culture is being shaped. The media are therefore destined to exercise a powerful influence in determining whether society fully recognizes and appreciates not only the rights but also the special gifts of women, (Nations Development Fund for Women/Western Asia, 1998).

The emancipation of women, i.e. their liberation from religious, legal, economic, and sexual oppression, their access to higher education, and their escape from narrow gender roles is not easily achieved. The struggle for sexual equality has a long history and is likely to continue for some time. Even if it should soon be won in the industrial nations, it may well rage on in many "underdeveloped" countries.

In traditionally patriarchal societies any improvement in the status of women has far-reaching consequences and produces fundamental political changes. Therefore it is always resisted by the established powers. However, it seems certain that they will ultimately have to relent, because the emancipation of women is both necessary and desirable. It will provide for a greater degree of social justice and thus benefit everyone. Indeed, from the beginning, the great "feminists" or champions of women's rights have always insisted that they worked in the interest of the whole human race. The feminist movement therefore has always been a humanist movement. Some of its representatives were reformers, others revolutionaries, but virtually all of them worked for a better, more equitable, and more humane world. Much can be learned from their experiences. They often suffered ridicule, persecution, and defeat, but also won admiration, support, and victory. Gradually, they achieved many of their goals. Their opponents, on the other hand, learned that a just cause cannot be suppressed forever. Where needed reforms are consistently blocked, revolution becomes inevitable (Sreberny et al 1999).

Violence against women, equality before the law, women's right to education and much else women activists have demonstrated that media portrayal of these issues plays a crucial part in orienting public debate. This much was clear when the office of the UN Development Fund for Women (UNIFEM) in Amman launched an unprecedented regional media campaign against physical abuse and other forms of violence at the end of 1998 (Naciri, Rabéa, 1998).

1.2 Statement of the problem

Although, mainstreaming women in national life is a coveted agenda, the media programmes in Uganda are still conquered by male. Men occupy

positions, and at all levels. Yet a recent trend of more women making a career out of journalism for example also indicates that the profession requires a serious gender balance in the age of information revolution. What is particularly encouraging is that they are proving their worth in this challenging profession. Although media organizations are increasingly opening up to them, an ideal gender balance is yet to be reached. The lack of security impedes the full participation of women in many professions. The researcher therefore intends to find out the state of women's marginalization in Uganda.

1.3 Objectives of the study

(i) To find out the causes of women's marginalization in Uganda

(ii) To find out the challenges faced by the media in women's emancipation in Uganda

(iii) To find how the media can promote women's emancipation in Uganda

1.4 Research questions

(i) What are the causes of women's marginalization in Uganda?

(ii) What are the challenges faced by the media in women's emancipation in Uganda?

(iii) How can the media promote women's emancipation in Uganda?

1.5 Scope of the study

The research was carried in Nation TV which is owned by the Nation Media Group, Kenya's largest media corporation which also owns the newspaper Daily Nation, Monitor news paper and the radio station 93.3 K FM. The television is located in Kampala Serena Conference Centre, Kampala city-the capital of Uganda.

transfer is the ability of the mass media to transfer issues of importance from their mass media agendas to public agendas (Cohen, 1963). The media agenda is the set of issues addressed by media sources and the public agenda which are issues the public consider important.

Agenda-setting theory was introduced in 1972 by Maxwell McCombs and Donald Shaw in their ground breaking study of the role of the media in 1968 presidential campaign in Chapel Hill, North Carolina. The theory explains the correlation between the rate at which media cover a story and the extent that people think that this story is important (Druckman, 2004). This correlation has been shown to occur repeatedly. In the dissatisfaction of the magic bullet theory, McCombs and Shaw introduced agenda-setting theory in the *Public Opinion Quarterly*. The theory was derived from their study that took place in Chapel Hill, NC, where the researchers surveyed 100 undecided voters during the 1968 presidential campaign on what they thought were key issues and measured that against the actual media content. The ranking of issues was almost identical, and the conclusions matched their hypothesis that the mass media positioned the agenda for public opinion by emphasizing specific topics.

1.8 Conceptual framework

Figure 1: Conceptual framework

Independent variable **Intervening variable** **Dependent variable**

Electronic Media	-Government policy	-Public sensitization
-Television	-NGOs' intervention	-Holding of talk shows
-Radios	-Role of civil society organizations	-Education of women
		-Employment of women
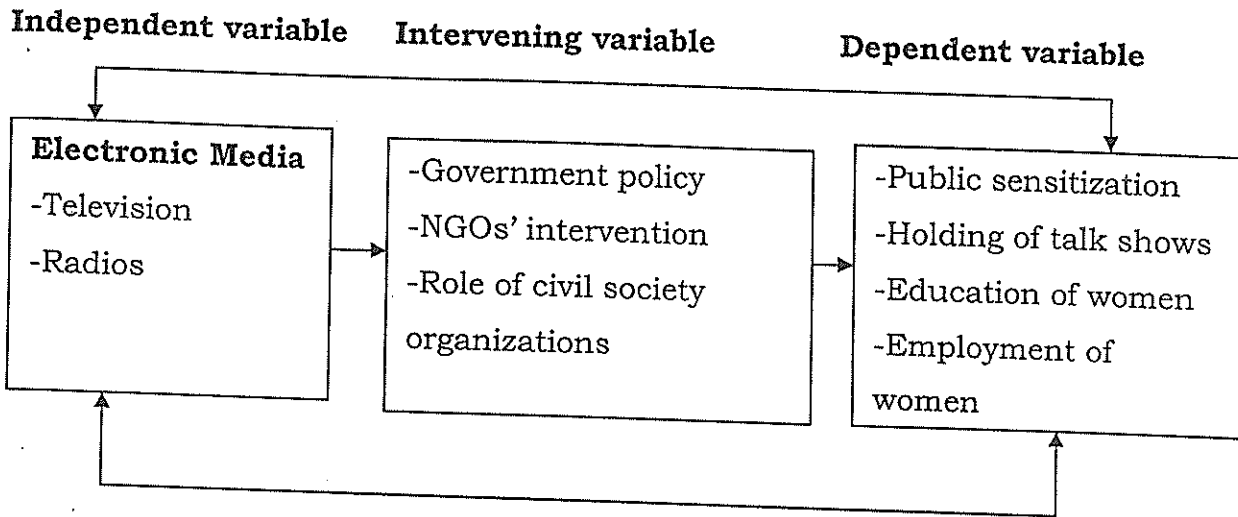
Source: Researcher's conceptualization

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter included looking through the earlier research documents; literature with an aim of identifying a problem of concern eventual number of duplication of early research work is done. Apart from going through other related work. It also involved critically going through other services of materials that are related with the research topic.

