LECTRONIC MEDIA AND DOMESTIC VIOLENCE IN UGANDA
A CASE STUDY OF BUKEDDE TELEVISION

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DECLARATION

I Kizito Benon of registration number BMC/32462/102/DU declare that this piece of work has been out of my entire effort and have never been presented in any other institution of any academic award, only if not stated otherwise.

Signature ---------- Date 25.09.2013

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APPROVAL

This is to certify that this research presented by Kizito Benon was carried out under my supervision is now ready for submission with my approval.

Signature: ---------- Date: 25th/09/2013

Ms. Joan Owade

Supervisor

DEDICATION

I dedicate this work to my family mostly parents, Mr. Sebuyira Besweri and Mrs. Sebuyira Annet, my brother Sebuyira Eria Steven, my sister Namubiru Babra and all my friends who have helped me to do this work like Muhiire Dan, Muhumuza Seith, Musakuwona Denize and Nansereko Margrette for their unconditional love, care and support in all aspects of my academics and may the Lord reward them abundantly.

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First of all I thank God for the gift and wisdom that he gave me from childhood to school life and to date. May his NAME be lifted higher!

Special thanks to my parents Mr. Sebuyira Besweri, Mrs. Sebuyira Annet for their support, guidance and prayers.

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I am equally grateful to my course-mates for their constructive guidance that has made me possible to complete my studies.

ABSTRACT

The research was carried out successfully from Bukedde television. The purpose of the study was to assess and know how the media especially electric media has helped to curb down violence in Uganda. The specific objectives were to examine the role of electronic media in the curbing down violence in Uganda and how media has curbed down violence, to know the factors that have led to violence in Uganda today, to know the effect of violence shown on media to public, to ascertain the relationship between violence and media.

Violence has taken some good time in Uganda since colonialism, political domestic, religions are all kinds of violences experienced in Uganda though domestic and political violences are so rampant nowadays Bukedde staff did help me in the research and they helped to give the **core** causes of violence since most of the news (Agataliiko Nfuufu) is mostly domestic or political violences. Factors like; corruption, poverty, poor standards of living, poor education etc have caused violence according to the staff of Bukedde.

The methodology was also done where by research designs, research instruments, methods and how data was organized. The methods for data collection included primary source, secondary source, research tools included questionnaire, interview methods.

The presentation, interpretation and discussion of findings was done successfully, like background characteristics were done graphically, role of media in the curbing down of violence, effect of violence on media, factors that have led to violence etc have all been presented with pie charts. After the research, below are some of the recommendations. Media companies need to employ skilled people, people should be recruited if possible to erase unemployment, technology should be improved, better salaries should be given to people.

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CHAPTER ONE

.0 Introduction

his study was conducted because of the need to access the role of media especially electronic edia in the curbing down of political violence in Uganda. This chapter did present the ackground of the study. Statement of the problem, objectives of the study, research questions, cope of the study and then the significance of the study.

.1 Background of the study

iolence is any activity done by people or a person to others that is dangerous (violent) and ausing physical harm. For a long time, media has been having a close relationship with violence, is is so because whenever violence is done in any place, media is always available and ready to over such stories only that media wants violence which is so serious in order to make news. lany media companies have been in existence though some are no longer in existence. Today e have electronic media (broadcast) like U.B.C, Bukedde television, W.B.S. television, Bukedde adio etc. Print and electronic media like New Vision, Monitor, Red Pepper, observer, Olumuli, ukedde etc. All these companies do take such violence news (serious violence) as first priority ecause such news is of public interest.

iolence in Uganda has been conducted on several occasion and such activities have been roadcast now and then. Whenever there is a talk show on either radio or television, many talks ave been conducted by media about violence and through such talks on media (Print and lectronic) people are being educated that such violence is bad hence a role. Many politicians oth opposition and non opposition have been interviewed by media personnels like members of arliament, Ministers etc. For a long time violence has been in place in Uganda because of the nefficient governance done by the government in power. Since colonial time when the British were till in control of Uganda, many opposition groups which were rebelling against colonial rule did ome up as rebel groups creating a lot of violence, in some way or the other, such violence created

ther a negative or a positive influence, by creating a negative influence, many people saw such oups on television, listened/heard on radio and they (people) saw such groups on television and ey feared to join or support the groups in fear of any harm, since the people involved in such olence face a lot of problems like imprisonment, fortune from police (tear gas) or even losing life.

edia especially electronic media has for a long time broadcast violence and there is a very good lationship between violence and media, this is so because whenever there is any violence in any ea like Kampala, the media is always informed early enough because it is the eye of the public. o it has to cover up the stories since it is of public interest, the police arrives there first, it does call edia people to the information to inform the public. So, Bukedde television as an electronic edia does broadcast such violence more than any other media company. For a long time since olonialism, people have committed violence because of many reasons like land; this is an asset at causes a lot of death and serious injury to the people. People fight for land even though they arely have land tithes. Another reason for violence in Uganda for a long time could be poor overnance, there are times when the government tends to careless for the citizens, by not oviding good infra-structures and social services, poor standards of living, poverty. Things or uties a government would have done, it barely does so hence causing violence by people to the overnment.

lany kinds of violence have occurred and still occurring in Uganda today because of many roblems faced by people political and domestic violence turnout to be the most kind of violence in ganda because of the political problems and domestic problems respectively. A case study of ukedde, it does have or has many people who help in to gather many domestic and political olence, this helps to show Ugandans or the public that such stories don't exist but later got to now that they are true. This television station (Bukedde television) shows and has to broadcast ome violent events daily. This clearly shows how violence is rampant in Uganda today to the xtent that it is jus just increasing since the 19th century.

iolence for a long time has been shown on television, in fact in the past, during Amin's and bote's time of governance, some violence done by government to innocent people/citizens of ganda was barely shown on television, people could just speak of it but there was not tangible oof to show that though some evidence does exist or did exist. Many people were tortured and ecretly, so if a media station did show that, it was punished severely, to the extent that it could ven be closed or the management could suffer. But now media is so free to show such since ven our government doesn't do such. Violence is done today by police or even other people to hers.

.2 Statement of the problem

iolence is an activity that is done almost daily and because of the many problems being faced by eople or public in Uganda, they (the people) tend to create violence. There are a lot of political olences that occur in Uganda, for example the death of Nebanda, who was an M.P of Butambala strict which was prompt and weird to the citizens of Uganda. This led to the creation of a lot of olitical violence; it is believed that since she was a lady who was against the trivial acts of the overnment of Uganda, that the government could be behind her death. People up to now barely now the cause of her death.

iolence which can mean any activity that is violent aimed at damaging and causing harm to omebody by people, for example political violence, domestic violence, cultural etc. many political iolences have taken place for a long time, many politicians have done violence like Dr. Kiiza esigye, Lord Mayor Lukwago etc and even other opposition and non opposition politicians, it ould be that most of these types of violences originate because of unfavourable laws and egulations, poor conditions of living, poverty etc.

.3 Objective of the study

.4 General objective

he purpose of the study was to assess and know how the media especially electronic media has elped to curb down or reduce violence in Uganda.

.5 Specific objective

) To examine the role of electronic media in the curbing down of violence in Uganda and how media has curbed down violence.

i) To know the factors that have led to violence in Uganda today.

ii) To know the effect of violence shown on media to public.

v) To ascertain the relationship between violence and media.

