

**TELEVISION ON MORAL DECAY AMONG THE YOUTHS IN
SECONDARY SCHOOL IN MAKINDYE DIVISION, KAMPALA
DISTRICT**

BY

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DECLARATION

I Ojode Michael Omondi, declare that this work is my original compilation and has not been submitted to any institution for any award.

Signed.....*Ojode Michael Omondi*.....


Ojode Michael Omondi

(Student)

Date.....*21/7/2006*.....


APPROVAL

I certify that this work has been done under my supervision as the supervisor and is ready for submission.

Signed.....

Ms. Sylvia Byamukama

(Supervisor)

Date.....

DEDICATION

This dissertation is dedicated to my father Mr. Samuel Awodi Ojode, my mum Mrs. Caroline .A. Ojode and Uncle Joseph.J.Ojode.

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I am greatly indebted to my supervisor Ms. Sylvia. Byamukama for her friendly attitude and kind guidance that enabled me complete this report.

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DEFINITION OF TERMS

Pornography- This is depiction of erotic behaviour intended to cause sexual excitement.

Moral – Of all relating to principle of right or wrong- conforming to a standard of right behaviour.

Violence- Exertion of physical force so as to injure or abuse.

Soaps- This is a television day time series drama

Sex- Intercourse between a male and female.

Media- A channel or system of communication.

ACRONYMS

EATV-East Africa Television

NIJU- National Institute of Journalist

NRM- National Resistance Council

TV- Television

LTV- Light House Television

UBC- Uganda Broadcasting Council

WBC- Wavah Broadcasting Station

ABSTRACT

This study was carried out in Makindye division, Kampala district. The purpose of the study was to find out the role of television on moral decay among the youths. The study used a descriptive research design, involving youths in the secondary schools. Data collection instruments were basically questionnaires and written materials.

The study revealed that television plays some role on moral decay among the youths.

The study recognised that many studies have been done on effect of television on youths especially on corrupting their moral behaviour. It thus recommends that efforts must be geared towards implementing what is already in place like holding regular seminars for media practitioners, Media council becomes more effective, censorship of the media, not issuing license to unprofessional media practitioners.

The study findings concluded that television plays significant role in corrupting moral behaviour of the youths

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

Television (TV) over the past years has made its name as a persuasive and influential tool in man's everyday life. It is because of this very factor that its appearance as a good and constructive thing can turn out to be a very detrimental tool in society's morality. It is this area that this case study is trying to indicate on Uganda's growing media scene.

The youth especially in their adolescent stages, try hard to find an identity in society and by so doing they adopt unique and modern character in them. Since we in Africa have a notion that modernization is westernization and that it is good, for this reason an alien culture has cropped up. This is why most especially the youth try to copy what is in the media. This action has contradicted the Africa culture and norms and many others have attributed this to the media's provision aspects of pornography and violence.

Today we have numerous TV stations all competing for a market. This factor coupled with a major presence of western programming, has led to a lot of pornographic and violent material to be made available for the public. The youths seem to embrace these aspects with the open arms, a fact that has led to aloud public out cry from parents and churches. Surprisingly the state which should be

made concerned about these matters, seems not be taking no interest in such matters.

From the time of independence up to 1993, the media was basically a monopoly of the state. Our airwaves had only Uganda TV now UBC TV (Uganda Broadcasting Council TV). When the NRM (National Resistance Movement) government came into power in 1986, one of its reform programmes was to liberalise the economy and this included the media. 1993 saw the end to government monopoly. Any one with the requirement can set up a TV station. Today, there are over 8 TV stations all over the country.

It looks like because of this immense competition for a small market, that some negative aspects have been incorporated into Uganda's TV. A good example here is that TV has specialized in playing music and pornographic materials. TV stations now play a lot of music with explicit lyrics and TV shows, such as soaps and movies revolve around sex and violence. This has all contributed towards the corruption of youths morals. Unlike when a state has a monopoly, there was strict censorship but it looks like the state is overwhelmed simply because it is not doing a thing to correct this problem. It is only parents and religious personalities who through other media have waged war against these negative aspects.