2.1 Concept of Women's Emancipation

The achievement of complete (a) economic, (b) social, (c) political and (d) religious equality of women with men, an aspiration whose realization in the course of the twentieth century has been gradual, varied and incomplete. Perhaps the most crucial agent of women's emancipation has been the process of industrialization (Nations Development Fund for Women/Western Asia, 1998). In agricultural, pre-industrial societies women are generally regarded as responsible for the preparation of food and the bearing of children with very few possibilities for an independent life outside the family. In industrializing countries women are increasingly compelled to join the industrial labor force out of sheer economic necessity. As the demand for labor increases with new areas of employment developing, women are more and more able to find employment in the service sector. They are able to join the lower professions (primary school teaching and nursing) and lower white-collar clerical and administrative positions. As the process of industrialization matures with an increase of the service sector relative to the industrial sector (which is disproportionately dominated by male labor), the

economic opportunities for women increase accordingly (Naciri, Rabéa, 1998).

As the economic status and independence of women rises, women become less dependent on marriage and on a husband to provide for them, which leads to a corresponding increase in their social independence. As a consequence, there occur social changes such as a decline in the birth-rate in industrialized countries and changes in marriage patterns (e.g. legalization of and a corresponding increase in divorce). This leads to the eventual introduction of the political equality of women to reflect their greater social and economic independence.

Slightly apart from the interdependent economic, social, and political factors promoting the equality of women, emancipation is inversely affected by the strength of traditional religious sentiment in any society, which tends to emphasize the pre-industrial image of the family and the importance of the woman as the bearer of children. These four factors are the most important elements that account for the differences in the position of women in different countries. Thus, in many African countries with few or no industries the role of women is still confined to the home in relative dependence on her husband, a situation exacerbated in some countries by the strong hold of conservative Christian, Hindu, and Muslim movements. By contrast, emancipation is relatively advanced (though by no means complete) in industrialized countries, even though this has not been an automatic process (Collectif, 1994).

Especially in the USA and the UK, women's political rights were brought into general political consciousness by the suffragettes, though it was the two World Wars which were the main accelerators of social, political, and

economic change in favour of women, owing to the equivalent and complementary roles of women in the wars. Political emancipation was also accelerated in countries that experienced revolutions which emphasized their own universal popularity among both men and women, as happened in Soviet Russia after 1917, Eastern Europe and Communist China after 1945, Germany 1918/19, and in countries such as Turkey (1922/23). Among democratic countries, the first countries to introduce women's suffrage were New Zealand (1893) and Australia (1902), both immigrant countries with mobile societies where traditional family values were less pronounced (Harcourt *et al* 1998).

In the USA, women were enfranchised in 1920. In Europe, the political, social, and economic role of women changed more gradually, with women being enfranchised in the UK in 1918 and, on an equal level with men, in 1928, while Switzerland was the last European country to give women the vote in 1971. Legal equality was not established in most Western democracies until the 1960s and 1970s, e.g. the facilitation and fairer treatment of women in divorce.

By contrast, in countries where religion retains a strong social and political influence, women have retained an inferior social, political, and economic role. This applies to countries influenced by conservative tendencies within Sunni Islam (Iran, Saudi Arabia) or Roman Catholicism (Ireland, Latin America). While in practice women continue to be discriminated against through inequalities of opportunity and pay, what have been most resistant to the emancipation of women are persistently traditional attitudes among men (and many women). For instance, a study conducted in 1994 on social behavior in Germany concluded that, even though in the formerly independent East Germany women were

completely emancipated legally, politically, and economically, the attitude of men had changed little over the previous forty years, so that women, in addition to their new status in full-time employment, were expected to perform the traditional female role of housekeeper and preparer of food (Gallagher et al, 2000).

2.2 Women's rights and the media

Media portrayals of women and women's access to the media were identified as a critical area of concern in the Beijing Platform for Action, endorsed at the UN's Fourth World Conference on Women (FWCW), held in Beijing, China, in 1995. The FWCW grew out of the process that had started in 1975, which the UN General Assembly proclaimed as *International Women's Year*, followed by the *UN Decade for Women*. The end of the *Decade for Women*, in 1985, was marked by the World Conference held in Nairobi, which adopted the *Nairobi Forward-Looking Strategies for the Advancement of Women*; the year 2000 was set as the target date for implementation. The FWCW, taking place ten years later, built on these strategies. It was the largest UN conference ever held, attended by delegates from 189 governments and representatives of 2,600 non-governmental organizations (NGOs). More than 30,000 people attended the NGO forum held in parallel with the conference.

The Beijing Platform for Action adopted at the FWCW was described as an agenda for women's empowerment. With only five years to go to the 2000 target date, it aimed at speeding up implementation of the Nairobi Forward-Looking Strategies by removing all obstacles to women's active participation in both public and private life and enabling them to take a full and equal share in economic, social, cultural and political decision-making.

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2.3 Women and politics

Accurate and non-stereotyped representation in and through the media is an essential vehicle for women's participation in political and public life, the right to which is guaranteed under Article 7 of CEDAW. This article refers specifically to participation in the formulation and implementation of government policy [Article 7 (b)], and in non-governmental organizations and associations concerned with the public and political life of the country [Article 7 (c)]. Literacy and education are similarly basic elements in women's effective use of the media to assert their rights. These are dealt with in Article 10, which calls on States' Parties to ensure that women have equal rights with men in all levels of education and vocational training (Bhatia et al, 2000).