.6 Research questions

What is the role of electronic media in curbing down violence in Uganda and how has media curbed down violence.

) What factors have caused such violence in Uganda?

i) What is the effect of violence shown on media to people?

.7 Scope of the study

.8 Geographical scope

'he study was carried out at Bukedde television and vision officers, Monitor publications, Urban, 3ukedde radio etc. It is located at new vision based offices along Jinja highway road just two .ilometers off from the city centre because it was very and more accessible in terms of transport.

.9 Content scopes

'he study focused on assessing the role of the electronic media in the curbing down of violence in Jganda, the electronic media as the independent variable and curbing down of violence as the lependent variable.

1.10 Significance of the study

The study will help media on how relevant curbing down violence is so that it can put in much or nore emphasis via curbing down violence which brings place after being curbed down.

he study will generally help the researcher to know the measures most media companies use to y to curb down violence in Uganda. He (the researcher) will get to know wheat media does to elp curb down violence hence promoting security.

he study will also add more knowledge to the existing literature on the ways media does curb own violence in Uganda.

.1.1 Conceptual frame work

he researcher conceptualizes the study using the following illustration: -

ıdependent variable media	Dependent variable curbing of violence
Presence of media i.e. television, radio, newspapers, magazines etc. A wide media coverage to many places	- Broad casting such violence so that public can get informed about them. - Media as a watch dog ready to watch for the public to know such violence. - Educating people about the law and what is legitimate and illegitimate. - Showing the negative impact of violence - Telling people to promote peace and avoid such violence.

ource: Research conceptualization

rom the two above variables, it can be seen that electronic media and curbing down violence in ganda is as a result of very many factors ranging from presence of electronic media or media like adio, television, newspapers etc, wide media coverage to all parts of Uganda, Africa and the world t large. Therefore, in order to make sure that the role of media in the curbing down of violence in ganda is realized in need to ensure there is curbing down or reducing of violence to create a eaceful country, easy flow of jobs (good working conditions and leisure), ease transport and ommunication in the country (Uganda).

CHAPTER TWO

ITERATURE REVIEW

.0 Introduction

this chapter (literature review) a review of literature about the media and curbing down violence Uganda and elsewhere in the world was made and this was done in line with the specific ɔjectives of the study in order to identify the knowledgeable gaps. It was relevant to note that the 'eatest part of the existing literature on the works of other scholars, opinions, suggestions who ave written about the study or these who have addressed similar issues as those of the variable ıat was available in the study.

)efinition of key concepts

lectronic media: this involves media but seen electronically like, television, radio, internet etc.

ledia: this includes broadcast and print and electronic media like; radio, television, newspapers, ıagazines, internet etc.

rint media: This is media which is even tangible for example, Newspapers, magazines, books tc.

urbing down: To control or limit something that is harmful.

iolence: This is the behavior that is most cases against the law or opposition or law mostly that auses pain or injury to somebody.

.1 Actual review of the related literature

'iolence is an activity that is done in almost every society and what differentiates is what violence nd in which places. According to **Benedict (1995)** P.4, there are many kinds of violence or types /hich include; political violence, domestic violence etc. Most of such violence is found in just eveloping countries like African countries, some undeveloped countries; he adds that "it is ecause such countries are facing many problems like poor leadership, ignorant presidents, and lisunity in a country, tribal wars, and poor infrastructure development.

iolence amongst our youth today is seen from media like television, movies, etc. Since the ggest percentage of the youth today love watching movies and television and yet a lot of violence shown, the youth have learnt a lot from media. According to **Ernest Borgire (1969),** the youth arn negatively from violence in movies, for example, when a youth watches people fighting each her, he will learn how to fight well than learning the negative effect or impact of such movies, that ghting causes injury. So many youth are violent and cause violence because of media and ıovies shown to them.

.2 The role of media in the curbing down of violence in Uganda.

ledia or electronic media has a role of broadcasting violence conducted by people whether omestic, political or religious, an example of Bukedde television is that it as a television station oes program and broadcast a lot of programs and talk shows which do show the public variety of olence done by people and by broadcasting such violence, people or the public are emphasized nd told not to do the same. Many people who present such talk shows do educate public not to o the same (violence) by telling them the effects. **(Solomon Arinaitwe (2012).** News programs r example *"Agataliiko Nfuufu"* of Bukedde television do show violence more than any other news ence a role of media. Showing such violence is good because it makes people fear to do so. For xample, when students strike and spoil the neighbours' property, it teaches other students not to o the same after seeing the impact

eople initially thought that Uganda was a peaceful country, they were ignorant of the violence in ganda, Today people have known that there is a lot of political, domestic, business, as well as eligious violence because of electronic media mostly Bukedde television. Media houses used not o show or broadcast such violence and the public didn't know such but when Bukedde television tarted showing that, other media companies also started doing so. According to Bukedde elevision is the station that has done more of the violence, thereby curbing down violence. People ave fear to cause violence be it domestic or political etc in fear of being shown on *"Agataliiko*

fuufu." For example, when a rich famous person is caught in adultery by media people, he might ɜ exposed to the public so, this will help him/her to avoid doing such things there by reducing ɔmestic or religious violence etc in Uganda.

he process or role of curbing down violence done by media like television, radio and print media ɛe Newspapers, does indirectly or directly help the government arms or the police to solve such olence and crime rates. For example, when **Lt. Gen. Kale Kayihura** does watch harsh and ɜadly violence which is full of high crime rates to the public or state, he as the Inspector General r Police is left restless since it is his job to ensure peace, law and order. Media can help police to ɜduce violence and crime rates by showing the police such videos of the news story or giving in ɜlevant information hence a role done by media to curb down violence police can easily identify uspects who have involved themselves in any harmful violence, the police will hunt for them then ealt with hence curbing down violence in Uganda.

Iedia (electronic media) does sensitize people/public to engage in inter marriages, this means ibes marrying from other tribes, A woman from Angole region can go to get married to a Muganda ıan. This does create a good relationship between and among different tribes hence unity. ccording to Sheila Naturinda (2001) like how some cultures in the west of Africa that a man from ne tribe can marry a woman as wife from a different tribe or society. This also reduces the roblem of language barrier. Intermarriages will or can erase all the tribal problems, conflicts or iolence between the two groups of people, language barrier will no longer be a problem. This neans that communication among people in Uganda will be easy leading to development, hence a ole played by media, a case study of Bukedde television.

Respecting people's cultural norms, media does respect people's cultural norms as a way of urbing down or avoiding violence in Uganda, media personnels make sure that whatever is ɔrogrammed for people/public is good and lawful/legitimate that it doesn't affect any group

egatively. According to **Stephene Otaga (2011),** there are many tribal groups in Uganda with ifferent cultural rules and regulations and violence can be caused if one dears to temper to talk ell about them, so media does the role of informing, entertaining people by not abusing any ultural rule in Uganda. Media also encourages the public not to disrespect people's culture since it ; a source of violence. According to **Yasin Mugerwa (2013),** media also put emphasis to the ublic to not only respect people's culture in fear of violation but also religion in Uganda as a ountry with many different religious affiliation and in case a media company tries to abuse any eligion, it will/can cause a lot of violence hence no peace, so media do call upon people to respect eople's culture and religions in order to curb down or avoid violence.

nequality is also a source of violence in Uganda, so media in its role of curbing down violence, it romotes equality. According to **Fred Sekiwano Daily Monitor 2013,** equality should be mphasized by media companies and personnels to avoid any violence in society. This means nat equality should be emphasized at places of work, whereby in most organizations, there is a lot f inequality, some people are favoured at work like women, other companies favour men. Women re favoured in most cases because their bosses get sex in return, then men are favoured because f their hard work. Other causes of inequality are, friendship, religion, tribal attachment etc. Then thers are segregated especially if it comes to payment. Some tribes like the Karamojongs are egregated and others in Northern Uganda that they are ancient, illiterate, backward etc **(Bobo, awrence .D. 2000).** Like how the saying goes that, "We shall not wait for Karamoja to develop." his can be a source of hatred from the affected people to others hence violence.

