

**POLITICAL STATURE AND MEDIA CONTENT IN UGANDA, A CASE STUDY OF
UGANDA BROADCASTING COOPERATION.**

BY

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**A RESEARCH SUBMITTED TO THE COLLEGE OF HUMANITIES
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UNIVERSITY**

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DECLARATION

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

Signature



.....

Nsubuga Patrick

Date 31/07/2014
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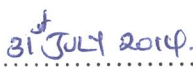
APPROVAL

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

Signature. 

Ms. Owade Joan (PhD Cand)

SUPERVISOR

Date. 

DEDICATION

I wish to dedicate this piece of work to my dear parents; Mr. Ssekabembe Livingstone and mum Namutebi Lydia and Ms. Nalwoga Resty, Mr. Mukasa Ibrahim for their tireless work since my childhood.

ACKNOWLEDGEMENT

I would like to send my gratitude to the Almighty God for the good health and wisdom that he granted me.

Fantastic thanks go to KIU mass communication department and every thing they have done for me during my three years course.

I also wish to send my sincere gratitude to all my friends Aidah, Sham, Isaac, Hamidah and Halima

LIST OF ACRONYMS

UBC.....	Uganda broadcasting Corporation.
UCC.....	Uganda communications commission
TV.....	Television
CBS.....	Central Broadcasting Service
FM.....	Frequency Modulation.
IQ.....	Intelligence Quotient
HRNJ.....	Human Rights Network for Journalists
NRM.....	National Resistance Movement
UNLF.....	Uganda National Liberation Front
IMCU.....	Independent Media Council of Uganda

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ABSTRACT

This research was carried following certain objectives that included; to examine the influence of politics on the content of broadcast media in the country to analyze the state of media freedom in Uganda, to identify the factors that affect broadcast media in Kampala and to examine the relationship between politics and broadcast media content broadcast by media houses in Uganda.

Literature was reviewed from the work of different scholars and media institutions data but in line with the topic. This helped to compare the present and the past in the influence of politics on media broadcasts.

Analytical and qualitative methodology was used in designing the study variable and in this a questionnaire was used to collect data that helped in finding information.

The study revealed that politics influences the content of broadcast media. This was attributed to factors like national security issues and thus the program manager at the television station ensures that all the information to be broadcasted is not affecting the interests of the state especially in security issues.

The study also revealed that revealed that different factors affect media broadcast content in the country. These factors included politics, exposure of journalists, education level of the journalists in the country and the level of technology in the country.

The study recommended that the government of Uganda should remove certain laws that prohibit the effective broadcasting of information by different media houses in the country.

The study suggested that the government should define what exactly constitutes national security, economic sabotage, and public morality. But the courts should have the power to determine whether what was published actually is harmful to, say, national security. The government should make its case to the court. Moreover, given that these will always remain contested notions, civil society organisations should, on behalf of the public, lead a national dialogue intended to reach a degree of consensus on the definitions of these concepts.

CHAPTER ONE

1.0 Introduction

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

1.1 Background

According to Peterson (2009) globally media industries in different countries have gone through hard times since they operate in different political conditions. These political environments affect the performance of media in terms of restrictions put on the content to be broadcasted by these media houses..

Broadcasting is very important in Africa because a majority of Africans get their information education and entertainment from primarily radio and then television. The press tends to have an urban bias and is dependent on literacy. Radio uses more of African languages than television does although today we have news translated in other languages making TV more appealing. (Uganda Radio Network report 2011).

According to Peterson, (2009) colonial administrators introduced broadcasting in Africa, controlled it and used it for largely political propaganda purposes. Post colonial African governments also followed a policy of control of broadcasting mainly for political reasons, Between 1960s and 1980s when coups in and around East Africa were over it changed only but ownership but the rules and propaganda method remained if only over taken by the first institutions government by coup plotters.

The social, economic, political and technological forces that have managed to groom and determine the media landscape in Uganda, are not static but dynamic which means that they are constantly evolving and changing with times. These forces have brought about several shifts in the media map. The way we see the media today is very different from the way it was in the Uganda in the 1980s even in the 2000s. This has been due to the new information and communication technology in both print and electronic media. (UBC performance report, 2010)

Uganda today has a vibrant media industry. But this has not always been the case. Because of Uganda's unstable political past, media had never had a chance to thrive under the political upheaval and dictatorships of former presidents like Milton Obote and particularly, Idi Amin. The regime change that came about after Yoweri Museveni took control of the country in 1986 brought with it a lot of promise. Media freedom and progress was among those promises. Over the last 25 years, there has been significant growth in the media industry of Uganda and a lot of improvement has been made in terms of media freedom. Today, the media industry of Uganda is one of the most active and prosperous sectors of the economy. (Uganda media council report, 2012)

Up until the late 2000s, Uganda had only one television station. It was the state-owned television station called Uganda Television (UTV) now called Uganda Broadcasting Corporation. The first alternative television station in the 2000s was called Sanyu TV. But it did not last long. It was Wavah Broadcasting Television (WBS) that provided a real alternative to UBC sometime in the early 2000s. It opened the way for other stations to join like Lighthouse Television, EATV and Top TV. The arrival of NTV sometime in the mid-2000s made the television space more competitive and led to a further surge in new television stations like Record, NBS and Bukedde. Content on television is mainly entertainment related, with music videos taking up a lot of time on TV. There is also emphasis on political talk shows and news. Prime time news on NTV is very popular, so is "Agataliko Nfuufu" news program on Bukedde.