Article 10 (e) requires that women should have equal opportunities for access to adult and functional literacy programmes, "particularly those aimed at reducing, at the earliest possible time, any gap in education existing between men and women". Article 10 (c) requires the elimination of "any stereotyped concept of the roles of men and women at all levels", such as by revising textbooks, school programmes and teaching methods. Article 11 deals with employment issues, which are likewise crucial in the recruitment of women to the media sector. Women's equal right to "free choice" of profession and employment, promotion, job security, training and retraining are guaranteed under Article 11 (c).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter included the methodology of the study. It entails research design, geographical location/area and population, sampling design, data collection methods and instruments, data analysis and processing and the limitations of the study.

3.1 Research Design

This study employed the *descriptive survey* design specifically the *descriptive comparative* and *descriptive correlational* strategies. Descriptive studies are *non-experimental* researches that describe the characteristics of a particular individual, or of a group. No other method of observation provided this general capability. Consequently, very large samples are feasible, making the results statistically significant even when analyzing multiple variables. Many questions were asked about a given topic giving considerable flexibility to the analysis.

3.2 Area and population of study

The sample size of 100 respondents was chosen and this included; 40 human right activist, 35 journalists, 5 media analysts, 5 political leaders, and the 10 community members. The responses got from these respondents were generalized to the whole population of Uganda.

3.3 Sample size

Therefore, 100 respondents was chosen and this included; 20 opinion leaders, 40 women activists, 10 media analysts, 30 community members.

3.3.1 Sample technique

Random sample technique in which the size of the respondents is predetermined before the research is conducted without bias. A sample size of 120 respondents was arrived at and 100 were randomly selected from the sheets of paper spread. This is when using stratified random sampling. After that systematic random sampling is used this later gives the actual sample size. Quantitative data collection was then used which involved editing, encoding, and later tabulation of the collected material.

3.3.2 Sample procedure

Stratified random sampling was employed to determine four respondents from the company and the different categories of respondents were got. This sampling data collection instrument was pre-tested in which the researcher has to first pre-test and find out whether the sampling technique is efficient or not. The determined respondents were consulted and prior information was given to them seeking their consent before they are fully involved in the research. Purposive sampling was carried out to the division executive and technical team involved in company management.

3.3.4 Ethical procedure

Before going to the field, I began with getting authorization letter from the Dean of faculty of Arts and humanities then take it to the respondents and this enabled the researcher attain adequate information form the respondents. During the process of data collection, confirmation was given to the respondents in that the researcher assured the respondents that the reason for the research was for only academic purpose and that no information was given out outside .

3.4 Methods of data collection

3.4.1 Methods

The following data collection methods were used:

(i) Questionnaire

This was designed in line with the topic, objectives and hypothesis. They included both open and closed-ended questions. This instrument has been selected because it is efficient and convenient in a way that the respondent is given time to consult the documents before answering the questions. It is also because the respondent can give unbiased answers since she/he is given to write whatever she/he would like to write which would otherwise be hard for the respondent to write if the researcher is present.

(ii) Focus group discussions

The instrument is being chosen because the respondents give instant answers and the data collected can easily be edited since the researcher heard when the respondent is communicating (answering) the question. The researcher here is saved from misinterpretation of questions since he can rephrase the question if not fully heard or answered so that he can get the relevant information wanted.

(c) Documentary review

This included detailed review of already existing literature. The tool is selected because it gives accurate, correct and historical data, which may be used for future aspects. The sources of the information here were the libraries, data banks, news papers and any other published information that were readily available for use as regards the topic of research.

3.4.2 Source of data

The researcher collected/got data from both primary and secondary sources.

i. Primary Data

This was sourced by physical and visiting of the files and collecting data through variable tools. The respondents were got by first determining the number of the respondents and then taking a physical visit to seek for the consent of the respondents to have them answer the set questions in the questionnaire and this was through following stratified random sampling techniques in the respondents are first selected and then approached.

ii. Secondary data

This was sourced by reviewing of documented resources as newspapers, journalists, reports, presentations, magazines and online publications. This is done in order to first identify the existing information on the topic of research and to understand how much the respondent knows about the research topic in order to avoid lies.

3.5 Data processing and analysis

Audrey J. Roth argues that "data processing is concerned with classifying response into meaningful categories called codes." Data processing starts by editing the schedules and coding the responses. Editing, Coding and Tabulation techniques are used in data processing exercise. Data processing is the link between data collection and analysis.

Nachmas and Nichimas pointed out that it involves the transformation of data gathered from the field into systematic categories and the transformation of these categories into codes to enable quantitative

analysis and tabulation; the data collected is classified into a meaningful manner for easy interpretation and understanding. This involved preparing data collected into some useful, clear and understandable data. The whole exercise involved editing, tabulation and analyzing the data statistically to enable the researcher draw conclusions in relation to the research variables.

3.5.1 Editing

Editing is the process whereby the completed questionnaires and interview schedules are analyzed in the hope of amending recording errors or at least deleting data that are obviously erroneous. This is aimed at improving the quality of information from respondents. The researcher fills out few unanswered questions. However, answers filed are deducted from the proceeding answers or questions.

3.5.2 Coding

"The purpose of coding in research is to classify the answers to questionnaires into meaningful categories so as to bring out their essential patterns." Coding was used in this research in order to summarize data by classifying different response given into categories for easy interpretation. For each question, list of probable answers was prepared.

3.5.3 Tabulation

According to Moser and Kalton, "data once edited and coded are put together in some kind of tables and may undergo some other forms of statistical analysis." Data is put into some kind of statistical table showing the number of occurrences of responses to particular questions with percentage to express data in ratio form.

3.6 Data Analysis

3.6.1 Quantitative data analysis

Editing of the information from the respondents was done. This is before leaving the respondent purposely to avoid the loss of material, misinformation and also to check for uniformity, consistency, accuracy and comprehensibility. Tables and graphs were used in data presentation.

3.6.2 Qualitative data analysis

Data was analyzed before, during and after collection. Before data collection, tentative themes were identified. The tentative themes are social, economic and environmental factors associated with social service delivery. After data collection, information of the same codes were assembled together and a report was written.

3.7 Limitations of the study

Unwillingness of the respondents to effectively respond to the questions was one of the most notable problems that the researcher faced while conducting the research.

Hostility among some respondents was also another limitation of the study in the sense that the researcher found that there are hostile respondents who in the long run turned down the request of the researcher to answer the questions. Many of such respondents walked away in spite of the fact that the researcher tried to plead for their attention.

