THE ROLE OF ELECTRONIC MEDIA IN PROMOTING HUMAN RIGHTS IN UGANDA.

A CASE STUDY OF UGANDA BROADCASTING CORPERATION (UBC)

BY

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A DISSERTATION SUBMITTED TO THE FACULTY OF HUMANITIES AND SOCIAL SCIENCES IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF A BACHELORS DEGREE OF MASS COMMUNICATION OF KAMPALA INTERNATIONAL UNIVERSITY.

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Declaration

I Nakato Damalie hereby declare that this is my original production work. It has never been presented by anyone at any institution of high learning from within or outside Uganda for the award of any field of expertise. It's originally for the purpose of my Bachelors in Mass Communication of Kampala International University.

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Approval

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Dedication

In the name of the Almighty father, the son and the holy spirit, I dedicate my dissertation report to my beloved family of NABAYEGO ERIOS OF KAJJANSI, KAWOTTO ENTEBBE ROAD, My sisters, brothers, friends and everyone who has at least helped me in anyway, for their continuous encouragement, advise, support, care, teaching, emphasis, love and efforts in meeting KIU requirements and demands.

Thank you so much may God bless you abundantly.

Acknowledgement

First I thank God for the life, good health, knowledge, wisdom, family, mother, and every positive thing He has awarded to me and also enabling me to join Kampala International University and go through the course successfully.

It has been so executing for me to carry on a dissertation on THE ROLE OF ELECTRONIC MEDIA IN PROMOTING HUMAN RIGHTS IN UGANDA. During this course, I have gained both theoretical and practical knowledge of great significance.

Thanks to the department of Journalism and Media Studies, School of Humanities and Social Sciences Kampala International University for putting in place an arrangement for studies to be able to develop system to be used in real life thus giving us experience and exposure.

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LIST OF ACRONYMS

UBC	Uganda Broadcasting Corporation
UDHR	United Nations Universal Declaration of Human Rights
UTV	Uganda Television
UN	United Nations

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ABSTRACT

This research was conducted in Uganda Broadcasting Corporation (UBC), Kampala-Uganda on the topic "the role of the electronic media in promoting human rights in Uganda" The research was based on the three objectives which included; finding out how the media promotes human rights in Uganda, establishing the challenges faced by the media in promoting human rights in Uganda, and finding out the ways of improving media effort in promoting human rights in Uganda.

The study established that; reporting on human rights abuse, airing of programs with human rights content, organizing of human rights dialogues, and carrying out research on human rights protection were the ways how the electronic media promote human rights in Uganda. The study also found that; inadequate resources, government attacks, poor cooperation with the public, and lack of access to information were the challenges faced by the media in promoting human rights in Uganda. Finally, the study found out that; fund the media, avoid attacks on media, improve relationship with the public and avail information to the media were the ways how the electronic media promotion of human rights can be improved, the study found that.

Conclusions and recommendations were then made after presenting and interpreting the data of which the researcher concluded that the electronic media do great work in promotion of human rights but also noted that is still high human rights in the country because the media is not freely doing better work due to external interference from mainly the government. The researcher recommended that total media freedom be granted, increase funding the media among others.

CHAPTER ONE

1.0 Introduction

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

1.1 Background of the study

Human right refers to the "basic rights and freedoms to which all humans are entitled." Examples of rights and freedoms which are often thought of as human rights include civil and political rights, such as the right to life and liberty, freedom of expression, and equality before the law; and social, cultural and economic rights, including the right to participate in culture, the right to food, the right to work, and the right to education. According to Article 1 of the United Nations Universal Declaration of Human Rights (UDHR), all human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood (Amnesty International, 2004).

The concept of Human Rights has arisen from that of natural rights of all human. The belief that every person by virtue of his humanity is entitled to certain natural rights is a recurring theme throughout the history of mankind. It can be traced back thousands of years from the Vedas to the Hammurabai Code to the Magna Carta, the French Declaration of Human Rights, and the American Bill of Rights. Time and again history shows that the existence of human rights has been recognized and accepted as a necessary component for the well being of civilization at any given time (Declaration of Sofia, 1997).

Human rights violations occur when any state or non-state actor breaches any part of the UDHR treaty or other international human rights or humanitarian law. In regard to human rights violations of United Nations laws. Article 39 of the United Nations Charter designates the UN Security Council (or an appointed authority) as the only tribunal that may determine UN human rights violations. Human rights abuses are monitored by United Nations committees, national institutions and governments and by many independent non-governmental organizations, such as Amnesty International, Human Rights Watch, World Organization Against Torture, Freedom House, International Freedom of Expression Exchange and Anti-Slavery International. These organizations collect evidence and documentation of alleged human rights abuses and apply pressure to enforce human rights laws (Forsythe, 2005).

Because of increased human rights violation by both individuals and the state, the media has now come up to protect the rights of people from abuses. Media plays a fundamental and leadership role in the dissemination of important social messages and in the detection of violations of human rights and contributes to the creation of awareness about these rights.

1.2 Statement of the problem

Like in many parts of the world, Uganda is experiencing increasing rates of human rights violation. Human rights Violation undermines the growth, survival and development, socialization and national belonging of those whose rights have been abused. It often results into physical injury, emotional trauma, sexual exploitation, hard labor, poor education and arrest and detention with trial. The negative consequences of the violence affect the current realities of people as well as their potential. Above all,

the violence is a blatant injustice and a gross violation of people's rights. A review of literature shows that the case for human rights protection in Uganda is a matter of urgency (John Macdonald *et al,* 2003). The media is rife with reports on torture, assault, sexual abuse and rape.

With this increased violation of human rights by individuals and different state agencies in Uganda, the media has come up to advocate for the rights of people as enshrined in the 1995 Uganda constitution, Article 26. Due to this increased violation of human rights, the researcher therefore intends to find out the role of the media in promotion human rights in Uganda.

1.3 Purpose of the study

The purpose of the study was to find out the role of the media in promoting human rights in Uganda.

1.4 Objectives of the study

(i) To find out how the media promotes human rights in Uganda

(ii) To establish the challenges faced by the media in promoting human rights in Uganda

(iii) To find out the ways of improving media effort in promoting human rights in Uganda

1.5 Research questions

(i) How do the media promote human rights in Uganda?

(ii) What are the challenges faced by the media in promoting human rights in Uganda?

(iii) What are the ways of improving media effort in promoting human rights in Uganda?

1.6 Scope of the study

(a) Contextual Scope

The study was on the role electronic media in promoting human rights in Uganda.

(b) Geographical Scope

The research was conducted in Uganda Broadcasting Corporation which is located in Kampala city. UBC was born in 1963 one year after Uganda's independence. The 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. UBC still remains 100% owned by the Government although not 100% financed by it. The Corporation realizes it's income from the sale of TV and Radio airtime and rental of it's technical facilities.

