

**THE EFFECT OF TELEVISION TO YOUTH'S LIFESTYLE IN  
KANSANGA PARISH-KAMPALA CITY**

**BY**

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### **DECLARATION**

I BENON ENZE declare that the information in this research has neither been published anywhere nor done by any undergraduate for academic purpose. It is original and correct to the best of my knowledge.

Signature.....

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### APPROVAL

I certify that this work has been under my supervision and now is ready for submission to the college of Humanities and Social Sciences in the department of journalism and media studies.

Signature.....

Date.....

**MR. OCHWO GEOFFREY**  
**SUPERVISOR**

### **DEDICATION**

I dedicate this work to my beloved mum Mrs. Mary Ndaru, my lovely sister Ms. Faith Agidiru and my beloved dad Mr. Elly Ajifura who inspired me through their financial support, motivation and courage in doing my research. Not forgetting my family which has support me all the way to where I am.

I thank God for making me strong through hard times when I thought I was going to fall, making me overcome my challenges and most important of all keeping me alive.

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## ABBREVIATIONS

CNN	Cable news network
EATV	East African television
MTV	Music television
UBC	Uganda broadcasting Corporation
NBS	National broadcasting service
NTV	Nation television
TV	Television
UT	Uganda Television
UNESCO	United Nations education, scientific and cultural organization
UN	United Nations
WBS	Wavah broadcasting service

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## **CHAPTER ONE**

### **1.0 INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

Television is the dominant medium for young people and adults around the world. From the mid-1980s to the mid-1990s, the number of television channels, household television sets and hours spent watching television more than doubled. There are now approximately 250 television sets per thousand inhabitants in the world far more than the number of telephones. Satellite television reaches all continents, offering increasing numbers of channels targeting specific market segments, including young viewers (Gauntlett David 2007).

In the late 1990s, some 50 television channels launched, several of which have had enormous international success. However, this has caused national television services in many areas to cut back their production levels, weekly television viewing far surpasses radio listening, newspaper and internet in nearly every region. Average daily use of television among school-age children around the world with access ranges from between 1.5 hours to more than four hours; many of these youth will rarely read a book (Wilbur K.C 2005). The prominence of television in young people's daily lives makes it one of their major information sources about the world. The prevalence of television viewing among young people raises serious concerns about recent national and global trends in the television industry. The rampant consolidation of commercial media has meant the dominance of only a handful of large and powerful companies. In industrialized countries, there have been recent outcries over rising levels of aggression, obesity, substance abuse, eating disorders and unsafe sexual behavior among youth increasingly attributed to commercial media aimed at children and youth.

In developing countries, where resources limit domestic productions, a majority of programs for children and youth are imported. Unfortunately, much of the content contains characters and messages that at best are simply not relevant to local cultures and at worst convey violent images and mass marketing messages. Plus public broadcasters that have traditionally produced some of the best-quality children's media have had to reduce their youth programming in the face of funding cuts and growing competition from private channels. Clearly the case for media

pluralism, that is. Access to media that effectively communicates and supplies relevant content applies to children and young people as well (Susan Gigli 2004).

Television programs can be educational as well as entertaining. It can give people the opportunity to travel around the globe, expose them to new ideas that they might not have encountered from their community and also a chance to learn about different cultures. Pro-social messages from shows on television will give a positive impact on the behavior of today's youth. However, these youths are more likely to learn negative values from these television programs. Television has now become a debatable issue as some question its influences on the attitude and psychological development of today's youth. Nowadays, the world of television has been discovered by children at very young age. Television is an effective educational tool. With programs showcasing wildlife, scientific theories etc, it helps children to be broad-minded and also have a better understanding about the world around them. However, we have to remember and be aware that television seems to posse more negative effects than positive ones (Kottak, 1990).

A day in a youth's life will generally be filled with activities such as playing with friends, reading, doing homework and being physically active but this can be easily replaced with the presence of television. This is detrimental to their physical and mental development because studies show that the first two to three years of a child's life is where he/she learns through observing, interacting, playing and also exploring new things. Thus if these children are glued and become addicted to these programs on television they will have lesser time to interact with human beings. This is crucial, as it can retard their normal physical and social development and skills. Hence, the burning question here is, do television programs affect the attitude of today's youth? If we look further into the issue, television programs do indeed affect the attitude of today's youth as it enhances negative social development amongst youths, which may lead to aggressive or violent behavior, and they tend to affect self-development and self-esteem (UK Essays 2015).

Youths are more likely to imitate and adapt one's behavior into their own because they can easily relate to what is shown on television. There surely will be a lot of behavioral changes in youths today if they are exposed to excessive violence shown on television. These kinds of programs will encourage these youths to be aggressive in both their behavior and in their thoughts. Not only that, they will also be more likely to be influenced with what they have seen regularly like smoking and drinking scenes which are shown frequently in these television programs and even commercials. This will encourage the development of such unhealthy habits at an early age (Bora, 2009).

In Uganda today, the media has a vibrant industry yet this has not always been the case because of its unstable political past. Media never had a chance to thrive under the political upheaval and dictatorships of former presidents like Milton Obote and particularly, Idi Amin. The regime change that came about after Yoweri Museveni took control of the country in 1986 brought with it a lot of promises (Media freedom and progress was among those promises). Over the last 25 years, there has been significant growth in the media industry of Uganda in particular television and a lot of improvement has been made in terms of media freedom. Today, the media industry of Uganda is one of the most active and prosperous sectors of the economy. With television being introduced in the late 1990s, Uganda had only one television station which was the state-owned television station called Uganda Television (UTV) now called Uganda Broadcasting Corporation (Kyeyune H. 2001).

The first alternative television station in the 1990s was called Sanyu TV which did not last long. Later on it was Wavah Broadcasting Television (WBS) that provided a real alternative to UBC sometime in the early 2000s. It opened the way for other stations to join like Lighthouse Television, EATV and Top TV. The arrival of NTV sometime in the mid-2000's made the television space more competitive and led to a further surge in new television stations like Record, NBS and Bukedde (Kyeyune H. 2004).

## **1.2 Statement of the problem**

Television has the intimacy of radio and the believability of personal participation. It has intimate approach due to which it becomes more appealing and attracts the attention and interest of the people. As it combines all these elements, namely, sight, sound and motion it becomes possible to show variety of indoor and outdoor situations, scenes and places effectively, thus, it is very effective in stimulating and inspiring new insights, discoveries and inventions (Dominick R. Joseph 2005).

Television breaks the barrier of illiteracy, as due to its combination of sight, sound and motion, understanding of the message becomes easier, whereas, with the print media like newspapers and magazines, readers have to put a lot of efforts on reading and understanding the message which may not be possible for illiterates. It makes news releases and features action oriented and colorful for greater impact. The visual experience of watching TV is more dynamic and meaningful due to the movement and sound associated with it. Thus it becomes most exciting and efficient means of mass communication Television can bring the live programs right into the living room of the audiences. This provides the vicarious experience of participating in the event (Dominick R. Joseph 2005).

