THE ROLE OF ELECRONIC MEDIA IN CREATING ENVIRONMENTAL AWARENESS: A CASE STUDY OF KAMPALA CITY

BY

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DECLARATION

I Waiswa Andrew hereby declare that the work presented here is entirely my own original work except where acknowledged and that it has never been presented to any University for the award of a Degree.

Signature ....   Date 23rd |Sep|2016.

APPROVAL

I hereby certify that this dissertation by Waiswa Andrew has been prepared under my supervision and submitted in upon my approval.

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ABSTRACT

The aim of this study was to determine the role of the electronic media in the creation of environmental awareness. The study was done in Kampala city in Uganda. The study objectives were; to identify the role of media on environmental awareness, to find out factors exacerbating environmental problems and to determine the challenges faced by the media in creating environmental awareness in Uganda.

The study adopted quantitative and qualitative methodologies. The study involved 90 male and female who responded to a questionnaire that was. Questions that were asked generated demographic information about the participants, participants marital status and knowledge about the roles media on creating environmental awareness.

Media helps the people and civil society group to raise the issues and keep people aware. Factors that exacerbate environmental problems were rapid population growth, massive land degradation, wide spread poverty, rainfall dependent economy, lack of adequate policy measure and lack of awareness are believed to complicate the problem of mitigating the impact of environmental change. However, scarcity of information, lack of editorial support, ignorance and misunderstanding of environment issues on the community, pressure from industry and environmental groups and lack of skill and training were some of the challenges of environmental reporting

The study concluded that the media has a big role to play in making people aware of environment issues and taking actions to protect the environment. Media channels operate with the support of many factors. It can be argued that the majority of citizens in Uganda learn about environmental issues, beyond their immediate surroundings, through the media.

The study recommended that environmental media programs should be transmitted at suitable times and the experiences of successful farmers in natural resources conservation and development should be shared. Attention should also be given to identification of awareness obstacles and training and sensitizing of journalists on environment tissues.

CHAPTER ONE
INTRODUCTION
1.0 Introduction

This chapter constituted of the introduction, describes the background of media and environmental awareness, statement of the problem, objectives, significance of the study, the scope and its limitation of the study.

1.1 Background

Since the world saw the picture of the earth, photographed from space during 1960's, awareness of the earth as a whole system, fragile and finite, became a paradigm of our era (Dryzek 1997:36). This consciousness was accompanied by an insight of environmental problems that the spaceship earth is facing. Geographers argue that environmental issues today have drawn the attention of the common people as environmental degradation and pollution have assumed global dimensions and even threatening the very existence and survival of mankind (Singh 2000:3). Due to this, environmental problems and the consequences of human activities such as economic development, population growth, and land degradation, among others were given an increasingly political character.

At the United Nation's Conference on Human and Environment (UNCHE), in 1972 in Stockholm (Sweden), there was agreement that the majority of environmental problems were understood as local phenomena. At this conference, however, their global natures became evident (Corell 1999:33).

After that, international and national agencies and the United Nations Environmental Program (UNEP) began holding international conferences and organizing activities aimed at promoting environmental protection to get effective response from the international community. It has also been recognized as a global challenge associated with environmental issues such as water and air pollution, energy efficiency, habitat loss and climate change. Twenty years later, the United Nations Conference on Environment and Development (UNCED) was held in Rio de Janeiro, Brazil in 1992, which pushed for the adoption of the convention to combat environmental problems. The convention assisted to identify environmental education and awareness for promoting sustainable development and improving the knowledge and understanding of the

people to address environment and development issues (UNCED 1992). This convention came into force by the end of 2010, and called for governments and public authorities to open up access to environmental information as a means of improving public participation in environmental decision making and awareness of environmental issues (UNEP 1998).

Environmental issues have global aspects which require action at global level. Serious environmental problems result from developments taking place in developed as well as developing countries. Most advanced countries attained their prosperity at the cost of the environment. These countries concerted efforts of pursuing sustainable socio-economic development through the protection of the environment are integrated at local, regional and international levels. According to Hewitt (1990:277), discussion about global warming, deforestation, and pollution of the oceans is affecting attitudes related to economic growth and development at local, national, and international levels. Though taking effective political action to deal with these problems is as such not simple.

Recently, different countries have started to strive for environmental development, protection and sustainable use of environmental resources by establishing environmental agencies, but actions are still not compatible with the magnitude of the environmental challenges. Ban Ki-Moon the U.N. Secretary General made a comment at the World Environmental Conference (WEC) at Bali, 2007, in Indonesia, with regard to environmental awareness. He said that business as usual cannot be tolerated, for it would be to condemn millions. The status quo will not do. This is a marathon race not a sprint. But if we work together, we can forge an effective long term response to climate change. Every country must be a part of the solution. Every country has a role to play. Environmental awareness needs a political answer. This is an emergency and emergency situations need emergency actions (UNEP 2007).

According to EPA (1998) annual report, environmental protection requires equipping its beneficiaries and authorities with comprehensive information for decision making about recent problems, challenging the specific countries and the world at large. These challenges and opportunity vary considerably, from place to place, around the world, across countries and within communities.

Challenges on the environment are accelerating because an exploding human population and competing interest of economic development places greater demands on natural resources. Thus, the increase of demand accelerates the rate of environmental deterioration through depletion of resources, disruption of natural environments, and pollution.

One of the most ominous problems facing countries is environmental crisis which threatens to precipitate and deepen the countries' precarious economic and social state. Everyone needs to understand that, among other things, this environmental crisis is a result of unwise use of natural resources and unplanned development projects, promoted by rapid population growth (EPA 1997). As a result, many countries have, over the last few decades, experienced a serious degradation of natural resources and damage to the environment and human health.

The growing awareness of the two-way relationship between environmental impact and socio-economic development, and the challenges posed by environmental problems has led to the insight that underlines the needs to strengthen the ways in which existing development programs address both the causes and effects of problems in each country. In recognition to this, the United Nations Framework Convention on Climate Change (UNFCCC) (2007) requires countries to minimize adverse effects, including those of environmental problems, climate change and economic impacts on the other parties to take further actions into the national development processes.

The concept of environmental awareness is explained as familiarity with an environmental subject with real understanding of its deeper cause and implications (UNEP 1992). This demonstrates that environmental awareness has a great effect on environmental stewardship attitudes and it has an effect on environmentally friendly behaviors. The main advantage of widespread environmental awareness is its contributions to public support for government action in environmental policy and management. The main tool for creating such awareness at macro level is by far, the media.

The media used for the investigation of environmental awareness are newspaper, radio and television programs which are widely and frequently use modern media. According to McQuail

(1994: 79), there are a set of ideas about media tasks in society, like providing information about events and conditions in society and the world, facilitating innovation, adaptation and progress. According to EPA (2003a:101), awareness creation activities carried out by the media and the various anti-environmental degradation clubs and organizations that deal with environmental protection have been unsuccessful. It is noted that both urban and rural people were not well informed about the mode of destruction and protection of the environment. One of the causes of the deep rooted environmental problems in a country is lack of awareness which is at the very heart of the inappropriate management and utilization of environmental resources.

Thus, raising the awareness of a society is one of the strategies required for the effective realization of environmental objectives and goals. The lack of environmental awareness has been common even among policy makers, until recently. The problem is that media professionals assigned to do programs or reports on the environment have several other responsibilities which demand their attention and time. It is not common for journalists to specialize in more than one area or topic. The capacities of journalists are not strong enough to produce and present programs using creative techniques (MOI 2006).

The role of the media to raise the community concerns and commitment for social and environmental issue is a very critical one. Awareness creation for the protection of the environment and the sustainable use of finite resources are matters that directly concern each citizen. The media can be an instrument in breaking the silence that surrounds the environmental problems and in creating an environment that encourages discussions of how the community can participate and change their behavior. It is truly crucial to raise public awareness of environmental issues.

Media's efforts to sensitize the public about environment issues and its continuing central role in the struggle against the cause of environmental problems are indispensable. However, the level of involvement of the media in the country to address environmental challenges is only event based.
The spatial patterns of media coverage in Uganda are uneven. One of the realities observed within the country is an urgent public demand for the right to equal access to information. There

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is a widening information gap in the regions in general and rural areas in particular the major media focus even now is on issues that take place around the big cities, particularly Kampala. According to the Uganda Broadcast Authority (UBA 2006) there is no diversified community media at grass root level. Furthermore, the media does not give fair and optimal space and time to environmental issues.

1.2 Problem statement

According to NEMA (2003:101), there is an urgent need to continuously review and refocus the development strategy to maintain the quality of the environment and sustained availability of up-to-date and timely information on the state of the environment which is crucial in raising public awareness and increasing their participation on environmental issues. However, no empirical studies have been conducted in relation to public environmental awareness and participation in the environmental management process in Kampala district.