(c) Time scope

The study took a period of three months.

1.7 Significance of the study

The findings of this study will contribute information to government and non-governmental organizations that are involved in human rights violation prevention programs.

The study will also lead to the understanding of some ways how the media has been promoting human rights.

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The findings will provide up-to-date literature for academicians and it will also be used as the basis for further research.

The study will further help the care takers and other people who involve in activities that tend to violate human rights to learn measures and ways of handling human rights abuse.

The research will highlight on current laws enacted to decrease human rights violation and any other related abuses against Ugandans.

1.8 Theoretical framework

Agenda-setting theory's main postulate is salience transfer. The agenda-setting theory is the theory that the mass-news media have a large influence on audiences by their choice of what stories to consider newsworthy and how much prominence and space to give them. Salience transfer is the ability of the mass media to transfer issues of importance from their mass media agendas to public agendas (Cohen, 1963). The media agenda is the set of issues addressed by media sources and the public agenda which are issues the public consider important.

Agenda-setting theory was introduced in 1972 by Maxwell McCombs and Donald Shaw in their ground breaking study of the role of the media in 1968 presidential campaign in Chapel Hill, North Carolina. The theory explains the correlation between the rate at which media cover a story and the extent that people think that this story is important (Druckman, 2004). This correlation has been shown to occur repeatedly. In the dissatisfaction of the magic bullet theory, McCombs and Shaw introduced agenda-setting theory in the *Public Opinion Quarterly*. The theory was derived from their study that took place in Chapel Hill, NC, where the

researchers surveyed 100 undecided voters during the 1968 presidential campaign on what they thought were key issues and measured that against the actual media content. The ranking of issues was almost identical, and the conclusions matched their hypothesis that the mass media positioned the agenda for public opinion by emphasizing specific topics.

1.9 Conceptual framework

Figure 1: Conceptual framework

INDEPENDENT VARIABLE   **DEPENDENT VARIABLE**

Human rights promotion

Electronic Media
-Television
-Radio

Intervening variable

-Public sensitization on human rights
-Exposing of human rights abuse
-Holding of talk-shows on human rights
-Airing programs with human rights content

-Reduction in human rights abuse
-Respect of human rights
-Adherence to human rights laws, statutes and conventions

Source: Researcher's conceptualization

CHAPTER TWO
LITERATURE REVIEW

2.0 Introduction

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

2.1 Media role in promotion of human rights

The media plays a salutary role in creating larger awareness of the concept of human rights, basic human rights that would constitute the right of every individual to his fundamental freedom without distinction as to race, sex, language or religion. In view of the fact that there is a revolutionary change and growth in every sphere of life and mainly in the communication and media world, media today, plays a decisive role in the development of society. Thus the role of media in protection of human rights cannot be ignored or minimized (Forsythe, 2005).

Media is a communicator of the public. Today its role extends not only to giving facts as news, it also analyses and comments on the facts and thus shapes the views of the people. The impact of media on society today is beyond doubt and debate. The media has been setting for the nation its social, political economic and even cultural agenda. With the advent of satellite channels its impact is even sharper and deeper. With twenty-four hours news-channels, people cannot remain neutral to and unaffected by what the channels are serving day and night. It is therefore, of paramount importance that the media plays an important and ethical role at all levels and in all parts of the country and the world (Littman, David, 1999).

Media can play a major role in protecting and promoting human rights in the world. It can make people aware of the need to promote certain values in the cause of human rights which are of eternal value to the mankind. Peace, non-violence, disarmament, maintenance and promotion of ecological balances and unpolluted environment and ensuring human rights to all irrespective of caste, color and creed should be the minimum common agenda for the media (Moller, 2003). The media can perform this role in different ways. It can make people aware of their rights, expose its violations and focus attention on people and areas in need of the protection of human rights and pursue their case till they achieve them.

Media can also give publicity to the individuals and organizations, which are engaged in securing human rights. This will encourage as well as motivate others to do the similar work. Media can inform and educate the people of their rights and suggest ways and means by which they can solve their problems and thus empowering them to protect their rights. Since media plays the role of communication between the state and the public, it can also play an effective role of making the authorities aware of their duties (Moller, 2003).

The success of the media in protecting human rights is achieved through the integrity of the media men and transparency in their message and efforts to transform words into action, in addition to paying attention to the freedom of opinion and accepting the other opinion through the creation of an effective and clear-cut mechanism in this area. The world is moving towards the propagation of a culture of democracy and no one can withstand these forces, which are growing rapidly through the respect of freedoms and the spread of channels to keep up with the path of development (Steiner, 1996).

The concept of human rights ranges from personal to social and political rights. Several international treaties, conventions and the constitutional and legal measures recognize the human rights. Right to education , health , right to life, right to privacy, right to free speech, fair trial ,right against abuse, right to form an association, right against illegal detention, right of movement, right to information , etc., form a wide spectrum of human rights that need to be zealously protected . Media play an important role in this crusade against violation of human rights. State and non state actors resort to violation of human rights (Moller, 2003).

In a democratic society free media can be a powerful instrument against abuse and violation of human rights. In an illustrious work edited by Amartya Sen the Nobel prize winning economist makes an interesting comparison between post independent China and India. These two countries became independent almost at the same time. But, China made rapid progress in many spheres of social and economic development. But, in one area India could surpass Chinese experience. The post independent India could conquer famines. This was possible because of multi-party system and free media. The free media provide warning signals of impending crisis. These warning signals force preventive actions. Right to food is an important human right and hunger is a significant deprivation. Therefore free media can be used by human rights groups effectively in their struggle for protection of human rights. For instance in the recent case pertaining to molestation of a minor girl Ruchika, media activism could take on mighty interests that denied justice for nearly two decades. The media can come to. the rescue of citizens who are denied fair trial by powerful interests (Steiner, 1996).

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In Uganda, the role played by media in the struggle for protection of human rights would increase manifold in the coming days as media penetration is going to multiply. The studies done by World Association of newspapers reveal declining popularity for print and electronic media in the western world due to the onslaught of internet. But, this is not happening in Uganda. In Uganda, all forms of mass media like print, Television, Radio and internet are expanding. This unprecedented expansion of mass media is likely to continue for many more decades in our country. The multiplicity of media and its pluralism can be useful to maximize the human rights coverage in the media. However, the homogenization of content despite pluralism is an impediment in this struggle for improving the human rights coverage. Media is a reflection of society. Media response to violation of human rights and media perception of human rights issues would change if the human rights movements are strengthened. But, media advocacy can maximize the coverage to human rights issues (Shute, 1993).