## **1.3 Purpose of the study**

The purpose of this study is to highlight the influence brought by Television to youth behavior changes.

## **1.4 Objectives of the study**

- 1.4.1 To establish the effects brought by television to youths lifestyle.
- 1.4.2 To investigate the type of programs that affect youth lifestyle.
- 1.4.3 Find out how the media can better promote youth lifestyle.

## **1.5 Research question**

- 1.5.1 What are the effects brought by television to the youth lifestyle?
- 1.5.2 What television programs do youths watch most during their leisure time?

1.2.3 What are the possible ways that television stations can undertake to promote youth lifestyle?

## **1.6 Scope of the study**

### **1.6.1 Geographical scope**

The research is limited within Kansanga. Kansanga is bordered by Kabalagala and Kisugu to the north, Muyenga to the northeast, Kiwafu to the east Bhunga to the southeast, Konge to the south, Lukuli to the southeast, Kibuye to the west and Nsambya to the northwest. During the 1950s and 60s kansanga was primarily a middle class residential neighborhood, During 1990s, the neighborhood transformed into upscale residential area and began to accommodate corporate entities like Kampala international university, International university of East Africa. Today the area is cosmopolitan with internet cafes residential apartments, upscale residential estates and as one proceeds north along Gbaba road, Kansanga merges into Kabalagala with its restaurants, bars and nightclubs (Daily monitor 2012).

### **1.6.2 Content scope**

The investigation is limited on the effects of television to youth's lifestyle in Kansanga parish in Kampala city. The research is Centre on investigating the effects of television on youth lifestyle. The effects are both positive and negative impacts.

### **1.6.3 Time scope**

The research took a period of four months, where time enough was given for the researcher to do each and everything. This allowed the researcher enough time to at least talk to/or have face to face conversation with interviewees and drafting/arranging data.

## **1.7 Significant of the study**

This study can be of importance for further study by institutions however they will have to seek for my permission first.



Government can also use this study to understand televisions effect on its citizens. That is; it should consider television only as a tool for entertainment but a channel where opposition against it can be mobilized.

The research can enable the community and the government understands the positive and negative effects and influences of television to youth lifestyle.

The research can also enable the youth to see television in a developmental perspective but not only as a source of entertainment and relief from stress.

The research can help boost the Kampala International University as it will provide information to future researchers on related topics.

Furthermore the research can help the researcher attain a bachelor's degree of Arts in Mass Communication of Kampala International University

### **1.8 Cultivation theory of television**

Cultivation theory is a social theory which examines the long term effects of television. The primary proposition of cultivation theory states that the more time people spend living in the TV world the more likely they are to believe social reality portrayed on television. Cultivation leaves people with a misperception of what is true in our world.

Developed by George Gberner and Larry Gross of the University of Pennsylvania, cultivation theory derived from several large scale research projects entitled cultural indicators. The purpose of the cultural indicators was to identify and track the cultivated effects of television on the viewers. They were concerned with the effects of television programming (particularly violent programming) on the attitudes and behavior of the American people (Cohen. J and Weimann,G 2000).

According these scholars television can be compared to the power of religion, saying that television was to modern society what religion once was in earlier times. Cultivation Analysis is

a positive theory, meaning it assumes the existence of objective reality and value- neutral research (Jennings Bryant and Dorina Miron 2004). Cultivation theory is the third most frequently utilized theory, showing that it continues to be one of the most popular theories in mass communication (Bryant and Miron 2004).

Gerbner asserts that the overall concerns about the effects of television on audiences stemmed from the unprecedented centrality of television in American culture (Bryant j, Mirrion D 2004).

The theory clearly points that the cultivation effect occurs only after long term, cumulative exposure to television. He claims that because television contains so much violence, people who spend the most time in front of the tube develop exaggerated belief in a mean and scary world (Morgan M, Shanahan j. 2010).

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter is about the ideas and views of other persons in relation to the topic identified by the researcher. The literature is vital and enables the researcher to investigate further. The literature was mainly taken from other secondary sources of data.

#### **2.1 Concept of television**

Television is a system for transmitting visual images and sound that are reproduced on screens, chiefly used to broadcast programs for entertainment, information, and education (Hoff Mann M (2007)).

Television uses both visual and audio to do its work, hence the technological advancement of the television is on higher rate mainly because it covers a wide geographical range and also the influences are ramped. These days with the high rise of technology Film and television, television is also going to another level. An example is the introduction of the 3D or HD television where you get the feeling that its reality and not on the television hence giving it more impacts and influences (David Leafe 1981).

##### **2.1.2 Concept of youth**

Youth is the stage in human lives ranging from maturity to adulthood, that is from 18 years to 35 years though some scholars argue that it should be to 30 and others stating that it extends to 40 (English Oxford Dictionary).

According to UNESCO (2010), United Nation Educational, Science and Cultural Organization “Youth” is best understood as a period of transition from the dependence of childhood to adulthood’s independence and awareness of our interdependence as members of a community. Youth is a more fluid category than a fixed age-group. However, age is the easiest way to define this group, particularly in relation to education and employment. Therefore “youth” is often indicated as a person between the age where they may leave compulsory education, and the age

at which they find their first employment. This latter age limit has been increasing as higher levels of unemployment and the cost of setting up an independent household puts many young people into a prolonged period of dependency. UNESCO uses different definitions of youth depending on the context when carrying out youth activities.

For activities at international or regional level, such as the African Youth Forum, UNESCO uses the United Nations' universal definition. The UN, for statistical consistency across regions, defines 'youth', as those persons between the ages of 15 and 24 years, without prejudice to other definitions by Member States. All UN statistics on youth are based on this definition, as illustrated by the annual yearbooks of statistics published by the United Nations system on demography, education, employment and health. For activities at the national level, such as implementing a local community youth program, "youth" may be understood in a more flexible manner. UNESCO will then adopt the definition of "youth" as used by a particular Member State. It can be based for instance on the definition given in the African Youth Charter where "youth" means "every person between the ages of 15 and 35 years".