Uganda Television and Radio Uganda the current Uganda Broadcasting Corporation was born in 1963 one year after Uganda's independence. Its main aim was to broadcast through both mediums to the whole country.

After independence till the mid 1980's Uganda was faced with a lot of economic hardships. As a result many institutions including the national broadcaster suffered a general deterioration. It is with this background that the Ugandan Government saw the need to restructure the former Uganda Television and Radio Uganda.

As a result Parliament passed the Uganda Broadcasting Corporation Act that established the Uganda Broadcasting Corporation in 2005. This transformed the former UTV and Radio Uganda into the now existent Uganda Broadcasting Corporation. The Corporation started its activities on the 16th of November 2005. The main aims of the Corporation are to develop the former Radio Uganda and UTV into a public national broadcasting center of excellence, for the purpose of providing electronic media and consultancy services that educate and guide the public. It also aims at achieving and sustaining comprehensive national radio and television coverage.

According to the Uganda communications commission report (2009) UBC still remains 100% owned by the Government although not 100% financed by it. The Corporation realizes its income from the sale of TV and Radio airtime and rental of its technical facilities. UBC's move to attain a common carrier status will ensure issues of national importance transmitted as one so that other commercial broadcasters obtain their live link from UBC.

1.2 Statement of the Problem

Uganda has gone through different political transitions since independence in 1962. These transitions have in one or the other affected broadcast media in the country. Currently the introduction of multi party system of politics in Uganda are affecting media broadcast in a way that media houses have to balance their broadcast content in a way that all political parties are not interfered with. This creates a problem especially on the management of these media houses.

Despite the increased level of media freedom in Uganda over the last decade, there are still calls for more action from government by journalists and media houses to let the media express themselves freely. The recent cases of when CBS radio was shut down by government and also when NTV was shut down by the government on grounds of dissent are prime examples of government pressure on media

It is against this background that the researcher intends to investigate the influence on politics on the content of media broadcast content in Uganda using UBC as the case study.

1.3 Research Objectives

- I. To examine the influence of political stature on Broadcast Media Content in Uganda.
- II. To identify the factors that affect broadcast media in Uganda.
- III. To examine the relationship between politics and broadcast media content broadcast by media houses in Uganda.

1.4 Research Questions

- I. What is the influence of political Stature on Broadcast Media Content in Uganda?
- II. What is the state of media freedom in Uganda?
- III. What are the factors that affect media broadcast in Uganda?
- IV. What is the relationship between politics and media broadcast content broadcast by media

1.5 Scope of the Study

UBC is in the center of Kampala district, with help of broadcasters and the viewing public to assess influence of politics on the content of broadcast media in Kampala Case study UBC.

1.5.1 Geographical scope

UBC is located at Plot 17/19 Nile Avenue adjacent to the National Theater. Its postal address is P.O. Box 2038, Kampala-Uganda. This research was carried out in around Kampala

1.5.2 Content scope

The research was centered at examining the influence of political stature on media content, with a major focus of UBC as the case study.

1.5.3 Time scope

This research was conducted for a period of four months that is between April 2014-July 2014.

1.6 Significance of the Study

This will help me graduate in my pursuit of a bachelor in mass communication.

The investigation might be relevant for theory, practice and future researchers. This is because the investigator explains in detail analysis which contributes to the advancement of knowledge.

Research is designed to solve particular existing problems so there is a much larger audience eager to support research that is likely to be profitable or solve problems of immediate concern.

Research impacts our decision making. Most people make decisions without gathered information to back them up. Only few do. The problem is most people aren't patient enough to put in the effort. Research requires time, effort, and sometimes money to have the evidence you need to make a sound decision that's why many avoid it.

Research is evidence that has impact in the future of any scholar.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents the detailed view of related literature on the influence of politics on the content of broadcast media in the country, the state of media freedom in Uganda, the factors that affect broadcast media in Kampala, the relationship between politics and broadcast media content broadcast by media houses in Uganda.

2.1 Definition of Key Terms

Politics

The art or science of government or governing, especially the governing of a political entity, such as a nation, and the administration and control of its internal and external affairs (Peterson, 2008)

The principles relating to or inherent in a sphere or activity, especially when concerned with power and status.

Radio

The transmission and reception of electromagnetic waves of radio frequency, especially those carrying sound messages. (ICT AFRICA, 2009)

Television

A system for converting visual images (with sound) into electrical signals, transmitting them by radio or other means, and displaying them electronically on a screen (Uganda communications commission)

Broadcast

To send out a program on television or radio. Broadcaster means a legal person or organization, which composes, packages or distributes television or radio programmed

services for reception by the public or sections of the public. (Uganda communications commission 2006)

Community means a group of persons or sector of the public having specific, ascertainable common characteristics. For purposes of community broadcasting, this may be a geographical community or a community of interest.