Susan A Suh. 2000 adds that equality must be emphasized by media/government or government hrough media, since it is the eye of the people/public. The disabled or disadvantaged can also reate violence in case they are not favoured, so inequality is irrelevant, so equality should be mphasized to curb down or avoid violence in Uganda.

nequal distribution of resources is another cause of violence, as media curbs down violence in ganda, it does educate or tell or remind the government to always distribute national resources ɥually, if a national budget is to be programmed, all corners and societies in Uganda must get ɥual distribution, all places must be programmed for equally so as to enable equal development in l areas. According to **Patrick Kintu (New Vision),** when people get to know that there is unequal stribution of national/public resources, they tend to create violence, so media in its role of ɨducing violence in Uganda, it tries to educate and tells the public offices or government do ɲsure equal distribution of resources since media is the eye of the people/public.

ledia in its role of curbing down or reducing violence in Uganda, it tries to sensitize people on the ɛcurity or the insecurity status to people since media is the eye of the people and it is through ıedia that people get most of the information, in case government is suspecting any cause of security, it is through media that people get most of the information, in case government is ɹspecting any cause of insecurity, it (government) tries to inform the media so that it (media) can so inform the public. The media can also promote security by helping the police to identify such ɹspects or criminals. In case there has been a bomb attack in town, media can use its technology ‹e using the satellite to identify the suspects, so that it can tell the public to know the suspects and ɛt cautious of them hence promoting security.

.3 What factors have caused violence in Uganda

ccording to **Bobo,Lawrence, 2000,** there are many factors that have caused or led to olence/violent actions in Uganda today since there are many types or kinds of violence like omestic, political, religious violence etc. All have many causes, unsatisfactory duties done. The overnment of Uganda could be the cause of many political violences, for example, there is a way ıe police of Uganda poorly uses tear gas and guns to the extent that even if the violence is not estructive, the police reacts violently thereby, causing people to violent too. Police handles many pposition politicians like Besigye (the former FDC leader), Lukwago the mayor of Kampala District

:c, who are so much opposing the government (duties) then by causing the public to cause olence.

orruption is another cause of violence according to **Cissy Kagaba (Executive Director Anti-orruption Coalition Ug),** corruption rate in Uganda is at a high level and it is still increasing, it is aid that the corruption level of Uganda does increase day by day because of the government hich barely cares or cares less, this is so because most of the causes of severe corruption do ccur in the government sectors like ministers embezzle public funds and use them carelessly. lany organizations in Europe and in developed countries send money to Uganda and Africa at rge, this money is given to ministers to use it for development of many sectors but it is embezzled nd misused personally hence creating violence because people can't keep quiet and watch such eople spoiling money.

nfair distribution of money; Many people do committee violence in Uganda due to the unfair way oney is distributed in the country, you find that there are some people in government who earn illions of Ugandan shillings like Members of Parliament, ministers etc, and yet there are some eople like Doctors who do very important duties for the country but get less money compared to at of the Members of Parliament and Ministers and yet some of these people do a lot of nothing. lany people are seriously suffering in villages and some in urbans, most of this information is nown on/in media, so people get to know and cause violence, like when doctors cause violence nd even refuse to treat people.

oor payment of employees/workers by employers and managers of companies. There are many orkers who are poorly paid and living in poor working environment, such people/workers end up ebelling the bosses hence violence. Some employers tend to fail to pay their workers or mployees anything or tend to pay half payment and delaying to pay money. There are some mployers who also give punishments to employees by chopping or cutting on the worker's

alaries as a punishment. This leads to violence in Uganda. **(Bernstein, Jared. 1995).** He adds iat a lot of violence does occur in business between workers and employers which has led to ailure of many businesses since the workers do react wildly hence violence.

ad behavior done by church leaders. According to **Anthony Wesaka (2012)** many Christians do act violently because of the bad habits done by church leaders like when Reverends, Priests, isters etc engage themselves in theft like misusing church money, adultery, hatred etc. in lganda, there are many people that have done a lot of violence after getting information that their hurch leaders like Reverends are the same people sinning and doing shameless behaviors like mbezzling of church money. Many church leaders have become rich simply after using church ioney illegitimately. Another cause of violence in church (religious violence) is adultery whereby hurch leaders tend to love other Christians' wives, this leads to a lot of violence amongst church eaders.

ducational violence at schools is also unfavorable school conditions, many schools in Uganda oday do cause violence ranging from especially secondary schools to universities, you find that uch violence is caused by unfavorable rules and regulations put up to children/students. There ire some cases when the management of schools fail to provide good feeding to students which auses violence in society, failure of lecturers to teach students also causes violence in universities, oor management, inequalities, poor sanitation etc all are causes of violence, this violence doesn't nly affect the school or campus but also the neighbouring places especially when university tudents strike, they destroy people's things/property, for example, when students of KIU, Makerere, Kyambogo etc strike, they cause a lot of harm to the school, as well as the neighbouring. Theft which is mostly found in government or public offices, when people hear that theft in government or public offices or electoral commission, it causes a lot of violence. According to **Peace Denize (2001),** recently in Kenya, people had started demonstrating after not believing the esults of the Presidential Electoral Commission results, they said that a lot of theft was involved in

ıe counting of results, like wise in Uganda, people can easily demonstrate violently, in such, a ase after realizing that the results of any political voting results are fake, for example, in Members f Parliament voting, people can ignore the results and demand re-voting or re-counting of the lections hence causing violence.

oor government has also caused violence in Uganda, according to **Margie Mauzi (2000)** there re cases when the government arms do govern the country poorly, for example, increased taxes f commodities, poor infrastructural developments, unemployment levels whereby most of the outh are educated but unemployed which causes violence among the unemployed that the overnment barely cares, corruption and misuse of public funds in public offices, all these cause iolence in the country. According to **Maguzi Margie (2003),** there are various laws which are ıere to put people to unrest which can also cause violence, like the marriage law yet to be ccepted and authorized might cause a lot of domestic violence.

.4 The effect of violence shown on media to the public.\

:arnest Borgnire, 1969, says that violence shown on media like television, internet, Newspapers nd even heard on/listened to from radio has a big effect both negative wise and positive wise, he dds that positively, media does educate on whatever violence they show, for example, when eople, masses of people follow Dr. Kiiza Besigye when he is demonstrating, he says that such eople will be taken to prison which won't be the case with Dr. Kiiza Besigye. Such people who emonstrate with him are likely to get many problems with the government through the police by ıjuring them with tear gas and **big sticks (rubber)** instead of working to progress the country, so ome media companies advise people not to do so since it creates insecurity in the country, so vhen media does broadcast such, people watch so that they can get educated.