In 1995 a press and journalist statue was formed which led to media council being formed, it acts as a media regulatory body. The establishment of the penal code on the media such as article 161, looks like these means are just on paper and not in practice at all.

It is argued that these factor coupled with the freedom is a root cause of these problems. The TV needs a lot of supervision if the problem of morals is to be brought under control.

TVs in Uganda are basically western in programming and apart from Lighthouse TV which is religious based station, others like UBC TV, WBS TV, Top TV, Multi-choice, ITV, etc show a lot of sex movies.

1.2 Statement of the problem

There has grown a need for addressing the issue of morality in the TVs, especially at this time when Ugandans are experiencing a TV boom in which new TV houses are opening up at a very high rate. TV is the most persuasive tool around and it is for this reason that it needs to be handled very carefully otherwise it can turn out to be problematic. The TVs scenes, are not any better, Uganda stations air soaps, comedies and movies which revolve around sex and violence. There is a lot of obscene language and this is coupled with violence and drugs. Dressing and most especially on the part of the female is indecent and young girls adopt such dressing. The ministry of information, and the state had not done any thing about this issue. It is only a few concerned parents and the church who raise concern about this programme. This is very unbecoming and unethical therefore the researcher wants to find out if these programmes have contributed to moral decay among the youth.

1.3 General Objective

The purpose of this study was to find out the effect of TV on moral decay among youths in secondary schools.

1.3.1 Specific objectives

- a) To find out the effect of TV programming on moral decay among the youths.
- b) To find out whether presence of sex sensationalism and pornography on TV is causing immorality among the youths.
- c) To provide suggestion through which TV programming could be packaged.

1.5 Hypothesis

This study tried to find out whether the presence of the aspect of sex in Uganda media is responsible for the corrupting morals among the Ugandan youths

1.6 Scope of the study

The study covered 5 selected secondary schools in Makindye division. Its aim was to establish the impact of TVs on moral decay among the youths.

1.7 Significance of the study

This study is significant in that it tries to draw attention from the public on this issue and also it covers the media on the same matter. Hence one is able to tell where the public especially the

youths stand and weather if they do feel the media is influencing them in any way.

This study will provide literature to the body of knowledge for future academicians who intend to do research in the related field.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Many scholars, authors, the general public and the media have written and talked about immorality and the impact of the media on a society. Each having a different view about the issues and the questions that arise are: what is moral degradation and how does the media come into play on this issue of moral decay.

According to the Chambers twentieth century dictionary, moral degradation refers to a situation whereby the doctrine or practice of the duties of life in terms of principles, philosophy or ethics tend to diminish. It is that situation which renders one incapable of easily differentiating action right or wrong. Moral degradation brings about conditions of the mind, that which cannot judge action to be wrong or right and determine conduct accordingly. Furthermore it is regarded as a condition which is inconsistent with the norms and beliefs of a society, that which it believes to be right or wrong and this includes sexual morality.

This therefore leads us to another question: is the media in any way influencing moral degradation especially among the youth? Researchers are beginning to find out that it is difficult to sort out TVs influence, but studies have shown that sex in the media can affect what an adolescent thinks of his own life style and experiences.

2.1 Media effect

Much has been said of the tendency to equate evidence of content in the media with evidence of effect, which derives from the common sense view that so much of any given kind of media content be it sex, violence, romances must have some effect on those who watch it. It should by now be evident that content of media cannot equal effect, this is because of the many attractive ways in which messages can be interpreted and applied by its receivers.

It is true that content can never conclusively be related to effect but a characterization of relevant content cannot be dispensed with. There is an almost equally indefensible, and less easily dismissed tendency to propose evidence of effect without adequate study of the media content itself for without content analysis, effects which seem related to exposure may simply be the consequence of a third party which causes both exposure and seeming effects all together.

