

INFLUENCE OF TELENODELA ON YOUTHS CULTURAL VALUES

A CASE STUDY OF KAWEMPE DIVISION

BY

AKISA HELLEN

BMC/41250/133/DU

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DECLARATION

I **AKISA HELLEN** declare that this research proposal is my original work. It has not been submitted to any other University or higher institution for any award and where it is indebted to work of others.

Signature 

Date..... 19th/10/2016

APPROVAL

I hereby certify that this work entitled **Influence of Telenovela movies on youth's cultural values**

A case study of Kawempe Division” has been submitted with my approval for examination as University supervision.

Signature

Date:

MADAM NAYONDO JANET

UNIVERSITY SUPERVISOR

DEDICATION

I dedicate this piece of work to my father and mother Mr. OLWENY AMOS, MRS ATENGE ALICE, MY SPNSE EMMANUAL OBOTH, and AUNT REBCCA AKUMU for their prayers and endless effort which made me succeed in my academics, my beloved spouse who gave me a conducive environment for my studies and always encouraging me to do my level best in studies.

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I thank the almighty God for the wisdom he has avoided to me since I started my studies until the final day of writing my dissertation report.

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ACRONYMS

| | |
|-------|--|
| LC | Local Council |
| NAADS | National Agricultural Advisory Services |
| NGOs | Non Governmental Organizations |
| PLE | Primary Leaving Examinations |
| UPE | Universal Primary Education |
| USE | Universal Secondary Education |
| UVQF | Uganda Vocational Qualifications Framework |
| CBO | Community Based Organizations |
| LGDP | Local Government Development Project |
| SACCO | Saving and Credit Co-operation |
| VTI | Vocational Training Institute |
| VSLA | Village Savings and Loan Association |
| CSO | Civil Society Organization |
| Go U | Government of Uganda |
| NRM | National Résistance Movement |
| UN | United Nations |
| TASO | The Aids Support Organization |

ABSTRACT

Telenovela have become one of the best selling programs in most of the television stations in Uganda hence stations compete with each other to show the best Telenovela for their viewers to watch or to attract other people who do not watch their stations. The study examined the influence of Telenovela movies on youth's cultural values in Kawempe division. "The study achieved the following objectives: to examine the positive effects of Telenovela's on youth's culture, to examine the negative effects of Telenovela's on youth's culture, to explore other factors affecting youth's cultural values, therefore the findings were based on the above objectives. Data was collected from a sample of 90 respondents in using self administered questionnaires and was later analyzed using Pearson correlation coefficient (r).

The findings revealed Telenovela movies have a positive and significant relationship to youth's cultural values in Kawempe division ($P=0.000<0.01$, $r=375$) the study concluded that majority of the respondents agreed that Telenovela has a significant relationship on youth's cultural values. The findings showed that Telenovela have a positive effect on youth's culture through promoting Gender, promoting equality, promoting Gender mainstreaming, promoting Right to marriage and divorce, promoting Right to property Ownership and lastly promoting Globalization.

Additionally the findings showed Telenovela has negatively affected youth's culture through promoting sexuality, promoting wide spread of HIV/AIDS, promoting Consumerism and materialism, promoted Drug abuse, promoted Moral decay , promoted Crime , and lastly promoted Homo sexuality. The study revealed other factors affecting youth's culture which included Education, Religion, Globalization, Internet (informative technology), Socio-economic aspects, Poverty

CHAPTER ONE: INTRODUCTION

1.0 Introduction.

This chapter introduces the background of the study, statement of the problem, purpose of the study, the research objectives; research Questions, scope of the study, significance of the study, key terms and conceptual framework. This study focused on the influence of Telenovela movies on youth's cultural values in Kawempe division.

1.1 Background

Marian (2012) defined Telenovela as a soap opera produced in and televised in or from many Latin-American countries. Telenovela is soap, of Spanish or Latin American origin. Famed for having strange plots, even for soap operas, and some of the worst offenses of overcasting ever. The first recorded Telenovela was Mexico's *The Price of the Sky*, in 1959. In the following years the other Latin-American nations started producing their own. Their popularity was soon evident at the end of the 1960; the Peruvian series *Simplemente Maria* moved the public so much.

In Uganda Telenovela's have influenced not just because they determine their social life, but because they are one of the few common interests of both rich and poor because they create most of the country's celebrities, they are a huge commercial force. Telenovela is a type of television drama pioneered in Latin-America which has daily or almost daily episodes of up to an hour and runs for about six months. Telenovela differ from British soaps in two key respects: rather than gritty realism or gentle humor, they are dominated by melodrama, aspiration and kitsch: and they have a finite length usually six months or so.

According to Mauro (2014) Telenovela is possibly the most successful drama format in the history of television as its estimated that the total global audience is two billion. In 2005, Brazil's TV Globo, the most successful exporter, sold 440000 hours of its programming to 53 countries. Its biggest hit, *our land* (1999) about Italian immigrants to Brazil was sold to 87 countries.

Rodriguez (2013) states that Telenovela have conflicting reputations for both feeding the masses highly conservative escapism and promoting progressive social change. Both have elements of truth, when most of the continent was under Right-wing dictatorships during the 1970s and

1980s Left-wing screenwriters were able to include social messages in their stories and several which were banned.

Richardo (2015) believes that Telenovela by making them a good vehicle for educational messages have a positive impact on the youth because they are family programs instead of marketing women like the American soaps.

Laure (2012) noted that children and teenagers spend a lot of hours in front of the television watching those programs that have bad consequences in their behavior. Soap opera is a television genre made for entertainment but in many cases it has a negative effect on society because people copy the behaviors that could be violent. Operas writers develop fictional characters that model positive or negative behaviors and through their stories and struggles, audiences learn about issues ranging from domestic abuse to personal bankruptcy. Successful soaps tend to be smartly written, sexy and replete with plot twists and love triangles. In the best-case scenario, the show becomes popular and viewers begin to incorporate some of the themes into their lives. It would be more helpful to broadcast cultural content and that way it could be a way of teaching good things to the new generations. But it is not because, for example in Uganda we can see that in soaps operas are exposed topics associated with drugs traffic, prostitution, murder and injustice all the time. So if that is the way that we want our children see their own country its ok but obviously that is not what we are looking for.

According to Jorum (2013) television productions should create cultural programs with higher levels teachings for the country to progress. We must begin with the education of the new generations because these children are the ones who will change the future of the country. So the soap operas could have positive and negative effects in the society it depends of the growers but also depends that you be smarter than the content of the soap operas that are shown on your TV.

Wilson (2012) noted that Telenovela can be really bad for the education of society because kids and teens are almost all the time watching TV so that is what they learn and what they are going to do later when they grow up. We talk of kids and teenagers because they are the most influenced in this thing.

Davis(2011) noted that for children and teenagers, soap operas can cause bad consequences in their behavior as they watch a lot of TV almost every day, watching soap operas is very popular among the teenagers and the young people are feeling identified with the characters of the programs.

Warren (2011) believes that Telenovela change the way of most of the population to act and think especially in changing the way that humans know and understand reality. It is true that the addictive effect that Telenovela has nowadays help almost all the national territory not to talk about anything other than the first novel. Materialism and unrealistic fantasies, while laziness, irresponsibility, eroticism, violence and drug use also add to these negative effects. As all of we know in soap operas there are discussed topics like violence, sex and bad influence stuff.