Robert .F. Kennedy 1972 says that people can even learn on themselves that such violence is not ood, by viewing how people get injured in such violence, they even lose life, this lets people to ear to do that to protect their lives. In most cases even such violence outcomes are put on first

age of a newspaper and first news on television and radio so that people can know the negative ffect. According to **Rev. Martin Luther King Jr.** negatively, people can easily get to join such iolence groups in order to add "soup," people can easily view or hear or get news about violence ı Uganda and such people get attracted or tempted to join because of the hard life people are assing through most people who can join violence and other politicians with secret ambitions, eople who are jobless and lose nothing to get dead or injured, they have no families, so find it asy to join violence groups.

'iolence shown on media also has an effect in that it tells/shows the government of Uganda that ıere are still insecurity problems in the country, it tells the government to add more efforts in trying ɔ solve violence in Uganda, since media is the eye of the people, it does show many things which thers can't see. According to **Bonny Fred Kayinja (Police),** media do publish many things so ıat government can get informed about such violence in the country to improvise solutions for uch violence hence an effect of violence by showing such violence to people, government gets ılarmed and alerted about that to find better solutions.

2.5 The relationship between violence and media

Media and violence do have a relationship according to **Majorine (2004),** most of the violence is ;een on media and without it, people can't get such information, there is a very small percentage of ɔeople in Uganda who do witness the violence taking place or as on-lookers, the biggest ɔercentage just sees such violence on media like radio, television etc or hear of it from the radio or ɔublic, this shows there is a very close relationship between media and violence. So it is through nedia for example Bukedde television's *"Agataliiko Nfuufu"* that people view violence of all types, whether political, domestic or business.

According to **Susan A Suh 2000,** media in some way or the other adds more gas in violence, it is :he media people like Journalists, editors who do the forging of some news just in order to increase sells. In order to make news, violence which is serious has to be the order of the day, whenever a

ıews story is so violent, that's news for example, when BBC has some news reporters in Uganda ınd they cover a story of a building that has fallen, many injuries and death of people makes news, ınless violence is severe, no news, so media can sometimes make sure that an action is so violent ıence a relationship without violence, media news desks hardly make news, because they don't ıave news which will attract the public to them.

CHAPTER THREE

IETHODOLOGY

.0 Introduction

elow and under this section, the process of the research was presented. It did include; the esearcher's design (research design) where the study was carried out, study population of the tudy, research instruments, the research methods, how data was analyzed and the limitations hich were met.

.1 Research design

he study used a cross section design which was used in assessing respondent's views towards ıe media, electronic in particular in the curbing down of violence in Uganda. This type or research esign utilized different groups of people who differed in the variable of interest, but did share other haracteristics such as socio economic status, educational. Cross-sectional research design was esigned to look at a variable at a particular point in time and focuses on finding relationships etween variable s at a specific point in time.

he study was carried out at Bukedde television offices and vision offices in Kampala district industrial area) in Uganda. This did cover employees from; Human Resource Section, Journalists Bukedde and New Vision), sales department (Bukedde and New Vision) and other authorized ersons with knowledge about the media, (electronic media) in curbing down violence.

3.3 Table 1 population and categories of respondents that will be used in the study.

Population category of trainers	Population
Human Resource section	5
Journalists	20
Sales department	40
Other authorized people	33
Total	98

3.4 Sample size and selection

The respondents were randomly selected and categorized. They did comprise of both sexes but of different marital statuses and age groups and the study used ninety eight (98) respondents that was; population of people or officials from Bukedde television and vision companies. The study used both simple random sampling and purposive sampling procedures. Purposive sampling was used to select different activities in the area of investigation so as to get first hand information from the key informants. Simple random sampling was used because respondents had equal chances of getting selected by the researcher.

The sample size was determined using the formular of sloveni (sloveni and formular).

$$=$$

Where by:

+ Sample size

N = Population

= the level of accuracy

$$=$$

Whereby: n = Sample size

N = Population

$= 0.09$

ı this particular case, the formular when worked but yielded the figure for the sample size which is ıdicated here under;

I = 5830

= 0.1

= $\frac{\text{ɔ}}{x\ 0.01}$

=

=

= 98.31

.4.1 Data collection methods

.4.2 Primary source

'his involved the use of first hand information that was obtained from the field using interviews and uestionnaires. The type of data collected included the social demographic characteristics of the espondents (age, gender, level of education etc). Perceptions of the electronic media in curbing lown violences in Uganda.

.4.3 Secondary sources

'his did include the already existing literature about the role of media or electronic media towards he curbing down/reducing of violence in Uganda. This information was collected from reports, nagazines, television, radio, internet, newspapers etc.

.3.4 Research instructions/tools

.5 Questionnaire method

'his was the discussion in non-verbal form whereby the feedback of the participants was put on aper provided by the researcher, the questionnaire was also in two forms;

. Open-ended questionnaire in which the feedback from the participants were free according to their understanding.

. The close-ended questionnaire in which the feedback was provided by the researcher and the participants, one of them according, for example strongly agree or strongly disagree.

'he researcher did leave out questionnaires to mainly the literate (since they are/were well nformed), these included journalists, Newspapers, editors, news editors in broadcast, Newspaper eporters, television reporters and other authorized persons. These had guiding questionnaires vhich the researcher gave some two days to respondents to study and fill the questionnaires.

le requested the respondents to ask for clarification where they barely understood.

3.5 Interview method

nterviews with the target respondents were conducted with all the categories of respondents hown in the study population. A separate interview was used for officials to assess in-depth nformation. This involved first making an appointed with the target respondents after which an nterview meeting between the researcher and respondents.

3.6 Procedure for data collection

After the approval of the proposal by the responsible authority as the faculty, the researcher got an ntroductory letter to progress to the field for data collection. The researcher presented the letter to he concerned officials at Bukedde and/or vision offices who later introduced him to different officials or offices who assisted him to make sampling frames with the help of other relevant espondents. The researcher made appointments on when to meet them (the respondents). The nterviews were conducted in the offices. (or from the offices). The structured interviews were of about forty five (45) minutes. The in-depth interviews were for about one hour and fifteen minutes.

.7 Data analysis

his data analysis did include editing the findings, loading and tabulation in the computer statistical ackage called Excel for analysis. Main ideas in qualitative data were clearly recorded. The data lled in the questionnaires were copied and analyzed by tallying it and tabling it in frequency tables dentifying how other certain respondents responded and later evaluation was done. This yielded ıe primary data which were raw in nature.

he recorded data was later edited and interpreted which ensured uniformity, legibility and onsistence. Also, interviews results were coded in frequency tables which were calculated in erms of percentages and presented in this study.

.8 Limitations of the study

ı the process of carrying out this investigation or study of the research, a number of limitations vere met. These limitations obstructed the speed at which the study was carried out. These limitations included) some targeted respondents were not willing to set aside to respond to the ıvestigator's question(s), because of may be time, being so loaded with work; this may end up ustrating the researcher's efforts to collect substantial data. The researcher was also faced by a roblem of some rude and hostile respondents.

he study required a lot of time to be dedicated to collecting substantial data from one respondent o another making observation, continuous review of literature, data analysis and report writing.

ransport was another problem that traffic jam was always much especially by the time I went and eft Bukedde/vision offices, vehicles from town were also not easy to board and so, this led to my ırriving late at the office of the respondents of which they told me how late I used to be.

.9 Ethical considerations

t was important during the process of research for the researcher to make respondents to ınderstand that participation was voluntary and that participants were free to refuse to answer any uestion and to withdraw from participation any time they are chosen.