Shyness of the respondents was also another limitation of the study.

The researcher was affected by the prevailing weather conditions i.e. the rain. It is true that the research was conducted during rainy season and it became so hard for the researcher to find the respondents.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.0 Introduction

The data was collected using both quantitative and qualitative methods, which was then analyzed and processed to make it useful and understandable. Data was collected, tabulated and then analyzed.

4.1 Socio-demographic characteristics

4.1.1 Age of the respondents

Respondents were asked questions related to their age and the results are shown in the table below:

Table 1 Age distribution of respondent

Age group	Frequency	Percentage
Below 25	10	10
25 - 29	20	20 ·
30 – 39	18	18
40 – 49	30	30
50 – above	22	22
TOTAL	100	100

Source: Primary data

Figure 2: Age distribution of the respondents
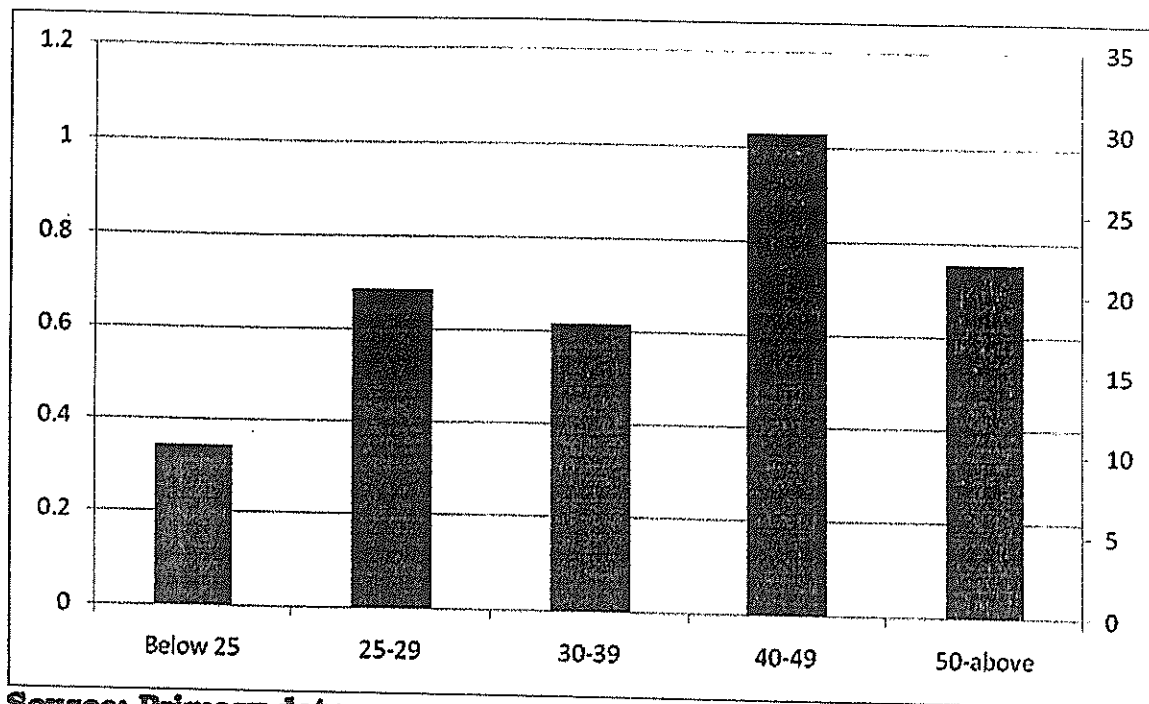
Table 1 and figure 2 above show the age distribution of the respondents. The findings revealed that 10% of the respondents were below 25 years, 20% were between 25-29 years of age, 18% were between 30-39 years of age, 30% were between 40-49 years and 22% were above 50 years of age. This means that majority of the respondents are between 40-49 years of age followed by those above the age of 50.

4.1.2 Marital Status of the respondents

Another variable which was important in respect to the situation of the people in the area was marital status. Information regarding marital status of the respondents was obtained by asking them whether they were married, single, widowed or widowers.

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Table 2 Marital status of the respondents

Marital Status	Frequency	Percentage
Married	40	40
Single	27	27
Widow	22	22
Widower	11	11
TOTAL	100	100

Source: Primary data

Figure 3: Marital status of the respondents
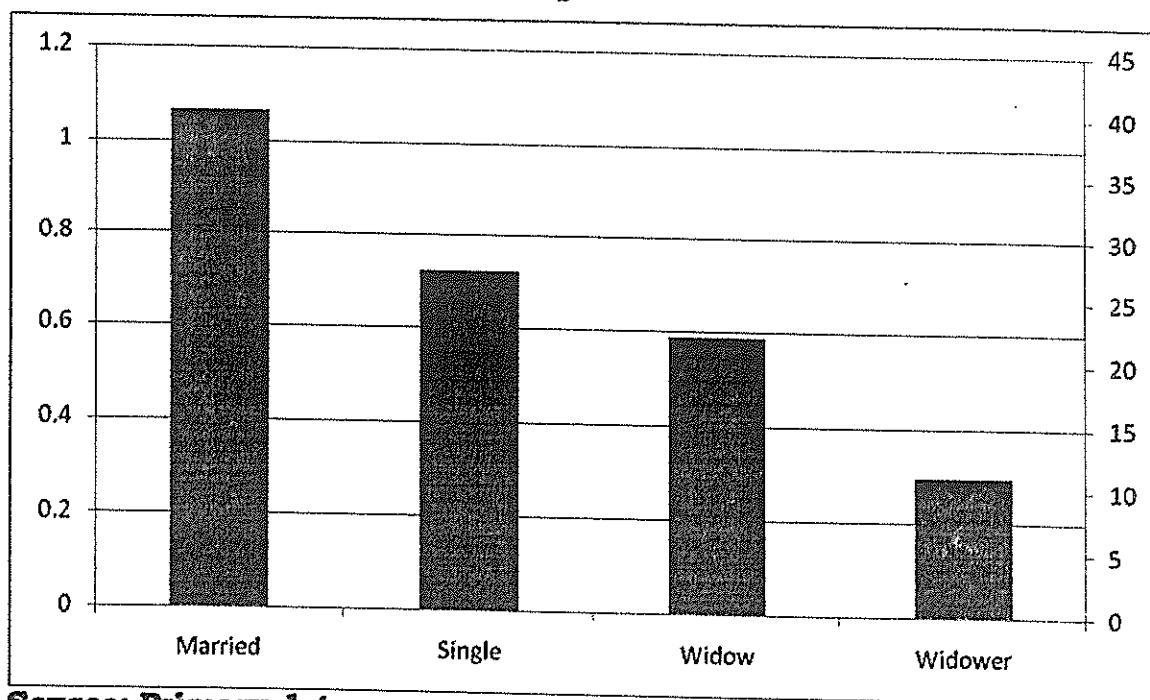
Source: Primary data