Public Broadcasting means a system of broadcasting that is accountable to the public, and operated on a non- profit basis in order to meet the full range of public information needs in the overall public interest. It may be funded by government grants, license fees on receivers, loans from government, organizations or persons, donations, proceeds from any of its functions and activities, advertising revenue or a combination of these. (Uganda communications commission 2006)

2.2 Political Stature and Broadcast Media Content

According to Burnley (2009) politics in different parts of the world greatly influences content in broadcast media. This is as a result of different reasons ranging from national security and protection of government status. Most governments always try to ensure that the public does not have access to some sensitive information for security reasons.

Grant (2004) asserts that most governments have national regulatory bodies on media broadcasts like Uganda communications commission (UCC), the bodies are usually politically influenced and tend to work in the interest of the government. Through these institutions governments tend to control the information that is broadcasted or printed thus influencing media broadcast. The reason for this is because the top management of these bodies are politically appointed and thus the members always work in the interest of the government.

In relation to the above, (Peterson, 2007) argues that a free and democratic political environment allows media to grow in a very fast rate. This is because journalists will have the opportunity to cover all matters in the country and report them to the public. This will lead to improved analysis of all matters in areas of corruption, security, political

freedom and other issues in different countries. But in instances where governments restrict the content to be broadcasted then such media freedom is lost leading to limited analysis of certain issues in the country.

2.3 State of Media Freedom in Uganda

According to African center for media freedom (2012) The Ugandan press freedom environment deteriorated in 2011 due to an increase in harassment, intimidation, and violence on the part of police and the security forces against journalists who were attempting to cover political events such as the February presidential and parliamentary elections and the “walk to work” demonstrations against rising food and fuel prices in April and May. In addition, there was a rise in biased election coverage by the state-controlled media prior to the elections. Despite these obstacles, however, the independent media remained vibrant.

The country’s constitution provides for freedom of expression and press freedom. However, several laws claw back these guarantees, and the government continued to crack down on critical journalists and media houses using both subtle and blatant methods. Although the law on sedition, which had often been invoked to charge critical journalists, was declared unconstitutional by the Constitutional Court in August 2010, the government continued to use other provisions of the penal code, including those on criminal libel and treason, against journalists.

According to Media council report (2012), there had been fear that the Press and Journalist Amendment Bill, proposed in 2010, would enable the government to manipulate the licensing and registration of media houses and introduce new publication offenses, but the amendments had not been tabled before parliament as of the end of 2011. In April 2011, after a delay of nearly six years, the government finally gazetted the regulations to operationalize the 2005 Access to Information Act. Uganda is among a handful of African countries with a freedom of information law; however, without the regulations in place, the act had existed only on paper. Even after the release of the regulations, many government departments still deny requests for information. Moreover,

parliament has yet to enforce the law's requirement that each ministry submit annual reports on the status of implementation. Other laws related to national security and confidentiality continue to impede open access to information in practice.

The 2000 Press and Journalist Act require journalists to register with the government-affiliated National Institute of Journalists of Uganda (NIJU) and obtain a license from the Media Council, which has been criticized for lacking independence. Journalists must also meet certain standards, including the possession of a university degree, to be full members of NIJU. Although journalists are supposed to renew their licenses annually, this provision is frequently overlooked in practice. Minister of Information and National Guidance Mary Karoro Okurut warned in September 2011 that the government could be compelled to enforce the requirement that journalists to be licensed, citing growing unprofessionalism.

The regulatory structure is not always transparent, and grants broad discretionary powers to the regulator. The 2000 Electronic Media Act created the Uganda Broadcasting Council (UBC), which can grant or withhold licenses based on an opaque set of conditions, and confiscate transmission equipment without a hearing or other forms of due process. In March 2010, the Broadcasting Council was merged with the Uganda Communications Commission (UCC), which regulates the telecommunications sector. The regulator is susceptible to influence and manipulation by the executive. Authorities have continued to interfere in private radio broadcasting, temporarily shutting down some stations in recent years. There were reports that four radio stations that had been closed down by the regulator in September 2009 on accusations of promoting sectarianism and inciting violence continued to engage in self-censorship to avoid renewed conflict with the authorities. In April 2011, the UBC issued a warning to television and radio stations against covering the postelection protests live. The regulator warned that it would take "appropriate action" against any media house that aired material deemed to promote a culture of violence, ethnic prejudice, and public insecurity. Council chairman Godfrey Mutabazi accused some broadcasters of "portraying the events in such a way as to compromise public security." In a May 17 statement, Ugandan president Yoweri Museveni took issue with the media for their continued coverage of antigovernment

protests, calling them “enemies of Uganda’s recovery.” Despite some donor-supported efforts, such as the formation of the Independent Media Council of Uganda, self-regulation by the media sector is lacking, providing the government with a rationale for imposing statutory controls.

During the election campaign that began in late 2010, coverage by the Ugandan Broadcasting Corporation (UBC) and the country’s leading daily newspaper, New Vision in which the government owns a controlling state was disproportionately focused on Museveni and the ruling National Resistance Movement (NRM) party. Also, opposition politicians were denied access to radio stations owned by members of the ruling party; several radio stations in Uganda are owned by NRM politicians who regularly discourage publication of news that is deemed critical of the government.