According to the deputy director of the Environmental Protection Authority, an effective study of environmental awareness in media programs has not yet been seriously conducted. Hence, he believes that the significant research gap in the area of media and environmental awareness be studied in a systematic manner (Green Forum 1997). The finding of the study will thus help the country in general and the specific study area in particular to combat environmental problems. There is a lack of researched evidence in the country as the well as study area in relation to the proposed topic. The study examines the actual and potential role of the media in raising awareness regarding environmental issues to bring about a positive change in the attitude of the public and the effectiveness of environmental protection strategies in Kampala. There is a need to find out what the ordinary residents' understands about the environmental problems or issues in the study area are, and what government official's attitudes regarding environmental protection in relation to media content and its coverage are. Therefore, the study investigates the role of the media in terms of the successes or failures of the environmental protection in the study area.

In order to implement better environment protection measures and to get the local community to participate in these measures, it is necessary to first establish what role the media can play to

make the local people aware of the environmental problems in their area and then to make the media convey the message of environmental protection thus the need to carry out this study in Kampala district.

1.3 The objective of the study
1.3.1 General objective
The aim of this study is to determine the role of the electronic media in the creation of environmental awareness and in providing information on environmental protection in Kampala district.

1. To identify the role of media on environmental awareness in the study are.
2. To find out factors exacerbating environmental problems in Uganda
3. To determine the challenges faced by the media in creating environmental awareness.

1.4. Research questions
With the aim of addressing the objectives of the study, the research activities are guided by the following research questions.

1. What are the roles of media on environmental awareness in the Kampala?
2. Which factors exacerbate environmental problems in Uganda?
3. What are the challenges faced by the media in creating environmental awareness?

1.5 Scope of the study
The study was conducted in Kampala district a capital city of Uganda. The study focused on 100 respondents in the bid to establish the underlying the impact of mass media in creating environmental awareness to people of Kampala.

1.6 Significance of the study
This research generated more information to the already existing body of knowledge in the area of environment protection and conservation in Kampala.

Also the research findings enlightened the policy makers, local leaders and the local people of the gaps existing in environment conservation.

These findings will help in drafting appropriate policies and the council will be in position to initiate programs that will empower citizens and make them aware of the dangers of destroying their environment so that both the councils and citizens would join efforts to solve the problem at hand.

In addition to the above, the study will also provide future scholars and researchers with information regarding the mass media and environment conservation.

1.5 Operational definitions

Social media: is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Electronic media: is Broadcast or storage media that take advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information.

Environment: The sum total of all surroundings of a living organism, including natural forces and other living things, which provide conditions for development and growth as well as of danger and damage

Environmental Awareness: To define environmental awareness we must first understand the environmentalist movement. Environmentalism is an ideology that evokes the necessity and responsibility of humans to respect, protect, and preserve the natural world from its anthropogenic (caused by humans) afflictions. Environmental awareness is an integral part of the movement's success. By teaching our friends and family that the physical environment is fragile and indispensable we can begin fixing the problems that threaten it.

Environmental degradation: is the deterioration of the environment through depletion of resources such as air, water and soil; the destruction of ecosystems and the extinction of wildlife. It is defined as any change or disturbance to the environment perceived to be deleterious or undesirable.

CHAPTER TWO
LITERATURE REVIEW

2.0 Introduction

This chapter provides a review of the literature related to media and environmental awareness. The chapter includes a review of the global environmental situations, the district Kampala of the Uganda environment with the causes of environmental degradation in the country as well as a review of the literature on the role of the media in creating environmental awareness. A review of documents, different short discussion and proceedings are provided to highlight the level of knowledge. With this in mind, the literature review should be read as the beginning of a journey of research on the topic of the media and environmental awareness.

2.1. Overview of environmental awareness

In the media history of the country the media stayed under the scrutiny and control of the dictatorship governments that ruled the country for many years and there was low experience of media usage to the benefit of communities. The policies and legislations enabling the existence of diversified print and electronic media access were denied by the feudal system and the replaced junta for a long period (MOI 2006). Under these regimes, the media was entirely state controlled, with no private and public media service. Apart from these important aspects, there was also the lack of awareness and understanding about the liberalization of the media sector to be effectively used for different purposes (MOI 2006).

In response to this, the current ruling government tries to use a free and diversified media through press and broadcasting laws (MOI 2006 and EBA 2007). Following this and cognizant of the need to improved environmental information management and sharing the information to support environmentally sustainable development plans and programs in the country; the government of Uganda has recognized the need to establish an "environmental information system". The need is pointed out in the environmental policy of Uganda (EPA 1997:22) and it has also been articulated in section 16.3 of the establishment proclamation of the EPA (2003). The proclamation has mandated the EPA to coordinate the establishment of information systems (EIS) for the purpose of networking, collaborations and building partnership between and among different environmental data custodians with in the country (EPA 2003:2).

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Given the fragile environmental situation of Uganda and the challenges facing to most environment and sustainable development planners and decision makers, the need to have environmental indictors is very urgent (Daniel 1998). The need for environmental information is linked to the constitutional rights of Ugandan citizens to be informed and to participate in decision making regarding to the well-being of the environment (EFDR 2005: Ar. 29), and the equitable utilizations of the goods and services generated from their environment. Knowledge and access to information are essential for effective environmental management and have significant impacts on the economy and the livelihood choices people make.

Developing countries need to be given time and space to develop. Even the poorest slum in many city of the developing world has a television set that shows life as it exists in the developed world, and that fuels aspirations and desires. As long as you have this major divide you are not going to be able to influence people in developing countries to move away from what they have seen as the good life (Corell 1999). On the other hand, reports from developing countries on the state of student's (people's) knowledge and attitude about the environment and environmental problems seem to be meager (Dalelo 2007:189).

According to Bekalu (1995) an enhanced perception of environments and environmental change should lead to the development of a sense of personal and community responsibility for environments and should foster the notion of people as custodians of the earth for future generations mostly in developing countries. Environmental awareness envisions the increasing of awareness and understanding of the environment through formal and informal education. Environmental awareness capacity building indicated that most of Ethiopian local population and government officials may be aware of the degradation problems but not the root cause of the problems (Bekalu 1995).

Knowledge of the root causes of environmental degradation was not given much attention in the past since the emphasis was on raising public awareness about the environmental problems. Understanding the current status and root causes of land degradation are critically important and the government has to educate, spread awareness, involve and motivate everybody in the country to conserve the local flora and fauna, soil and water resource, and all other gifts of God which

are national properties and belong to all and to any non-individual (Bekalu 1995). The environment does not constitute one single issue, but many diverse ones which are not ordinarily articulated by the media (Hansen 2007:449).

The media do not simply transmit messages to their audiences about the real world. Rather, they participate in the social construction of environmental problems by articulating culturally specific and encoded messages which are subsequently decoded and given meaning by their audiences within existing frames of reference (Burgess 1990). Environmental understanding is continually being transformed by the interactions of all the participants in this process. There is the need for the community to intensity efforts to overcome environmental problems. This could be materialized through media works by creating effective influence on the community to bring about behavioral change. According to Burgess (1990) the media's ability to change the course of the environmental crisis is immense.

The media has a critical role to play in helping to halt and reverse the future expansion of environmental problems and to maintain existing efforts in the community. By contrast, particular political views that are regularly marginalized from the media (like environmental issues) weaken the credibility of the parts championing them like the greens (Hebert 2006). In addition, the challenges that the media faces, political or other development agenda is usually a priority and environmental protection is rarely high in the news agenda (Deacon 1999: 103). Most of the Ugandan people are not aware of the greatest challenges facing humanity, such as environmental change and biodiversity loss, which have enormous implications for economic, social and environmental security. The significance of these issues is not reflected in media reporting (McQuail 1994). The protection of the environment and the sustainable use of the earth's finite resource is a matter of direct concerns to every citizen.

The media greatly shapes what the general population thinks about the environment. The media plays a great role in creating awareness (McQuail 1994). In contested environment, environmental news can be as much of an obstacle as a promoter of the environment. Often, the news does not go in to detail about the causes of an event, such as a flood disaster and spends

much more time on celebrity of couple or terrorist event (Speth 2004). The media wants stories with conflict, personality and an event, and a flood crisis often do not provide such a story.