1.2 Statement of the problem

Telenovela have become one of the best selling programs in most of the television stations in Uganda hence stations compete with each other to show the best Telenovela for their viewers to watch or to attract other people who do not watch their stations. However more of the youth especially the women tend to have a special interest in Telenovela which beyond questionable answers we do not understand why the women are much interested in it than the men. Telenovela have a great influence on the youth's cultural values and practices as they promote Materialism and unrealistic fantasies, while laziness, irresponsibility, eroticism, violence and drug use also add to these negative effects. As all of we know in soap operas there are discussed topics like violence, sex and bad influence stuff. Telenovela can be really bad for the education of society because kids and teens are almost all the time watching TV so that is what they learn and what they are going to do later when they grow up. We talk of kids and teenagers because they are the most influenced in this thing. that for children and teenagers, soap operas can cause bad consequences in their behavior as they watch a lot of TV almost every day, watching soap operas is very popular among the teenagers and the young people are feeling identified with the characters of the programs. A range of attitudes and beliefs are evident in public discourse about the effects of media exposure, parents are especially concerned with how media exposure and content may influence the healthy development of their children. Yet efforts to restrict the content of media influences have raised important questions about the types of features or

interactions that warrant attention, the extent to which media choices should be restricted for certain age groups and the need for policy interventions as well as parental and professional guidance.

Therefore the study aimed at investigating influence of Telenovela on youth's cultural values

1.3 General Objective

The purpose of this study was to explore the Influence of Telenovela movies on youth's cultural values a case study of Kawempe Division.

1.3.1 Objectives of the study

- i. To examine the positive effects of Telenovela's on youth's culture
- ii. To examine the negative effects of Telenovela's on youth's culture
- iii. To explore other factors affecting youth's cultural values

1.4 Research Questions

- i. What are the positive effects of Telenovela's on youth's culture?
- ii. What are the negative effects of Telenovela's on youth's culture?
- iii. What other factors affecting youth's cultural values?

1.5 Scope of the study

1.5.1 Geographical scope

The study was carried out in Kawempe division found in Kampala Capital city Uganda located in East Africa.

1.5.2 Subject scope

The study focused on the influence of Telenovela's as independent variables and cultural values as dependent variable.

1.5.3 Time scope

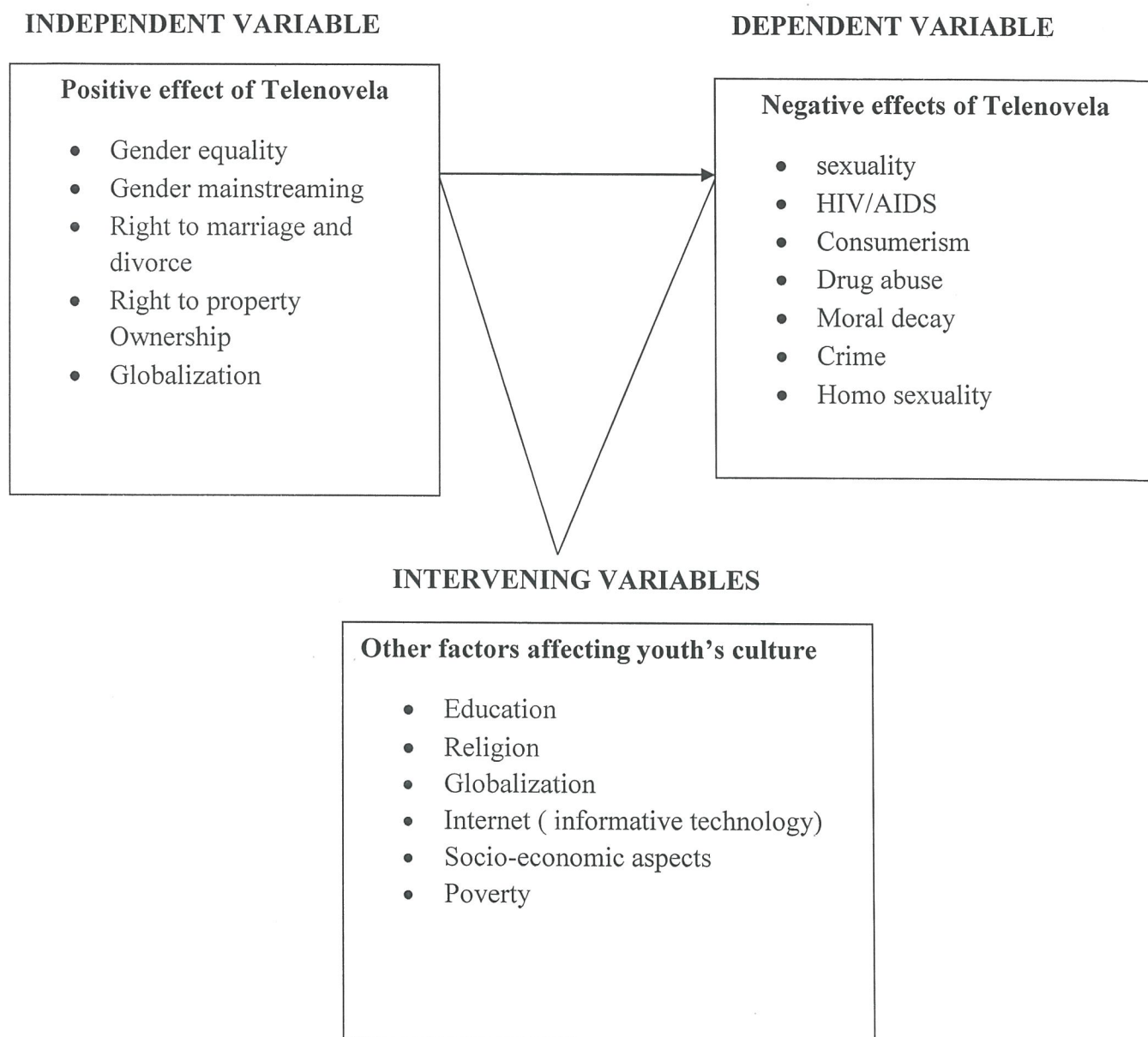
The study reviewed the influence of Telenovela's on youth's cultural values in Kawempe division for a period of 3 years that is 2013-2016.

1.6 Significance of the study

- The study will help the government to understand and recognize the role played by foreign movie industry on Uganda's youth society.
- The study will help religious communities to assess the influence of foreign literature on the youth culture in Uganda.
- The study will help future researchers to fix gaps in influence of Telenovela movies on the youth's cultural values in Uganda.

1.7 Conceptual Framework

This is a type of intermediate theory that attempts to connect all aspects of inquiry (for example problem definition, purpose, literature review, methodology, data collection and analysis).



The conceptual framework above (Figure 1) is informed by the outcomes theory of gender mainstreaming (2009) it attempts to explain that the independent variable influence of Telenovela movies have a positive contribution on the dependent variable of cultural values.