### **2.1.3 Concept of lifestyle**

Lifestyle in normal English is the way in which a person or group of persons live their lives, or a way of life or style of living that reflects the attitudes and values of a person or group (Oxford English Dictionary). When lifestyle became popular a generation ago, a number of critics objected to it as vogueish and superficial, perhaps because it appeared to elevate habits of consumption, dress, and recreation to categories in a system of social classification. Nonetheless, the word has proved durable and useful (Kunckzik M. 1993)

## **2.2 EFFECTS OF TELEVISION TO THE YOUTH LIFESTYLE**

### **2.2.1 Effects of International Television content on the Youth**

The developing nations are at a distinct disadvantage in global communication because they lack technology or money to purchase or develop local production, and sometimes, they lack the ability to use these forms of communication for purpose that are relevant to their lives. The information and even the technology that does make its way to the developing countries is often culturally and pedagogically basis in favor of the philosophical policies and politics of industrialized world. At times, these philosophies and the practices are at odds with conditions in the receiving countries. When this happens, the developing nations experience a challenge to maintain its values and exercise its right to autonomy. These issues are often referred to as the North/South debates since the industrialized countries are primarily in the northern hemisphere and the developing countries are in south (Masmoudi 2006).

This imbalance is created by the disparity between the volume of news and information emanating from the developed world with intend for the developing countries and the volume of the flow in the transitional agencies, however these devote only 20 or 30 per cent of news coverage to the developing countries, despite the fact that the south accounts for almost three quarters of mankind. This result in a monopoly situation on the part of developed countries. Five major transitional agencies monopolize between them the essential share of material and human potential, while a third of the developing countries do not yet possess a single national agency.

In addition to dominating and manipulating news flow, the developed countries practice other forms of control over communications institutions of the Third World (Africa academics 2007). They have possession of the media through the world exercised by the major advertising agencies which earn their income by serving the interests of transitional industrial and commercial corporations (Shakir 1995).

Another factor is the fact that once individuals have made their investments for receivers they will demand for more programmers which creates programming needs far exceeding most local production. Then the door is opened to foreign program suppliers. The United States is by far the

most important and largest supplier to export television material. These suppliers are willing to sell at much lower prices because all foreign sales are bonus profits as the program have already more than covered their production costs. Once the developing countries start depending on foreign program their television operations become a vehicle for materials produced outside the country with a culture and values irrelevant, if not injurious, to its own society. This allows more eradication of our culture and youth engage in what they see as much of the programs are controlled by the foreign investors, giving the youth nothing but to follow what is aired and in the long run the youth are the one in problem just because of foreign investors with the aid of television. Of course when one controls your media then they have controlled your life in general, like in the example above (Dr. Lloyd A).

These days all we see covered by global media like CNN and Aljazeera about Africa is that they try to show Africa as a dark black continent, where it is covered with war, violence and all other calamities, do they mean nothing good is in Africa? This coverage by global media about Africa has resulted into many things especially to the youth, many African youths today want to get a chance and move out of Africa, yet they have talents where they can use them and make Africa a better place, an example is where we see African doctors work in Europe and yet there are Africans who want their help, this is all about brain drain (Holly J Allen 2004).

### **2.2.2 Effects of television on health**

#### **Obesity**

A recent study published in the American journal of clinical nutrition found that the more hours spent watching television, the more likely children were to be both fatter and less physically active. 89 children from Scotland between the ages of 2-6 years were recruited for the study in which every physical activity were measured and their parents asked to fill out questionnaire depicting television viewing habits. The researcher found a significant association between the number of hours of television watched per day and body fats. With every extra hour/day spent watching television associated with a 2.2 pound increase in body fat. This resulting from not less physical activity but additional factors such as changes in eating patterns associated with television viewing played a part in it. The author cited other studies which have demonstrated

that children who watch more television eat fewer fruits and vegetables instead snacking on high calorie foods (Dennis Rosen M.D 2009).

### **Leads to Cognitive Damage**

Studies have revealed that television reduces educational aspirations. Even though TV programs portray an overabundance of doctors, lawyers, and other professionals, the more television that is watched, the less time the youth want to spend in school. This effect is especially pronounced among adolescents who, as they watch television, lower not only their educational aspirations but also their professional hopes. The more TV a child watches, the lower status the job he eventually wants to pursue. Something about the medium seemed to undermine whatever positive content television offered (Bouthilet L, Lazar J. 1982). This is because television eats up time that would otherwise be used to study or read for pleasure, for instance, children from homes with no television are 11% more likely to do homework on weekdays and 23% more likely to do homework on Sundays. Arguably the leading scholar in the study of television wrote in 1999, "Learning to read is often hard work for a child, whereas television viewing is comparatively undemanding. Young people are certainly tempted to watch television instead of mastering reading, and those who succumb will be permanently impaired scholastically (Dr. Carina Diane Schofield and Sue Honore 2009).

### **Affects sleeping schedule of an individual.**

Sleeping disorders and sleeping patterns among youths have been altered by television viewing. In order to get healthy sleep, we need regular sleep schedules. Watching television makes the youths to have more irregular sleep disorders. Children need to get enough sleep so that their brain can work and can think carefully. If they do not have enough sleep, their brain will be very tired and cannot think carefully which will indirectly make their brain to be slow. When the brain is slow, this will affect the development of the youth. Besides that, the development of youth will be affected by the sleeping problems because they need to have enough sleep to grow. The growth at this age is very important and the growth rate should not be affected by anything so that the self-development will not be interrupted (Thompson, D.A. & Christakis, D.A. (2005),

### **2.2.3 Effects of television on social lifestyle**

#### **Leads to negative social development**

The youth are very curious because they are still growing up and just about to see the whole world. So, they are more easily being influenced to do either negative or positive things when they see something new or something that they can see often on the television. We cannot control their mind because they seem to keep it to themselves and we can only see the differences in them when they express it. Besides that, they do not know what the good and bad things are as they are just about to understand and see the real world. So, they will simply do whatever they like which have been seen by them on television. Examples of negative social development that can be enhanced by the television programs are drug and alcohol abuse, smoking and also sex amongst the youths. All of these cannot be expected not to be seen on television because these will be included in most of the television programs and advertisements (Outley and Taddese 2006). One of the factors for increased drinking amongst the youths is due to the exposure to alcohol use on television and in music videos like MTV, Hitz, and many other channels. Three quarter of the prime time shows entitled Sex on TV contain sexual references. There is only one tenth of the sexual content shows include the risks, responsibilities and safety of sex. Only 17% of messages about safety and responsibilities of sex have been portrayed in shows about teenagers in sexual situations. Children will start smoking at an earlier age for those who watch more television as the factors of influenced by the peer and parental smoking and gender is not as strong as the relationship between the age of starting smoking and television viewing ( Mekemson, C. and Glantz S.A. (2002).