2.2 Global environmental situation

Environmental problems are global in origin and therefore require collective local actions to solve them (Gore 2006). People have an impact on the earth that cannot be sustained. By some estimates, humankind uses more than 67% of the planet for primary productivity (Wellford 1998) and according to Sammalisto (2007) people are using the earth resources faster than they can be renewed. In addition to these problems and their adverse effects, there is the greenhouse effect and global warming and global climate change which has captured the attention of the whole world at the moment (Sammalisto 2007). Environmental problems, such as the worsening of the greenhouse effects, the diminishing of the ozone layer and to lesser extent the problem of acid rain are global in nature and they concern the entire planet due to their amplitude as well as their consequences like environmental changes, desertification, and the death of the forests.

Burgess (1990) specifies that the accumulation of greenhouse gases, mainly carbon dioxide, is irreversible for periods covering hundreds of years. These global environmental problems like deforestation, global warming and pollution of water bodies or industrial pollutions are public evil, that is, a globally negative effect on the economy causing multiple costs (Burgess 1990). According to Allen (1999) about 153 environmental treaties in the context of the United Nations environmental program have been put in place not forgetting that alongside these multilateral agreements there exist bilateral agreements, independent of the United Nations to solve these global environmental problems. The industrial nations had given priority to environmental protection, this started in 1972, the first United Nation (UN) conference on the human and environment was held in Stockholm, Sweden. This was the first initiative towards global environmental management and resulted in another United Nation conference on environmental development.

In the less developed countries (LDCs) natural resources are the backbone of the economy, and provide the life support system for most of its people. Most people in these countries directly depend on the environment for their livelihoods, and they are particularly vulnerable to the

effects of environmental change. Over the past three decades, in many countries of the world the environment has continued to deteriorate and poverty has increased despite attempts by governments to try to halt and reverse degradation (Ajeyalemi 2005).

According to Ekaete (2001) desertification affects 46% of African countries and about 485 million of its people. For example, more than 2 million hectares of Ethiopian land had been degraded beyond rehabilitation. Soil erosion and desertification are increasing and the problem is likely to intensified over the next three decades as population continues to grow and the climate becomes more variable (Ekaete 2001).

Due to these environmental problems global level conferences stressed the importance of awareness creation through education and media as means to reach sustainable development in the long run. Recent concerns about environmental degradation in western societies and modern lifestyles have been preceded for centuries by global distraction of warning from other cultures, in particular indigenous peoples (Ekaete 2001). These warnings have led to the current mandate for global organizations to promote sustainability as pivotal to social and cultural change at national, regional and local levels (UNESCO 1993). In more recent times both Western and indigenous scientists and authors alike, have identified two main areas as crucial to an increase in pro- environmental values, ethics, attitudes and behaviors in societies. These areas are lifestyle and education changes (Ekaete 2001).

The present rhetoric of environmental sustainability, however, tends to focus on industry reforms, international environmental agreements and a growing emphasis on formal education, with limited attention to media learning or education. It has been identified that this rhetoric continued even with the recognition of the need to include local based community groups and individuals in the global movement towards ecological sustainability and the need to restructure formal education practices in many westernized countries (UNESCO 1993). For example, UNESCO provided a framework for global environmental education that is "lifelong and denotes an overall scheme aimed both at restructuring the existing education system and at developing the entire educational potential outside the formal education system (Adger et al. 2006:125).

Today news editors give a more sophisticated definition of global environmental change which is best understood as process that are manifested in localities with causes and consequences of multiple spatial, temporal and socio-political scale (Adger et al. 1998). While it is obvious that the world is becoming compressed in cultural and economic terms, this is not to say that people's experiences are inevitable becoming more similar. According to Ekaete (2001) the global turn to environmental politics brings a reduction to the complexity of the problems. Global environmental discourse has suggested much more unity and shared understanding than legitimately assumed (Ekaete 2001).

2.3Role of the media in creating environmental awareness

Critical to the realization of any novel idea of relevance and practical translation is the matter of creating and raising its awareness. In the domain of environmental issues, environmental education plays a key role in sensitizing people on the need and significance of programs carried out to address environmental problems confronting them.

Morgan (2000) states that environmental education increases public consciousness and knowledge of environmental issues and challenges. Dalelo (2007) is also of the opinion that environmental education is necessary to increase public awareness about effects of human activities on the environment. It is necessary to increase the public's sensitivity to environmental and development problems. People profit through environment education, by gaining an understanding of how their individual actions affect the environment, acquiring skills are useful to evaluate various sides of issues, and becoming better equipped to make informed decisions. Studies indicate that there is very limited environmental education in Uganda (Shibru and Kifle 1998).

Daniel (1998) revealed that environmental education has become nonexistent in the curriculum of colleges and schools. According to Dalelo (2007:84) the inception of environmental education in Ugandan schools and teachers training institutes is inextricable related to the efforts made by the government and nongovernmental organizations to control the rate of environmental degradation. This situation thus makes the media a significant tool in raising the awareness of people on environmental matters.

According to Morgan (2000) the media is a significant source of environmental information for people. Morgan (2000) postulated that a significant amount of the public's knowledge of environmental issues is likely to come from the media. According to him much of what people hear about issues such as the greenhouse effect, global climate change, ozone depletion, water and air pollution, and other environmental threats, is likely to come from the media (or from others who have heard it from the media), since our first-hand knowledge of the state of the environment is likely to be minimal. In fact, it has been suggested that the media is frequently the only source that people use to gather information about environmental issues (McCombs 1995). It could take up a crucial role by providing technical information about relevant environmental problems and possibilities. Arcury (1990:300-304) suggested that environmental quality is unobtrusive issue (issues that humans do not directly experience) which by their nature, are more susceptible to a significant media agenda-setting effect, and consequently the public needs the media to tell them how important an issue on the environment is.

Hansen (2007: 50) stated that "media discourses help to shape and set the parameters of discussion and understanding of environmental issues" and for resulting social and policy responses. Media coverage of environmental issues can heighten or diminish the amount of attention the public pays to these issues and strongly influence the political discussions that take place about the environment. In the past, the role of media in human society was seen essentially as sources of information and to influence people. It is now being proposed that the media should be understood as a process of social interaction through a balanced exchange of information and experience. This implies participants critically analyzing the role played by the media in environmental protection and progressive management (Hansen 2007). As a result of the significant role the media play in developing the public's understanding of environmental issues, it will give the confidence to act appropriately leading towards sustainability.

Some researchers have concluded that the news media not only play a significant role in modeling the public's knowledge of environmental issues, but also play a part in the public's likelihood to participate in environmentally-friendly behaviors. According to the World Bank Group (WBG 2005), radio, television and newspaper are considered the major media outlets in developing countries. The study also added that as is the case in developed countries measuring

audience size by considering the number of households with radio/ television sets and distribution size of newspapers would determine the number of audiences in poor countries. The study argues that communal viewing, listening and reading habits are far more common in poor countries than wealthy ones. The actual proportion of the population that consumes radio, television and newspapers is likely to be considerably higher than the proportion that owns a set and the distribution quantity (WBG 2005: 30-31).

In poor countries like Uganda specifically radio tends to be an effective means of mass communication when compared to other media outlets. As Laekemariam (2000:185) notes, in the case of Uganda where there is rugged topography, high prevalence of illiteracy and poor transport, radio is the preferred means of mass communication. Moreover, most scholars agree radio is inexpensive with a small initial cost and operation is simple. From the perspective of the listener, radio sets are cheaper than television to buy (Michael 2007:5).

It is also the most cost effective way of providing environmental information and a voice to all members of society including the marginalized ones. One explanation for the alleged poor quality of environmental news coverage is the assertion that journalists are ill-prepared and sometimes incapable of accurately reporting environmental issues. Their reporting relies on authoritative sources (Cohen 1994) and they have no interest in reporting what is really going on (Herbert 2006:110). Herbert (2006) added that there is a shortage of journalists who specialize in environment and related subjects in the country.

Cohen (1994) noted that journalists themselves admit that their coverage of environmental issues is weak. In an ideal world the media has to be objective and journalists need to be professional but in reality this is not always the case. At times the media succeeds and at times it fails to meet its role and objectives.

According to Gore (2006) the media must do more than present myopic and sensationalized information about the environment. They must present detailed information in a contextualized, accurate manner so as to equip the public with the knowledge they need to guide their understanding and actions toward the natural environment. Herbert (2006) stated that the media

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has a responsibility to inform and to educate, to tell us not only what is happening today but also why it is happening and what it will mean to us today and tomorrow.

Overall, there is ample research portraying the media's inaccurate, misconstrued representation of environmental issues. Collectively, these assertions imply not only that the news media play a significant role in developing the manner in which media users think about environmental issues, but perhaps more importantly, that the news media are not fulfilling this role acceptably. The review above highlights the need for more research to be conducted on the media's role in disseminating information about environment issues. Consequently, environmental based news coverage and the effects of this coverage on audience will be explored in the next section.