Table 2 and figure 3 above show the marital status of the respondents and the study revealed that; 40% of the respondents were married, 27% were single, 22 were widows and 11% were widowers. This means that majority of the respondents were married people followed by a handful of widowers.

4.1.3 Sex of the respondents

Sex was also another factor which was considered during the study. This is because the researcher was interested in finding out the number of females and males in the whole of the population, and compares the percentage composition of the two.

Table 3 Sex of the respondents

Sex	Frequency	Percentage
Female	40	40
Male	60	60
Total	100	100

Source: primary data

Figure 4: Sex of the respondents
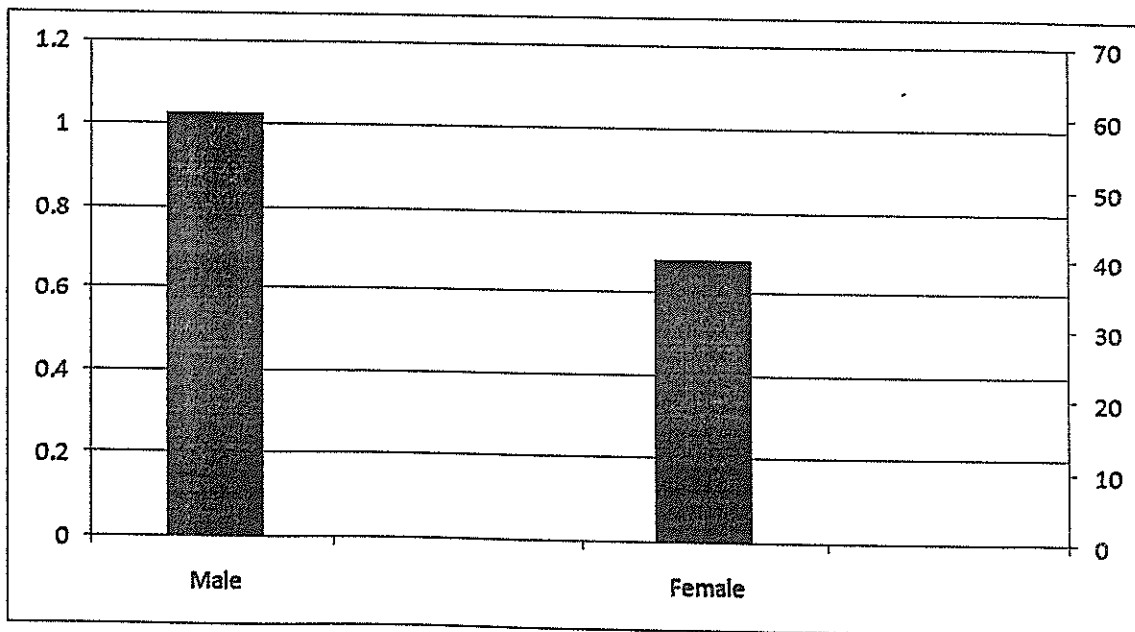
Source: Primary data

Table 3 and figure 4 above show the sex of the respondents and it was found that 40% of the respondents were females and 60% were males.

This therefore means that the majority of the respondents are male and the male dominate the enterprises with over 60%.

4.1.4 Educational status of the respondents

Respondents were asked questions related to their educational status and their responses are shown in the table below;

Table 4: Educational level of the respondents

Education levels	Frequency	Percentage
Uneducated	20	20
Secondary	15	15
University	25	25
Tertiary	30	30
Total	100	100

Source: primary data

Figure 5: Educational levels of the respondents
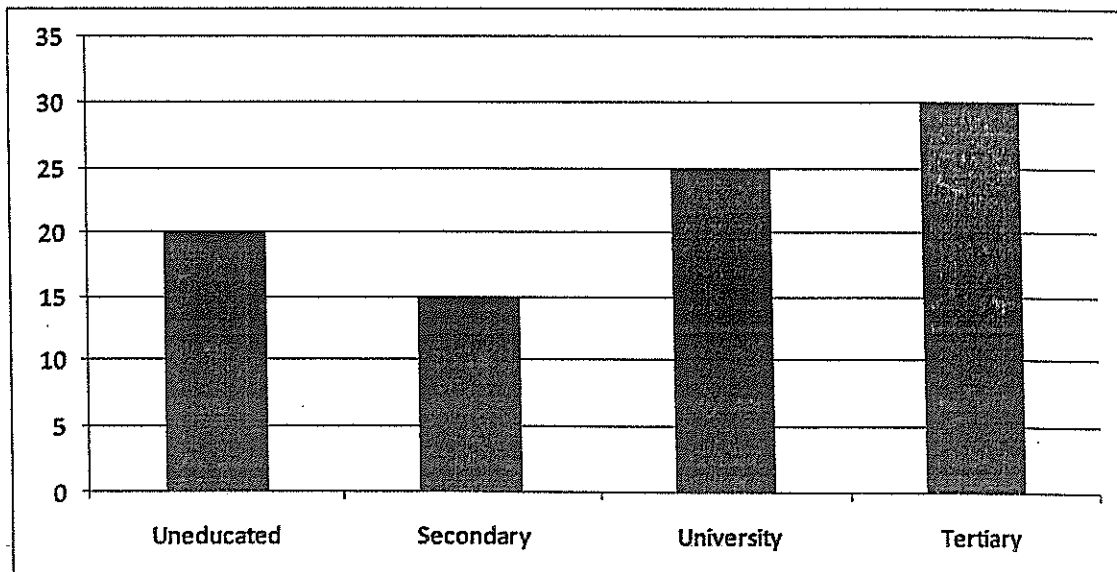
Source: primary data

Table 4 and figure 5 above show educational levels of the respondents and it revealed that 20% had no education, 15% of the respondents had secondary education, 25% received university education, and 30% had tertiary education. This means that the majority of the respondents had tertiary level of education as compared to university and secondary education.