#### **The monkey see, monkey do theory**

Audience can experience strong emotional reactions, gain new values and change the way they behave by observing the performance of actors. This will be more likely to happen especially when the models show new patterns of behavior and thought which are rewarded (Bandura, 1985 Effects of television). This explains that the audience will do whatever they like which have been seen by them on the television and this will affect their behavior and attitude. Television is the most influenced medium. It can be part of the solution and part of the problem in the area of sex amongst the youths. It will give solutions to the area of sex amongst the youths when the shows are giving a technique to have safe sex, a warning program to the teenagers about the



consequences if that person gets pregnant, the responsibilities that they need to know from the start before they decided to have sex, etc. However, it will give problems when a youth watch the sex scenes in the television programs. When they watch this kind of scenes, they will get attracted to it because everyone has the passion and it is a human nature to have the feeling to do it. Youths will think that it is not wrong to have sex because they can always see the sex scenes on television without being censored and the monkey see, monkey do theory will be seen in this situation. They see it on television and they will do it in real life. Not all of them will do it in real life because some of them might not get a partner to do it in real life but nowadays, in this kind of situation, it is not difficult anymore to get a partner to have sex due to the influenced by television programs. For those who might not get a partner to satisfy his satisfaction, he might do something worst like rape the girls (Jean Folkerts 1998)

#### **2.2.4 Other effects television**

Television shows are the most popular program that can amuse people who are interested in watching them. Nowadays, people especially children are depended on TV to spend their time, and they would rather fill up their schedule by sitting in front of TV and watching it. However, watching TV brings mostly negative effects such as threat to the maintenance of traditional family values, children's future, and people's behavior.

Nowadays, television threatens to the maintenance of traditional family values. Parents spend less time with their adolescent children since they are too busy. However, TV can be the third parent for adolescents, and they are willing to spend the rest of their daily time to watch tv instead of being with their parents. However, there were different relationship between parents and children before the TV invention, which was stronger and more connectable. Unfortunately, old values will slowly slip away and new ones, established by TV, will take their place. Watching TV provides many disadvantages for African youth future and their health. While watching TV, they have less play time and also physical activities in open space with their friends, so they won't be able to have a healthy life. Besides, another issue related to watching TV, is a developmental disorder in the part of brain which is for language skill.

TV has brought many changes in people's behavior, and their response to others. Most TV shows contains many various advertisements that could affect on people. Especially youths may have early exposure to wild variety of things such as super hero shows like superman and all things that are related to him and his story, making them try to act like Superman whether it is a good behavior or not. Therefore, media such as TV impacts deeply on youths mind, and their virtual view of their life. Finally, although television has had many negative effects on our life, it can be a good tool for learning or discovering new subjects. Sometimes, children use it as a resource to increase their knowledge and information, but not spending too much time only on watching it .As a result, people should consider all consequences of watching TV, and other negative circumstances like losing traditional family values or children's future (Bahareh 2011).

### **2.3 Television programs that affect youth lifestyle**

Emotional content of films and television programs can affect ones psychological health. It can do this by directly affecting ones mood, and this mood can then affect many aspects of their thinking and behavior. If the TV program that one watches generates negative mood experiences (for example, anxiety, sadness, anger, disgust), then these experiences will affect how they interpret events in their own life. That is, what types of memories they recall, and how much they will worry about events in their own life. This is basically ‘scaremongering’ at every available opportunity in order to sensationalize and emotionalize the impact of a news story. Because we now have 24-hour news coverage, gone are the days when a correspondent or journalist’s role was simply to impartially describe what was happening in the world – because of satellite TV we have an almost immediate visual record of what is happening throughout the world. So the journalist’s job then becomes one of ‘evaluating’ the news story and it is only a small step from ‘evaluating’ a story to ‘sensationalizing’ it. “Entertainment has superseded the provision of information; human interest has supplanted the public interest; measured judgment has succumbed to sensationalism (Franklin, B 1997).

News bulletins also have to compete with entertainment programs for their audience and for their prime-time TV slot, and seem to do this by emphasizing emotionally relevant material such as

crime, war, famine, etc. at the expense of more positive material. A study in 1997 looking at the psychological effects of viewing negative news items, three different 14 minutes news bulletins were constructed. One made entirely of negative news items, one made of entirely positive news items (e.g. people winning the lottery, recovering from illness, etc.), and one made up of items that were emotionally neutral (Alison Alexander 2001). These bulletins were showed to three different groups of people. As predicted, those who watched the negative news bulletin all reported being significantly more anxious and sadder after watching this bulletin than those people who watched either the positive or neutral news bulletin. The effect that watching negative news had on peoples worries more than rest of other news. Each participant was asked tell what their main worry was at the time, it was found that those people who had watched the negative news bulletin spent more time thinking and talking about their worry and were more likely to catastrophise their worry than people in the other two groups. Catastrophizing is when you think about a worry so persistently that you begin to make it seem much worse than it was at the outset and much worse than it is in reality – a tendency to make ‘mountains out of molehills. Therefore, not only are negatively valenced news broadcasts likely to make people sadder and more anxious, they are also likely to exacerbate peoples own personal worries and anxieties. News items reflecting war, famine and poverty might induce viewers to ruminate on such topics. But the effect of negatively valenced news is much broader than that – it can potentially exacerbate a range of personal concerns not specifically relevant to the content of the program itself. So, bombarding people with ‘sensationalized’ negativity does have genuine and real psychological effects (Graham C. L 2012).

Television content that portrays a lot of sexual material is can affect youth lifestyle for the fact that, what they (Youth) see on television can be practiced in real life situation as well (Salim Mohamed 2013).

## **2.4 How better can the media/television promote youth lifestyle?**

The African proverb, "It takes a village to raise a child, epitomizes the importance of the role of the wider community in raising children and young people (Tomison and Wise 1991). Increasingly, responsibility for children is not entrusted solely to parents or guardians but to whole communities (Cohen Ooms and Hutchins 1995; Korbin and Coulton 1996). Strategies that aim to optimize the experiences of young people like youth, and to prevent child abuse and neglect, are therefore required to ascertain, and perhaps confront, commonly held community attitudes and responses to all young people, and to increase community awareness of issues that may affect young people.

The impact of media advertising on adolescents is well documented, as is concern about some aspects of the media's powerful influence on youth's attitudes and behaviors (Macklin and Carlson 1999). Television may be a more powerful socialization agent than peers and teachers (Hutson, Watkins and Kunkel 1989 cited in Walsh, Lacznia, and Carlson 1999). The media promote violence as an effective way of dealing with conflict through television, films, videos, and interactive video games (The New Zealand Herald 2001).

Contrary to some claims, many people in the medical, public health, and scientific communities are in agreement that the relationship between television violence and aggression and violence in youths does exist. Exhaustive reviews of the evidence accumulated over 40 years discovered that mass media significantly contributes to the aggressive behavior and attitudes of many adolescents and adults (Michael Carr-Gregg 2000). However, this power of the media to negatively influence attitudes and behaviors may be used to impact positively on the lives of adolescents. Qualitative evidence suggests that quality television can enhance youth development by providing positive role models of cooperation and collaboration as a responsible way of acting in the world.