2.3.1 The role of electronic media on creating awareness

The media considered here, in trying to explain environmental awareness, are radio, television and newspapers due to the fact that these are the most widely and frequently used modern media in Uganda. Radio is cheap, most easily accessible and its signals cover almost 83% of the country (ERTA 2005). Some studies indicated that the frequency of listening to the radio in urban area is relatively low.

The role of the radio in creating environmental awareness is not very important due to the fact that there are only a few regular environmental programs on the radio. Although there are two Amharic service, radio programs on the environment should be broadcasted by the rural and agriculture development ministry in collaboration with EPA (EBA 2006). Pollution of the environment is only unsystematically tackled in media programs designed for special target groups, such as people living in cities, event-based campaigns and industrial workers.

The issues mentioned and the ways they are dealt with are naturally adjusted to the target group of the program. Sometimes environmental programs focus on scientific explanations for addressing local problems like air, water and noise pollution. On the national level the broadcasting of news on environmental issues is very scarce and even when news on the environment is broadcast it is most mostly event-based (EPA 2007). Due to the high level of illiteracy in Uganda the modern media or electronic media are in a key position.

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The UBOS (2014) census has shown that both radio and television are perceived as authoritative and friendly media by most of the population in the country. There are about 7 million television sets in Uganda which provide coverage to nearly 11.9 million people (UBOS 2014) and television is one of the most powerful effective means of propaganda and persuasion. Television has become a new status symbol even in remote village. In rural areas prosperous people have at least some access to a television. The rapid growth rate of television sets will probably increase the importance of television in the future (UBOS 2014). A further advantage of television is that it is an educational media that is helpful in teaching practical work. A televised presentation can be as clear as a face-to-face demonstration. The radio and television program currently broadcasting makes sense of the complexities of this rapidly evolving landscape and are helping listeners to understand their place in it. The national channels are regulated by the EBA and required by law to offer environmental program. National radio is the most important channel of dissemination that reaches almost all over the country. It has two regular programs on the environment. Each of the weekly broadcast programs (Awedegeter and Akababi-ena-lemat) scientifically focuses on special environmental problems (EBA 2006). What is true for radio is also true for television programs on environmental issues. They are tackled in the news as well as in children's, health, rural, agricultural and educational programs.

Politicians have recognized the potential of television in creating environmental awareness but the use of televisions is costly. It costs quite a lot to produce films on environmental issues on a regular basis. This makes television less efficient for creating environmental awareness (EBA 2006). In general, the approach of journalists when writing on environmental issues was neither educational nor motivational and did not offer scientific explanation or background information (exceptions are environmental issues that are on at the top of the political agenda or event based). The approach is to inform their readers on the latest trends in political news related to the environment. A slight tendency towards motivational coverage of environmental issues can be observed in The New vision (opinion column) the English language newspaper (EBA 2006). Despite all the limitations of media in increasing awareness of environmental problems, the role of media in that respect is still an enormous one.

2.4 Factors exacerbating environmental problems

The term global environmental change is contested and problematic. First, all forms of environmental change are in some sense global or more accurately universal (Adger et al. 2003). In the 1990's the discourses of global environmental change moved to the center of environmental debates, leading to global scale solution for what is perceived to be significant environmental problems.

At the heart of this realization of the global significance of environmental change are two major environmental problems: the depletion of the stratospheric ozone layer and the issue of global climate change (Adger et al. 2003). Thus, environmental change threatens all of humanity. People living in the developing world are often the most vulnerable to its effects, as large portion of those populations are directly dependent on agriculture, forestry, and the likes for their wellbeing and survival. These activities depend on healthy ecological systems, and there are few buffers to protect the poor from the repercussions of environmental decline (DPPA 2006).

The impact of environmental change could either be reduced or enhanced by the interplay of several factors in a given country. Factors that exacerbate environmental problems like rapid population growth, massive land degradation, wide spread poverty, rainfall dependent economy, lack of adequate policy measure and lack of awareness are believed to complicate the problem of mitigating the impact of environmental change in Uganda (Daniel 1998).

NTV (2015) states that the Uganda's population grew extremely fast over the past few decades. This huge population base which is growing at rapid rate, poses a dreadful challenge to any effort under taken to attain food self-sufficiency and coping mechanisms against the impacts of environmental change, the archaic agricultural practices accompanied by an unsustainable consumption of natural resources are responsible for massive land degradation (EPA 2003b). Deforestation and soil degradation are major causes of food insecurity and poverty in Uganda. Most of these arise from human and livestock pressure on land. About 70% of the total area of Ethiopia is dry, sub-humid or semi-arid and thus vulnerable to desertification (MOFED 2006). The mountainous parts of the country are prone to land degradation through forest and soil loss. This not only reduces the resilience of people to cope with environmental change induced shocks

but also exacerbates the frequency and magnitude of dry spells and floods in times of extreme weather events.

One of the complicating factors of the environmental problem is poverty that turn environmental change induced hazards into disasters at national, regional, local and household level. For instance, the poor are more likely to occupy dangerous locations such as flood plains, river banks, steep slopes, reclaimed land and highly populated shanty settlements. The poor mainly depend on agriculture which, in turn, is dependent on the amount and distribution of rainfall. Even small changes in the rainfall amount and distribution could slash the agricultural productivity (EEA 2005).

National Commitment for Environmental Issues Past experience has shown that programs and projects undertaken in different parts of the country have caused damage to the environment and to public health. This is because traditional project preparations and decisions were mainly based on short term economic and technical feasibilities and neglected the environmental and social as well as long term economic dimensions (EPA 2003c). Concern for environmental degradation in Uganda has been growing in recent years. The downfall of the past Dirge) regime allowed a new system to take appropriate actions in order to turn back to learning and quickly accepting modern principle and rules of behavior governing international as well as bilateral environmental laws (EPA 2003b). According to Article 44 of the constitution act 1995 everyone has the right to live in a clean and healthy environment and the government will make every effort to provide such an environment. The constitution also holds the government and the people of Uganda responsible for the preservation of natural resources and maintenance of ecological balances. A number of proclamations and supporting regulations were made that contain provisions for the protection and management of the environment which reflects the principles of the constitution (EPA 2007). One of the main priorities of Uganda authorities was setting up the legal framework for the environment and establishment of the environmental protection Authority (EPA) by proclamation No 9/1995.

According to this proclamation the environmental protection Authority (EPA) has the powers and duties to prepare environmental protection policy and laws, directives and systems necessary

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for executing and evaluating the impact of social and economic development projects on the environment follow up and supervise their implementation (EPA 1997). The main cause for environment degradation is lack of effective enforcement of various laws and orders passed by the courts. It is evident that the policies alone are not sufficient to ensure environmental quality (World Bank 2012). Policies which deal with these problems need serious enforcement to be adapted to local circumstances. At the local level it is crucial to identify what local communities can do themselves, what they can do with assistance from outside, and what the government has to do. The country has a long way to go in identifying and implementing the appropriate policy measures (NEMA 2000).

2.5 Challenges faced by the media in creating environmental awareness

How well a journalist performs his/her professional duty determines to a significant extent the quantity and quality of the information the public gets from the media. However, scarcity of information, lack of editorial support, ignorance and misunderstanding of environment issues on the community, pressure from industry and environmental groups and lack of skill and training are some of the challenges of environmental reporting (PMC 2006).

Covering environmental stories requires an understanding of both the "science" involved as well as the many complex environmental laws that govern these issues; it also requires the skill, the training and background to cover technical environmental issues (Soper 1995). One the other hand while paying a critical role in helping the public understand of environmental issues journalists themselves often feel ill-prepared to cover the environment.

Laekemariam (2000) reached as similar conclusion in his assessment of environmental protection and mass communication in Uganda, and he concluded that journalists and editors themselves have no clue about what environment is. The PMC (2006) survey done in some countries (e.g. in Tanzania and in Jamaica) also indicated that journalists lack/have limited access to timely, accurate, clear and understandable information on environment issues which and some criticized scientists for using excessive jargon. According to the finding of this study out of 100 study participant 14 were media staffs and 86 were local people from other backgrounds. This results were divided into two groups according to interview.

A major difficulty faced by journalists and producers covering the environment is access to reliable source of information and having the technical information interpreted by experts. Although identified sometimes ago, the response to this constraint has been slow. The restriction of access to information by the public and media still prevails in some countries and inhibit open coverage, discussion and debates of issues that are of public interest. In other cases, where information is available, journalists lack credible means of interpreting technical issues and explaining them in layman terms (MOI 2006).