The TVs of today has got a number of elements which the public finds disturbing especially when it comes to easy accessibility of children to things like sex and pornographic materials in the media. It is this situation that forced then American president in 1960, Lyndon. B Johnson to set up a commission on obscenity and pornography after it came to the senate's knowledge that the American TVs had a lot of pornography due to the freedom they enjoyed. The commission took 10 years in its investigations and in 1970, it handed its report to president Nick Richardson. They

recommended that ultimately the only problem with the pornography is that it is considered immoral by society and not that in any definite harm.

Extensive empirical investigation by both the commission and by other researchers proved that no exposure to or use of, sexually explicit materials plays a significant role in the cause of social or individual harm such as crime, sexual or none sexual deviance or even severe emotional disturbance. "Sex sells," said Thomas Newsman of ABC TV, this notion seems to have become axiomatic especially in American society. The mass media are businesses not supported by taxpayers and not subsidized by government, we need to sell in order to make a living.

Roy Havily (1994) a mass communication scholar is of the view that, prime time television presents sex and sex related materials in a manner which at times is shockingly candid and at times educational as it dramatizes formerly taboo subjects, which were previously only whispered about out of ear shot. This leaves one with questions in their minds such as, how much sex should the media talk about?

Joseph Kalppe (1960) argued that the categorization of possible media effects leaves one in deep thought about media effects especially on kids. An example to note are the situation comedies and the soaps which present sexual themes in a manner not real and presents sex in canning and consequence free manner which makes it hard for youths to differentiate between right and wrong.

Diana Workman an American media personality tries to explain in a summary below the content of music and soap and some of the dangers that could easily arise, as is the case in America as far as TVs impact on adolescents are concerned.

In addition educational information about sex is infrequently presented. She further states that there are five problems with TV sex. Things like condom use are seldom mentioned on TV and in an era with diseases like AIDS, this poses a danger in that it does not reflect reality. She argues that sex in the media tends to over look the consequences which are related with indulging in sex especially among children. She further argues that this tendency by the media holds a danger of kids having a misconception that sex is in reality as what media portrays it, adventurous and consequence free which is far from the truth.

Workman further states that TV has created a market for itself by taking shocking, often humorous sexual material and packing it as family entertainment and this is where the public holds the media responsible for the moral decay which is rampant among today's youths. The public feels that the responsibility falls wholly on the media, although no concrete evidence has been established to support the claim that the media causes moral decay through its contents, be it pornography.

Professor John Dilulio of Illinois university of media studies department, is of the view that " As social morals decline more and more towards moral degradation and hedonism, we ought not to be

surprised to see more pornography and violence which is widely in the media and world wide web. Sales of sex rated materials and movies are exceedingly popular, purveyors of filth sell millions of their so-called magazines to an unstable public with various appetites for more.

Aimee Dorr, in her research about how children makes sense of TV, she came to a conclusion that children and TV could perhaps best be characterized like what happens, when the black box transmits messages to the tubularasa. TV is certainly not the major influence on a child's developmental growth in life but some of its content a time goes straight in to the child and comes back out in almost unadulterated form and this to goes for other media like magazines, hence this factor tries to show the effect that the media could have on the youths mentality if it portrayed ill things like pornography and violence.

TV is a representation system of life in its reality, programmes are made and broadcast by other people with variety of notions and getting money could be one even though its consequences are bad American TVs are generally stereotyped in dilemmas and presented in a way which their worked out programmes have a variety of specific production techniques for symbolizing specific content.

She adds that children do interpret the social life they see on TV just as they do in real life and make their own kind of sense of TV programmes, TV isomorphism with real life may lead kids to greater

acceptance of the reality of TV life than their families or communities consider appropriate.

It is for this reason that the youth have decided to adopt the lifestyle which is shown on TV and other media, this has caused the increase of lack of respect for parents and the elderly, it has changed youths dressing and has taught them a number of bad words to add to their vocabulary something that is widely seen as moral decay among them.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the research design to be followed, area of study, sample selection and size, and collection instruments, data analysis, and quality control of instruments.