Indeed, the constructive use of mass media can assist in teaching young people socially desirable ways of dealing with conflict, knowledge of their rights to integrity and protection from harm, healthy eating habits and lifestyles, and ways to assert themselves and their rights in a positive, acceptable manner. The impact of a media campaign may be dramatic and far-reaching as it is

occurring, and perhaps for a short time afterwards. However, campaigns drawing attention to drug abuse will be more effective if they are ongoing (Calvert 1992). Mass media campaigns have the potential to confront society with the horrific nature of much drug abuse. Such campaigns can also educate the public about the many, often co-existing, forms of abuses towards drugs. They can also draw attention to the status of youths in society.

Mass media education and prevention campaigns present a viable means for governments to be seen to be doing something in relation to the problem of drug abuse and usage. Campaigns may assist not only in the prevention of immediate harm to youths but also in allaying the long-term social and economic consequences. Campaigns must, of course, be backed by supportive services for young people and their families (Bernadette J. Saunders and Chris Goddard 2002).

Mass media present the opportunity to communicate to large numbers of people and to target particular groups of people. As observed by Gamble and Gamble (1999), mass communication is significantly different from other forms of communication; mass communication has the capacity to reach simultaneously many thousands of people who are not related to the sender. It depends on technical devices or machines to quickly distribute messages to diverse audiences often unknown to each other. It is accessible to many people, but may be avoided. It is orchestrated by specialists whose intent is to persuade potential audiences of the benefits of their attention. It is 'controlled by gatekeepers' who censor the content of messages. And finally, unlike one-to-one communication, it produces only minimal, delayed feedback to its senders.

However, mass communication simultaneously presents opportunities and limitations, both of which require consideration when planning mass media assisted eradication of social problems such as drug abuse in relation to television. By developing programs that aim at enhancing youth and community attitudes positively, the strength of the mass media lies in helping to put issues on the public agenda, in reinforcing local efforts, in raising consciousness about issues and in conveying simple information. The limitations of the mass media are that they are less effective in conveying complex information, in teaching skills, in shifting attitudes and beliefs, and in changing behavior in the absence of other enabling factors (Wellings and Macdowall 2000).

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

This chapter includes 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**

The researcher intends to use qualitative, basic and analytical research design. The design was of a case study of Kansanga a suburb in the Ugandan capital Kampala. This area is selected because it has educational, informational and entertainment facilities that are much associated with the youth. It was a case study research on qualitative research method of data collection which was largely used because it is more accurate in terms of data collection and yet again more reliable in terms of research results. The qualitative research design was only be used for expressing the observation the researcher used to capture information during study.

#### **3.2 Area and population of study**

The research was conducted in one area that is Kansanga a sub-county in Makindye division Kampala city which is Uganda's capital city. Kansanga is bordered by Kabalabala and Kisugu to the north, Muyenga to the northeast, Kiwafu to the east Bhunga to the southeast, Konge to the south, Lukuli to the southeast, Kibuye to the west and Nsambya to the northwest. The road distance between Kampala's central business district and Kansanga is approximately 8 kilometers. The research took a period of nine months. The area has been chosen because the researcher is familiar with the area and is able to speak the most common languages in the area of the study.

#### **3.3 Sample size**

According to Bailey, 1994 and Roscoe 1975, sample sizes of between 30 and 500 are appropriate for most studies. However this sampling technique has its weakness in that inadequate

information can sometimes be given because the selected respondents may be less informed on the topic of research or may be unwilling to offer some information due to personal reasons.

In this case, the researcher used Slovene's formulae to calculate the sample size of the respondents. The survey population size of 100 respondents was chosen and this included; 20 youths, 10 journalists from different media houses in Kampala, 10 media analysts, 10 counselors, 20 Family heads (Parents) within Kansanga and 30 actively engaged youth members considering different gender, race and different places of origin around Kansanga; Then 10 community members.

$$n = \frac{N}{1+N^{e^2}}$$

Where n = Sample Size; N = Total Population; and e = Deviation of Sampling (Degree of Errors at 0.05 Level of Significance)

$$\begin{aligned} n &= \frac{100}{1 + 100[0.05]^2} \\ &= \frac{100}{1 + 100[0.0025]} \\ &= \frac{100}{1+0.25} \\ n &= \underline{80 \text{ people}} \end{aligned}$$

### 3.4 Sample technique

Random technique of sampling will be used because the size of the respondents is predetermined before the research is conducted to avoid bias. A sample size of 80 respondents will be arrived at and 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 information. Qualitative data collection will then be used which involves in-depth interview and observation of the collected information.

### **3.5 Sample procedure**

Random sampling will be employed to determine respondents from the company and the different categories of respondents the researcher will use. This sampling data collection instrument will be 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 will be consulted and prior information will be given to them seeking their consent before they are fully involved in the research. Purposive sampling will also be carried out to the division executive and technical team involved in company management.

### **3.6 Data collection instruments**

The following data collection instruments were used:

#### **3.6.1 Questionnaire**

This is designed in line with the topic, objectives and reason for carrying the research. It includes both open and closed-ended questions. This instrument was 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 they are given to write whatever is in their mind without consulting answers from anyone.

#### **3.6.2 Documentary and literature Review**

This includes 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, newspapers, well sourced articles submitted on the net in different websites and any other published information that can readily be available for use as regards the topic of research in terms known as secondary sources of information.

#### **3.6.3 Physical interviews and recorded interviews**

This includes detailed physical and recorded interviews with respective persons in the field with experience and well qualified personnel. These are the primary source of information.



### **3.7 Sources of data**

Both secondary and primary sources of data were employed in this research.

#### **3.7.1 Primary sources**

This is based on the information got from the field from respondents using instruments such as questionnaires, interviews and observation.

#### **3.7.2 Secondary sources**

This is information from the library, journals and internet; basically it helps in the review of the related literature and comparing the information of different authors and/or researchers.

### **3.8 Validity and Reliability of Instruments**

The researcher designed directly related, filter short and specific question for his respondents to answer. The questionnaire is intended to acquire fundamental information about topic of which clear instructions at the beginning and throughout the questionnaire are provided. The researcher drafted both structured and unstructured interview questions. In dealing with the structured approach, the researcher interviewed respondents in personal and also conducted telephone interviews while in unstructured, the researcher interviewed the views of respondents by giving Self-complete questionnaires.

### **3.9 Data analysis**

#### **3.9.1 Editing**

Editing is the process where 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. And arranging answers from respondents accordingly.

### **3.9.2 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.

### **3.9.3 Tabulation**

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

### **3.10 Ethical procedure**

Before going to the field, the researcher is given authorization letter from the principle of College of Humanities and Social sciences to be shown to the respondents so as to avoid cases of negligence and refusal to give answers; this enables the researcher to attain adequate information from the respondents. During the process of data collection, confirmation was given to the respondents in that, the researcher assures the respondents that the reason for the research is for only academic purpose and that no information is be given out outside .