Environmental journalism encounters other problems that are not easily overcome. For example, bottlenecks sometimes exist, where editors and program managers may not appreciate, and thus, pay limited attention to environmental news. Another limiting factor is legitimacy of environmental issues and where such legitimacy is derived from. For instance, sometimes major environmental stories are under reported in the country of origin until the foreign media picks it up and gives international coverage. However, in many countries, environmental activists and government agencies handling the subject of environment have not developed fruitful media relations and use the media only to generate publicity for events and individual actions (Dobson 1997).

According to Dobson (1997) environmental communicators have recognized the value and power of using folklore and traditional media, such as songs, dance, drama, puppetry and mining, to take environment and development messages to the public. Historically, traditional media have often played a role in the communication and promotion of new ideas, apart from its traditional role of preserving and teaching established values.

Today, in spite of advances in the modern forms of media, many people still relate more readily and easily to traditional media, which are closer to their local cultures, and are often more interactive and participatory than the regular forms of media. Various forms of traditional media are being used or adapted to convey environmental messages to children, communities and specific large target groups in different countries (MEA 1994). A considerable amount of work has been done and achievements made since the 1990s, but as many challenges remain.2.6

2.6 Conclusion

The literature review in this chapter provides a glimpse of the current research on the role of the media in creating environmental awareness and providing information for environmental protection. The literature reviews clearly indicated that environmental change is very likely the biggest challenge that the world has ever faced. The scales of the problem as well as the scale of the response defy comparison. Unless an enormous amount of work is done to reduce environmental problems in the near future, it is very likely that many will suffer. It is therefore important to do research on what can be done to create environmental awareness and the consequence of such awareness.

CHAPTER THREE
METHODOLOGY

3.0 Introduction

This chapter presents the methods and tools that were used to conduct the research. It specifies the research strategy, sampling procedures, research instruments and data analysis techniques that were used to explore the underlying causes of poor waste management and seek the local people's opinions on how the problem would be handled.

3.1 Research design

The research strategy that the study utilized was descriptive method. A descriptive research intends to present facts concerning the nature and the status of the situation, as it exists at a time of the study and to describe the present conditions, events or systems based on impressions or reactions of the respondents of the research. This study concerned with the relationships and practices that exist, beliefs and processes that are ongoing, effects that are being felt or trends that are developing about media in creating environment awareness. The research used cross-section study and a mixed methods approach (i.e. qualitative and quantitative designs). In this study, both methods were utilized for instance the qualitative opinions that were got, were confirmed by statistical data. Finally, the study also to used in-depth interviews, observations (qualitative) as well as survey and statistical records like graphs, pie-charts and tables (Quantitative).

3.2 Study area and population

The study was conducted in Kampala district, the capital city of Uganda. It is located in the in central part of Uganda. The Population in Kampala is mixed with different tribes ranging from Baganda, and other tribes. The main activity of the people in Kampala is business- (small and large scale business); while other do professional jobs. Others also are peasants who practice farming since this is the main source of food and livelihood survival.

3.3 Sample size and selection criteria

The sample size comprised of 76 respondents (local people- considering a number of issues like residential, business-small or high etc.) from different divisions of Kampala, 10 education

institutions, 4 TV and Radio presenters and 10 media leaders from NTV and Daily monitor a total of 100 respondents. The researcher used a non-probability sampling procedure where purposive and quota sampling techniques was employed. This is because, in purposive/judgmental sampling, the researcher purposively chose respondents who in his opinion, are thought to be relevant to the research topic. In this case the researcher is convinced that his judgment is more important than obtaining a probability sample because the problem of environment management is not a new phenomenon therefore, to obtain relevant data, one must choose relevant respondents. Whereas in quota sampling instead of dividing the population into strata and randomly choosing of respondents, the researcher set a 'quota' of respondents who were chosen in specific population groups, by defining the basis of choice (gender, education, status, wealth etc.) and this still be used in determining size.

3.4 Methods of data collection

The researcher used both qualitative and quantitative methods of data collection because qualitative methods involve the use of words rather than numbers; the methods involved descriptions of the study and this helped the researchers to go beyond conceptions and generate and revise frameworks. This approach helped the researcher to generate quality information that will give meaning to numbers. While quantitative methods were involved the collection of numerical data in order to explain, predict and control phenomena of interest and the data to be collected was presented as a table in numbers. The numerical data obtained will be used to explain the social life of the people of Kampala in relation to environment warmness. These methods included, administering questionnaire, interviews and observation.

3.4.1 The questionnaire

The main objective of the questionnaire survey was to capture information on respondents' awareness of environmental issues to determine the impact that can be directly attributed to the national environment protection intervention. As to data collection techniques, a structured or semi-structured approach, with open and closed-ended questions, checklists and interview guide were used to provide both quantitative and qualitative responses. According to Yin (1994) interviews can take three different forms such as open-ended, focused and structured. In the open-ended interview, the key respondents are asked for the facts as well as for their opinions.

The focused interview follows a set of questions derived from the research study and is performed inset manner. The structured interview follows a structured questionnaire and is best suited for surveys

3.4.2 Interviews

The respondents were interviewed on their opinions on the role of media on environmental protection. Each interviewee was asked to give his/her opinions about environment issues and the role of the media. The major questions asked of the research participants were on the effectiveness of the media in creating awareness, the coverage the media gives to environmental issues, and the challenges of reporting environment issues. They were also asked to give suggestions on the relationship between the media and media sources. The scope of the interviewing more or less focused on the challenges of covering and reporting environment issues. The main interview questions were used to collect the information provided in appendix1.

The interview guide used in this research has three parts. The first asks personal information of the interviewees such as age, gender, marital status, education status and occupation. The second part includes questions that help to find out to what extent the person being interviewed is aware of environmental issues in general and the environmental problems in his/ her area in particular. The third part consists of questions that focus on the role of the media in covering environment issues. In a situation where an interviewee had some time constraints the researcher had to be fast in asking the interview questions, taking notes and using a recorder to record the conversations.

3.4.3 Observation

A structured observation is "very systematic and enables the researcher to generate numerical data from the observations" (Cohen, Manion& Morrison, 2000:306). This being a study that is partly dependent on survey framework, it was hypothesized that the behavior of the respondents would most likely be inferred; direct observation of people's behavior with regard to their responses was therefore, done to check the accuracy of their responses (Bryman, 2004). Structured observation was particularly used with the help of an observation schedule as a data collection tool (Bryman, 2004).

Notably also, unobtrusive observation is non-participatory in the interest of being non-reactive and can be done in an informal way (Robson, 2002; Leedey and Ormrod, 2005), and that is why the researcher decided to use it alongside the other methods.

3.4.4 Document review

Document review is an unobtrusive data collection method which is non-reactive since documents cannot be influenced by the fact that they are being used (Robson, 2002). Organizations as well as government and in this case local government, produce many documents (Bryman, 2004). These documents can potentially be used to acquire both quantitative and qualitative data. The researcher requested for permission and consequently documents so he could derive relevant information from them.

Although the researcher hoped to readily find, and access several documents like; annual reports; survey reports; planning documents and other relevant documents, the researcher was only able to readily access the Town Council's Three-year Development plan for 2008/09-2010/11. This document, however, was not so deficient of the data that the researcher had envisaged to gather from the several desired documents.

Some of the data from this document formed a precursor to the interviews with media Officers. The researcher felt that this would allow for more meaningful reflection and triangulation of issues from the documents, in the interviews. This triangulation is usually necessary for purposes of examining information in documents, in light of other data sources, since documents may not be as objective as desired (Bryman, 2004:388).

3.5 Sources of data

3.5.1 Primary source

This is the collection of data directly from study population/people by taking to them and observing the situation. These involved field investigations; questionnaire survey and face-to-face interview to gather primary data.

3.5.2 Secondary data

This is the use of the already collected data that was not specifically gathered for the research question at hand. This data could be government or non-governmental / private statistics. The researcher got information from the study of documents about environment awareness; these documents included the publications, annual reports of the ministry of health, periodicals, journals, magazines and other literature written by different knowledgeable scholar. This data helped the researcher with the starting point for additional research.

3.6 Research formalities

The research procedure begins by getting introduction letters from the university which was presented by the researcher to the authorities of different organizations and divisions in Kampala district to be allowed to carry out research in the areas and to access secondary data like organization reports.

3.7 Procedure for data collection

Data collection procedure were started by making official contact with the concerned district bodies such as district administrator, rural development department and local administration (Kebele)to get permission and support for the research. Then the researcher visited the selected local administrations to establish a common understanding with the officials and to gather general and empirical data from the selected study area. In addition, the visits help to get information that was used as input for subsequent planning and for the sample selection. Furthermore, during the visit, formal and informal discussions were conducted with representatives of the selected study areas, briefing them on the objective of the study to build their trust and confidence so that they would cooperate and provide information without fear and suspicion.