2.2 Media challenges in promoting human rights

The structure of media itself is a big hindrance to serious and systematic coverage of human rights. Noted journalist P.Sainath who had done excellent field level coverage of poverty and deprivations referring to the absence of reporting on the poor in India says: "You see it in the simplest and most direct way: the organization of beats. Many beats have become extinct. Take the labor correspondent: when labor issues are covered at all, they come under the header of Industrial Relations and they're covered by business correspondents. That means they're covered by the guy whose job is to walk in the tracks of corporate leaders and does it through the eyes of corporate leaders. Now look at the agriculture columnist — in most newspapers, the idea doesn't exist any more. If you lack correspondents

on those two beats, you're saying 70 per cent of the people in this country don't matter, I don't want to talk to them." A systematic exposure to a beat is essential to understand the gravity of the issues faced by these sections of society (Forsythe *et al, 2005*).

The media suffers from yet another serious structural deficiency. The media does an excellent job of covering events. But, the media fails in covering the process that leads to an event. . In fact, the processual coverage shall prevent a crisis. When a farmer commits suicide or when a starvation death occurs, media descends on the scene of the event and covers it from all possible angles. But, a farmer suicide or a starvation death does not take place in a vacuum. Such an extreme act or a development takes place as a consequence of extreme suffering. The suffering goes unnoticed by the media (Shute, 1993). Not much professionalism is needed to cover a death. But, the media has to demonstrate creativity to unravel the suffering that causes death. This is possible only if the media has direct exposure to primary classes in society.

Unfortunately freedom of press has become freedom for the rich to own the means of production and silence the poor. As a philosopher said: The class which owns the material means of production also owns the production and dissemination of ideas. This is precisely the reason why the ideas that represent the poor and under privileged largely goes unrepresented in the so called mainstream media. The conspiracy of silence on the issues of the poor is the result of an ideological disposition against poor and systematic deficiency in the structure of the media organizations.

The media also suffers from a deep elitist bias. This bias is blatantly clear when the human rights of the rich and the middle class are under question. Nothing wrong in upholding the rights of the privileged. But, the rights of the underprivileged should receive same attention if not greater attention. Noted economist Jayati Ghosh made this point referring to the media coverage of dengue outbreak in Delhi. Media made a big issue of this problem. As a result, even the court intervened and pulled up the government. The victims of dengue definitely deserve such an attention in the media. But, the English media failed to show similar attention the rights of the poor to health. Many more people including the children die of malaria, cholera, diarrhea etc. But, the media fail to perceive this problem unless there are sensational numbers of deaths. The media was so concerned because the dengue fly breeds in the luxuries of the rich and the middle class like the refrigerators, air coolers, water filters while the malaria mosquitoes breed on the dirty environs of poorer localities. The media advocacy should therefore become the voice for the voiceless. The violations of human rights of the poor are taken as a routine and a daily reality. The violations of human rights of the rich attract the huge attention of the media. The class bias in reporting the issues of human rights need to be eliminated.

The media views the violation of human rights as sporadic events and isolated happenings. But, the media fails to connect them with the social, political processes and the economic policies that lead to violation of human rights. This weakness is clear in reporting farmers' suicides or the starvation deaths of handloom weavers or atrocities on migrant laborers or the tribal unrest. Of course, there are some notable exceptions to this mainstream trend that plagues the mass media (Amnesty International (2004).

The brazen commercialization of media, the trivialization of the content, sensationalism etc., create a great disconnect between the media and the people. Thus, the mass media is devoid of mass reality. The media obsessed with the reality shows, personal and private lives of celebrities ignore the real lives of millions of people. Media suffers from a content disease called celebrity gauging and crime chasing syndrome. In such a media milieu, human rights coverage is an obvious casualty (Carver 1991).

CHAPTER THREE
METHODOLOGY

3.0 Introduction

This chapter included the methodology of the study. It entails research design, geographical location/area and population, sampling design, data collection methods and instruments, data analysis and processing and the limitations of the study.

3.1 Research Design

This study employed the *descriptive survey* design specifically the *descriptive comparative* and *descriptive correlational* strategies. Descriptive studies are *non-experimental* researches that describe the characteristics of a particular individual, or of a group. No other method of observation provided this general capability. Consequently, very large samples are feasible, making the results statistically significant even when analyzing multiple variables. Many questions were asked about a given topic giving considerable flexibility to the analysis.

3.2 Area and population of study

The research was conducted in Uganda Broadcasting Corporation which is located in Kampala city, Uganda. The research included; human right activist, journalists, 5 media analysts, political leaders, and community members.

3.3 Sample size

The sample size of 100 respondents was chosen and this included; 50 human right activist, 30 journalists, 5 media analysts, 5 political leaders,

and the 10 community members. The responses got from these respondents were generalized to the whole population of the division.

3.4 Sample framework

The researcher used stratified sampling technique because it helped the researcher get different respondents from the different departments in the company and also in the public. It also ensured that the only predetermined and chosen respondents are approached, hence getting relevant, correct and adequate information. Researchers also regard a sample of 100 as adequate irrespective of population (Bailey, 1994). Also according to Roscoe 1975), sample sizes of between 30 and 500 are appropriate for most studies. However, through this sampling technique is chosen, it has a weakness that inadequate information can sometimes be given because the selected respondents may be less informed on the topic of research.

3.4.1 Sample technique

Stratified sampling technique in which the size of the respondents is predetermined before the research is conducted without bias. A sample size of 100 was arrived at and was selected from the sheets of paper spread. After that systematic random sampling is used this later gives the actual sample size. Quantitative data collection were then used which involved editing, encoding, and later tabulation of the collected material.

3.4.2 Sample procedure

Stratified random sampling was employed to determine four respondents from the company and the different categories of respondents were got. This sampling data collection instrument was pre-tested in which the researcher has to first pre-test and find out whether the sampling

technique is efficient or not. The determined respondents were consulted and prior information was given to them seeking their consent before they are fully involved in the research.

3.5 Data collection instruments

The following data collection instruments were used:

(i) Questionnaire

This was designed in line with the topic, objectives and hypothesis. They included both open and closed-ended questions. This instrument has been selected because it is efficient and convenient in a way that the respondent is given time to consult the documents before answering the questions. It is also because the respondent can give unbiased answers since she/he is given to write whatever she/he would like to write which would otherwise be hard for the respondent to write if the researcher is present.

(ii) Documentary Review

This included detailed review of already existing literature. The tool is selected because it gives accurate, correct and historical data, which may be used for future aspects. The sources of the information here were the libraries, data banks, news papers and any other published information that can readily be available for use as regards the topic of research.