3.1 Research Design

This study used a descriptive research design, particularly cross sectional survey. This method is preferred because it can generate self-report data collection from pre-determined samples. It covered opinions of the youths.

3.2 Area of Study

This study was carried out from 5 secondary schools in Makindye division in Kampala district.

3.3 Selection of Schools

Five schools were randomly selected for this study. Their views on the effect of TVs on moral decay among the youths were randomly selected.

3.4 Selection of Respondents

From the five schools selected, 10 students from each school were chosen for the study in each of the selected schools. Overall, 50 respondents were involved in this study.

3.5 Data Collection

Instruments:

Questionnaires and interviews were the major instruments for this study. Questionnaires were involved both structured and unstructured questions, which were self-administered. Questionnaires cover a bigger range of respondents in a relatively short time. They also allow free opinions as the researcher is always away thus cannot influence them.

Interviews were administered using an interview guide. Interviews are preferred for they are quick at giving information and detailed as one can probe for more information if it required. They are also an interpersonal form of communication whereby a feedback is given immediately.

3.6 Data Analysis

Analysis of data was carried out by use of descriptive statistics. This is the researcher's choice to enables frequency distribution. Hence, after recording the responses to the questionnaires and interviews, the researcher categorised and tallies the responses into each category under themes in order to draw relevant conclusions therefrom.

During the interviews, data was continually analysed during and after data collection. Data was also transcribed continually. Themes were identified, written in margins and assembled together for easy presentation.

CHAPTER FOUR

ANALYSIS OF FINDINGS

4.1 Introduction

This chapter presents the findings that the researcher has established whether indeed the TV is contributing on moral decay among the youth in secondary schools. This topic which is very controversial and it is difficult to assess the effects, as far as the issues of TV and pornography are concerned. In this chapter, the researcher presents the gathered information and evaluates the quantitative and qualitative nature of data obtained from the study.

The researcher attempts to evaluate if indeed TV is responsible for moral degradation in Ugandan youths, a topic which has brought about various cries and controversies in many circles of our society such as concerned parents, politicians, the youths and the TV stations themselves, each blaming the other.

Comments and presentations in this research are extracted from various media, and the youth's answers then the researcher discusses the findings of the study.

4.2 Findings

A total of 50 youths were given a sheet of questionnaire each and this came up with the following data obtained from a random

collection of youths around Makindkye division. These questions were ones which are concerned with the aspects of pornography in the Ugandan local TV. Below is the compiled data which was got from the issued 50 questionnaires.

Table I: Table for questionnaire data

Question	Yes	No
3	40	10
4	31	19
5	32	18
6	39	11
7	32	18
8	16	34
9	26	24
10	22	28

Source: Field Findings 2006

The questions and the above data helped me to find out the youths stand on the issue of moral decay and TV. Many of them commented that some TV stations are just about sex which many said was a danger to youths as one of them put it "in this era of AIDS, some programmes on the TV could easily influence practicing sex and getting the disease."

The majority as shown in the above table said that after watching sex movies or stories on the TV they get tempted to practice what they were viewing. This draws the conclusion that youths claim

that the TV to a great degree does affect their way of thinking, in other in words what they do and what they see and hear from TV.

As I observed, the youths answer to the questionnaire I came to notice a certain contradiction which is puzzling as far as questions 4 is concerned. The majority said that Movies, Soaps and Music are practicing pornography because of the fact that they are exposing their bodies to the public while dancing, playing or acting. As one of them put it, "these girls are prostitute for they are exposing their nude bodies for money, which prostitutes on streets do". These are same people, according to majority view, nude international models such as Naomi Campbell who appear many times topless on the adverts on TV in the name of Fashion.