Prior to undertaking the actual data gathering, the draft questionnaire was tested on five respondents selected through purposive sampling from the sample population of each local administration village. After completion of the test, the responses were checked to make sure the respondents understood the questionnaire properly and the intended information was gathered. The test also helped the researcher to estimate the average time required for the respondents to

fill out the self-administered questionnaires. Based on the feedback from the test, some amendments were made prior to duplication of the questionnaires. Finally, the adjusted questionnaire was distributed to the sampled respondents of each selected area.

For data collection purposes, five people were responsible for the collection of primary data from the respondents. This consists of the researcher who was assisted by four field workers. The recruitment of field workers was based on their understanding and fluency of the local language (kembategn). The field workers were trained in various elements of the questionnaire, specific research issues and objectives and simultaneously the instrument was pre-tested to ensure that they would be capable of interviewing in the target localities.

3.8 Data analysis and interpretation

It should be noted that, data obtained from the field in raw form is difficult to interpret. The initial data collected was subjected to quality checks, to ensure that the recordings were correctly done with minimal errors. This entailed editing, repeating interviews where necessary, coding, summarizing, categorizing and grouping similar information, analyzing according to the theme of the study. It is important to note quotations and observations made during the interviews and their sources or the name of the interviewee. All the questionnaires were analyzed whether they are completed or not. Data analysis and processing was on-going and statistical analysis was done manually and by using Microsoft Excel Spreadsheets, frequencies of the emerging issues are then established and this will be presented in a tabular or graphic form like pie-chats, bar graph and frequencies and percentages were then generated. Care was taken to avoid discarding any data, as this could be reverted to in later analysis.

Relevant quotations were ear-marked. Analysis was done manually, identifying areas of emphasis according to themes and the responses summarized in a narrative form as a presentation of the major findings of the study. At the end of it all, it was from the results of analysis that the researcher was able to make sense of the data and the researcher gave interpretation and discussion of the data obtained in relation to phenomenon the role of the media on creating environment awareness.

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3.9 Dissemination of the results

The researcher analyzed data, distributed the findings to the areas/offices that were helpful during data collection exercise. For instance, media officials and the environmental Health inspect to enable them update their information and to discover the gaps in the policy about environmental management. The university retained a copy of approved dissertation for academic reference for students and other scholars and the researcher also retained a copy.

3.10 Ethical consideration

During the course of this study, ethics were given due consideration. According to Walliman (2006:148), ethics are the rules of conduct in research. The following ethical norms served as guide in data collection and analysis:

The ethical issue of informed consent was considered. Israel and Hay (2006:61) state that informed consent means that „participants need first to comprehend and second to agree voluntarily to the nature of the research and their role within it.

The participants were informed about the research through emailed requests for interview. Therefore, they were informed that the research was being conducted solely for academic purposes. One of the participants was concerned about the use of the data. For instance, he complained that a student once requested an interview with him and promised that the data would be used for academic purpose. The participant later found out that, one of the student's teachers used some of his statements from the interview to publish a book. Participant admitted that the student might not have been aware of the action of the teacher.

The participants whose responses were audio-recorded were also informed prior to the commencement of the research. They willingly consented to have their views recorded. All the participants were assured of confidentiality. This was done to protect them (Parker, 2005) cited in Kvale and Brinkman, 2009). Hence, to ensure that the principles of anonymity and confidentiality were guaranteed, there was no collection of the details of the personal information on the participants (McMurray etal, 2004); their names were not revealed in this study. However,

they are traceable to the documentary in this study since their identities are clearly indicated in some websites, especially the Panorama website.

The researcher thought permission from the local council leaders and organizations management in order to be allowed to collect data. The researcher did not include o names of the respondents instead in used numbers.

3.11 Limitations of the study

The study was comprehensive and the researcher used considerable finances to execute the study successfully. However, despite the envisaged limitations of logistical and financial difficulties, the researcher endeavored to get the required resources to complete the study within the required time frame.

The researcher found uncooperative respondents just as the researcher experienced during his undergraduate research but the researcher intended to build a report first.

The researcher believed this helped to build a strong bond with the respondents which were for getting the required information.

Time factor; this was the greatest challenge for the research. There was limited time period for a researcher to go the field, make introductions, carry out research, collect data, interpret the findings and then write a scholar report.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter presents the findings from the study following the different research questions. The data represented in this chapter was collected and processed using quantitative and qualitative techniques.

4.1 Socio-economic/demographic characteristics of respondents

The research sample, as indicated in different figure and tables, consisted of 100 individual respondents, ranging from 18 to 55 and above years of age. Out of these respondents, 70% were male and 30% were female. The number of males is higher than the females, due to the total population characteristics of the study village and the cultural influence and willingness of female to respond to the questionnaire. While it may not be possible to say the study was gender sensitive, efforts were nevertheless made to incorporate women and the sample contained 27 women out of the 90 respondents. The respondents were from different educational background, ranging from illiterate tertiary education. A total of 100 questionnaires were distributed to the selected participants but a few of them could not be reached. The researcher managed to acquire the necessary information from 96.3% of the total. The data was collected through direct household visits and face-to-face interviews.

4.1.1 Sex distribution of the respondents

The study sought to know the gender distribution of the respondents. From the responses, the majority (70%) were male while the female was 30% as shown in the Figure 4.2 below. The gender imbalance is not likely to affect the study as the nature of the research and questions asked were not gender sensitive and any unlikely error as a result of the gender imbalance may be tolerated. However, given that most of the responses in the research questions relied on opinions and perceptions, the gender distribution is expected to accommodate the perceptions and opinions of either gender.

Table 1: Sex distribution of the respondents

Sex	Frequency	Percentage
Males	63	70%
Females	27	30%
Total	90	100%

Source: Field data, 2016

4.1.2 Age of the respondents

The research consisted of 90 individual respondents, ranging from 18 to 55 and above years of age. However, the ages of the respondents were distributed as follows: 18-25 were 30 respondents representing 30%, 26-35 were 50 respondents representing 50% and between 36-55 were 20 respondents representing 20%.

Table 2: Ages of the respondents

Age	Frequency	Percentage
18-25	32	35.6%
26-35	49	54.4%
36-55	9	10%
Total	90	100%

Source: Field data, 2016

4.1.3 Level of education of the respondents

The study sought to find out the level of Education of the respondents considering that the level of Education was likely to have an influence on their capacity to sufficiently respond to the questions asked. From the responses, the majorities 58% studied to tertiary and university level, 32% had studied to secondary level and 9% studied to primary level. Considering that the respondents were drawn from the three levels of education background, it shows that the data collected had adequately varied views and opinions representative of every level.

Table 3: Level of education of the respondents

Education	Frequency	Percentage
Tertiary and University(A)	59	58%
Secondary(B)	32	32%
Primary and below(C)	9	9%
Total	90	100

Source: field data 2016

4.1.4 Marital status of the respondents

Table 4 shows the marital status of the respondents

The majority of the respondents were married with few cases that were not married.

Marital status was considered base on the gender of the respondents.

Table: The marital status of the respondents

Sex of respondent	Frequency		Percentage	
	Females	Males	married	Not married
Married	52	21	52%	18%
Not married	18	9	21%	9%
Total	70	30	73%	27%

Source: field data 2016

4.2 Role of media on creating environmental awareness

Table 5 shows the role of media on environmental awareness. The findings show that the media has several roles which the participants agreed upon. 42.2% said that the media Hold take shows with environment experts and Promotes afforestation most especially during the evening time and over the weekend. 30% said that the media like NTV, Daily monitor newspaper and Bukkede TV Advertises ways of protecting the environment and provides articles on environment issues and measures. However, 27.8% agreed that the media played a big role on exposing the environmental pollutants (bushy burning) and polluters and announces government

laws on environmental issues. This therefore means that all the 90 study participant agreed that media has role in creating environmental aware but its implementation was low.

Table 5: Role of media on environmental awareness

Responses	Frequencies	Percentage(%)
- Hold take shows with environment experts - Promote afforestation	38	42.2
- Advertises ways of protecting the environment - Provides articles on environment	27	30
- Exposes the environmental pollutant and polluters - Announces government laws on environment	25	27.8
Total	90	100

Source: primary/field data 2016

4.2.0 How environmental Issues are presented/reported on the newspaper

From the various news articles, editorials and reportage on environmental issues, 34 (37%) of the respondents said that new articles directly refer to environmental issues. 42 respondents said news articles indirectly refer to environmental issues and 14 respondents could not compare the tones of environmental issues presented by the media because they said most of the articles, which mentioned environment issues indirectly or directly referred to agriculture, tourism, development and investment, population, business and economic policy.