3.6 Source of data collection

The researcher collected data from both primary and secondary sources.

i. Primary Data

This was sourced by physical and visiting of the files and collecting data through variable tools. The respondents were got by first determining the number of the respondents and then taking a physical visit to seek for the consent of the respondents to have them answer the set questions in the questionnaire and this was through following stratified random sampling techniques in the respondents are first selected and then approached.

ii. Secondary data

This was sourced by reviewing of documented resources as newspapers, journals, reports, presentations, magazines and online publications. This is done in order to fist identify the existing information on the topic of research and to understand how much the respondent knows about the research topic in order to avoid lies.

3.7 Data processing and analysis

Audrey J. Roth argues that "data processing is concerned with classifying response into meaningful categories called codes." Data processing starts by editing the schedules and coding the responses. Editing, Coding and Tabulation techniques are used in data processing exercise. Data processing is the link between data collection and analysis.

Nachmas and Nichimas pointed out that it involves the transformation of data gathered from the field into systematic categories and the transformation of these categories into codes to enable quantitative analysis and tabulation; the data collected is classified into a meaningful manner. for easy interpretation and understanding. This involved preparing data collected into some useful, clear and understandable data. The whole exercise involved editing, tabulation and analyzing the data

statistically to enable the researcher draw conclusions in relation to the research variables.

3.7.1 Editing

Editing is the process whereby the completed questionnaires and interview schedules are analyzed in the hope of amending recording errors or at least deleting data that are obviously erroneous. This is aimed at improving the quality of information from respondents. The researcher fills out few unanswered questions. However, answers filed are deducted from the proceeding answers or questions.

3.7.2 Coding

"The purpose of coding in research is to classify the answers to questionnaires into meaningful categories so as to bring out their essential patterns." Coding was used in this research in order to summarize data by classifying different response given into categories for easy interpretation. For each question, list of probable answers was prepared.

3.7.3 Tabulation

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

3.8 Ethical procedure

Before going to the field, the researcher began with getting authorization letter from the Dean of faculty of Arts and Humanities then take it to the respondents and this enabled the researcher attain adequate information

from the respondents. During the process of data collection, confirmation was given to the respondents in that the researcher assured the respondents that the reason for the research was for only academic purpose and that no information was given out outside .

3.9 Anticipated limitations of the Study

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

Rudeness and hostility among some respondents were also seen as other limitations of the study in the sense that the researcher found that there are rude and hostile respondents who in the long run turned down the request of the researcher to answer the questions. Many of such respondents walked away despite of the fact that the researcher may try to plead for their attention.

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

However, these problems were overcome by the researcher in the following ways; humble talk and convincing of respondents was the way employed by the respondents to overcome the problem of unwilling and shy respondents to answer the questions.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.0 Introduction

The data was collected using both quantitative and qualitative methods, which was then analyzed and processed- to make it useful and understandable. Data was collected, tabulated and then analyzed.

4.1 Social Demographic Characteristics

4.1.1 Age of the respondents

Respondents were asked questions related to their age and the results are shown in the table below:

Table 1: Age distribution of respondent

Age group	Frequency	Percentage
Below 24	10	10
25 - 29	20	20
30 – 39	20	20
40 – 49	30	30
50 – above	20	20
TOTAL	100	100

Source: Primary Data

Figure 2: Age distribution of respondent
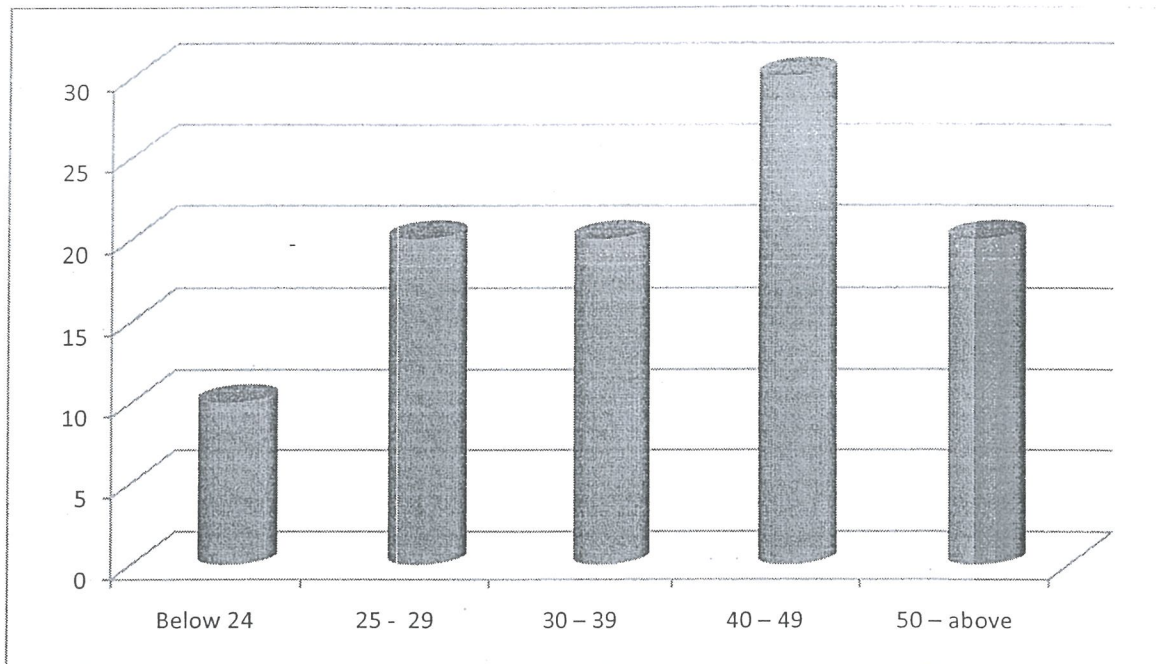
Source: Primary data

The table 1 and figure 2 above show that 10% of the respondents were below 24 years, 20% were between 25-29 years of age, 20% were between 30-39 years of age, 30% were between 40-49 years and 20% were above 50 years of age.

4.1.2 Marital Status of the respondents

Another variable which was important in respect to the situation of the people in the area was marital status. Information regarding marital status of the respondents was obtained by asking them whether they were married, single, widowed or widowers.