This contradiction is very disturbing in that it does not give a direct conclusive answer on whether the publication of nudity on TV has got any psychological effect on youths mentality about sexuality. Although researchers say that the exposure of a kid to a lot of these things causes him to think about his own life style and if he is not satisfied with it, he adopts what he sees and hears on TV. This is not a scientific fact but is one issue that has brought about a lot of interest.

One is left wondering what is to come next from the media, John Hartley, author of popular reality put it, 'sex sells' yes this is a known fact and this notion is one that is controversial but it needs not to be so explicit as what is normally shown on TVs. An issue which is argued here is that the media does not portray reality an

example here is that in all the stories on sex on TVs. Things like protective methods such as condoms use, pills and consequences of not using this protection are never shown and this gives an unrealistic picture to sex and its consequences. In an era of AIDS, TV should have been more keen on showing such things and this would mean entertaining and educating.

TV in its reporting mirrors society in other words, the media portrays what is happening around a society in form of pictures. What TV seems to under look is that society also mirrors what the TV is showing and therefore this is a two way thing, a fact that leads to a change in one life style by coping what is on TVs.

On this point therefore, one respondent's argument that they should call a spade a spade is somewhat dangerous to youths which is a fragile group, therefore there is a disagreement that TV is not to blame if such programmes are on TVs and are easily accessible by children. Like Professor John Dilolio of Illinois University put it, "Unless the availability of sex and pornography is checked, society will consume it in abundance and thereby deprive its morals thereby destroy the fabric that keeps it intact

As you may recall in the questionnaires, the data which I collected, the question of whether our TVs are pornographic. The majority agreed that TVs are pornographic. The term pornography refers to portrayal of obscene pictures, paintings and writings. When one watches TVs for example the EATV, it has girls dancing with bare breast and only wearing a sleeveless shirt, plus the words they use

while dancing like " No to condoms, women want it live, virgins are a night mare get on expert." At the end it has got an explicit picture with a top less model, with a see through skirt.

This is a typical set up of our TVs with new programmes each week with young girls pausing basically nude spiced up with sexual stories whether this layout is pornographic, this is a controversial matter with various people giving varying answers. But if we can go back to the meaning of the word pornography, things like obscenity, nude pictures are characteristics of such TVs. However Uganda's TV is basically what it is due to the freedom of expression which it is enjoying at the moment. The state seems to be laying back and it is up to the TV to decided what to put out and what to throw away in other words, TV is practicing self-censorship while government is looking on.

The state and its agencies have got the power to change such attributes in TVs. With the media council as custodians of the media, they have not even once come up to condemn such tendencies. When the controversial programme of Channel O appeared on our TVs, it was only the churches and parents who protested hence the existence of such materials could be traced to the weakness of these bodies in doing their job.

The programme manager of WBS TV said that the issue of increasing sexual permissiveness on the Ugandan TV is on the contrary dropping very quickly. She attributes this decline in pornography to the fact that Ugandans are loosing interest in it

instead they seek for other decent entertainment programmes on the TVs. She was quick to add that the problem of pornography mainly still lies in the vernacular newspaper in Luganda citing Bukedde which is a subsidiary of the state owned The New Vision publications and The Red Pepper. She partly blames printed materials as the cause of moral decay among the youths more especially The Red Pepper, The Black Mamba, The Mirror, Bukkede and some Magazines like Sunday magazine in The New Vision which puts naked women on fashion Police page.

However, she defended some programmes nude females on TVs saying that many times the story behind these programmes are legitimate especially in entrainment sighting the Zaire queen dancers who perform in public. Hence when a picture of them is on TV in provocative attire, it is legitimate and not for pornographic purpose. She further said that many international music stars dress up provocatively such as Jenipher Lopez and when reporting on them TVs has no way out but to publish their photo in their way of dressing which some may consider unbecoming.