There are more than two dozen daily and weekly newspapers and more than 180 private radio stations. New Vision generally shows some editorial independence, although it was decidedly pro-government during the elections and the postelection protests. Other print outlets, such as the Monitor, the Observer and the Independent, are more critical of the government and offer a range of opposition views. There is unrestricted access to foreign news sources, and domestic outlets draw on and reference these sources in their reporting. Radio remains the most widely accessed news source, although very few stations dedicate sufficient time to news and public affairs programming. In recent years, the number of community stations has grown across the country. Although technically a public broadcaster, the UBC remains subservient to the interests of the ruling party and the government. Four private television stations also operate.

Media owners are somewhat complicit in the erosion of press freedom in Uganda. To safeguard their investments, they reportedly comply with government requests, including onerous instructions as to which journalists they may employ. The sustainability of newspapers is compromised by declining circulation rates, which leave outlets more dependent on advertising. Threatened or actual advertising boycotts by corporations and the government, which are especially problematic for smaller media outlets, limit media diversity and pluralism.

Internet penetration remained at about 13 percent, or 4 million users, in 2011. Access to the internet through both computer-based applications and internet-enabled mobile phone devices is not officially restricted. However, access is limited by high costs and a lack of infrastructure, especially in rural areas. In the last decade, the mobile phone industry has experienced substantial expansion and there are now more than 14 million mobile phone subscribers in Uganda, making it one of the top 10 African countries in terms of mobile phone subscriptions. Social-media sites such as Face book, Twitter, and YouTube are gaining popularity and, similar to the Arab Spring uprisings in the Middle East and North Africa, have been used to mobilize protests. Social media played a significant role in mobilizing the February and April 2011 protests but also in organizing the harsh responses by security forces. In April, the UCC ordered internet service providers to temporarily ban access to face book and Twitter. However, the order was for the most part not carried out.

2.4 Factors that Affect the Operations of Broadcast Media in Uganda

Unfavorable legislations

The Anti-Terrorism Act, 2002, under section 9(1) makes it a criminal offence, among others, to publish and disseminate news or materials “that promote terrorism.” However, this provision does not precisely define “terrorism.” A person convicted of this offence is liable “to suffer death” without the option of imprisonment. Also, section 3 (1) (c) of the third schedule of the act violates journalistic ethics by excluding “journalistic material which a person holds in confidence and which consists of documents or of records other than documents” from the list of items that are subject to legal privilege during terrorism investigations (Africa media barometer, Uganda, 2011)

In the aftermath of the Kampala bombings on July 11, 2010 that were blamed on the Somali terrorist group Al Shabab, the government rammed through Parliament, the Regulation of Interception of Communications Bill, 2007. The law is likely to make it very difficult for journalists to protect confidential sources. The Police Statute, 2004, empowers the Inspector General of Police to restrict people from exercising their right of freedom of expression and assembly as a group.

Political Threats

When it is not the law, the state has used some fairly crude methods. President Museveni has routinely denounced and threatened the media.

In April 2007, for example, the president met media owners and editors at State House, the seat of the presidency. He accused them of granting his opponent's room to abuse him. After reminding them of existing laws, an attendee said, he warned: "I am going to shut down your radios." After the meeting, some radio owners told their producers not to allow certain individuals to appear on their political talk shows any longer. And one Wednesday in August 2005, President Museveni spoke at a public function as the chief mourner for Sudanese First Vice President John Garang who had died on July 31 in one of Mr. Museveni's helicopters as he rode home to South Sudan from a Kampala visit. The president did not like the attendant media coverage. He let loose. Just in case anyone needed reminding, he declared: "I am the President of Uganda. The people elected me. I therefore have the ultimate mandate to run their affairs." He added: "Now, any newspaper which plays around with regional security, I will not tolerate. I will simply close it. End. Finish. Gasiya tu (The independent, 2012)

It's the least of my problems." He singled out Daily Monitor, The Weekly Observer (now The Observer), and Red Pepper. He referred to then-Daily Monitor political editor Andrew Mwenda, who also hosted a political show on KFM, a Monitor sister station, as a "boy." The next day, the Broadcasting Council, which regulates the sector, shut down KFM and suspended its broadcasting licence indefinitely reportedly because the station had disregarded minimum broadcasting standards as per the first schedule of the Electronic Media Act (Cap 104) 2000. The day after, police detectives summoned Mr. Mwenda to the headquarters of the Directorate of Criminal Investigations and kept him in the cells for the weekend.

Limited exposure of journalists

According to Adamson (2007) most journalists in Africa are well exposed and this affects their reporting. The information they provide is of limited analysis all of which affects the functioning of the media industry in Africa Uganda inclusive.

Poor technology

Most of the technology used by media houses in Africa Uganda inclusive is not meeting the technology level of developed countries. This limits the presentation of especially when it comes to accuracy and perfection in presenting the collected data (ICT Africa, 2013)

Limited education

According to Freedom House (2009) most journalists in Uganda are degree holders and are not educated in competitive journalism skills. This affects the performance of media in Uganda since this affects their analytical skills. Media performance is greatly influenced by the education level of the journalists in the industry since through journalism educations the journalists are in position to gain skills in analysis all of which improved their performance in the field of journalism.