Table 2: Marital status of the respondents

Marital Status	Frequency	Percentage
Married	50	50
Single	30	30
Widow	15	15
Widower	5	5
TOTAL	100	100

Source: Primary Data

Figure 3: Marital status of the respondents
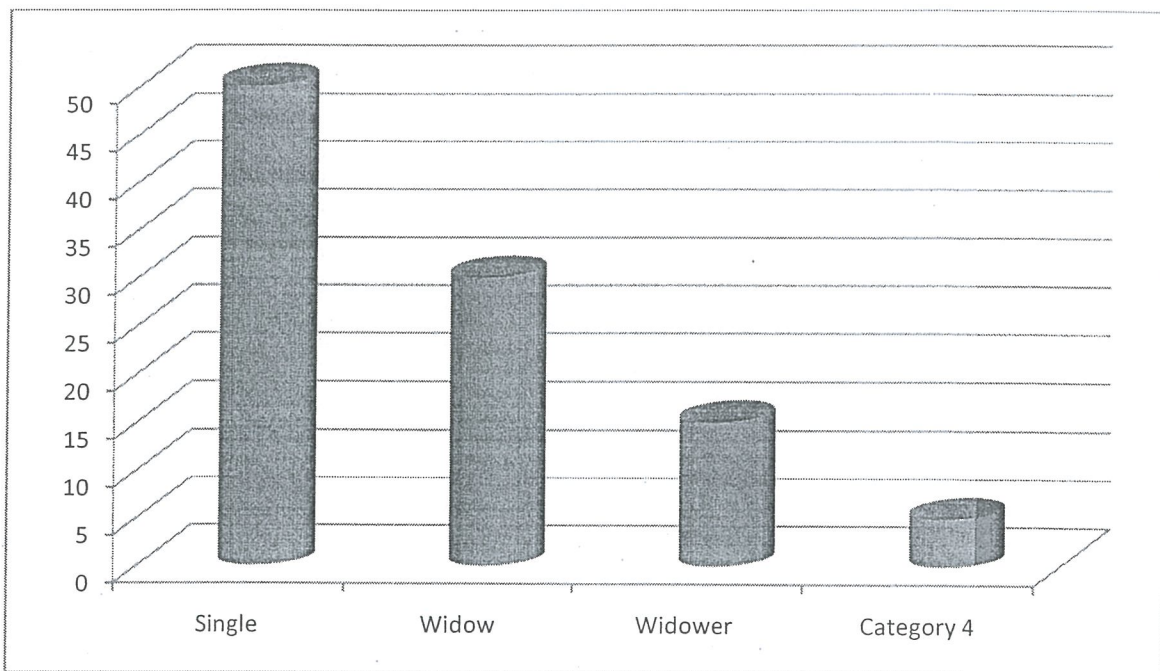
Source: Primary data

Table 2 and figure 3 above show that 50% of the respondents were married, 30% were single, 15% were widows and 5% were widower. This therefore shows that the majority of the respondents were married.

4.1.3 Sex of the respondents

Sex was also another factor which was considered during the study. This is because the researcher was interested in finding out the number of females and males in the whole of the population, and compares the percentage composition of the two.

Table 3: Sex of the respondents

Sex	Frequency	Percentage
Female	40	40
Male	60	60
Total	100	100

Source: Primary Data

Figure 4: Sex of the respondents
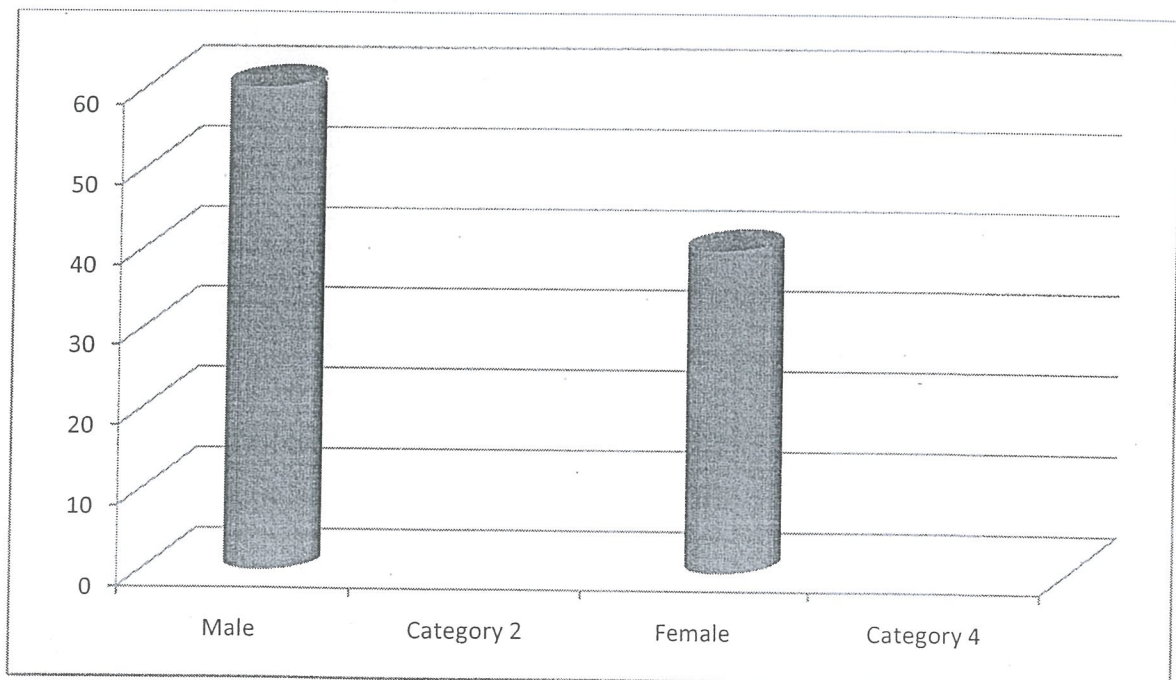
Source: Primary data

Table 3 and figure 4 above show the sex of the respondents and it was found that 40% of the respondents were females and 60% were males.

4.1.4 Educational status

Respondents were asked questions related to their educational status and their responses are shown in the table below;

Table 4: Educational level of the respondents

Education levels	Frequency	Percentage
Uneducated	25	25
Primary	10	10
Secondary	10	10
University	20	20
Tertiary	25	25
Others	10	10
Total	**100**	**100**