Table 6: Tones environmental issues presented/reported by the media

News article reportage	Frequency of respondents	Percentage %
Direct	34	37.8
Indirect	42	46.7
Others	14	15.6
Total	90	100

Source: primary/field data 2016

Generally, as seen, the editorial policy gives high emphasis to development, agriculture and economic issues. As these issues cannot exist independently of the environment, then we can say enough attention is not given to environment issues. On the other hand, they are addressed implicitly on either of the issues mentioned. Some issues of the environment are addressed sporadically, but the coverage is not sustainable and integrated with other issues.

From this it could be concluded that neither the *Daily monitor newspaper* nor the editorial policy of the press place emphasis on environmental issues or give priority to create environment awareness.

4.2.1 The media which has a biggest role (radio, television and newspaper)

The media considered here in trying to explain environmental awareness is newspaper (*Daily monitor*), radio and television, due to the fact that these are the most widely and frequently used modern media in Uganda. The researcher analyzed the supply side and the coverage of environmental issues in those media, and secondly looks at the demand, considering the aspect were people are interested in the offered information on environment and use it. In the survey, one fourth of interviewed persons said that they read the newspaper (*Daily monitor*) for less than one hour per week. This amount of time spent on reading the Add newspaper, "the back of news" in Uganda, is considerably very low.

Table 7: The media which has a biggest role (radio, television and newspaper)

Media	Respondents	Percentage(%)
Newspaper	11	12.2
Radio	49	54.4
Television	30	33.3
Total	90	100

Source: primary/field data 2016

It is clear from table 6 that the majority of listeners and readers claimed that the role of radio, television and Daily monitor newspaper in promoting environmental awareness is very unequal. A very small number of readers (12.3%) claimed that daily monitor plays a very low role in radio and television for raising environmental awareness is below average.

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It therefore it's clear that the radio was the most source of media used by many respondents 54.4%, followed by television 33.3% and the least was the newspaper (Daily monitor) used by 12.2% of the respondents. However, the respondents said that they all the three meaning the rating was based on what is used most or least.

Table 8: Potential role of media in environmental awareness

Media	High %	Medium%	Low %
Radio	42	18	8
Television	21	12	6
Daily monitor	17	9	2

Source: primary/field data 2016

As seen in table 7, the majority of respondents answered that radio and television could play a very significant role in environmental education, while an almost equal number of respondents claimed that the *daily* newspaper could play a moderate role. The result indicates that the respondent's expectation of the media in raising environmental awareness is high in radio and television in the future.

4.3 Factors exacerbating environmental problems

Environmental guidelines and literatures suggested that effective mainstreaming of environmental issues in to strategies and programs within the government activities in a task that by nature requires strong leadership and high-level commitment. The study attempted to reveal the status of government activities in connection to the issue.

Table 9: Factors exacerbating environmental problems

Factors	Frequency	Percentage
- Rapid population growth - massive land degradationand wide spread poverty - urbanizations and industrialization - rainfall dependent economy	68	68%
- lack of adequate policy measure - lack of awareness - increased Agricultural activities	32	32%

Source: primary/field data 2016

Table 8 shows factors exacerbating environmental problems. About 68% of the respondents suggested that rapid population growth, massive land degradation and wide spread poverty, urbanizations and industrialization, rainfall dependent economy have heavily contributed to environmental degradation and about 32% of the respondents indicated that lack of adequate policy measure, lack of awareness and increased Agricultural activities were believed to complicate the problems of mitigating the impact of environmental change in Uganda. The respondents said that government bodies did not explain their commitment to fight against the environmental problem as shown in table 8.

In the fore-going part of this chapter, the result of sample document analysis revealed that strategic plans, annual plans and programs of the government bodies describe their commitment to address the environmental problems in different way. Likewise, research participants were asked their opinion on governmental body's commitment to protect the environment.

It was, however, observed that government bodies have shown little or inadequate leadership and high-level commitment in many of the activities that call for timely decision and devotion. For instances, it was revealed by different sources of data that strategic plans, annual plans and programs of government sector did not describe their commitment to address the impacts of the environmental problems on their organization, on their staff and on the community to which they provide services.

4.4 Challenges of reporting environmental issues

Table 9 shows different challenge faced by the media in creating environmental awareness in Kampala. The findings show that 46.7% of the respondents agreed that journalists lack/have limited access to timely, accurate, clear and understandable information on environment issues, hence don't/they under report.

41.1% percent said that it is low funding of the media by the government and the media owner which makes awareness by the media challenging and low.

12.2% suggest that its high taxes imposed by the government to different media industries which make the media emphasis more on business adverts in order to make money other than environmental issue.

Table 9: Different challenge faced by the media in creating environmental awareness in Kampala

Challenge	Frequency	Percentage
- Journalists lack access to understandable information on environment issue. - Lack of skills on environmental issue	42	46.7%
- low funding of the media - limited connection between the media and NEMA	37	41.1%
- High government revenue - Weak government policies	11	12.2%
Total	90	100%

Source: primary/field data 2016

CHAPTER FIVE
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In this chapter discusses of the findings, summary conclusions and recommendations of the research project was summarized. The effectiveness of the media in communicating the environmental messages, which can increase knowledge and influence the behavior of the audience, was investigated. Throughout the study, it was found that poor information delivery and communication systems are the major challenges for the media to effectively create awareness of the environment.

5.2. Summary of findings

The aim of the study was to investigate the overall operations of media to create environmental awareness (section 1.5). To this end, based on the theoretical background, the role of media was analyzed from the point of view of its programming, audience or users and legal ground. Each of these factors is a significant indicator of the success or failure of the media. In addition, the researcher has tried to understand how the media listeners and readers react to the message of the environmental media programs thereby evaluating the effectiveness of the program itself. It is also worth repeating here that whenever answering questions in interviews, most respondents tend to consider the farmers or the localities they came from.

It seems plausible to generalize from the reaction of the research participants in the study area that the environmental media program are programs that mostly appeals to farmers. The majority of the respondents belong to those who did not listen, watch or read the media reports, followed by those who listened, watched and read occasionally. The reasons for their not tuning into media programs, especially television, seem to be the bad signal in the study area. Also the fact that most respondents come from areas with no access to these media (especially television and newspaper) limited their information about environmental media programs. The fact that most respondents are watching and listening to at least one of the bi-weekly programs on environment and agriculture aired on the television and radio implies their interest in environmental media programs.

Environment stories are most of the time buried in the middle of the pages or thrown in the back part of the paper or as the last order of a news transmission on the radio. Even if some articles appear on the front pages of a newspaper, they are written as sidebars not as main stories. Headlines often refer to a different topic rather than directly talking about environment issues. Most of the sources are global ignoring the fact that environment issues are local. Sources utilized are not diversified. Reporters rely mostly on the government media (Uganda News Agency) for most of their information.

Another objective of the study was to reveal the perception of the respondents and their expectations of each media type's role in generating environmental awareness. The results are presented in two sections, firstly the perceptual role, and then the potential role of the media in enhancing environmental awareness. Firstly, the individual respondents were asked to give the role of each media in promoting environmental awareness a rating. This constituted the perceptual role of the media in environmental awareness. Secondly, an attempt was made to find the respondents' expectation of each form of the media in creating and promoting environmental awareness. This was done to find out the extent to which media could play a role in enhancing environmental education and make sound public participation.

The impact of environmental change could either be reduced or enhanced by the interplay of several factors in a given country. Factors that exacerbate environmental problems like rapid population growth, massive land degradation, wide spread poverty, rainfall dependent economy, lack of adequate policy measure and lack of awareness are believed to complicate the problem of mitigating the impact of environmental change in Uganda.

About 68% the respondents suggested that rapid population growth, massive land degradation and wide spread poverty have heavily contributed to environmental degradation and about 32% of the respondents indicated that lack of adequate policy measure and lack of awareness were believed to complicate the problem of mitigating the impact of environmental change in Uganda. The respondents said that government bodies did not explain their commitment to fight against the environmental problem.

How well a journalist performs his/her professional duty determines to a significant extent the quantity and quality of the information the public gets from the media. However, scarcity of information, lack of editorial support, ignorance and misunderstanding of environment issues on the community, pressure from industry and environmental groups and lack of skill and training are some of the challenges of environmental reporting (PMC 2006).

Covering environmental stories requires an understanding of both the "science" involved as well as the many complex environmental laws that govern these issues; it also requires the skill, the training and background to cover technical environmental issues (Soper 1995). One the other hand while paying a critical role in helping the public understand of environmental issues journalists themselves often feel ill-prepared to cover the environment.