1.8 Definition of key terms

- **Culture.** Are beliefs, customs, art etc of a particular society, group, place or time It's a way of thinking, behaving or working that exists in a place or organization.
- **Telenovela** is a soap opera produced in and televised in or from many Latin-American countries. Telenovela is soap, of Spanish or Latin American origin. Famed for having strange plots, even for soap operas, and some of the worst offenses of overcasting ever.
- **Gender mainstreaming.** This is an action of creating equal representation between men and women in a given setting. It is a set of specific, strategic approaches as well as technical and institutional processes adopted to achieve that goal of gender equality. It involves ensuring that gender perspectives and attention to the goal of gender equality are central to all activities.
- **Empowerment,** this is the process of equipping and empowering of previously disadvantaged sections of the population like women to bring a change in the status quo of the society.
- **Gender equality,** means gender equality in terms of equality under the law, equality of opportunity(including equality of rewards for work and equality in access to human capital and other productive resources that enable opportunity) and equality of voices 9 the ability to influence and contribute to development processes. Equality implies that women and men are free to choose different or similar roles and different or similar outcomes in accordance with their preferences and goal

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This Chapter focuses on different sources of the existing literature contributed by earlier scholars on various objectives of the study. (Morris, 2014) The objectives include examining the positive effect of Telenovela on youth culture, to examine the negative effect of Telenovela on youth's culture and to examine other factors affecting youth's cultural values.

In Kawempe Telenovela has become one of the best selling programs on the television stations. Now stations compete with each other to show the best Telenovela for viewers to stick their station always. The youth are now addicted to Telenovela and other entertaining programs more than anything else. They spend most of their time watching Telenovela and forget to do what will benefit them in the future. Telenovela is now becoming a major part of the cultural world and it's a very attractive program playing a major part in the lifestyles and behaviors in the real world.

2.1 Positive effects of Telenovela on youth's cultural values

Promotes Gender equality

According to Jorum (2013) television productions should create cultural programs with higher levels teachings for the country to progress. We must begin with the education of the new generations because these children are the ones who will change the future of the country. So the soap operas could have positive and negative effects in the society it depends of the growers but also depends that you be smarter than the content of the soap operas that are shown on your TV.

Wilson (2012) noted that Telenovela can be really bad for the education of society because kids and teens are almost all the time watching TV so that is what they learn and what they are going to do later when they grow up. We talk of kids and teenagers because they are the most influenced in this thing.

Howard (2012) states that gender mainstreaming contributes to Gender equality, means gender equality in terms of equality under the law, equality of opportunity(including equality of

rewards for work and equality in access to human capital and other productive resources that enable opportunity) and equality of voices 9 the ability to influence and contribute to development processes. Equality implies that women and men are free to choose different or similar roles and different or similar outcomes in accordance with their preferences and goal. Gender mainstreaming is a globally accepted strategy for promoting gender equality. Mainstreaming is not an end in its self but a strategy, approach to achieve the goal of gender equality. The gender equality and women empowerment mandate is universally agreed on by member states and encompasses all areas of peace, development and human rights. The mandate on gender equality derives from the United Nations charter which unequivocally reaffirmed the equal rights of men and women. In the long run it aims to transform discriminatory social institutions, laws, cultural norms and community practices such as those limiting women's access to property rights or restricting their access to public space, a strategy to achieve equality between women and men.

Promotes women's to marriage and divorce

Early and forced marriages continue to hinder girls' empowerment and consequently increasing women's vulnerability to unplanned pregnancies. In the final months of 2009 Uganda's parliament passed two monumental bills that prohibit domestic violence and female genital mutilation. The bill revises the outdated laws concerning marriage and divorce. The new law not only requires a woman's consent to marriage an issue frequently ignored in traditionally arranged marriages as well as her consent to sexual relations within the marriage. Therefore gender mainstreaming is critical in guaranteeing women's rights to marriage and divorce.

Promotes women's right to Property ownership

Section 4 of the succession act states that "no person shall by marriage acquire any interest in the property of the person whom he or she marries in other words marriage does not inculcate ownership of the party's property. There are fundamental gender inequalities in access to and control over productive assets such as land, labor, and credits earned income as well as gender biases in the labor market that the ground for women's enhance vulnerability to poverty. In Uganda women are not formally employed and thus have no access to sufficient money to buy their own property this causes economic stagnation of women. It is true however that property in

cultural aspects is supposed to be rightfully owned by men. Even when child is young he will have more rights than an adult female. Therefore gender mainstreaming is instrumental in guaranteeing women's rights to property ownership.

Women empowerment

Define as women's level of control in decision making positions for control over the allocation of resources, the determination of policies, regulations and laws. At the level of the society or nation, women's empowerment is measured in terms of the level of women's representation in higher level decision making positions in public institutions, enabling a more equitable access by women and men to development opportunities together with the design of more sustainable development (Tamale, 2013)

Oloka (2012) urges that Empowerment in Uganda's content is understood as all those processes where women and men take control and ownership of their lives. There are three care elements of empowerment according to the PEAP 2004/5 – 2007/8. The first one is agency or the ability to define one's goals and act upon them. However, evidence from participatory studies shows that although the affirmative action policy that government is pursuing is showing some positive results, participation by women in local governance still needs to be strengthened. The second care element of empowerment is gender awareness in order to be able to act on ones goals; one must be aware of the forces and structure working to one's disadvantage for example value and systems, norms, legal frame works, discriminatory practices. Recent participatory research has concluded that lack of control over productive resources by women explained that they lack control land, the crops their labor produces from it, livestock and other productive resources yet they are responsible for meeting family needs.

2.2 Negative effects of Telenovela to youth's cultural values

Morgan (2010) noted that a range of attitudes and beliefs are evident in public discourse about the effects of media exposure, parents are especially concerned with how media exposure and content may influence the healthy development of their children. Yet efforts to restrict the content of media influences have raised important questions about the types of features or interactions that warrant attention, the extent to which media choices should be restricted for

certain age groups and the need for policy interventions as well as parental and professional guidance.

Telenovela has been the basis for many story lines which talks about romance, secret relationships, extramarital affairs and genuine love which tends to appeal to our emotions and gives us the visual connection of love life. They expose the attractive and gloomy aspects of love life and show the possible anarchy that exists in intimate relationships. It appears that Telenovela over the years have influenced some Ugandan youths particularly women either positively or negatively simply because some tend to imitate the characters in the story.

Telenovela are emphasis on family life, personal relationships, sexual dramas, emotional and moral conflicts which cover on topical issues set in familiar conjugal interiors with only occasional excursions into new locations. Also most Telenovela are said to be attractive, seductive, and glamorous and wealthy, Telenovela stories run concurrently intersect and lead into further developments.

In the best-case scenario, the show becomes popular and viewers begin to incorporate some of the themes into their lives. It would be more helpful to broadcast cultural content and that way it could be way of teaches good things to the new generations. But it is not because, for example in Uganda we can see that in soaps operas are exposed topics associated with drugs traffic, prostitution, murder and injustice all the time. So if that is the way that we want our children see their own country its ok but obviously that is not what we are looking for.

According to Jorum (2013) television productions should create cultural programs with higher levels teachings for the country to progress. We must begin with the education of the new generations because these children are the ones who will change the future of the country. So the soap operas could have positive and negative effects in the society it depends of the growers but also depends that you be smarter than the content of the soap operas that are shown on your TV.