### **3.11 Limitations of the Study**

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

Hostility among some respondents is also another limitation of the study in the sense that, there are hostile respondents who turned down the request of the researcher to answer the questions. Many of such respondents walk away in spite of the fact that the researcher tries to plead for their attention.

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

Not to forget is also financial limitations like failure to sometimes afford airtime voucher to call respondents and also failure to afford transportation to and from respondents.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.0 Introduction

In this chapter, the study systematically presents the results that were obtained from the research conducted. The results are qualitatively presented. The analysis and interpretation follows tabular presentation at some stages and the interview results from the respondents are also presented to supplement the qualitative presentation.

The presentation of the study is guided by the research questions that guided the study

#### 4.1 Data of Respondents

Since sampling was random, the respondents had differences in terms of the background. This includes different age groups, education level, marital status and sex.

##### 4.1.1 Sex of the Respondents

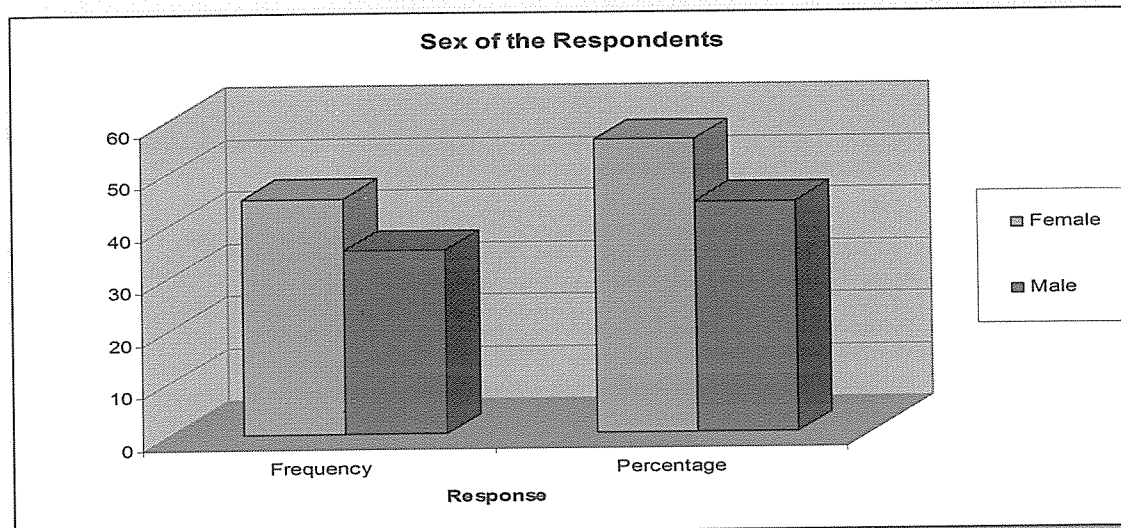
Both males and females were interviewed. The table below indicates sex of respondents.

**Table 1: Sex of the respondents**

Response	Frequency	Percentage
Female	45	56
Male	35	44
Total	80	100

Source: Primary data, 2015

**Figure1: Sex of respondents**



Source: Primary data, 2015

Table 1 and Figure 1 indicate that, 35 out of the 80 respondents representing 44% were male while 45 out of 80 respondents representing 56% were female. Thus this indicates that female respondents were more than male.

#### 4.1.2 Marital Status of the Respondents

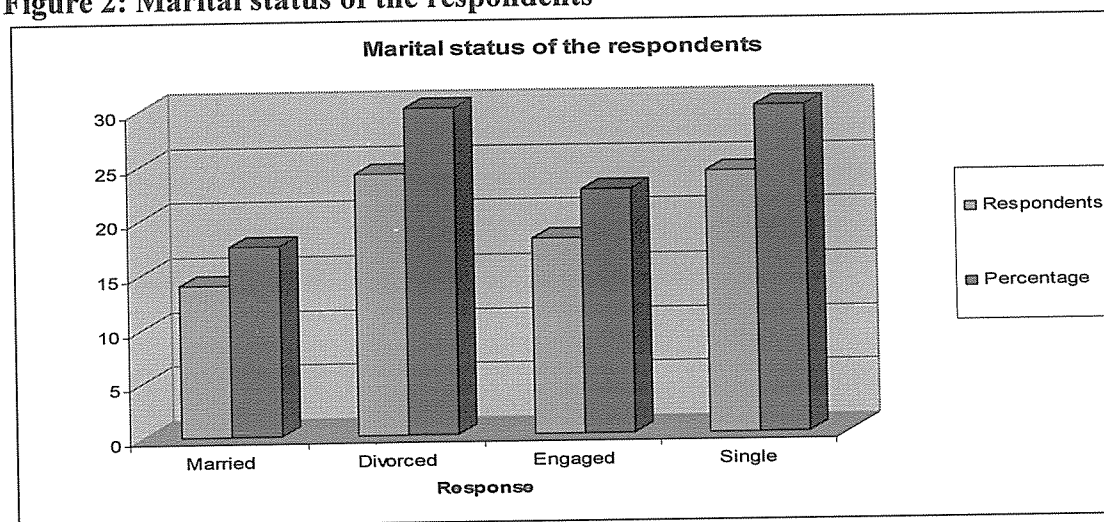
Most of the respondents who were interviewed were between the age of 18 and 35 and as a result most of the respondents have ever been in a relationship with the most having problem with their spouses. Table 3 shows the distribution in as far as the marital status is concerned.

**Table 2: Marital status of the respondents**

Response	Respondents	Percentage
Married	14	17.5
Complicated	24	30
Engaged	18	22.5
Single	24	30
Total	80	100

Source: Primary data, 2015

**Figure 2: Marital status of the respondents**



Source: Primary data, 2015

Table 2 and figure 2 indicate that 14 out of the 80 respondents representing 17.5% are married yet 24 out of the 80 respondents representing 30% are in a complicated relationship, 18 out of the

80 respondents representing 22.5% are engaged and 24 out of the 80 respondents representing 30% are single. The data in table 2 has also been presented in figure 2

#### **4.1.3 Age of the respondents**

To access the validity of the result it was also important to evaluate the age ranges of respondents.