2.5 Relationship between Politics and Broadcast Media Content by Media Houses in Uganda

Green (2006) argues that most governments especially in developing countries use different laws to control media broadcast in the umbrella of national security. All this affects the performance of media houses since they have to balance between the ruling party government and the opposition parties. Through politics media houses are at times restricted on the content to be broadcasted all of which affects the performance of the media industry.

According to Mwenda (2010) most of the leading broadcasting houses in Africa are state owned all of and this means that these media houses are always protecting the interest of the ruling governments leading to biased presentation of information in the country. For the case of Uganda UBC used to be the sole television station in the country for along time and the New Vision being the leading news paper makes the country lag behind in qualitative presentation of information to the public.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presented the research methodology, specifically the chapter looked at:

The area and population of the study the research design and sample size selection, data collection methods and instruments and data analysis.

3.1 Population and Area of Study

The study was carried out in Kampala. The research considered both male and female and people especially those involved in the media activities. These included journalists, radio and television presenters among others.

3.2 Sample Size and Selection

Using the total population of 259 people , journalists, workers, politicians and information consumers mainly of Uganda broadcasting corporation and other television networks selected, the sample size was 157 people, Which was determined using the Sloven's formula; that states as follows:

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

Where **n** is the sample size, **N** stands for population and **a²** is 0.05 level of significance.

$$n = \frac{259}{1 + 259 (0.05)^2}$$

$$n = \frac{259}{1 + 259 (0.0025)}$$

$$n = \frac{259}{1 + 0.6475}$$

$$n = \frac{259}{1.6475}$$

$$n = 157$$

The sample size was selected from the following categories. Table 1 shows the distribution of population and sample size.

Table 1: Category of respondents

Category	Target population	Sample size
Journalists	9	6
Information broadcast consumers	30	19
Media Marketing Department personnel's at UBC	138	80
Political personnel's	64	40
Managers of media related businesses	9	6
Casual Employees	9	6
Total	259	157

Source: Primary Data 2014

3.3 Data Source and Collection

This study mainly used primary data and secondary data. This was collected from respondents in the areas of study. Data was collected using questionnaire to key informants.

3.4 Primary Data

This was original work of the research or raw data without interpretation or pronouncement that represent an official opinion or position. This data collection was conducted with the help of questionnaires guide to member of the community who watch television.

3.5 Secondary Data

These are studies made by others for their own purposes and these are interpretation of primary data. Encyclopedias text books, magazines, dictionaries, the Internet, newspapers articles the Constitution of the republic of Uganda

3.6 Data Analysis

The data was analyzed by the researcher. Questionnaires were edited after interviewing every respondent before proceeding to the next step. The information from individuals and from magazines and newspapers among other sources were made with frequencies showing their percentages calculated.

3.7 Procedure for Data Collection

The researcher used simple questionnaires to collect information over a period of one month from 2nd May to 30th May. The rest of the information was acquired through technical know who, personal favors and individual relationship with the workers of UBC and other journalists.

3.8 Data Processing

The processing of data involved editing, encoding and tabulating the finding in order to prepare data subsequent analysis and compilation of the research that was presented in form of a dissertation paper to the college of humanities and social sciences.

3.9 Research constraints experienced

The researcher discovered that most people use the internet more than television as their mode of operations.

UBC is unpopular i.e. it is specifically valued by people who watch football and soap operas.

Most people were too busy to answer this questionnaire due to the problem of language barrier.

Some people did not understand English and it was difficult for the researcher to find a translator.

Appointments with the workers of UBC were trick and challenging even when they priorly agreed to attend to the researcher.

Acquiring data collection tools was hard since it involves financial constrains.

There was insufficient time for the research in collection of data and the analysis

3.10 Ethical Values

To ensure that ethics was practiced in this study as well as utmost confidentiality for respondents and the data provided by them, the following was done: (a) all questionnaire were coded; (b) the respondents were requested to sign the informed consent; (c) authors quoted in the study were acknowledged with in the text through citation and referencing; (d) findings were presented in a generalized manner.

3.11 Limitations of the Study

The anticipated threats to the validity in this study were as follows:

Intervening or confounding or extraneous variables: There was a very big threat on some respondents with personal biases and dishonesty. To minimize this threat, the researcher requested respondents to avoid being subjective while answering the questionnaires.

Instrumentation: the data collection instrument was not be standardized and this problem was solved through testing it for validity and reliability.

Testing: There was a likelihood of research assistants being inconsistent in terms of the day and time of questionnaire administration. This was solved through thorough briefing and orientation of research assistants in order to address this threat.

Attrition: there was a likelihood of some respondents not returning back the questionnaires and this affected the researcher in meeting the minimum sample size. To solve this threat, the researcher gave quite more questionnaire exceeding the minimum sample size.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS INTERPRETATION

4.0 Introduction

This chapter presents the findings of the study with the main aim of providing answers to the research questions as per the study objectives and research questions in section 1.3 and 1.5 respectively of chapter one and interpretation, covers the presentation and analysis of the findings as presented from the field survey.