4.2: The causes of women's marginalization in Uganda

Table 5: The causes of women's marginalization in Uganda

Education levels	Frequency	Percentage
Lack of education	25	25
Traditional belief of women inferiority	15	15
Dominance by men	20	20
Poor government policy on women	30	30 .
Total	100	100

Source: primary data

Figure 6: The causes of women's marginalization in Uganda
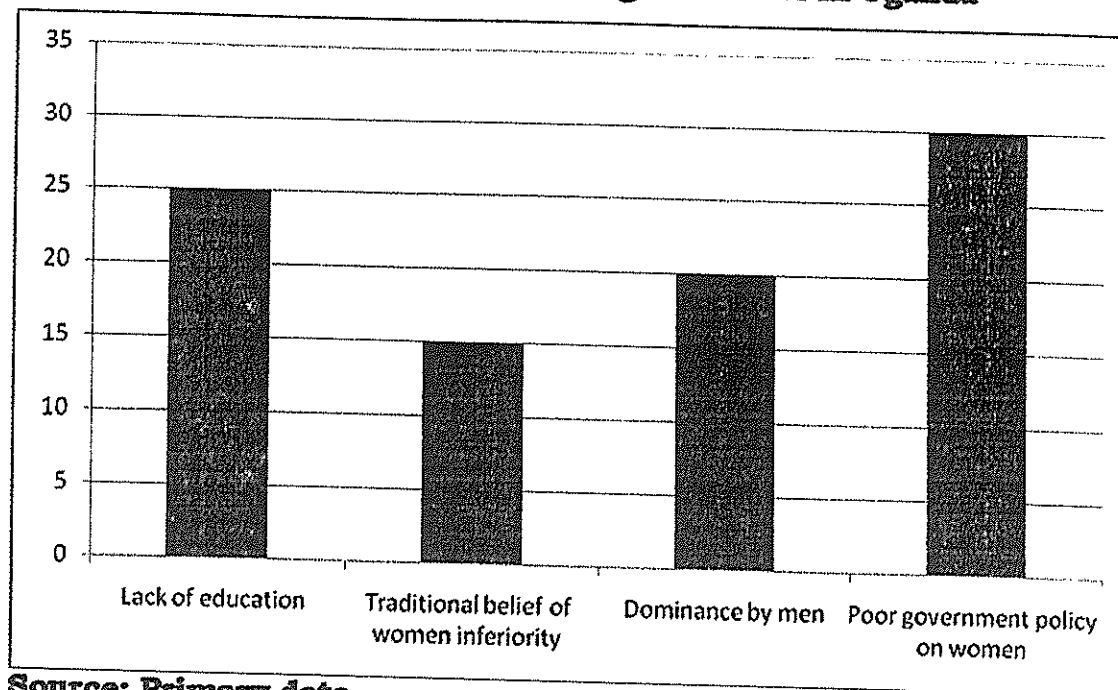
Lack of education was mentioned as one of the causes of women's marginalization Uganda. Over 25% of the respondents said that many women are not educated and this makes their struggle of emancipation be halted due to the fact that they still lack voices. The illiteracy rate puts women at 73% in many East African countries compared to their male counter parts. This really affects women's effort to emancipate themselves from the marginalization that they are in right now.

Over 15% of the respondents further said that the traditional belief of women inferiority in the society equally contributes to women's marginalization economically, socially, and politically in Uganda and Uganda as a whole. The respondents were concerned that many of the women across the division have the mentality of being inferior and the

society sees them as inferior people in the society, hence limiting their emancipation.

Dominance by men was yet another cause of women's marginalization in Uganda. The respondents here said that many of the men do dominate their wives in terms of decisions in homes and even at work and in birth. It is true that it is men who decide whether their wives should work or not, they also decide on the number of children to be born by their wives among others. This kind of situations affects the women so much in the society, hence marginalization of women in Uganda.

The majority (30%) of the respondents in this research question noted that poor government policies are one of the causes of women marginalization in Uganda. The respondents here said that the government has had poor policies in the division and this has poorly affected women in the sense that there are no good programmes that target the women. The respondents said that the so-called 'Affirmative Action' which labels women as disabled people has done little to change the status of women in Uganda.

4.3: The challenges faced by the media in women's emancipation in Uganda

Table 6: The challenges faced by the media in women's emancipation in Uganda

Response	Total	Percentage
Inadequate resources	40	40
Government attacks	25	25
Poor cooperation with the public	22	22
Poor access to information	13	13
Total	100	100

Source: Primary Data

Figure 7: Challenges faced by the media in women's emancipation
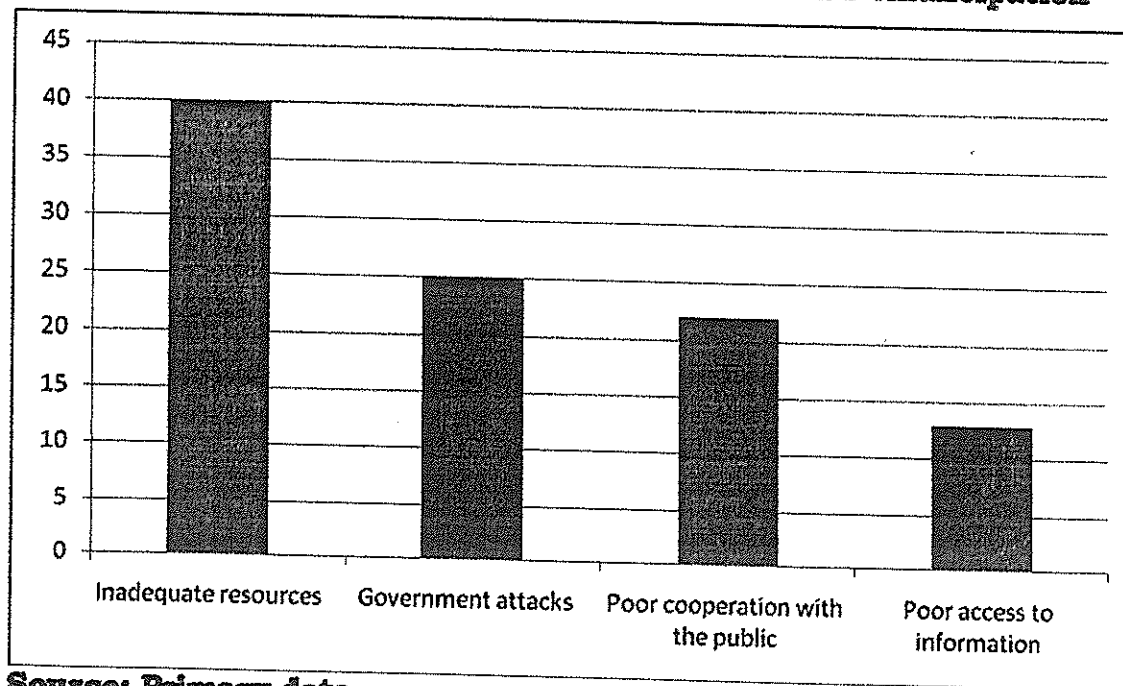
Source: Primary data