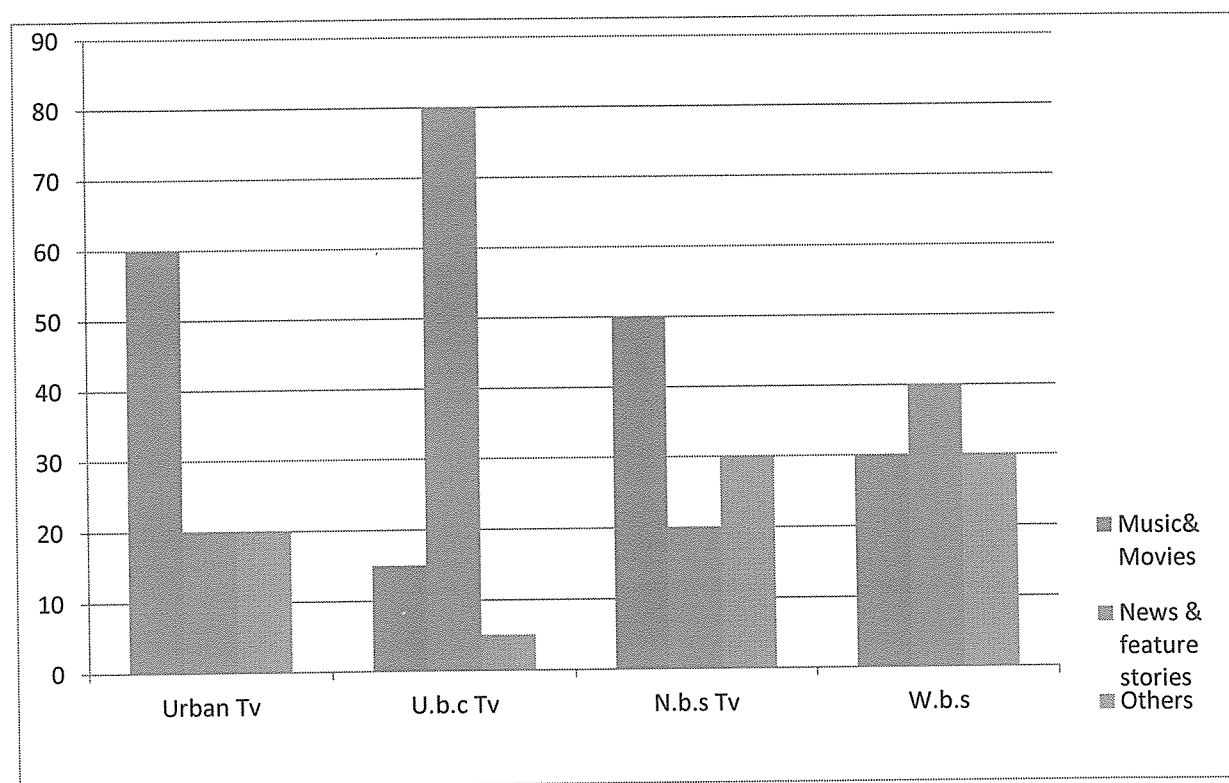
**Table 3: Age of the respondents**

Response	Frequency	Percentage
18 and below	12	15
20-30	30	37
30-50	17	21
50 and above	22	27
Total	80	100

Source: Primary data, 2015

#### 4.1.4 TV stations that broadcast programs that affect youth lifestyle.

**Figure3. Programs relayed by some TV stations that can affect youth lifestyle**



Source: Primary data, 2015

#### 4.1.5 Television stations that broadcast programs that promote youth lifestyle

**Table4. TV stations that have taken step to promote youth lifestyle**

Television stations	Frequency	Percentage%
N.T.V	18	22.5
U.B.C	24	30
MIRACLE TV	24	30
Urban T.V	14	17.5
Total	80	100

Source: Primary data, 2015



Table above indicates that 14 out of the 80 programs that urban TV produces representing 17.5% promote youth lifestyle positively, yet out of 18 programs that NTV produces representing 22.5% promote youth lifestyle. Meanwhile for UBC and Miracle TV stations, 24 out 80 programs representing 30% promote youth style positively.

#### 4.1.6 Effects of television to youth lifestyle

**Table5. Age group affected by television influence.**

Age group	Frequency	Percentage
12-18	12	15
18-25	30	37
25-30	22	27
30-35	17	21
Total	80	100

Source: Primary data, 2015

Table 5 indicates that 12 of 80 representing 15% age group of 12-18 is affected by television negatively, 30 of 80 representing 37% age group of 18-25 is affected negatively by television. Of the age group of 25-30, 22 of 80 representing 27% is affected by television and 17 out of 80 representing 21% of 30-35 age group is affected by television. This table further more explains that young people who have joined youth age group tend to be affected more than those almost in their late youth age.

## **CHAPTER FIVE**

### **FINDINGS, CONCLUSION AND RECOMMENDATION**

#### **5.0 Introduction**

This chapter contains general conclusion to the topic that has been investigated and some recommendations from the researcher that the researcher thinks will help the media to know what content to broadcast.

#### **5.1 FINDINGS**

##### **5.1.1 The effects of television to youth lifestyle**

Televisions can be a reliable source of information and education. However, television can expose teenagers to violence and intense images that can be detrimental to their emotional well-being. It is important to know what your teen is viewing on television in order to understand the negative effects and the positive effects of this technology.

How much impact TV has on youths depends on many factors: how much they watch, their age and personality, whether they watch alone or with adults, and whether their parents talk with them about what they see on TV. According to this research youths within the age group of 18 to 25 are the most affected negatively by television followed by the age group 25 to 30. This is due to factors like, Pressure to learn new things, friends influence and many more. Below you will find information on some areas of concern which is explored into details in regard to what is found on the ground.

##### **Increased fear also known as the “scary world syndrome”**

Television stations like Urban TV frequently portray much more violent action world in movies/Films relayed than the real one, this can have an effect on youths who have seen significant amounts of this violence to believe that the world is a frightening place. This effect is more powerful when the violence is portrayed realistically (as in thrillers or police procedurals) or when it is depictions of actual violence as in documentaries or news programs.

### **Increased aggressive behavior**

There seems to be a relationship between violent media and aggression, but it's not clear whether violent media can make youths more aggressive or whether youths who are already more aggressive are drawn to violent media. "Educational TV programs for young children 'may cause more harm than good. It is also possible that the two reinforce one another, so that youths who are prone to be aggressive choose more violent media which encourages their aggressiveness. "What determines one's fate is their love for something", it is evident that television can really change youth's lifestyle according to the content they watch and like most.

### **Television programs may affect self-development and self esteem**

Beautiful presenters and skinny models and actresses portrayed on television stations like NTV's Flavia Tumusiime, Urban TV's Sheila makes Most youth who want to be like them start to feel insecure and want to do something with their bodies so that they can feel as good as the beautiful skinny models and actresses on television. People who have trouble getting positive relationships are afraid to do anything that can improve their life due to the lack of self-esteem.

### **Sexual content**

Youths today are bombarded with sexual messages and images in all media television, 60% of what Urban TV broadcasts is entertainment like music and movies, shows such as "Be my date" on NTV contain contents that have sexual acts. These programs communicate messages in a way that is more implicit but not less clear. Without parental guidance, youths often take away inaccurate messages about sex to be important and they apply it in reality.