Another important consideration involved getting the informed constant ???of those going to be met during the research process, which involved interviews and observations on issues that were delicate to some respondents. The researcher under took to bear this seriously in mind.

Accuracy and honesty during the research process was very crucial for academic research to proceed. A researcher treated a research project with great care, in that there was not temptation to cheat and generate research results since it jeopardized the conception of the research.

Personal confidentiality and privacy were very essential since the report was public. If individuals had been used to provide information, it was essential for their privacy to be respected. If private information had been accessed then confidentiality had to be maintained **(Stephen. 2002).** All respondents were therefore, re-assured of this before being involved.

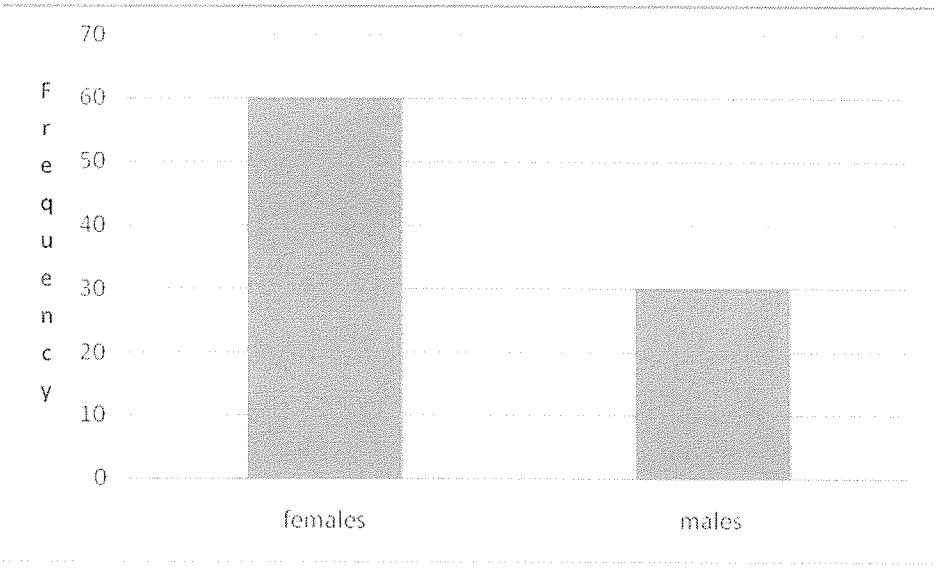
CHAPTER FOUR
PRESENTATION, INTERPRETATION AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter presents the facts, which the research discovered. The findings were presented in line with the objectives of the study whereby the raw data in form of questionnaires was edited and interpreted which ensured uniformity, legibility and consistency. The data-filled questionnaires were copied and analyzed by tallying and tabling in frequency polygons while identifying how often certain responses occurred and later evaluation was done. The information was then recorded in terms of percentages. Also, interviews results were coded on frequency tables which were calculated in terms of percentages and presented in this study as illustrated below.

4.1 Background characteristics of the respondents

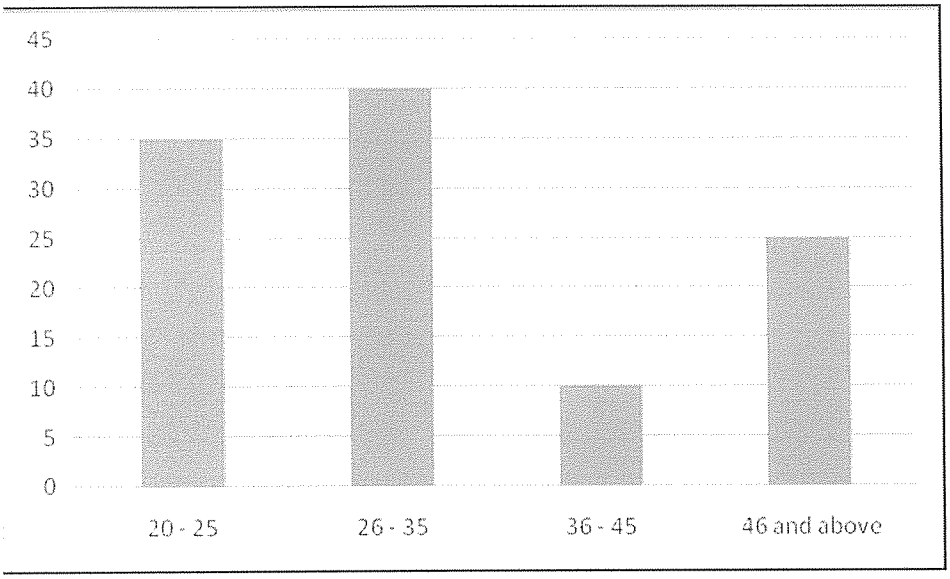
The background information of the respondents was important because they comprised of both sexes but of different marital status and age groups from various settings. This was intended in order to get a variety of views and unbiased responses which made the study a reality. The respondents were divided into the administrative and general staff of Bukedde Television and vision officers. The findings are shown in the figures below: -



Source: Primary data

During the field it found out that, females took a greater percentage in the survey as represented by 60% were as 40% represented male, implying that, females to a greater extent participated in the study. Since they were more affable than men.

Figure 2: Classification of respondents by age.



Source: Primary data

Figure 2 shows that the biggest percentage of the interviewees were in the age bracket of 26 – 35 years as showed by 40% while 32% represents interviewees who were in the age bracket of 20 – 25 years, over 10% of the represents were in the age bracket of 36 – 45 years, implying that it is to a greater extent Bukedde (Vision at large) employs people who are still energetic who are in the age bracket of 26 – 35 years as portrayed in figure 2 above.

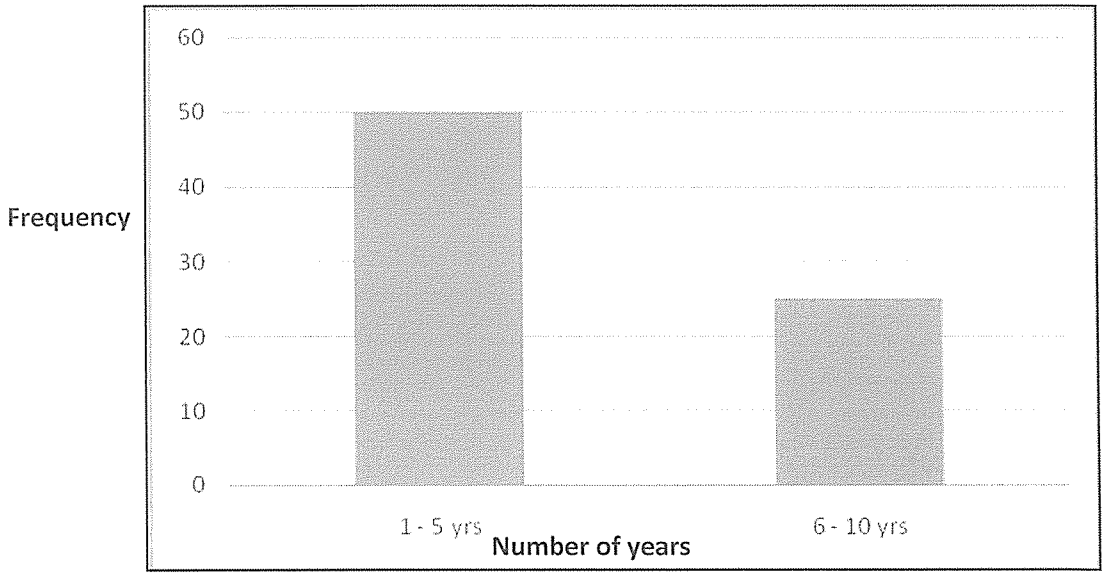
Table 1; Respondents' level of education

Education level	Frequency	Percentage
Diploma	20	20
Degree	60	60
Secondary	05	05
Tertiary	15	15
Total	**100**	**100**

Source: Primary data

The biggest percentage of respondents were Bachelors Degree holders as it was revealed by 60% of the respondents, then 20% represented respondents who had Diplomas in different fields whereas 15% of the interviewees had completed tertiary institutions, then the least percentage were secondary dropouts as showed by 05% in table 1 above and of which they were not having very good jobs there at vision company.