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Warren (2011) believes that Telenovela change the way of most of the population to act and think especially in changing the way that humans know and understand reality. It is true that the addictive effect that Telenovela has nowadays help almost all the national territory not to talk about anything other than the first novel. Materialism and unrealistic fantasies, while laziness, irresponsibility, eroticism, violence and drug use also add to these negative effects. As all of we know in soap operas there are discussed topics like violence, sex and bad influence stuff.

Promotes HIV/AIDS

According to TASO Report (2013) HIV Continues to take a devastating toll an equally disturbing indicator is the prevalence of HIV/AIDS in Uganda, the First case of which was reported in 1983, since then the pandemic has taken its toll, resulting in an average women, man and child in Uganda. More than 1.8 million people have already died from AIDS and approximately one million people are living with HIV/AIDS. The pandemic is primarily the result of human -- rights crisis in Uganda and Africa. The primary cause of non -- realization of the rights of girls and women - gender inequality. This combined with socio -- political instability and poverty, creates a lethal mixture. Since the onset of the epidemic in Uganda the number of infected children between the ages of 0 to 12 years has increased steadily. It is estimated that more women are infected with HIV/AIDS than men and at an earlier age. Girls do not have adequate information on sexuality and fertility and access to adolescents - friendly services (AFS) (UNICEF Report, 2012) .Beyond this UWESO has been instrumental in creating awareness on HIV/AIDS specifically promoting prevention interventions and formation of power clubs in 68 schools and communities in Uganda.

2.3 Other factors affecting youth's cultural values

Poverty

According to Nakabirwa (2012) Poverty and disease are linked problems in Uganda that are compounded by poor sanitation, unclean water and inadequate housing only 52% of the population has access to clean water. Although food is easily grown in Uganda, sporadic drought causes severe famines. Uganda suffers from a very high infection rate of the Human Immune Deficiency Virus (HIV) that causes Acquired Immune Deficiency Syndrome (AIDS). The International Bank for reconstruction and development (World Bank) estimated 820,000 Ugandans were infected with AIDS in 1999. The other most common ailments include prenatal and maternal conditions, malaria, Pneumonia and diarrhea. Infectious diseases such as meningitis, Cholera have occurred more frequently as a result of the breakdown of the health system during the Idd Ami regime in the 1970's. Through education and economic empowerment of women have significant potential to reduce poverty because extreme poverty presents a large obstacle as women and girls comprise 70% of the 1.3 billion people living on less than a dollar per day, empowering women to take part in the work force is not a simple problem to solve.

Education

According to Ziwa (2012) the majority of women are not educated; the male education holds more significance than that of a female child who will one day get married and leave the family. This contradicts article 26 of UDHR and article 30 of the Uganda constitution which advocates for the right of education for all. Literacy provides the opportunity to develop the critical capacity to challenge and transform existing socio-economic forms rather than simply adopting them. The freedom that comes being literate enables the literate individual to also engage itself discovery as an active, creative process. Since Uganda instated Universal Primary education (UPE) by removing Primary School fees in 1996 enrolment has drastically increased, but many classrooms now have 200 pupils in one room with one teacher. Teachers are often forced to hold classes outdoors because of the lack of sufficient facilities and many observers are skeptical about the relative quality of the education. Furthermore there is still a large discrepancy in the education received by girls and boys and high school dropout rates. The main factors that hamper the realization of girls' rights to education in Uganda are early pregnancies, early marriages,

unsafe and gender-based school environments, inadequate sanitation facilities and heavy workloads at home, lack of privacy, sanitary materials and clean water during menstruation have a significantly negative impact on girls' dropout rates, lack of relevant life-skills or guidance and education on adolescents' reproductive health. Therefore both girls and boys have equal rights to attend both primary and post primary education.

Economic Social and cultural Aspects (rights)

The traditions and culture in Uganda have impacted greatly on women's abilities to reach full potential. Cultural practices and attitudes discriminate against women especially domestically. It is evident that such power imbalances leave the responsibility to women to change the views held by their communities and by men about women's roles and stereotyping still hinder women's advancement. Cultural customs in Uganda continues to undermine women's potential and limits their participation and contribution to national development culture has been used to justify keeping women subordinate. Gender inequality manifesting itself in prejudices, stereotypes and discriminatory practices, is still justified by culture and religious explanations. Therefore gender mainstreaming is critical in guaranteeing women's economic and social rights.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter, the researcher described the methods that will be used while obtaining the desired information from the respondent. It covers the research design, study population, sample size and sampling design, data sources, data collection instruments, measurements of variables validity and reliability of research, data process and analysis. It also involves anticipated limitations and anticipated solutions.

3.1 Research design

The study was carried out using longitudinal survey design. A quantitative approach to data collection was used. This enabled the researcher to get divergent views on the influence of Telenovela on youth's cultural values. And it was carried out in Kawempe division. Correlation, co- efficiency was used to establish the relationship between the variables.

3.2 Study population

The target population considered was identified and divided into five categories in line with this study. Those five categories are namely; clan elders, religious leaders, local council representatives, and representatives from the Community Based organizations and youth from different communities in Kawempe division. A total of 60 members were picked out as a sample for the study.

3.3 Sample size

The research study involved a total of 60 members as below (2) clan elders,(5) Religious leaders,(20) representatives from the local councils,(15) representatives from the CBOs and(18)community youth . This is aimed at minimizing biases of respondents and has a wider coverage during the study.

Table 1: Population Size

| Categories of population | Sample population | Sample size |
|-------------------------------|-------------------|-------------|
| Clan elders | 10 | 5 |
| Religious leaders | 6 | 3 |
| Local council representatives | 40 | 20 |
| Representatives from CBOs | 30 | 15 |
| Youth representatives | 94 | 47 |
| Total | 180 | 90 |

Source: Primary data Kawempe division LC III HQ

3.4 Sampling procedures/techniques

The purposive sampling and random sampling were used when selecting the respondents from a list of qualified respondents. Purposive sampling was used to save time thus it was administered to clan elders and religious leaders. Random sampling was administered to representatives from the local councils, representatives from the CBOs and community youth in order to minimize bias.

3.5 Data source

3.5.1 Primary data

The researcher collected information from the respondents through interviews, observation and self administered questionnaires to the target respondents who included representatives from the local councils, representatives from the CBOs and community youth.

3.5.2 Secondary data.

The researcher reviewed the related literature on influence of Telenovela on youth's cultural values. Secondary literature will be used to enhance the investigation and it was obtained from journals, text books and articles sourced from the internet and library.

3.6 Data Collection Instruments

3.6.1 Questionnaire

The researcher designed questionnaires to determine the influence of Telenovela on youth's cultural values and all questionnaires were closed ended.

3.6.2 Interview

The researcher administered the interview guide to the respondents with guiding questions on the influence of Telenovela on youth's cultural values. The guiding questions ensured a logical flow of information.

3.6.3 Observations.

The researcher used observation to gather information of what is taking place in different youth organizations and the surrounding environment and review of related literature hence the researcher designed an observation check.