4.1 Descriptive statistics

Here the researcher looked at the response rate, gender of the respondents and the education level of the respondents.

4.1.1 Response rate

Fifty questionnaires were administered to the field and she managed to get back 30 questionnaires and 20 questionnaires were not returned back by the respondents. The detail of this is as shown below

Table 1 response rate

Options	Frequency	Percentage
Response	7	78.5%
Non respondents	43	21.5%
Total	50	100%

Source; Primary Data 2014

The research was done on a more than 50% response rate. This is because from the table above, 78.5% of the questionnaires sent to the employees of Uganda Broadcasting Corporation were received back by the researcher. This means that the information was

enough for the researcher to make conclusions on the influence of politics on content of broadcast cast media in the country.

Table 2 Academic Qualifications of the Respondents.

Options	Frequency	Percentage
Masters degree	10	6.3%
Degree	120	76.4%
Diploma	27	17.1%
Total	157	100%

Source; Primary Data 2014

The table above revels that 76.4% of the respondents were degree holders, 10% were master's degree holders and 17.1% of the respondents were diploma holders. This is a clear indication that the information provided was from educated people

Table 3 length of service

Option	Frequency	Percentage
7 and above years	75	47.7%
4-6 years	33	21%
1-3 years	49	31.2%
Total	157	100%

Source: primary data 2014

Majority of the respondents have worked in the media industry for 4 and above years which is an indication that the information they provided was based on experience.

Table 4: showing Age percentage of the respondents

Age	Percentage
Adults	66.7%
Youth	33.3%

Source: Primary Data 2014

There are more adults who watch UBC than the youth. According the percentages above, 66.7% as compared to 33.3% of the youth who according to the analysis are always at school and have less time to watch it because they do holiday studies too.

4.2 Findings on the influence of Political stature on the content of broadcast Media in Uganda

4.2.1 Table: 5 Politics influences broadcast media content

	Frequency	Percentage
Strongly agree	130	82.8%
Agree	20	12.7%
Strongly disagree	0	0%
Disagree	0	0%
Not sure	7	4.4%

Source: Primary Data 2014

The findings in the table above reveal that majority of the respondents, (82.8%) strongly agreed that politics influences the content of broadcast media. This was attributed to factors like national security issues and thus the program manager at the television station

ensures that all the information to be broadcasted is not affecting the interests of the state especially in security issues.

The findings again revealed that 4.4% of the respondents were not sure whether politics influences the content of broadcast media content.

The above findings in the table also revealed that no respondent disagreed with the fact that politics influences broadcast media content. This was a clear indication that it is true that politics greatly influences the content of broadcast media at UBC.

The above findings are in tandem with (Adamson, 2006) who argues that politics greatly influences the performance of media houses in Uganda since independence. This he attributes to the selfish interest of different leaders the country has had during this period.

4.3 Findings on the state of media freedom in Uganda

4.3.1 Table: 6 Do you think that there is full media freedom in Uganda

Option	Frequency	Percentage
Yes	9	5.7%
No	148	94.2%

Source: Primary Data 2014

The findings in the table above revealed that majority of the respondents agreed that there is no full media freedom in the country. In an interview with one of the employees at UBC it was revealed that the reason for this is because not all views can be presented on the different television for national security reasons.

4.3.2 The government has ever closed a television station over its broadcast content?

Option	Frequency	Percentage
Strongly agree	157	100%
Agree	0	0%
Strongly disagree	0	0%
Disagree	0	0%
Not sure	0	0%
Total	157	100%

Source: Primary Data 2014

All the respondents agreed the government of Uganda has ever closed a television station over its broadcast content. In this they cited one scenario where NTV was closed for broadcasting some information that was regarded by the government of Uganda as a threat to national security. This was a clear indication that politics in Uganda influences and affects the content of broadcast media.

4.4 Findings on the factors that affect broadcast media in Uganda

Option	Frequency	Percentage
Exposure of presenters	45	28.6%
Poor technology	15	9.5%
Limited education	34	21.6%
Government laws (politics)	63	40.1%
Total	157	100%

Source: Primary Data 2014

The findings in the table above revealed that there are very many factors that affect broadcast media and among these included exposure of presenters, poor technology, limited education of journalists and government laws.

Majority of the respondents (40.1%) supported the fact that government laws (politics) greatly affect the content of broadcast media in the country.

4.5 Findings on the Relationship between Politics and Broadcast Media Content Broadcast by Media Houses in Uganda

4.5.1 Politics affect broadcast media content in the country

Option	Frequency	Percentage
Strongly agree	144	91.7%
Agree	13	8.28%
Strongly disagree	0	0%
Disagree	0	0%
Not sure	0	0%
Total	157	100%

Source: Primary Data 2014

Majority of the respondents (91.7%) strongly agreed that politics affects the content of broadcast media in the country. This was a clear indication that the two factors are related especially in African countries. The findings are in agreement with the finding of (Green, 2006) who argues that most governments especially in developing countries use different laws to control media broadcast in the umbrella of national security. All this affects the performance of media houses since they have to balance between the ruling party government and the opposition parties.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter gives a discussion of the main research findings using the research objectives and purpose indicated in 1.3. It gives a highlight on the influence of politics on the content of broadcast media.