Figure 2: number of years of service of respondents.



Source: Primary data

From the figure 3above it was found out that the biggest percentage of the respondents had worked with Bukedde television for a period between 1 – 5 years as represented by 50% whereas 25% shows respondents who had worked with Vision group for a period between 6 – 10 years, implying that they have been employees for a long time, thus possessing a lot of experience or same good relevant experience.

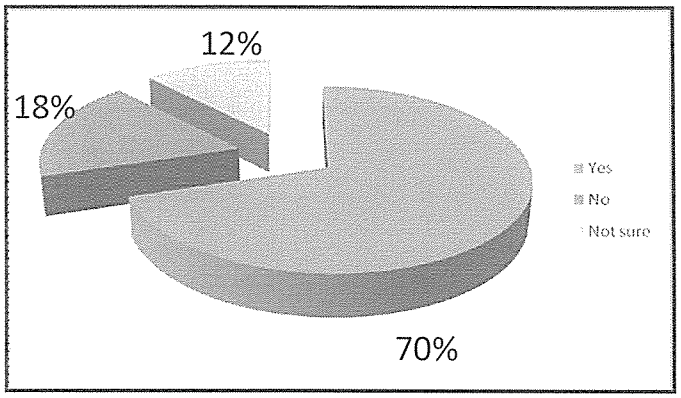
Table 2; Respondents' marital status

Marital status	Number of respondents	Percentage
Married	50	50
Single	46	46
Living with a partner	04	04
Total	**100**	**100**

Source; Primary data

An assessment of the respondents ' marital status was as follows; the biggest percentage of the respondents were found to be married as shown by 50% whereas 46% of the interviewees were single, 04% of them were living with partners but were not officially married last as illustrated in table 2 above.

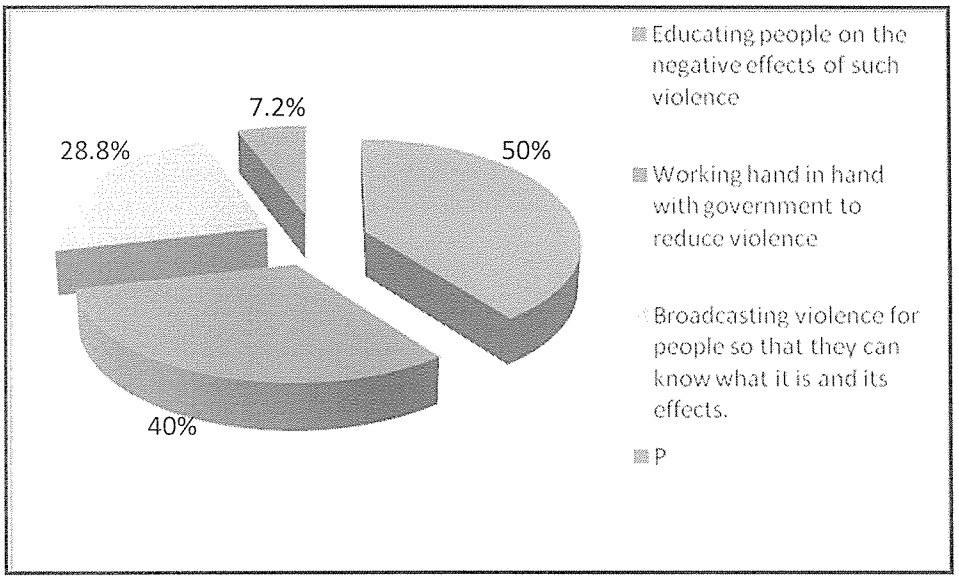
Figure 4; Awareness of the role of the media in the curbing down of violence in Uganda.



Source: Primary data

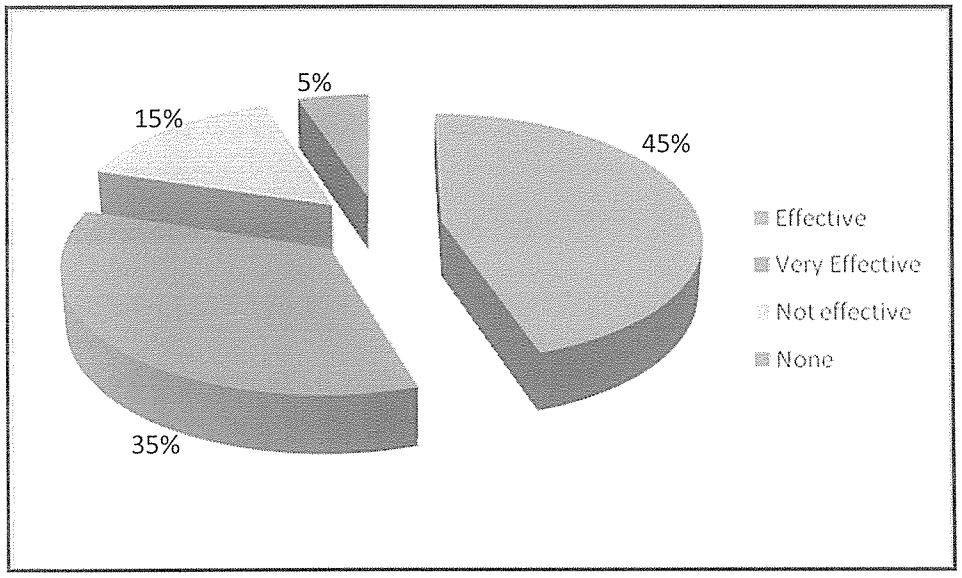
From the previous figure above, it was found out that the biggest percentage of respondents was aware of the role of the media in the curbing down of violence as portrayed in the above figure.