3.7 Data analysis and processing

Data collected was edited, coded cleaned and entered into computer software for analysis. Analysis was done using SPSS a computer data analysis program where tables and other relevant percentages were produced. Descriptive statistics was produced. Descriptive statistics using cross tabulation was used to describe the sample for inferential statistics, tables, pie charts, bar graphs were applied to establish the relationships. Percentages were carried out to establish which of the predictor variables has the highest influence on the dependent variables.

3.8 Measurement of variables.

The independent variables influence of Telenovela and dependent variables youth's cultural values was measured using 10 items based on a 5 point likert scale from 1 (strongly agree) to 5 (strongly disagree). The items were worded to obtain respondents perceptions of the extent to which aspects of the influence of Telenovela on youth's cultural values

3.9 Ethical considerations.

For ethical reasons the researcher first got an introduction letter from St Lawrence University Uganda that introduced himself to the Kawempe division youth Association and got consent of

the respondents before the interview and questionnaire are administered. To speed up the data collection the researcher used two research assistants and the data analysts will be used to analyze the data collected.

3.10 Anticipated limitation of the study

Extraneous variable, this was big threat as some respondents with personal biases and dishonest distorted the information given. And the problem will be solved by using Random sampling method to avoid bias and have a wider coverage.

Attitude, the researcher faced with a problem of non response from the respondents thinking that he is a spy. The problem will be solved by the researcher first by presenting his introduction letter to the administration and politely presents him to the respondents so as to get their cooperation.

Inadequate computer skills, the researcher was faced a problem of inadequate computer skills during analysis stage by applying SPSS soft ware.

CHAPTER FOUR

PRESENTATION, INTERPRETATION AND ANALYSIS OF THE FINDINGS

4.0. Introduction

This chapter entails the discussion, analysis and presentation of findings in line with objectives and research questions of the study.

4.1. Presentation and interpretation of data

Characteristics of the respondents

Table 2: shows responses on the gender of Respondents

| Gender | Frequency | Percentage % |
|--------------|-----------|--------------|
| Male | 20 | 22% |
| Female | 70 | 78% |
| Total | 90 | 100% |

Source: Primary data

It is evident from Table 2 that the majority of the respondents were female taking the highest percentage of 70(78%) and the male taking 20(22%) this implies that the female youth enjoy Telenovela soaps hence having a greater impact on their cultural values.

Table 3: shows responses on the departments of the respondents

| Department | Frequency | Percentage % |
|-------------------------------|-----------|--------------|
| Clan elders | 9 | 10% |
| Religious leaders | 4 | 5% |
| Local council representatives | 13 | 15% |
| Representatives from CBOs | 18 | 20% |
| Youth representatives | 45 | 50% |
| Total | 90 | 100% |

Source: Primary data

Table 3 shows that the majority of the respondents are women representatives taking the highest percentage of 45(50%) this implies that the youth regular viewers of Telenovela soaps and movies compared to other segments in the community

Table 4: shows responses on the level of education

| Education | Frequency | Percentage% |
|--------------|-----------|-------------|
| Certificate | 60 | 66% |
| Diploma | 15 | 17% |
| Degree | 15 | 17% |
| Others | - | |
| Total | 90 | 100% |

Source: primary data.

Table 4 indicates that the majority of the respondents were of certificate level taking the highest percentage of 60(66%) which implies that the respondents many of them are still in school hence great impact of Telenovela to their cultural values.

4.2 Findings from the objectives

The study findings were in line with the research objectives as stated below:

- i. To examine the positive effects of Telenovela's on youth's culture
- ii. To examine the negative effects of Telenovela's on youth's culture
- iii. To explore other factures affecting youth's cultural values

4.2.1 Positive effects of Telenovela's on youth's culture

Table 5: shows the positive effects of Telenovela's on youth's culture

| ITEM | Disagree | | Neutral | Agree | |
|--|----------|---------|----------|---------|----------|
| | SD | D | Not Sure | A | SA |
| Do you agree that Telenovela promote Gender equality | | 15(17%) | | 60(66%) | 15(17%) |
| Do you agree that Telenovela promote Gender mainstreaming | | 6(7%) | | 84(93%) | |
| Do you agree that Telenovela promote Right to marriage and divorce | | | | | 90(100%) |
| Do you agree Telenovela promote Right to property Ownership | | 15(17%) | | 75(83%) | |
| Do you agree that Telenovela promote Globalization | | 36(40%) | | 54(60%) | |

Strongly Agree (SA), Agree (A) Not Sure (NS), Disagree (D) Strongly Disagree (SD)

Table 5 shows the positive effects of Telenovela's on youth's culture

The majority of the respondents agreed that Telenovela promote Gender equality taking the highest percentage of 60(66%) agreed and 15(17%) strongly agreed respectively this implies that that Telenovela promote Gender equality

The majority of the respondents agreed that Telenovela promote Gender mainstreaming taking the highest percentage of 84(93%). This implies that Telenovela promote Gender mainstreaming

Table 5 shows that the majority of the respondents strongly agreed that Telenovela promote

Right to marriage and divorce taking the highest percentage of 90(100%) this implies that Telenovela promote Right to marriage and divorce.

Table 5 indicates that the majority of the respondents agreed that Telenovela promote Right to property Ownership taking the highest percentage of 75(83%) and 15(17%) disagreed this implies that Telenovela promote Right to property Ownership.

Table 5 shows that the majority of the respondents agreed Telenovela promote Globalization taking the highest percentage of 54(60%) and 36(40%) disagreed this implies that Telenovela promote Globalization.

4.2.2 Negative effects of Telenovela's on youth's culture

Table 6: shows the negative effects of Telenovela's on youth's culture

| ITEM | Disagree | | Neutral | Agree | |
|--|----------|---------|---------|---------|----------|
| | SD | D | NS | A | SA |
| Do you agree that Telenovela promote sexuality | | 30(33%) | | 6(7%) | 54(60%) |
| Do you agree that Telenovela promote wide spread of HIV/AIDS | | 15(20%) | | 75(80%) | |
| Do you agree that Telenovela promote materialism and Consumerism | | 30(40%) | | 60(60%) | |
| | | | | | |
| Do you agree that Telenovela promote Drug abuse | | 6(10%) | | 84(90%) | |
| Do you agree that Telenovela promote Moral decay among the youth | | | | | 90(100%) |
| Do you agree that Telenovela promote Crime among the youth | | | | | 90(100%) |
| Do you agree that Telenovela promote Homo sexuality | | 6(10%) | | 84(90%) | |
| Do you agree that Telenovela promote foreign culture | | | | | 90(100%) |

Strongly Agree (SA), Agree (A) Not Sure (NS), Disagree (D) Strongly Disagree (SD)

Table 6 shows the negative effects of Telenovela's on youth's culture

Table 6 shows that the majority of the respondents agreed that Telenovela promote sexuality taking the highest percentage of 54(60%), 30(33%) disagreed and 6(7%) were not sure. This implies that Telenovela promote sexuality.

Table 6 shows that the majority of the respondents agreed that Telenovela promote wide spread of HIV/AIDS taking the highest percentage of 75(80%) and 15(20%) of the respondents disagreed this implies that Telenovela promote wide spread of HIV/AIDS.