Article 161 (1) (a) of the penal code says that, for the purpose of distribution or public exhibition makes or distributes any one or more obscene writing, drawings, prints, photographs, films or any other obscene objects tending to corrupts morals or (e). Publicly exhibits any incident show or performance or any show or performance tending to corrupt morals is guilty of a misdemeanor and is liable to punishment. The regulations spelt out that the penal code is not firm on its stand, this loophole is responsible for

the raise of several occurrences of sensationalism on Uganda's TV. This should not be an opportunity for TV to under took its social responsibilities such as protecting the youths from such material which it is instead making it available.

The views of the youths who answered the questionnaire are in various way different from what those in the media houses have to say but all in all this chapter has established the fact that the state is very dormant as far as pornography or nudity in the media is concerned, this is shown when TV controversy over the Big Brother saga was at its climax, not a word came from the Media council about this issue.

The question as to whether TV is responsible for the moral change in the youths life style and thinking is one which is open to debate but according to comments made by the 50 interviewed youth the majority said that when one looks at the role model on TV such as popular singer, his dressing, way of talking they adopt their life style because of the fact that they have international status which every young person dreams of hence this they say is the same situation when it comes to sex on the TV.

According to one researcher Gerald Mathew on the question, how TVs influence the youths, he points out that this is not so much through the provision of models for imitation, based on a simple conception of TV-audience relationship as being one of stimulus and response. He states that TV only mirrors what society is and not make things up for the public to consume. Unlike Mathew,

Stanley Barron a communications researcher states that "young people have positive perception of sexual prowess and pleasure of TV characters and this makes them less satisfied with their own initial experience with sex".

Another issue which needs to be raised here is the fact that TV is supposed to mirror society and in turn society does mirror back what they see on TVs. Therefore this gives the media a very big responsibility of being an agent of building up people characters that is why many of today's youths dress and talk just like American kids do. This argument here is that, how many of them have been to America, not so many yet a simple survey of them on street indicates the popularity of American life style which the majority see and adopt from the media mainly TV.

As indicated by the data collected from questioner's on the question of influence of sex on TVs especially movies on Multichoice TV, the majority said yes that after watching them it gave them an urge to venture out, to experiment and to look at their own life compared to that of characters on TVs. Youths have got imaginative minds and here is where the problem lies in the like Professor John put it "kids are lie a blank tape waiting to take on anything available and store it", hence this puts them at a risk of absorbing the sex shown on the TV.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter calls for the researcher to draw up the most suitable recommendations or solutions towards the elimination of the problems which have been discussed in this research. This will call for the researcher to make a good analysis of the findings in the four chapters as regards to TV's role in the promotion of moral degradation among the youths. These recommendations are applicable to the local situation in Uganda and after the findings are suitable conclusion to the entire project, while pointing out the main issue which the researcher want the reader to keep in mind.

5.1 Conclusion

The Ugandan TVs have been criticized for the growing sex sensationalism which many look at as the cause for the various personal problems that this generation is facing such as early pregnancies, AIDS encounters, lack of respect for adults and bad language but this is not a scientific fact in that before the privatisation of the media, the youths were still facing these problems.

But as I mentioned before an audience is bound to mirror back what they see and hear and the media being a persuasive thing the possibility of the youths taking on what they see movie stars and musicians doing, is bound to have an effect on them.

Multichoice TV is treating sex and sex -related topics with a manner sometimes shockingly candid and at times educative as it dramatizes what in Uganda is taboo subject. This sudden change in the out look on sex as a mere causal thing as one respondent commented about some programmes on TVs is what has given sex in the media an unrealistic look, one without costs incurred. One need not forget that with a lot of research carried out on this topic of TV effect on the youths, no concrete data has been provided as proof that media content causes a change in a viewers life or not although this researcher does agree with the findings that to a reasonable degree TV causes one to think of what it is up and react according to his views and opinion.

5.2 Recommendations

With the liberalization of the Ugandan electronic media in 1993, this act caused the boom in the media industry and eventual birth of freedom of expression for what was a strictly regulated industry. The 1995 constitution granted this freedom and this is responsible for the arrival of, many private TVs in Uganda which many feel are pornographic in content which calls for government intervention.