Figure 5; the role of media in the curbing down of violence in Uganda



Source: Primary data

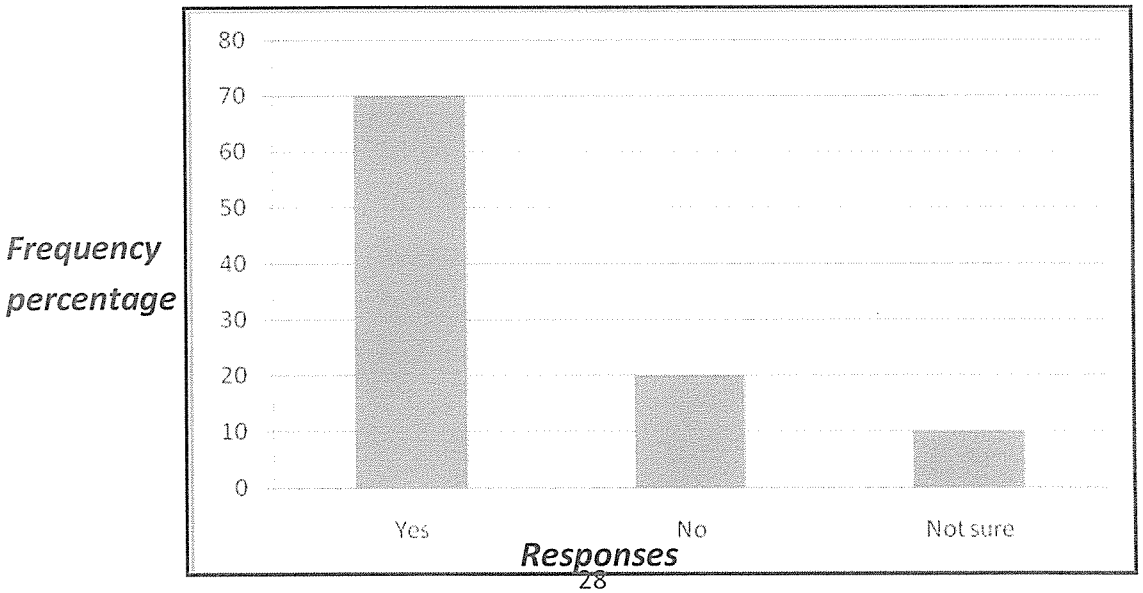
Many different responses were recorded from respondents after being asked the role of media in curbing down violence 50% said that media educates people through talking about negative effects of 23 violence, 40% said that media companies work with media to curb down or reduce violence, 08% of the respondents said that when media broadcasts or publishes such violence, people can get informed about it and can know the many negative effects of it 02% lastly represented others.



Source: Primary data

According to figure 6 above, the biggest percentage of the interviewees represented by 45% said the media was effective in as far as curbing down violence is concerned whereas 35% of the interviewees in the similar way said the media was very effective and surprisingly to note was 15% of the interviewees who said media was not effective, lastly, 5% of the interviewees did not have any opinion about the statement.

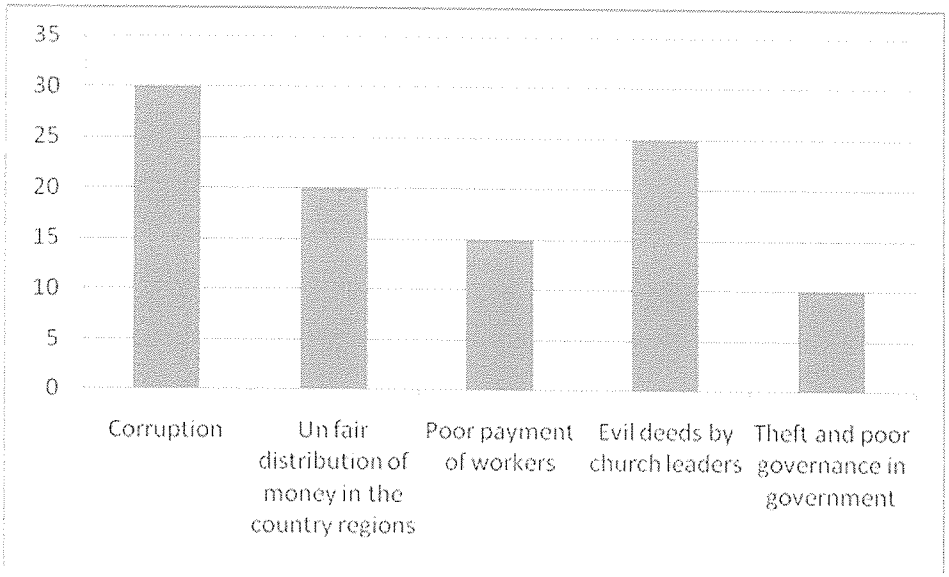
Figure 7: Awareness of the effect of violence shown on media to the public.



Source: Primary data

The biggest percentage of respondents represented by 70% alleged that they were awareness of the factors affecting the media in the curbing down of violence in Uganda whereas surprisingly 20% of the respondents revealed that they did not have any knowledge about the factors affecting the media in the curbing down of violence in Uganda and lastly 10% respondents were found not sure about the statement as portrayed in figure 7 previously above.

Figure 8: Factors that have led to violence in Uganda today.

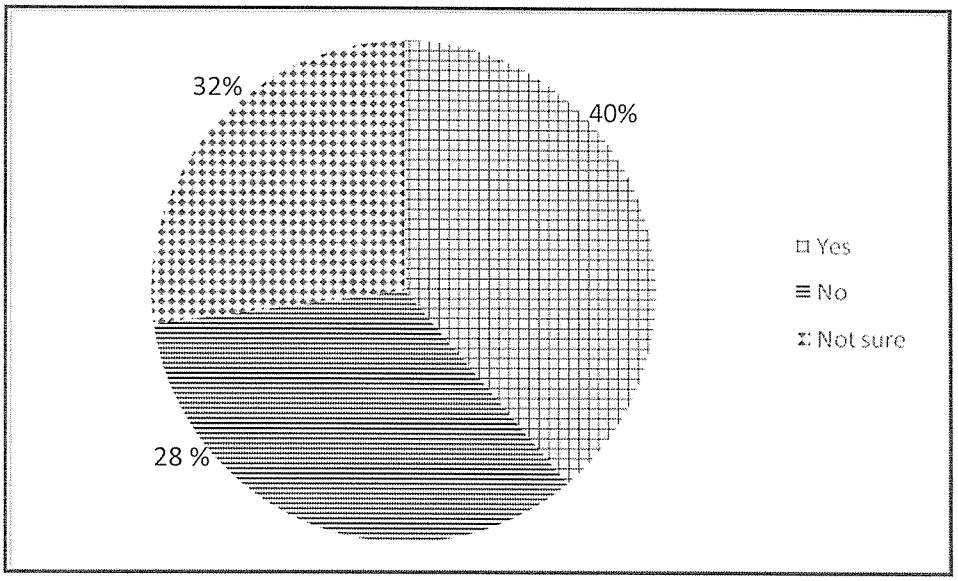


Factors that have led to violence in Uganda today.

Source: Primary data

An assessment of the factors that have led to violence in Uganda today was as follows: 30% of the respondents said that corruption has led to most violence in Uganda, as well as embezzlement of funds, 20% of the respondents said that unfair distribution of money in the country regions has also caused violence, 15% of the respondents also said that violence is caused by poor payment of workers and half payment as well as chopping people's salaries as punishments, 25% of the respondents said that violence is caused by evil deeds by church leaders, 10% of the respondents said that violence in Uganda is caused by theft and poor governance by the government of Uganda.

Figure 9: Is there any relationship between media and curbing down of violence in Uganda.



Source: Primary data

During the field study, it was found out that 40% of respondents said there a relationship between media and curbing down violence in Uganda whereas surprisingly 32% of respondents said there was no relationship between media and curbing down violence 28% of respondents revealed that were not sure about the statement as stipulated in figure 9 above.