Table 6 shows that the majority of respondents agreed that Telenovela promote materialism and Consumerism taking the highest percentage of 60(60%) and 30(40%) disagreed. This implies that Telenovela promote materialism and Consumerism.

Table 6 indicates that the majority of the respondents agreed that Telenovela promote Drug abuse taking the highest percentage of 84(90%) and 6(10%) disagreed respectively. This implies that Telenovela promote Drug abuse.

Table 6 indicates that the majority of the respondents agreed that Telenovela promote Moral decay among the youth taking the highest percentage of 90(100%) this implies that Telenovela promote Moral decay among the youth.

Table 6 indicates that the majority of the respondents agreed that Telenovela promote Crime among the youth among the youth taking the highest percentage of 90(100%) this implies that Telenovela promote Crime among the youth.

Table 6 indicates that the majority of the respondents agreed that Telenovela promote Homo sexuality among the youth taking the highest percentage of 90(100%) this implies that Telenovela promote Homo sexuality.

4.2.3 Other factors affecting youth's cultural values

Table 7: Shows the other factors affecting youth's cultural values

| ITEM | Disagree | | Neutral | Agree | |
|--|----------|---------|---------|----------|----------|
| | SD | D | NS | A | SA |
| Do you agree that Education affects youth's cultural values | | | | 20(20%) | 70(70%) |
| Do you agree that Religion affects youth's cultural values | | | | 90(100%) | |
| Do you agree that Globalization affects youth's cultural values | | | | 80(80%) | 10(20%) |
| Do you agree that Internet (information technology) affects youth's cultural values | | | | | 90(100%) |
| Do you agree that Socio-economic aspects and Poverty affects youth's cultural values | | 40(40%) | | 50(60%) | |

Strongly Agree (SA), Agree (A) Not Sure (NS), Disagree (D) Strongly Disagree (SD)

Table 7 shows other factors affecting youth's cultural values

Table 7 indicates that the majority of the respondents strongly agreed that Education affects youth's cultural values taking the highest percentage of 84(90%) and 6(10%) agreed respectively. This implies that Education affects youth's cultural values.

Table 7 indicates that the majority of the respondents agreed that Religion affects youth's cultural values taking the highest percentage of 75(85%) and 15(15%) disagree respectively. This implies that Religion affects youth's cultural values.

Table 7 indicates that the majority of the respondents agreed that Globalization affects youth's cultural values taking the highest percentage of 84(93%) and 6(7%) disagree respectively. This implies that Globalization affects youth's cultural values.

Table 7 indicates that the majority of the respondents agreed that Internet (information technology) affects youth's cultural values taking the highest percentage of 90(100%). This implies that Internet (information technology) affects youth's cultural values.

Table 7 indicates that the majority of the respondents agreed that Socio-economic aspects and Poverty affects youth's cultural values taking the highest percentage of 75(83%) and 15(17%) disagreed respectively. This implies that Socio-economic aspects and Poverty affects youth's cultural values.

4.2 Discussion of the findings

4.2.1 Positive effects of Telenovela on youth's cultural values

The researcher discovered that Telenovela promote gender equality. According to Jorum (2013) television productions should create cultural programs with higher levels teachings for the country to progress. We must begin with the education of the new generations because these children are the ones who will change the future of the country. So the soap operas could have positive and negative effects in the society it depends of the growers but also depends that you be smarter than the content of the soap operas that are shown on your TV.

The study shows that Telenovela are educative to the youth. Wilson (2012) noted that Telenovela can be really bad for the education of society because kids and teens are almost all the time watching TV so that is what they learn and what they are going to do later when they grow up. We talk of kids and teenagers because they are the most influenced in this thing.

The study revealed that Telenovela promote gender mainstreaming. Howard (2012) states that gender mainstreaming contributes to Gender equality, means gender equality in terms of equality under the law, equality of opportunity(including equality of rewards for work and equality in access to human capital and other productive resources that enable opportunity) and equality of voices 9 the ability to influence and contribute to development processes. Equality implies that women and men are free to choose different or similar roles and different or similar outcomes in accordance with their preferences and goal. Gender mainstreaming is a globally accepted strategy for promoting gender equality. Mainstreaming is not an end in its self but a strategy, approach to achieve the goal of gender equality.

The study shows that Telenovela promote women's to marriage and divorce. Early and forced marriages continue to hinder girls' empowerment and consequently increasing women's vulnerability to unplanned pregnancies. In the final months of 2009 Uganda's parliament passed two monumental bills that prohibit domestic violence and female genital mutilation. The bill revises the outdated laws concerning marriage and divorce. The new law not only requires a woman's consent to marriage an issue frequently ignored in traditionally arranged marriages as well as her consent to sexual relations within the marriage. Therefore gender mainstreaming is critical in guaranteeing women's rights to marriage and divorce.

The research study shows that Telenovela promotes women's right to Property ownership. Section 4 of the succession act states that "no person shall by marriage acquire any interest in the property of the person whom he or she marries in other words marriage does not inculcate ownership of the party's property. There are fundamental gender inequalities in access to and control over productive assets such as land, labor, and credits earned income as well as gender biases in the labor market that the ground for women's enhance vulnerability to poverty. In Uganda women are not formally employed and thus have no access to sufficient money to buy their own property this causes economic stagnation of women. It is true however that property in cultural aspects is supposed to be rightfully owned by men. Even when child is young he will have more rights than an adult female. Therefore gender mainstreaming is instrumental in guaranteeing women's rights to property ownership.

The study shows that Telenovela promote Women empowerment. Define as women's level of control in decision making positions for control over the allocation of resources, the determination of policies, regulations and laws. At the level of the society or nation, women's empowerment is measured in terms of the level of women's representation in higher level decision making positions in public institutions, enabling a more equitable access by women and men to development opportunities together with the design of more sustainable development (Tamale, 2013).

4.3 Negative effects of Telenovela to youth's cultural values

The study shows that Telenovela promote sexuality. Telenovela has been the basis for many story lines which talks about romance, secret relationships, extramarital affairs and genuine love which tends to appeal to our emotions and gives us the visual connection of love life. They expose the attractive and gloomy aspects of love life and show the possible anarchy that exists in intimate relationships. It appears that Telenovela over the years have influenced some Ugandan youths particularly women either positively or negatively simply because some tend to imitate the characters in the story.

The study revealed that Telenovela promote wide spread of HIV/AIDS. According to TASO Report (2013) HIV Continues to take a devastating toll an equally disturbing indicator is the prevalence of HIV/AIDS in Uganda, the First case of which was reported in 1983, since then the pandemic has taken its toll, resulting in an average women, man and child in Uganda. More than 1.8 million people have already died from AIDS and approximately one million people are living with HIV/AIDS. The pandemic is primarily the result of human – rights crisis in Uganda and Africa. The primary cause of non – realization of the rights of girls and women - gender inequality. This combined with socio – political instability and poverty, creates a lethal mixture. Since the onset of the epidemic in Uganda the number of infected children between the ages of 0 to 12 years has increased steadily. It is estimated that more women are infected with HIV/AIDS than men and at an earlier age. Girls do not have adequate information on sexuality and fertility and access to adolescents - friendly services (AFS) (UNICEF Report, 2012) .Beyond this UWESO has been instrumental in creating awareness on HIV/AIDS specifically promoting

prevention interventions and formation of power clubs in 68 schools and communities in Uganda.