Source: Primary Data

Figure 5: Educational level of the respondents
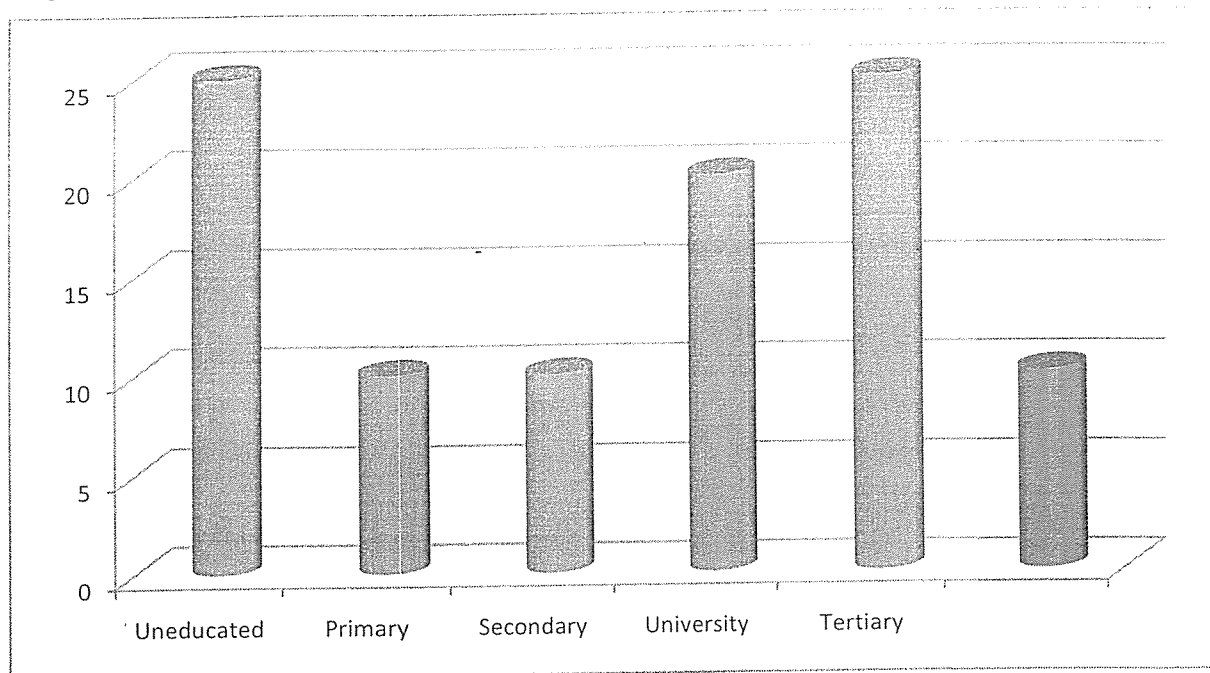
Source: Primary data

Table 4 above and figure 5 above show the educational levels of the
respondents and it revealed that 25% of the respondents were
uneducated, 20% were of primary level, 10% had secondary education,
20% received university education, 25% had tertiary education and 10%
fell under other levels of education.

4.2 How the media promotes human rights in Uganda

Table 5: Ways how the media promotes human rights in Uganda

Response	Total	Percentage
Reporting on human rights abuse	35	35
Airing programs with human rights content	20	20
Organizing of human rights dialogues	30	30
Carrying on research on human rights	15	15
Total	100	100

Source: Primary data

Figure 6: Ways how the media promotes human rights in Uganda
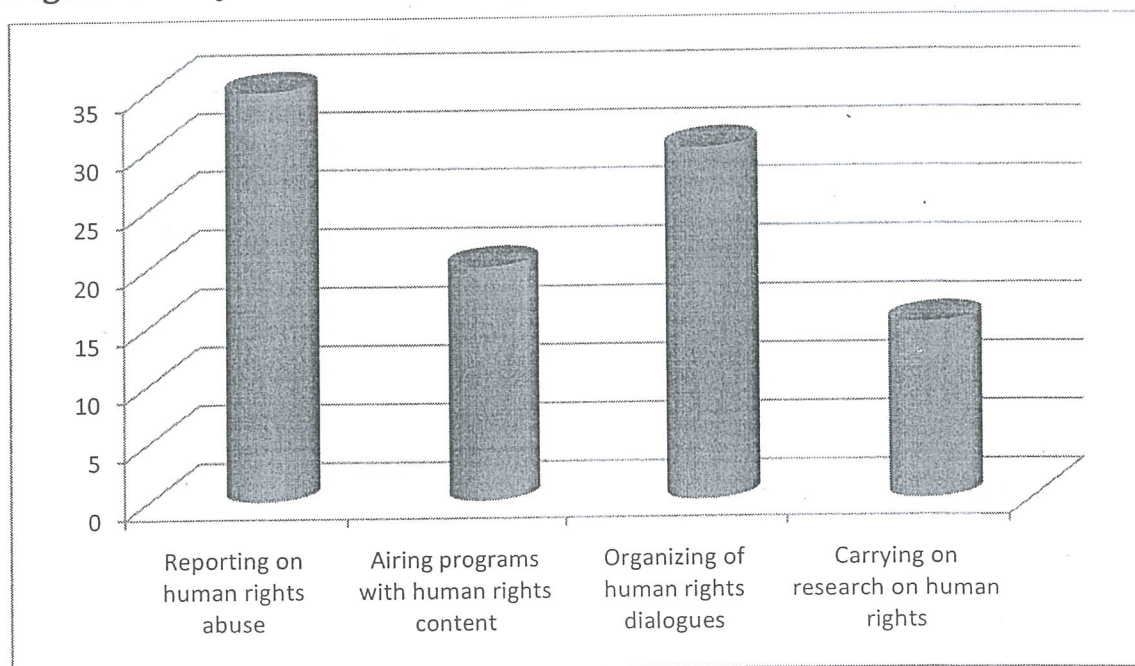
Source: Primary data

Table 5 and figure 6 above shows the ways how the electronic media promotes human rights in Uganda and findings revealed that;

Reporting on human rights abuse has been one of the ways how the media promotes human rights in Uganda. Majority 35% of the respondents noted that the electronic media have on many occasions aired out cases of human rights abuse by civilians or government security operatives who misuse their authorities to cause bodily, emotional or psychological harm to innocent civilians in Uganda.

Over 20% of the respondents said that the electronic media promotes human rights through airing programs with human right contents. The respondents here said that there are many times when the electronic media plays such songs of human rights protection and airs films that content human rights content in an effort to promote human rights in Uganda. UBC has been accredited for this since it has endeavored to promote and protect human rights in many ways.

The respondents also said that organizing of human rights dialogues is yet another way how the electronic media promotes human rights in Uganda. Over 30% of the respondents noted that the electronic media organizes/sponsors public dialogues on the poverty. Such kinds of dialogues have yielded positive result as many ways of human rights protection have been have been identified. This is a direct involvement of the media in human rights promotion and protection of human rights.

Carrying out research on human rights was also mentioned by 15% of the respondents as another way how the electronic media promotes human rights in Uganda. The respondents noted that the electronic media like UBC has funded research to find out the causes of human rights abuse and the areas most hit by human rights abuse in Uganda. The findings of

the media have been used by the government to respond to such people with immediacy.