5.1 Summary of Findings

5.1.1 Influence of Politics on the Content of Broadcast Media in the Country

The findings under this revealed that politics in Uganda greatly influences the content of broadcast media. This was evidenced by the fact that the government of Uganda has on different occasions closed television stations radio stations over certain broadcasted content.

5.1.2 State Of Media Freedom in Uganda

The findings revealed that the state of media freedom is not all that good since most journalists have been tortured for covering different scenarios especially in the “walk to work” campaign. Here it was revealed that some television stations were closed like NTV for broadcasting certain content that was said to be against national security by the ruling government.

5.1.3 Factors that Affect Media Broadcast in Uganda

The findings revealed that different factors affect media broadcast content in the country. These factors included politics, exposure of journalists, education level of the journalists in the country and the level of technology in the country.

The factors showed that in Uganda it politics that greatly affects the broadcast media content since there are very many laws that prohibit media houses from broadcasting certain information.

5.1.4 Relationship between Politics and Media Broadcast Content Broadcast by Media

The findings here showed that there is a very high relationship between politics and broadcast media content especially in developing countries. This was attributed to the fact that most governments prohibit media houses from broadcasting certain information. This was a clear indication that politics influences media issues and operations in the country.

5.2 Conclusions

According to the study findings it can be concluded that politics is very influential in the operations of media in the country. In this there should be political will to enable media operate freely in a country. This can be achieved if the government is fully democratic and allows freedom of expression of all people in the country.

The government of Uganda should amend some of its laws that hinder the effective broadcasting of certain information in different media houses if a free media environment is to be created in the country.

There is still harassment of journalists and coverage of certain scenes is prohibited for example during the ‘walk to work’ campaign some journalists cameras were confiscated by security operatives all of which affect the proper functioning of the media houses including the broadcasting media.

5.3 Recommendations

Self-regulation

Media leaders in Uganda consistently acknowledge that there are problems regarding the quality of journalism as seen often in the lack of depth and accuracy, lack of balance and fairness, moralisation rather than analysis, provision of excitement and incitement rather than information, and unwarranted attacks on the lives of private citizens. But the solution is to promote and enhance self-regulation mechanisms that already exist. The Independent Media Council of Uganda was established in 2006 by media organisations.

It has developed a journalism code of practice that has been distributed. It is now moving to hear and resolve complaints. All who care for a free media should support it. Alternatively, the model of an independent media council with statutory powers could be adopted as they did in Ghana, with the government represented by no more than two members as is the case of the National Media Commission of Ghana.

Consensus over national values

The government should define what exactly constitutes national security, economic sabotage, and public morality. But the courts should have the power to determine whether what was published actually is harmful to, say, national security. The government should make its case to the court. Moreover, given that these will always remain contested notions, civil society organisations should, on behalf of the public, lead a national dialogue intended to reach a degree of consensus on the definitions of these concepts. This is especially so if they are to be accepted by the majority as national values worth of protection by everybody regardless of political persuasion. As an interested party, the government cannot serve

Daily Monitor Managing Editor Daniel Kalinaki acknowledged as much at the April 30, 2010, forum in Kampala to discuss the proposed changes to The Press and Journalist Act (Cap 105) 2000.

Definition of a journalist

It is critical to recognize the transition from old to new media and to affirm that anyone who earns an income through editorial work, irrespective of medium or platform, is a journalist. Universally, journalism is a unique profession because it derives its public mandate from the right to free expression that belongs to all citizens. Conceiving of journalism as an occupational category is only a pragmatic strategy for those who have chosen to dedicate their careers to the work of regularly informing citizens about public affairs. Otherwise, the practice of journalism should be accessible to all citizens who demonstrate commitment to the universal norms that have come to be associated with the practice. It is in the interest of Ugandan society that there are no unnecessary

barriers to entry in journalism. Besides, the industry should organise itself to respond to the legitimate concerns of citizens who feel that they are often exploited by individuals who use the cover of journalism to gain access to information and places for self-serving intentions and rather than the public interest.

Journalists should therefore be open to a form of occupational identification mechanism controlled by their duly elected or appointed representatives. This would ensure orderly access to information that is of public interest and to public places and it would strengthen public confidence in journalism.

Accreditation of journalists

As intimated above (see ‘definition of a journalist’), introduction of a press card, like in Ghana and the UK, is one way media players could help deal with the persistent criticism of lack of professional responsibility in journalism. To get the card, however, journalists would have to agree to follow a professional ethical code such as the one developed by the Independent Media Council of Uganda. Some have argued that citizen journalism would be undermined by such a system of accreditation. Conversely, accreditation is by definition designed for journalists who operate in, or on behalf of, news bureaucracies and it should be appreciated for just that purpose. It does not preclude citizen journalism in its various forms and the journalists who carry its mantle from performing their role and using their unique vantage points to bring those ignored and alternative stories and viewpoints out in the public domain.