The state has a lot to offer in such a situation and this could be in form of censorship of the media, the state can set up measures in form of regulations on what the media can and cannot put out, in my view it is through such measures that pornography can be regulated in today's media.

Another recommendation to this problem would be that of the media council becoming more effective and authoritative media body in its work as it is mandated. The media council is “watch dog” over the media. Its function according to its statute include, (9), to regulate the conduct and promote good ethical standards (2) to censor films, videos plays and other related apparatuses for public consumption, it’s a pity that this council has been very dormant with its duties hence problems of pornography linger on our TVs

It is common to find unprofessional media practitioners as most of the country’s TVs houses, it is such people who are not aware of the industries ethic codes and social responsibilities, instead they use pornography so as to boost sales which may be detrimental to the moral of our youths. The state can easily get rid of such programmes and publications by simply not issuing license to unprofessional media practitioners.

The government, through its media related organs and institutions such as the Ministry of Information, the Media Council and the National Institute of Journalists (NIJU) should hold regular seminars, workshops and refresher courses for media practitioners as a means of reminding them of their code of ethics, social responsibilities to the public at large and its related effects on the youths and how to over come these problems.

Such measures can help in the fight against the rise of pornography in the Ugandan media which is root cause of moral

decay among the youths. It should be noted that sex cannot be completely banned from TVs since some programme packages are educative materials on matters such as AIDS and other sexually transmitted diseases hence sex on the TVs should be incorporated to tackle educative issues instead of only entertaining the masses.

It is very important for them to realize that the media is not just a business but a strong persuasive tool in society and what ever they put out to the public has consequences therefore, the media needs to take it on themselves to weigh the effects of whatever they put out to the public especially the youths. As one scholar put it, the media's role is to mirror society but it should not be forgotten that society is bound to mirror back what it sees on TVs. This saying shows the influence the media can have on society and it is for this very reason that the youths of today talk, dress up and act in a westernized fashion because of the heavy presence of imported TV programmes on our local TVs.

The easy accessibility of sex programmes by youths in the media and most especially on TVs can easily be dealt with by notifying the audiences in time about the content of the programmes to come. This kind of arrangement is already here in Ugandan but some TV stations do not have it, in which programmes are rated in terms of suitable age limit hence this can give a parent the ability to control the type of programmes that their children watch and also give those adults interested in sex programmes the chance to watch it away from kids. Hence this method help in minimizing the

accessibility of youths to sex on TVs, as is the case in developed countries.

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APPENDIX II

QUESTIONNAIRE FOR THE YOUTH

Dear respondent,

- You have been specially selected for this study as a participant. You are therefore requested to fill/answer these questions accordingly.
- This research is purely academic, thus your work will not be used for any other purpose.
- Please, fill in the space provided or put a tick in the box on the best alternative chosen. **Thank you.**

A. Background Information

1. Your school -----
2. Your Class -----
3. Your age -----

3.0 Do you think the media has played a role in the moral decay among the youths in any way? Yes ☐ No ☐

Why ?.....

4.0 Are music, movies and soaps on TVs in any way pornographic?

Yes ☐ No ☐

Why.....

5.0 Have they had an impact or attracted you towards sexual or violent tendencies? Yes ☐ No ☐

Why

6.0 Has TV played any role in the transformation of the youth's life style such as language and dressing? Yes ☐ No ☐

Why

7.0 Which programmes on TV is not good for the youths?

Yes ☐ No ☐

And why.....

8.0 Is music on TV stations a source of bad language?

Yes ☐ No ☐

And how?.....

9.0 Are sexual education programmes on TVs immoral?

Yes ☐ No ☐

How

10.0 Are TVs showing out any act of pornography

Yes ☐ No ☐

And what are the effect on you?.....

11.0 Suggest measures that can be put in place to control immoral acts on our TVs stations.....

END