The research study shows that Telenovela promote materialism and Consumerism. Morgan (2010) noted that a range of attitudes and beliefs are evident in public discourse about the effects of media exposure, parents are especially concerned with how media exposure and content may influence the healthy development of their children. Yet efforts to restrict the content of media influences have raised important questions about the types of features or interactions that warrant attention, the extent to which media choices should be restricted for certain age groups and the need for policy interventions as well as parental and professional guidance.

The researcher discovered that Telenovela promote Drug abuse. In the best-case scenario, the show becomes popular and viewers begin to incorporate some of the themes into their lives. It would be more helpful to broadcast cultural content and that way it could be way of teaches good things to the new generations. But it is not because, for example in Uganda we can see that in soaps operas are exposed topics associated with drugs traffic, prostitution, murder and injustice all the time. So if that is the way that we want our children see their own country its ok but obviously that is not what we are looking for.

The study shows that Telenovela promote Moral decay among the youth. Telenovela are emphasis on family life, personal relationships, sexual dramas, emotional and moral conflicts which cover on topical issues set in familiar conjugal interiors with only occasional excursions into new locations. Also most Telenovela are said to be attractive, seductive, and glamorous and wealthy, Telenovela stories run concurrently intersect and lead into further developments.

The study revealed that Telenovela promote Crime among the youth. Warren (2011) believes that Telenovela change the way of most of the population to act and think especially in changing the way that humans know and understand reality. It is true that the addictive effect that Telenovela has nowadays help almost all the national territory not to talk about anything other than the first novel. Materialism and unrealistic fantasies, while laziness, irresponsibility,

eroticism, violence and drug use also add to these negative effects. As all of we know in soap operas there are discussed topics like violence, sex and bad influence stuff.

The researcher discovered that Telenovela promote Homo sexuality. According to Jorum (2013) television productions should create cultural programs with higher levels teachings for the country to progress. We must begin with the education of the new generations because these children are the ones who will change the future of the country. So the soap operas could have positive and negative effects in the society it depends of the growers but also depends that you be smarter than the content of the soap operas that are shown on your TV. Wilson (2012) noted that Telenovela can be really bad for the education of society because kids and teens are almost all the time watching TV so that is what they learn and what they are going to do later when they grow up. We talk of kids and teenagers because they are the most influenced in this thing. Davis(2011) noted that for children and teenagers, soap operas can cause bad consequences in their behavior as they watch a lot of TV almost every day, watching soap operas is very popular among the teenagers and the young people are feeling identified with the characters of the programs.

4.4 Other factors affecting youth's cultural values

The study revealed that poverty affect s youth's cultural values. According to Nakabirwa (2012) Poverty and disease are linked problems in Uganda that are compounded by poor sanitation, unclean water and inadequate housing only 52% of the population has access to clean water. Although food is easily grown in Uganda, sporadic drought causes severe famines. Uganda suffers from a very high infection rate of the Human Immune Deficiency Virus (HIV) that causes Acquired Immune Deficiency Syndrome (AIDS). The International Bank for reconstruction and development (World Bank) estimated 820,000 Ugandans were infected with AIDS in 1999. The other most common ailments include prenatal and maternal conditions, malaria, Pneumonia and diarrhea. Infectious diseases such as meningitis, Cholera have occurred more frequently as a result of the breakdown of the health system during the Idd Ami regime in the 1970's. Through education and economic empowerment of women have significant potential to reduce poverty because extreme poverty presents a large obstacle as women and girls comprise 70%of the 1.3

billion people living on less than a dollar per day, empowering women to take part in the work force is not a simple problem to solve.

The study shows that Education affects youth's cultural values, According to Ziwa (2012) the majority of women are not educated; the male education holds more significance than that of a female child who will one day get married and leave the family. This contradicts article 26 of UDHR and article 30 of the Uganda constitution which advocates for the right of education for all. Literacy provides the opportunity to develop the critical capacity to challenge and transform existing socio-economic forms rather than simply adopting them. The freedom that comes being literate enables the literate individual to also engage itself discovery as an active, creative process. Since Uganda instated Universal Primary education (UPE) by removing Primary School fees in 1996 enrolment has drastically increased, but many classrooms now have 200 pupils in one room with one teacher. Teachers are often forced to hold classes outdoors because of the lack of sufficient facilities and many observers are skeptical about the relative quality of the education. Furthermore there is still a large discrepancy in the education received by girls and boys and high school dropout rates. The main factors that hamper the realization of girls' rights to education in Uganda are early pregnancies, early marriages, unsafe and gender-based school environments, inadequate sanitation facilities and heavy workloads at home, lack of privacy, sanitary materials and clean water during menstruation have a significantly negative impact on girls' dropout rates, lack of relevant life-skills or guidance and education on adolescents' reproductive health. Therefore both girls and boys have equal rights to attend both primary and post primary education.

The study shows that Economic Social and cultural Aspects affect youth's culture; the traditions and culture in Uganda have impacted greatly on women's abilities to reach full potential. Cultural practices and attitudes discriminate against women especially domestically. It is evident that such power imbalances leave the responsibility to women to change the views held by their communities and by men about women's roles and stereotyping still hinder women's advancement. Cultural customs in Uganda continues to undermine women's potential and limits their participation and contribution to national development culture has been used to justify keeping women subordinate. Gender inequality manifesting itself in prejudices, stereotypes and

discriminatory practices, is still justified by culture and religious explanations. Therefore gender mainstreaming is critical in guaranteeing women's economic and social rights.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

Having completed the study, presented data and analyzed the findings this chapter reviews the outcomes of the study in line with the researcher objectives.

5.1. Summary of the findings

Telenovela have become one of the best selling programs in most of the television stations in Uganda hence stations compete with each other to show the best Telenovela for their viewers to watch or to attract other people who do not watch their stations. The study examined the influence of Telenovela movies on youth's cultural values in Kawempe division. "The study achieved the following objectives: to examine the positive effects of Telenovela's on youth's culture, to examine the negative effects of Telenovela's on youth's culture, to explore other factors affecting youth's cultural values, therefore the findings were based on the above objectives. Data was collected from a sample of 90 respondents in using self administered questionnaires and was later analyzed using Pearson correlation coefficient (r).

The findings revealed Telenovela movies have a positive and significant relationship to youth's cultural values in Kawempe division ($P=0.000<0.01$, $r=0.375$) the study concluded that majority of the respondents agreed that Telenovela has a significant relationship on youth's cultural values. The findings showed that Telenovela have a positive effect on youth's culture through promoting Gender, promoting equality, promoting Gender mainstreaming, promoting Right to marriage and divorce, promoting Right to property Ownership and lastly promoting Globalization.