Laekemariam (2000) reached as similar conclusion in his assessment of environmental protection and mass communication in Uganda, and he concluded that journalists and editors themselves have no clue about what environment is.
The PMC (2006) survey done in some countries (e.g. in Tanzania and in Jamaica) also indicated that journalists lack/have limited access to timely, accurate, clear and understandable information on environment issues which and some criticized scientists for using excessive jargon.

5.3. Conclusion
Recent developments in Uganda and at a global level show that environmental concerns command greater public interest and require more media attention. It is the conclusion of this research that media can play an important role in stimulating discussions on the environment.
The media can create awareness about the conditions of environmental resources and the trends in the utilization and management thereof. Strong environmental conscience and sensitivity can be created if the media, broadcast and print, give environmental issues due consideration in their output.

Throughout this study it was found that a scarcity of environmental information, lack of awareness about the environment, poor cooperation among the different bodies concerning environment, poor information delivery and communication system and lack of the necessary

skill and training on the concepts of environment and journalism itself, are major challenges for covering and reporting on environmental issues.

The interviews conducted showed that journalists are largely scientifically or environmentally illiterate or ignorant when it comes to environmental issues. The findings also show that no permanent section was assigned for environment issues to be presented in the form of news, reportages, interviews or commentaries in the newspaper.

It is the conclusion of this research that media can play an important role in stimulating discussions on the environment. The media can create awareness about the conditions of environmental resources and the trends in the utilization and management thereof. Strong environmental conscience and sensitivity can be created if the media, broadcast and print, give environmental issues due consideration in their output.

The findings of the study have also led to the conclusion that the environmental media programs and its audiences have not assessed the impacts of the environment on their community and the effects that environmental media programs and plans may have on environmental protection. In a community where environmental impact assessment has not been done, it is hardly possible to perform effective environmental protection activities in line with the need of the community and its comparative advantage.

5.4. Recommendation

In line with this idea; and based on the findings and conclusions in this study the following specific recommendations for improvements of effective media activities in environmental awareness creation can be made.

- The study reveals that there has been confusion and a lack of clarity about the meaning and practice of environmental protection, which hampers take-up and effective implementation within communities. The findings of this study suggest that the programs need to involve the voices of people, volunteers/amateurs and producers at grassroots level who have direct attachments with environmental issues. This has many advantages, since it provides a good chance for the community to air its environmental concern, it

gives an opportunity for talented people to exercise the profession of journalism; and it is one means of running environmental media programs with a minimum cost.

- Awareness obstacles should be identified first. Trainings of journalists on various environmental issues and in professional journalism itself are imperative; it is when journalists themselves are aware that they can play a role in creating environmental awareness. Therefore, the media should seek mechanisms of getting its journalists trained in the basics of environment issues and enhancing their awareness about the environment problems of the country and the globe. In addition, universities and colleges in the country need to develop a curriculum for environmental journalism.

- Different programs should be planned in order to expose journalists to unexplored resources in the environment, the effects of environmental degradation, the requirements of new environmental laws, the requirements of conveying ratified environmental laws and the requirements of the inclusion of experts' explanations and government officials in the coverage.

- The impact of human activities on environment resources are news stories that need to be told. Journalists must deal appropriately with their sources (experts, the government, pressure groups, and the public), the audiences (reading public) and their immediate supervisor. Stories about the effects of environment issues on ordinary people should also be delivered to enable listeners and readers to grasp the complicated issues of the environment.

- The media producers need to develop a method to popularize newly coined Luganda words as well as foreign terms that have no equivalent terms in Luganda or they should avoid using such unknown terms. The media producers need to always explain the newly coined terms and jargons immediately after mentioning hem. Concerning interviewers, before every interview the media producers must remind the experts that their listeners and readers are people who mostly understand Amharic. It is also recommended that journalists, in consultation with professionals working on environment, have to come up with a style book for environmental reporting.

- Fundamental to success in environmental protection is ensuring strong leadership and high level commitment to the environment. With regard to this, the study revealed that

one of the major challenges that impedes effective environmental protection in development activities were inadequate upper-level commitment and leadership. Therefore, it is imperative to strength upper-level commitment and participation of senior management in the process of environmental protection. It is advisable to assign environmental protection focal person in development sectors and institutions must have full-time dedicated staff that can mainstream environmental protection into development activities, and advocate environmental strategies and plans. In addition, enlightened media management must ensure better coverage of environmental issues.

- Media should also use diversified sources so that stories are more reliable and balanced. The EPA, for example, has a newsletter and a biannual magazine called (Nature) from which journalists can get environmental information. The media should also create information exchange channels with one another (for example between print, broadcast and electronic media) as well as with government and non-government media.

- Since this is a new area of research in which media and environmental awareness is combined, there is a need for more and more comprehensive research to investigate the best directives of media application to environmental issues on the basis of the country's existing realities.

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APPENDICES

APPENDICES I: QUESTIONNAIRE

Village -------------------------- division .... Respondent Location:

a) Near to the town _____ b) far from the town _____

Part 1: Personal Information

1. Name/Code_____

2. Age _____

3: Gender _____

4. Educational level"

a) illiterate............... b) primary..............c) secondary.......... d) post-secondary.........

5. Status of the language

a) mother tongue .... b) 2nd language .... c) 3rd language.................

Part 2: Role of media on creating environmental awareness

6. Whose media do you commonly listen to?

a) Your own radio

b) neighbor's radio

c) relative's radio

d) other

7. Which radio programs are your favorites? (put them in sequence)

A) Agriculture & environment

b) sport

c) health

d) News   e) other

8. Dose the media present environmental issues?

A) yes   B) NO   C) not sure

If yes, are the environmental issues reported directly or indirectly by the media?

   A) Directly

   B) Indirectly

9. what are the roles of the media in creating environmental awareness?

A) Hold take shows with environment experts and promotes afforestation

B) Advertises ways of protecting the environment and provides articles on environment

C) Exposes the environmental pollutant and polluters and announces government laws on environment

10. Which media has played the biggest role in creating environmental awareness?

   A) Newspapers

   B) Radio

   C) Television

Part 3: Factors exacerbating environmental problems

11. What are environmental problems you know?

   A) Soil erosion and deforestation

   B) Global warming and climate change

   C) Poor waste management and air and water pollution

12. Which factors do you think are exacerbating environmental problems?

A). 1   B). 2

1
-    Rapid population growth
-    massive land degradation and wide spread poverty
-    urbanizations and industrialization –
-    rainfall dependent economy
2
-    lack of adequate policy measure
-    lack of awareness
-    increased Agricultural activities

13. How can those exacerbating environmental problems be minimized?

....

....

....

Part 3: Challenges of reporting environmental issues

14. Are there environmental programs in the media?

    A) Yes

    B) No

If yes, mostly which media?

    A) Television

    B) Radio

    C) Newspapers (Daily monitor)

15. Which of these challenges limit the media in creating environmental awareness?	A). - Journalists lack access to understandable information on environment issue. - Lack of skills on environmental issue
	B). - low funding of the media - limited connection between the media and NEMA
	C). - High government revenue - Weak government policies

16. What should be done to eliminate/reduce this problems?

....

....

....

....

APPENDICES II: Interview guides

Part 4: interview guide local environmental issues

17. Which component of the environment is more affected in your locality? (put them in sequence)

a) forest............. b) soil ....c) water .... d) air ....

18. To what extent forests in your locality are depleted? Why forests are depleting?

....

19. To what extent soil/land in your locality is degraded? Why soil/land is degrading from time to time?

....

20. How much of the water resources (rivers, streams, lakes) in your locality have been affected? Why water resources are shrinking from time to time?

....

21. What is the impact of soil degradation on your yield or household economy? (Yield decline, crop failure, reduction of effective farm size?

....

22. What is the impact of forest depletion on your yield or household economy? (Shortage of construction and fuel wood, soil erosion?

....

23. What will be the fate of the natural resources in your locality? Are you optimistic or pessimistic about their future?

....

24. What are your solutions to the environmental problems? (e.g. prayer, better resource management)

....

25. What do you think are the major environment issues taught by the media?

....

Part 5: Interviews with the media staff

26. Do you assign special editions or permanent pages/sections to cover environment issues? Do you cover environment issues on a regular basis – daily, weekly, biweekly?

....

27. How do you explain the journalists and the knowledge and training on the concepts of environment issues? Have the journalists enough knowledge to both the profession and the complexities of environment issues?

....

28. What do you think about the major problems and challenges of covering and reporting environmental issues? How do you treat environment issues of chronic nature?

....

29. How do you explain the relationship with your sources, major stakeholders (government, environmental protection authorities, NGOs, industries), the public?

....

30. Where do you put environment issues and how do you cover most Frequently?

....

....

31. In your opinion what should be done to improve press coverage of environment issues?

....

Thank you for your participation