The above shows the challenges faced by the media in women's emancipation in Uganda and the findings revealed that;

Inadequate resources were one of the challenges met by the media in women emancipation in Uganda. The majority (40%) of the respondents said that the media faces a big challenge in women emancipation because of adequate funds. The respondents said that the government in many occasions does not fund the media in its research, dialogues and other areas. The media is affected by this, hence a challenge in its effort to emancipate women in Uganda.

Over 25% of the respondents noted that government attacks on the media are yet another challenge faced by the media in women emancipation in Uganda. The respondents noted that the government is the worst friend of the media in women emancipation because it constantly closes the media houses in cases of publishing serious women's rights issues. Such kind of situation affects the media's effort to emancipate women in the division and the country as a whole.

Poor cooperation with the public was another challenge mentioned by respondents as a problem to media's effort to promote women emancipation in Uganda. The respondents said that the media has poor relationship with the public as many people fear to give information about abuses of women's rights due to fear of being got by the government. Such kind of situation retards women emancipation fight by the media.

Over 13% of the respondents said that lack of access to information by the media also hinders the effort of the media to emancipate women in Uganda. The respondents noted that the media is denied information especially in the government offices and this makes it hard for the media

to give accurate information on the causes, level and perhaps measures needed to promote women emancipation.

4.4: How the media can promote women emancipation in Uganda

Table 7: How the media can promote women emancipation in Uganda

Response	Total	Percentage
Organizing public dialogues	30	30
Civic education on women's rights	20	20
Good public relationship with the media	35	35
Publishing of women's abuse cases	15	15
Total	100	100

Source: Primary Data

Figure 8: How the media can promote women emancipation

Source: Primary data

30
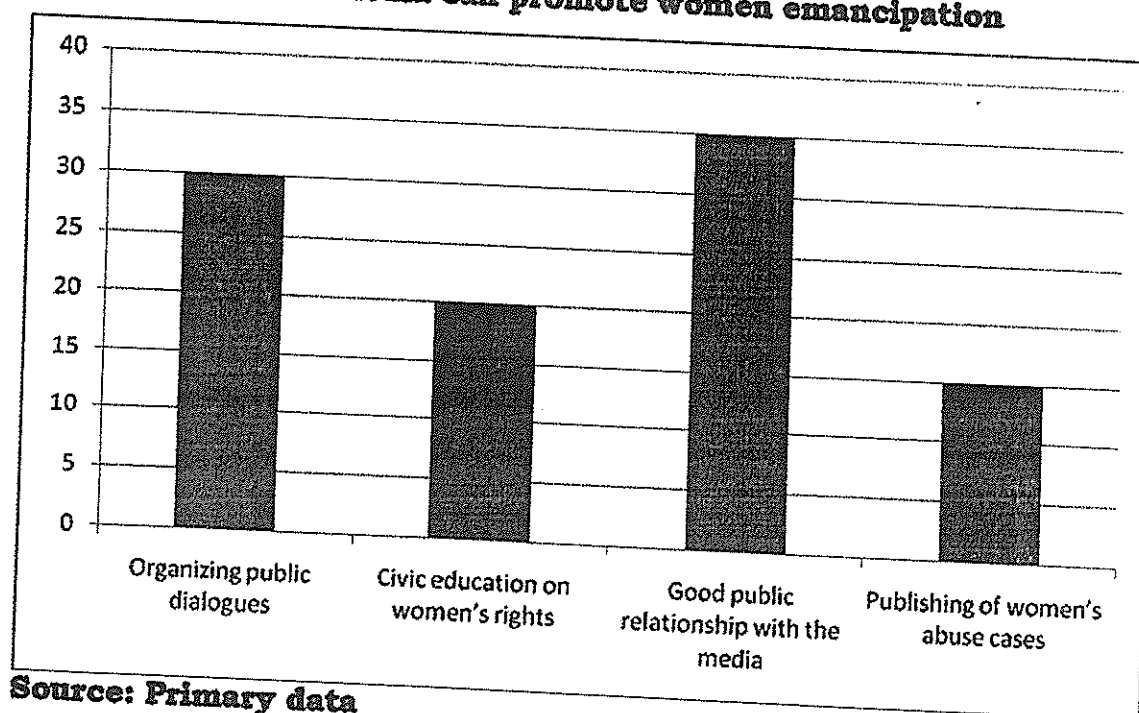
Table 7 and figure 8 above show the ways how the print media can promote women emancipation in Uganda and the findings revealed that; Organizing of public dialogues is one of the possible ways how the media can promote women's rights in Uganda, according to 30% the respondents. The respondents stated that media can well promote women's rights by calling on discussants to discuss on women emancipation so that women can be deliberated from this kind of marginalization in Uganda and in the country as a whole

Over 20% of the respondents said that there ought to be civic education of the public on the rights and eventual emancipation of women in Uganda. The respondents argued that the media needs to teach the people because many of the people who sideline women do not appreciate that women also have the same equal rights like men and thus need equal status in the country.