4.3 The challenges faced by the media in promoting human rights in Uganda

Table 6: Challenges faced by the electronic media in promoting human rights in Uganda

Response	Total	Percentage
Inadequate resources	40	40
Government attacks	25	25
Poor cooperation with the public	22	22
Poor access to information	13	13
Total	100	100

Source: Primary Data

Figure 7: Challenges faced by the electronic media in promoting human rights in Uganda
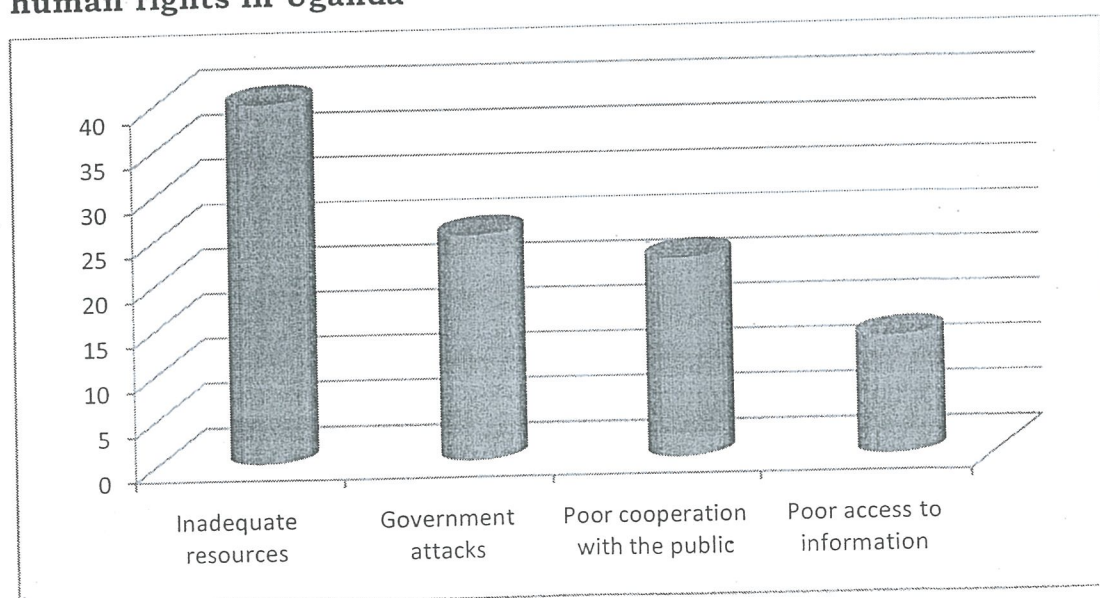
Source: Primary data

Table 6 and figure 7 above show the challenges faced by the electronic media in promoting human rights in Uganda and the findings revealed that;

Inadequate resources were one of the challenges met by the media in promoting human rights in Uganda. The majority (40%) of the respondents said that the media faces a big challenge in human rights promotion and protection because of adequate funds. The respondents further said that the government in many occasions does not fund UBC in its research, dialogues and other areas. UBC is affected by this, hence a challenge in its effort to promote human rights in Uganda.

Over 25% of the respondents noted that government attacks on the media are yet another challenge faced by the electronic media in promoting human rights in Uganda. The respondents noted that the government is the worst friend to electronic media because many journalists have either been fired off their jobs or even arrested for exposing government abuse of human rights in Uganda. The electronic media reports about human rights abuse have been denied by the government on grounds that the findings are exaggerated. Such kind of situation affects the media's effort to promote human rights in Uganda.

Poor cooperation with the public was another challenge mentioned by respondents as a problem to the electronic media's effort to promote human rights. The respondents said that the media has poor relationship with the public as many people fear to give information human rights abuse due to fear of being got by the government. Such kind of situation retards human rights promotion by the electronic media.

Over 13% of the respondents said that lack of access to information by the journalist in electronic media also hinders the effort of the media in promoting human rights Uganda. The respondents noted that the media in denied information especially in the government offices and this makes it hard for the media to give accurate information on the cases of human rights abuse in Uganda.

## 4.4 Ways of improving media effort in promoting human rights in Uganda

Table 7: Ways of improving media effort in promoting human rights in Uganda

Response	Total	Percentage
Fund the media	30	30
Avoid attacks on media	20	20
Improve relationship with the public	35	35
Avail information to the media	15	15
Total	100	100

Source: Primary Data

Figure 8: Ways of improving media effort in promoting human rights in Uganda
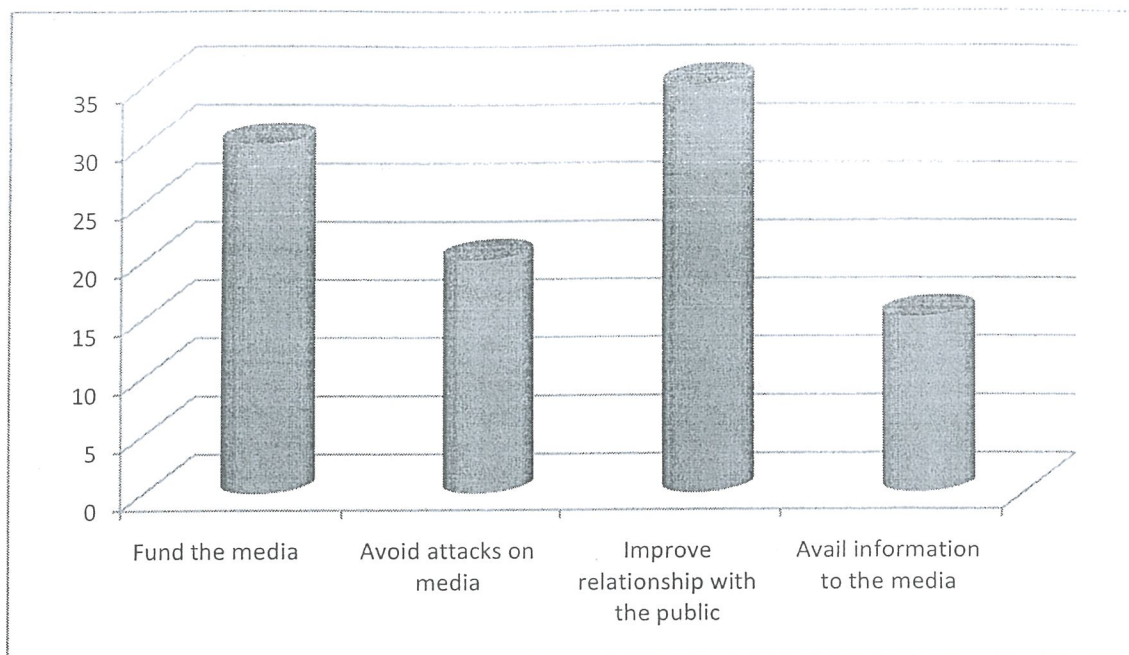
Source: Primary data

Table 6 and figure 8 above show the ways how the media promotion of human rights can be improved in Uganda and the findings revealed that; Funding of the media was one of the ways given the respondents how the media can promote human rights as said by over 30% of the respondents. The respondents said that the electronic media should be funded by all the stakeholders in poverty fight so as to equip it promote human rights in the country. The respondents here noted that what the media does is good and it needs funding from the government, NGOs and civil society who are the major stakeholders in human rights promotion.