Structure of the Media Council

The proposed changes to the composition of the Media Council enhance the minister’s control over this body and should be removed from the draft bill. The National Media Commission (NMC) of Ghana provides a model that Uganda should emulate. The NMC is absolutely independent of the government; yet its strength partly originates from the statutory backing it enjoys. The lesson for Uganda is that the confidence the practitioners would have in a Media Council so structured would be the primary source of its public legitimacy. It would be capable of protecting the interests of journalists working for the

public/state media as vigorously as it would defend the interest of the journalists in private media. This approach would reinforce the idea that journalistic independence is fundamental to practice regardless of who owns or controls a particular media organisation.

The best interests of Ugandan journalism will be best taken care of by embracing a middle-ground position which recognises self-regulation as the best way to nurture the media to maturity but which at the same time appreciates the legitimate concerns of government and citizens about the excesses of the media and the need to hold it accountable to society.

Drafting of the Media policy

The powers of the Media Council to regulate investment in the print media sector should either be removed entirely from the draft bill or limited to pursuing legitimate objectives such as the prevention of undue control by one individual over the print media sector. The regulation of the media sector generally should be guided by a clear and democratic national media policy akin to the national broadcasting policy.

Media policy should inform and guide legislation and the public should have a say in the design and regular review of the policy. The spirit behind the media policy should be to ensure: that democratic space is available to all citizens and legitimate interests in society; that there is a level playing ground for all those who seek to invest in the sector; that there is access to media and information for all citizens including the means to produce and disseminate information; that regulation is done in the public interest rather than in response to political pressures and for the purpose of controlling; and that the media policy itself is founded on principles grounded in the national core values arrived at through the consensus-building dialogue referred to earlier (see ‘consensus over national values’).

Application of the law

To the extent that it is legitimate to criminalize the dissemination of information for example, hate speech and incitement of violence this should be done through a law of general application rather than a media-specific law. If an interest is worthy of criminal protection, it will need to be protected against all forms of dissemination, not just publication in the media.

The case of Rwanda is often cited to illustrate how the media, when left on their own, can literally engineer the destruction of a society. Yet a more nuanced understanding of the Rwandan situation would show that it was the capture of the media by unaccountable political interests and actors that further paved the way for the atrocities that were visited upon that country. Media policy too would have a vital role to play in creating a media environment that would minimise, if not eliminate, the chances of what happened in Rwanda being played out in Uganda. Likewise, the system of sanctions in the draft bill should be substantially revised so that it only provides for proportionate sanctions for the breach of legitimate rules.

5.4 Areas for Further Study

- i) Role of media in curbing corruption in Uganda
- ii) Media freedom and political maturity in an economy

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APPENDIX I
QUESTIONNAIRES

KAMPALA INTERNATIONAL UNIVERSITY
COLLEGE OF HUMANITIES AND SOCIAL SCIENCES
(JOURNALSIM AND MEDIA STUDIES DEPARTMENT)

Dear Respondent, I by names of **Nsubuga Patrick** a student of Mass Communication at Kampala International University, is undertaking a research study entitled “Political Stature and media content in Uganda, a case study of Uganda Broadcasting cooperation.”The sole purpose of the study is to fulfill the prerequisite attainment of the award of a degree of Mass Communication of Kampala International University.

The information provided below will be used for academic purposes on and will be handled with utmost confidentiality. I request you to participate in this study.

Background Information

1. What is your education level

- | | |
|------------------|--------------------------|
| Masters degree | <input type="checkbox"/> |
| Bachelors degree | <input type="checkbox"/> |
| Diploma | <input type="checkbox"/> |
| Certificate | <input type="checkbox"/> |

2. How long have you been in the media industry?

7-15 years

☐

4-6 years

☐

1-3 years

☐

3. How old are you

.....

Section A

Political Stature and Broadcast Media Content

4. Do politics influences broadcast media content

Strongly agree

☐

Agree

☐

Strongly disagree

☐

Disagree

☐

Not sure

☐

State of media freedom in Uganda

5. Do you think that there is full media freedom in Uganda

Yes

☐

No

☐

6. The government has ever closed a television station over its broadcast content?

Strongly agree

☐

Agree

☐

Strongly disagree

Disagree

Not sure

☐☐

7. Which of the following factors affect broadcast media in Uganda

Exposure of presenters

☐

Poor technology

☐

Government laws

☐

Limited education

☐

8. Relationship between Politics and Broadcast Media Content Broadcast by Media Houses
in Uganda

Politics affect broadcast media content in the country

Strongly agree

☐

Agree

☐

Strongly disagree

☐

Disagree

☐

Not sure

I am solemnly grateful for your high level of cooperation and commitment in your responses

APPENDIX II

BUDGET

Item	Amount (UGX)
Internet Surfing	80,000
Typing	60,000
Printing	75,000
Binding	15,000
Transport	65,000
Air Time	40,000
Total	335,000

APPENDIX III

THE PROPOSED TIME FRAME

April –July 2014

Activity	April	April			May		June	July
<i>Preparation</i> Visiting case study in reparation for the study Pilot study	xxx							
		xxx				xxx		
<i>Data collection</i> Collection of data in the field			xxx					
				Xxx				

data processing/ analysis Entry of data into computer Analysis of data Printing 1 st draft Corrections and inding over the Final port					Xxx	Xxx	xxxx	Xxx
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