Table 3; Relationship between media and curbing down of violence in Uganda

Responses	Number of respondents	Percentage
Media is the eye of people and nobody can known such violence apart from the on-lookers and media, so it is through media that people get informed about that violence.	70	70%
Media do need news since news about violence is first priority and also people causing violence need publicity through media	30	30%
Total	100	100

Source: Primary data

According to the field questionnaires from the field, 70% of the respondents which were more of that bigger percentage said or responded that media is the eye of the public, journalists and news reporters so much help the public, that they fight ignorance so that the public can get informed about that and that's why people so much listen to radio stations, view television stations (not films), go to internet to get informed so media does show violence which is essential to public, 30% of the public said that media do need news about violence in order to sell, without such striking news, media barely sells and that's why some media people try to forge some violence like adultery, heads of people are changed and superimpose with a famous person's face/head, media can hardly publish minor violence, since that can't sell, so there is a good relationship between media and violence.

CHAPTER FIVE
SUMMARY OF KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter mainly deals with summary of key findings, conclusions and recommendations related to the role of (electronics) media in the curbing down violence drawn from the findings and analysis made after conducting the study. The study did not have four objectives as stated in chapter one and these were; to examine the role of media in the curbing down violence in Uganda, to establish the factors that have caused violence in Uganda, to know the effect of violence shown on media to the public, and to ascertain the relationship between the role of media and curbing down of violence in Uganda.

5.1 Summary of the key findings

The summary of the findings were presented in accordance with the research objectives of the study as follows; the first objective was to examine the role of media in the curbing down violence. The study conducted revealed that 40% of the respondents said that media emphasizes equality in all places and it does put more emphasis on security of the people through communicating, 30% of the respondents said that media curbs down such violence by educating people on the negative effects of violence and working hand in hand with government to reduce violence, 30% of the respondents also said that media does much of the broadcasting or showing violence to people hence showing how such violence done by people is harmful to the public.

The second objective was to establish the factors that have caused violence in Uganda.

The study conducted discovered that **30%** of the respondents said that corruption in this country does lead to a lot of violence since the habit is not good at all, **20%** of the respondents said that poor payment of workers by the employers and chopping their salaries also causes violence, **50%** or the respondents said that violence is caused by theft and poor governance by the government,

:hen others said in accordance to the factors that lead to violence that unfair distribution of money n the country regions also leads to violence in Uganda.

The third objective was to know the effect of violence shown on media to people **70%** of the 'espondents said that a lot of violence is unlawful meaning that it can cause imprisonment, many ɔeople have been imprisoned because of causing violence, **30%** of the respondents said that ɔeople learn a lot from violence seen from media, they either learn positively or negatively hence an effect.

The fourth objective of the study was to ascertain the relationship between media and curbing down violence 60% of the respondents said that media is the eye and watch dog of the public so such violence is usually published by media to people hence a relationship, 40% of the other respondents said that media do need such violence as news because it is high public interest and also people involved need media to get known, so there is a good relationship between media and violence.

5.2 Conclusion

In accordance with the first objective which was to examine the role of media in the curbing down violence, the researcher concluded that though media has tried to play the role of curbing down violence, media still need more efforts in order to completely curb it down though to some extend it is needed to make news, government to some extent has to work hand in hand with media in order to reduce violence and create an atmosphere that is good for working, leisure etc.

It was also found out that media tries almost every day to sensitize people on the effects, mostly negative effects that are caused by media, though violence is so widely done in Uganda to the extent that is almost done every day and not all violence that is covered by media, there are some violences which aren't known by media since there are many types of violences done in the country like domestic violence which is rampant, political violence, business violence.

5.3 Recommendations

In accordance with the findings and conclusions of the study of the researcher findings, it was crucial to make the following recommendations which could help in widening a positive change in regards to the role of media in the curbing down violence.

Media companies need to employ more skilled personalities to help in the covering of such views about violence exclusively for the public because most of the medium do have less employees who can barely cover most of the violence actions/news in Uganda properly.

The recruitment process should not end at all; success is also measured by how long new recruits remain at the company. Gone are those days when loyalty was guaranteed simply by presenting the new hire with the company handbook. Media have allowed employees to scrutinize their employers more than before.

Technology has to be improved, that media companies need to use the latest machine with high technology so as to improve work efficiency and productivity. It will enable journalists to use computers from time to time, internet to improve research.

Better employment of employees is also necessary in all companies to motivate workers to work all heartedly since they would be happy and improving relations of people and communication.

5.4 Further research areas

The role of media being wide enough and essential areas in as far as curbing down violence is concerned; the researcher can barely claim that he has exhaustively and accurately researched into the topic/area. This is so because of the hardships and limitations by the scope of the study and therefore the areas below could guarantee further research.

The above completed study followed on the role of the media in the curbing down of violence. However, it was summarized that not only the role of media could be used to curb down violence in Uganda but also other factors like; government support to the media, media freedom, increase in the media houses in the country etc.

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APPENDIX 1

QUESTIONNAIRE FOR RESPONDENTS AT BUKEDDE, VISION OFFICES

PAPERS

I am Kizito Benon, a student at Kampala International University conducting a research study is to assess the role of media in the curbing down of violence in Uganda; as a recruitment for media in the curbing down of violence in Uganda; as a requirement for award of a Bachelor Degree in mass communication, I kindly request you to spare some time and fill this questionnaire. The information given will be used for academic purposes only and will be treated with utmost confidentiality. Your co-operation will be highly appreciated.

Section A: Background information

Please tick the most suitable answer

1. What is your job title?
2. In which department are you?

3. Gender

a) Male ☐

b) Female ☐

4. Age bracket

a) 20 -25 ☐

b) 26 – 35 ☐

c) 36 – 40 ☐

d) 41 and above ☐

5. Highest level of education

a) Secondary ☐

b) Diploma ☐

c) University education ☐

d) Masters degree ☐

e) Other specify .....

6. For how long have you been in this company?

a) 1 – 5 ☐

b) 6 – 10 ☐

c) 11 and above ☐

7. What is your marital status?

a) Single ☐

b) Married ☐

c) Widowed ☐

d) Divorced ☐

THE ROLE OF MEDIA IN THE CURBING DOWN OF VIOLENCE

8. Are you aware of the role of the media in the curbing down of violence in Uganda.

Yes ☐

No ☐

Not sure ☐

9. If yes in question 8 above, what do you think is the role of media in the curbing down of violence in Uganda?

---

10. In your opinion rate the media in as far as curbing down of violence is concerned?

a) Effective ☐

b) Very effective ☐

c) No effective ☐

d) None ☐

FACTORS THAT LEAD TO VIOLENCE IN UGANDA TO THE PUBLIC

11. Are you aware of the factors effecting the media in the curbing down of violence in Uganda.

Yes ☐

No ☐

Not sure ☐

12. If yes in question 11 above, what do you think are the factors affecting the media in the curbing down of violence in Uganda.

RELATIONSHIP BETWEEN MEDIA AND CURBING DOWN OF VIOLENCE

13. Is there any relationship between media and promotion of job markets in Kampala district?

Yes ☐

No ☐

Not sure ☐

14. If yes in question 13 above, what is the relationship between media and curbing down of violence in Uganda?

Thanks very much for your co-operation.

APPENDIX 2

Time Schedule

Chapter one	7 days
Chapter two	5 days
Chapter three	12 days
Chapter four	5 days
Chapter five	4 days
Data collection	9 days
Data processing and analyzing	7 days
Limiting research report	10 days
Type setting of the report	14 days
Binding the research book	2 days
Total	**75 days**