Over 20% of the respondents said that the media should not be interfered with as the government many times does. They said that this jeopardizes the role of the media in human rights promotion. The

respondents urged that the government which is the biggest enemy of the electronic media should live the media to do its work other than interfering with it from time to time.

In addition to the above, the majority (35%) of the respondents here said that improvement of the relationship between the media and the public is needed. The respondents noted that the public should renew its relationship with the media and gain confidence to work with the media in promoting human rights in Uganda.

Over 15% of the respondents noted that the media should be availed information whenever it seeks any information. The media needs to access information from all corners of the government and they should not deny the electronic media any right to information because even the constitution permits freedom of information in article 26 (i) of the constitution of Uganda.

CHAPTER FIVE

SUMMARY OF THE MAJOR FINDINGS, RECOMMENDATION, AND CONCLUSIONS

5.0 Introduction

This chapter was concerned with the summary of the major findings, recommendation and conclusion.

5.1 Summary of the study

The research on "the role of the electronic media in promoting human rights in Uganda" was conducted in Uganda Broadcasting Corporation (UBC), Kampala-Uganda. Political leaders, law makers, media analysts and community members were involved in the study. The research was guided by the objectives of the study which included; finding out how the media promotes human rights in Uganda, establishing the challenges faced by the media in promoting human rights in Uganda, and finding out the ways of improving media effort in promoting human rights in Uganda.

On the ways how the electronic media promote human rights in Uganda, the study found that; reporting on human rights abuse, airing of programs with human rights content, organizing of human rights dialogues, and carrying out research on human rights protection. On the challenges faced by the media in promoting human rights in Uganda, the study found out that; inadequate resources, government attacks, poor cooperation with the public, and lack of access to information. On how the electronic media promotion of human rights can be improved, the study found that; fund the media, avoid attacks on media, improve relationship with the public and avail information to the media.

Conclusions and recommendations were then made after presenting and interpreting the data.

5.2 CONCLUSIONS

The conclusion was made after data presentation, analysis, and interpretation. Basing on the findings, human rights abuse is still a big problem in Uganda and electronic media effort to promote human rights is hampered by a number of factors. It is true that political leaders, human right activists and other stakeholders are using the media to promote human rights. Whereas some analysts observe that human rights abuse is largely a rural phenomenon, urban dwellers have not escaped effects of human rights abuse as well especially those in the informal sector.

Basing on the research objectives, the researcher concludes that; reporting on human rights abuse, airing of programs with human rights content, organizing of human rights dialogues, and carrying out research on human rights protection are the major ways how the electronic media promotes human rights in Uganda. On the challenges faced by the media in promoting human rights in Uganda, the researcher concludes that; inadequate resources, government attacks, poor cooperation with the public, and lack of access to information are the challenges faced by the electronic media in promoting human rights. On how the electronic media promotion of human rights can be improved, the researcher concluded that; fund the media, avoid attacks on media, improve relationship with the public and avail information to the media are the major ways of improving the electronic media's effort to promote human rights in Uganda.

5.3 RECOMMENDATIONS

In an effort to aid the electronic media's effort in promoting human rights in Uganda, the researcher suggests the following recommendations;

Need for media independence/freedom is one of the recommendations advanced by the researcher. The researcher suggests that there should be media freedom to report extensively because the media officials know what they are doing and they should be left do decide on what to report about and not to be interfered with any more as the government frequently does.

Another recommendation advanced by the researcher is working with media. Working with the electronic media is yet another recommendation given by the researcher. The responsible people need to work with the media to fight human rights abuse and promote human rights protection and not to interfere with the media as it tries to promote human rights like through reporting of human rights abuse. So instead of limiting/regulating the media information, the government and other stakeholders should work with the media in order to promote human rights in Uganda.

Civic education of the public on fundamental human rights issues is yet another recommendation given the researcher. The researcher suggests that the government should invest in civic education of the people so as to improve their skills. Many people have no skills needed to do many things in the city and this is very bad because many people are left behind in development simply because of lack of skills to do particular things.

Furthermore, the researcher suggests that there is need to finance the electronic media in its effort to promote human rights in Uganda. The researcher states that the media should be funded by the responsible bodies like Civil Society Organizations, NGOs and even the Government plus the Private Sector in order to promote human rights in Uganda.

5.4 Areas for further research

Further research needs to be done on the relationship between the electronic media freedom promotion of human rights in Uganda.

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APPENDICES

APPENDIX: QUESTIONNAIRE

I am a student of mass communication from Kampala International University conducting research on the topic **"The role of the Electronic Media in promoting Human Rights in Uganda"**. The purpose of this study is to fulfill my academic requirements. I therefore kindly request you to answer for me the following questions.

SECTION A

1) Sex

(a) Male ☐   (b) Female ☐

2) Age

(a) 20-25 ☐   (b) 25-30 ☐

(c) 30-40 ☐   (d) 41-50 ☐

(e) 50-60 ☐   (f) 61-70 ☐

3) Marital Status

(a) Married ☐   (b) Single ☐

(c) Widower ☐   (d) Widow ☐

4) Religion

(a) Catholic ☐   (b) Protestant ☐

(c) Muslim ☐   (d) Others (Specify) ....

5) Educational Level

(a) None ☐   (b) Primary ☐

(c) Secondary ☐   (d) Post Secondary ☐

(e) Others (specify)....................................

SECTION B

1) Do you have children?

(a) Yes ☐   (b) No ☐

2) Have you ever heard of human rights violation?

(a) Yes ☐   (b) No ☐

(c) If yes, state what you know about human rights violation

(a) ....

(b) ....

(c) ....

(d) ....

(e) ....

(f) ....

SECTION C

(i) How do the media promote human rights in Uganda?

(a) ....

(b) ....

(c) ....

(d) ....

(e) ....

(f) ....

(ii) What are the challenges faced by the media in promoting human rights in Uganda?

APPENDIX II
RESEARCH BUDGET

The study is estimated to cost 495,000/= arrived at as follows:-

ITEM	COST (UGHS)
Stationary and other related costs	150,000
Transport	200,000
Communication	50,000
Photocopy	20,000
Typesetting and binding	50,000
Internet	15,000
Subsistence	25,000
Miscellaneous	35,000
Total	495,000