### **Affects physical activeness**

TV can get in the way with young people's time of exploring, playing, and interacting with parents which encourages learning and healthy physical and social development. As the youth age group of 18 to 25 is the most affected by television in this research, yet this is the most active years in human life, much of their time for activities such as being physically active, reading, doing homework, playing with friends, and spending time with family is interfered by television.

### **5.1.2 Television programs that affect youth lifestyle**

#### **Emotional news stories**

Emotional content of news on UBC, NTV and others can affect one psychologically, this can be by directly affecting one's mood and behavior of how one interprets events in their own life such as, types of memories they recall, and how much they will worry about events in their own life. The effect that watching negative news worries more than rest of other news. Therefore, not only are overly exaggerated or manipulated news broadcasts likely to make people sadder and more anxious, it can also exacerbate people's own personal worries and anxieties.

#### **Violence packed movies**

Youths' aggressive attitudes, values and behavior are increased by watching violence on NBS in the program Movie zone, Urban TV's Urban movie, and NTV's Movie night. Watching violence on these television stations has three major effects like, youths are less sensitive to pain and suffering of others, youths (age group 12 to 18) are also more fearful of the world around them and they (age group 18 to 25) behave aggressively towards other people.

#### **Advertisement as an effect of television program on youths**

Alcohol advertisements on television stations like Urban, UBC, NTV, WBS etc. have caused drinking among youth to be increased. For the promotion of Bell beer on these TV stations encourages people to drink so that they can win tickets to watch American Singer Ne-yo. When youths see this kind of advertisements, they will be more likely to feel encouraged by the advertisements because everyone wants to be sexy, happy and successful. Since these advertisements show that they can feel all of the feelings, this will indirectly encourage them to drink so that they can feel to be more successful, happier and sexier.

### **5.1.3 How better the media can promote youth lifestyle**

Mass media (Television) present the opportunity to communicate to large numbers of people and to target particular groups of people. Mass communication has the capacity to reach simultaneously many thousands of people who are not related to the sender. However, mass

communication simultaneously presents opportunities and limitations, both of which require consideration when planning mass media assisted eradication of social problems such as drug abuse and usage in community. The following are some of the ways media can use to promote youth lifestyle.

Raising consciousness about issues like teaching skills, shifting attitudes and beliefs, and changing behavior. For example the “I am Ambitious” campaign that is going on in many television stations around Kampala help the youth stop being influenced negatively.

Media is playing a significant role in forming and influencing people's attitudes and behavior of particular is the part played by news and features reported on specific cases by Business, health, education etc by NTV, UBC, Urban, positively influence public responses to the circumstances young people find themselves in.

Campaigns launched to promote community values usually broaden community knowledge of issues surrounding them for example the Hand washing campaign on TV stations like NTV, UBC and others to influence people's attitudes towards behavior change that contribute to or community development. Hence, television can become a tool to promote youth values positively.

With the power Media has in mediating information and forming public opinion. Media coverage of acts like child sexual assault, assault against women has contributed to demystifying and reducing the secrecy that has characteristically surrounded its occurrence. Campaigns and other forms of media education and entertainment such as Teen city on Urban TV and Teen Nation on NTV have encouraged positive attitudes toward the youth.

It should be observed that, a well-focused mass media campaign, educational program or live-theatre production has the potential to contribute successfully to community education and the prevention of child abuse and neglect according to this research. However, campaign strategies may only be successful when they are backed by community education and support programs. A

media campaign can be effective, but it means nothing unless the campaign is integrated into an overall approach dealing with the various aspects of the problem being addressed.

## **5.2 CONCLUSION**

The research has shown that television plays a significant role in advancing of the moral uprightness of people in Uganda and East Africa. Television has archived this through providing information, education, religions and healthy programs not forgetting being a source of entertainment that keep people busy thus avoiding them from involving immoral practices like adultery, fornication, defilement, rape.

The study has revealed that entertainment plays an important role in advancing the moral uprightness of the people in Uganda by providing them with new information and ideas from different parts of the world previously not known to them through different programs. Entertainment is the major source of information and ideas, they shape people's attitudes and so to some degree direct their behavior for example the local weekend movies on EATV compose good message that may divert the people from doing bad acts like rape, smoking etc.

The media's should not only be seen as a medium that negatively affects youth lifestyle because the role that it plays like preventing child abuse and neglect is multi-faceted. The early discovery of child abuse is the clearest example. Without intense media exposure, battered child syndrome may have remained largely unseen and unheard of. Children are not only the most vulnerable but their voices are often silenced, especially when the subject is child abuse and neglect. Examples of the media's ability to confront people with images and messages that they may not want to see and hear have been documented.

Investigative journalism also plays a less direct but nonetheless influential role in community education. And opinion pieces are yet another means of educating both the public in general and professionals in particular about best practice.

In order to avoid self-esteem and self-development from being affected, parents should help their youths to build confidence in themselves. They should remind them of how attractive they are and that nobody's perfect. Parents should keep on telling them that all those beautiful skinny models and actresses on television must have had scarcity in themselves. Parents have to help their children build their confidence so that they do not want to be someone else due to the confidences that have been built in them.

Parents should set rules for them. For example, set the rule that they have to switch off the television before 10 P.M so that they can sleep early and get enough sleep. This rule can help the youths have good self-development. In addition, the media should set the time limit for youth shows. For example, youths' shows should only be shown on television until 12.00 AM. This is to ensure that youths will get enough sleep and not spend much time on watching television.

Youths should be offered an opportunity to make choices by planning the week's viewing schedule in advance. Ideally, parents should supervise these choices and be good role models by making their own wise choices. Parents should explain why some programs are not suitable and praise them for making good and appropriate choices.

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## APPENDICES

### APPENDIX I: QUESTIONNAIRE

Dear Respondent,

I am Benon Enze, a student of Mass Communication from Kampala International University conducting research on the topic “The Effects of Television to Youth’s Lifestyle in Kansanga parish. The purpose of this study is to fulfill my academic requirements. I therefore kindly request you to answer for me the following questions.

#### SECTION A

Sex

Male ☐

Female ☐

Age

20-25 ☐

41-50 ☐

25-30 ☐

50-60 ☐

30-40 ☐

61-70 ☐

Marital Status

Married ☐

Widower ☐

Single ☐

Widow ☐

Religion

Catholic ☐

Muslim ☐

Protestant ☐

Others (Specify) .....

Educational Level

None ☐

Secondary ☐

Primary ☐

Post-Secondary ☐

Others (specify).....

**SECTION B**

Do you have children?

Yes

☐

No

☐

Have you ever heard of the term lifestyle?

Yes

☐

No

☐

If yes, state what do you know about lifestyle?

.....

.....

**SECTION C**

How is television helping you in life?

.....

.....

How do you think television affects youth’s lifestyle in kansanga?

.....

.....

What are the effects of international media on youth’s lifestyle?

.....

*END*

*THANK YOU*