In addition to the above, the majority (35%) of the respondents here said that improvement of the relationship between the media and the public is needed so as to promote women emancipation in Uganda. The respondents noted that the public should renew its relationship with the media and gain confidence to work with the media in fighting against women marginalization in the division. Women have been marginalized because people do not feed the media with adequate information concerning women's rights abuses and under representation in all the spheres of life.

Over 15% of the respondents noted that there is need to publish all the cases of women's rights abuses in Uganda. The respondents here said that many of the women have been abused in many ways and these

have not had any media attention. The respondents therefore stressed that once such kind of abuses are published or aired out so that the perpetuators do not repeat the same abuses.

CHAPTER FIVE
SUMMARY OF THE MAJOR FINDINGS, RECOMMENDATION, AND CONCLUSIONS

5.0 Introduction

This chapter was concerned with the summary of the major findings, recommendation and conclusion.

5.1 Summary of the study

The research was conducted in one area that is Nation Television, Kampala-Uganda. The research was guided by the research objectives and the research questions. The research questions of the study were, to find out the causes of women's marginalization in Uganda, to find out the challenges faced by the media in women's emancipation in Uganda and to find how the media can promote women's emancipation in Uganda.

On the causes of women's marginalization in Uganda, the findings reveal that; lack of education, traditional belief of women inferiority, dominance of men and poor government policy on women were the major causes of women marginalization in Uganda. On the challenges faced by the media in women's emancipation in Uganda, the findings revealed that; inadequate resources, government attacks, poor cooperation with the public and poor access to information.

On the how the media can promote women emancipation in Uganda; the findings reveal that; organizing public dialogues, civic education on women's rights, good public relationship with the media and airing of women's abuse cases.

Conclusions and recommendations were then made after presenting and interpreting the data.

5.2 CONCLUSION

The conclusion was made after interpreting and analyzing data. The researcher made the conclusion that women in Uganda need emancipation just like any other women in the developed countries. The researcher found out that women cannot cause effective change in the society because they are not considered in the societies that are mainly dominated by men. Women's voices are still low and this is embedded in the society and unless effective measures are made, women are bound to be economically crippled and this will affect their status and economic development.

Basing on the findings, the researcher found that there are indeed many pertinent issues on concern to the women in Uganda that need to be handled. There is equality being preached in all most all the ends of the world but the women of Uganda are still adamant to the gospel of change and the society in general has not appreciated the role of women emancipation. Some thing needs to be done so that the women can be set free from this kind of bondage and effectively participate in socio-economic development in the division and country at large.

5.3 RECOMMENDATIONS

Basing on the findings of the research, the researcher came up with various recommendations in an attempt to emancipate women in Uganda. The following recommendations were thus advanced by the researcher;

Change of government policy is one of the recommendations given by the researcher in an attempt to cause change by the media in emancipating women. The researcher suggests that women need to be given appropriate opportunities to challenge their counter parts-the men. Clear development programmes like introduction of soft loans to women need to be advanced by the government if women are to be emancipated in Uganda.

There should also be involvement of other stake holders like the NGOs and civil society organizations advocating for women emancipation. The media is a strong tool in women emancipation but NGOs need to move to the rural areas where the majority of the population lives and where women are taken as sex objects who have no voice other than giving birth and raising children.

Education should be prioritized to the girl child in Uganda. It is true that there are campaigns of girl child education all over the country but the campaigners have not reached the villages and the UPE programmes have not caused visible changes as such. The girl child needs counseling and carrier guidance as opposed to just telling her to go to school. They need to be told the value to going to school other than letting them live like their mothers.

Financing of media programmes on women emancipation is yet another recommendation advanced by the researcher in an attempt to emancipate women in Uganda and Uganda as a whole. The researcher here suggests that many people and corporate companies need to pick the interest of listing the status of the women in the division by so sponsoring programmes that will cause attitude change from both the women and the men who have dominated them for long.

5.4 Areas for further research

The researcher suggests that further research be done on the role of the role of the media promoting gender representation in the work force and national development.

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APPENDICES

APPENDIX 1

QUESTIONNAIRE

I Nakyeyune Monica a student at Kampala International University pursuing a bachelors degree in mass communication kindly request you to answer these questions in at most faith that would really help successfully finish my course as a partial fulfillment of the award of a bachelors in mass communication(BMC).

I therefore affirm that this information is purely for the academic purpose.

SECTION A

(1) SEX

    (a) Male ☐   (b)Female ☐

(2) Age

    (a) 20-25 ☐   (b)25-30 ☐

    (c) 30-40 ☐   (d) 41-50 ☐

    (e) 50-60 ☐   (f) 61-70 ☐

(3) Marital Status

    (a) Married ☐   (b) Single ☐

    (c) Widower ☐   (d) Widow ☐

(4) Religion

    (a) Catholic ☐   (b) Protestant ☐

    (c)Muslim ☐   (d) Others specify...............

5) Educational Level

(a) None ☐ (b) Primary ☐

(c) Secondary ☐ (d) Post Secondary ☐

SECTION B

1) Do you have children?

(a) Yes ☐ (b) No ☐

2) Have you ever heard of women emancipation?

(a) Yes ☐ (b) No ☐

(c) If yes, state what you know about women emancipation

(a) ....

(b) ....

(c) ....

(d) ....

(e) ....

(f) ....

SECTION C

(i) What are the causes of women's marginalization in Uganda?

(a) ....

(b) ....

(c) ....

(d) ....

(e) ....

(f) ....

(ii) What are the challenges faced by the media in women's emancipation in Uganda?

(a) ....

(b) ....

(c) ....

(d) ....

(e) ....

(f) ....

(iii) How can the media promote women's emancipation in Uganda?

(a) ....

(b) ....

(c) ....

(d) ....

(e) ....

(f) ....

END

THANK YOU

APPENDIX II

BUDGET:

The study is estimated to cost 500,000/= arrived at as follows:-

ITEMS	COST (UGHS)
Stationary and other related costs	150,000
Transport	200,000
Communication	50,000
Photocopy	20,000
Typesetting and binding	50,000
Internet	15,000
Subsistence	25,000
Miscellaneous	40,000
Total	500,000