Additionally the findings showed Telenovela has negatively effected youth's culture through promoting sexuality, promoting wide spread of HIV/AIDS, promoting Consumerism and materialism, promoted Drug abuse, promoted Moral decay , promoted Crime , and lastly promoted Homo sexuality. The study revealed other factors affecting youth's culture which included Education, Religion, Globalization, Internet (information technology), Socio-economic aspects, Poverty

5.2. Conclusion

Telenovela have become one of the best selling programs in most of the television stations in Uganda hence stations compete with each other to show the best Telenovela for their viewers to watch or to attract other people who do not watch their stations. However more of the youth especially the women tend to have a special interest in Telenovela which beyond questionable answers we do not understand why the women are much interested in it than the men. Telenovela have a great influence on the youth's cultural values and practices as they promote Materialism and unrealistic fantasies, while laziness, irresponsibility, eroticism, violence and drug use also add to these negative effects. As all of we know in soap operas there are discussed topics like violence, sex and bad influence stuff. Telenovela can be really bad for the education of society because kids and teens are almost all the time watching TV so that is what they learn and what they are going to do later when they grow up. We talk of kids and teenagers because they are the most influenced in this thing. that for children and teenagers, soap operas can cause bad consequences in their behavior as they watch a lot of TV almost every day, watching soap operas is very popular among the teenagers and the young people are feeling identified with the characters of the programs. A range of attitudes and beliefs are evident in public discourse about the effects of media exposure, parents are especially concerned with how media exposure and content may influence the healthy development of their children. Yet efforts to restrict the content of media influences have raised important questions about the types of features or interactions that warrant attention, the extent to which media choices should be restricted for certain age groups and the need for policy interventions as well as parental and professional guidance.

5.3 Recommendations

The recommendations are linked to the research objectives

- i. Government should restrict on the number of hours offered by TV stations to show Telenovela to their viewers, Telenovela promote Moral decay among the youth. Telenovela are emphasis on family life, personal relationships, sexual dramas, emotional and moral conflicts which cover on topical issues set in familiar conjugal interiors with only occasional excursions into new locations. Also most Telenovela are said to be

attractive, seductive, and glamorous and wealthy, Telenovela stories run concurrently intersect and lead into further developments.

- ii. Government should discourage pornography as Telenovela promote Crime among the youth. Warren (2011) believes that Telenovela change the way of most of the population to act and think especially in changing the way that humans know and understand reality. It is true that the addictive effect that Telenovela has nowadays help almost all the national territory not to talk about anything other than the first novel. Materialism and unrealistic fantasies, while laziness, irresponsibility, eroticism, violence and drug use also add to these negative effects. As all of we know in soap operas there are discussed topics like violence, sex and bad influence stuff.
- iii. TV station should act professionally when showing the opera soaps to restrict them to adults only through parental guidance (PG). Telenovela has been the basis for many story lines which talks about romance, secret relationships, extramarital affairs and genuine love which tends to appeal to our emotions and gives us the visual connection of love life. They expose the attractive and gloomy aspects of love life and show the possible anarchy that exists in intimate relationships. It appears that Telenovela over the years have influenced some Ugandan youths particularly women either positively or negatively simply because some tend to imitate the characters in the story.
- iv. Government should heavily tax international TV providers because their show erotic, sexual violent soaps to teenagers. Telenovela promote Crime among the youth and change the way of most of the population to act and think especially in changing the way that humans know and understand reality. It is true that the addictive effect that Telenovela has nowadays help almost all the national territory not to talk about anything other than the first novel. Materialism and unrealistic fantasies, while laziness, irresponsibility, eroticism, violence and drug use also add to these negative effects. As all of we know in soap operas there are discussed topics like violence, sex and bad influence stuff.

-
- v. Government should promote the local film industry to portray Uganda's cultural diversity this will minimize on the effects of foreign film industries that have a negative impact on our culture.

5.4 Areas for further study

- Role of the influence of culture on gender mainstreaming
- Role of the gender mainstreaming in promoting of women's rights
- Role of the mass media in promoting African culture

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APPENDICES:

APPENDIX A: QUESTIONNAIRE FOR THE RESPONDENTS

Dear respondents

I AKISA HELLEN am and a student of Kampala International University pursuing Bachelors of Mass communication. I am carrying out a study research entitled “ **Influence of Telenovela movies on the youth’s cultural values a case study of Kawempe division**” You are among the respondents randomly selected to provide information. Please you are requested to respond to the questions by ticking on the appropriate box or write a brief statement where applicable. The information provided will be kept confidential and will only be for academic purposes.

SECTION A: CHARACTERISTICS OF THE RESPONDENTS

1. Gender

| | | |
|---|--------|--|
| A | Male | |
| B | Female | |

2. Department (Tick where appropriate)

| | | |
|---|-----------------------|--|
| A | Member of parliament | |
| B | Youth representative | |
| C | LC III members | |
| D | Social workers | |
| E | Local council members | |

3. Highest level of Education (Tick where appropriate)

| Certificate A | Diploma B | Degree C | Others D |
|--------------------------------|----------------------------|---------------------------|---------------------------|
| | | | |

Specify

SECTION B: POSITIVE EFFECT OF TELENODELA ON YOUTH'S CULTURAL VALUES

The following alternatives are the rates of measurement where 1- Strongly disagree (SD), 2- Disagree (D) 3-Not Sure (NS), 4 - Agree (D) 5-Strongly agree (SA)

Tick where appropriate

| ITEM | Disagree | | Neutral | Agree | |
|--|----------|---|----------|-------|----|
| | SD | D | Not Sure | A | SA |
| Do you agree that Telenovela promote Gender equality | | | | | |
| Do you agree that Telenovela promote Gender mainstreaming | | | | | |
| Do you agree that Telenovela promote Right to marriage and divorce | | | | | |
| Do you agree Telenovela promote Right to property Ownership | | | | | |
| Do you agree that Telenovela promote Globalization | | | | | |

Thanks for your participation

SECTION C: NEGATIVE EFFECT OF TELENVELA ON YOUTH'S CULTURAL VALUES

The following alternatives are the rates of measurement where 1- Strongly disagree (SD), 2- Disagree (D) 3-Not Sure (NS), 4 - Agree (D) 5-Strongly agree (SA)

Tick where appropriate

| ITEM | Disagree | | Neutral | Agree | |
|---|----------|---|---------|-------|----|
| | SD | D | NS | A | SA |
| Do you agree that Telenovela promote sexuality | | | | | |
| Do you agree that Telenovela promote HIV/AIDS | | | | | |
| Do you agree that Telenovela promote Consumerism | | | | | |
| | | | | | |
| Do you agree that Telenovela promote Drug abuse | | | | | |
| Do you agree that Telenovela promote Moral decay | | | | | |
| Do you agree that Telenovela promote Crime | | | | | |
| Do you agree that Telenovela promote Homo sexuality | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| Do you agree that Telenovela promote foreign culture | | | | | |
| Do you agree that Telenovela promote | | | | | |

Thanks for your participation

SECTION D: OTHER FACTORS AFFECTING YOUTH'S CULTURAL VALUES IN KAWEMPE DIVISION

The following alternatives are the rates of measurement where 1- Strongly disagree (SD), 2- Disagree (D) 3-Not Sure (NS), 4 - Agree (D) 5-Strongly agree (SA)

Tick where appropriate

| ITEM | Disagree | | Neutral | Agree | |
|--|----------|---|---------|-------|----|
| | SD | D | NS | A | SA |
| Do you agree that Education affects youth's cultural values | | | | | |
| Do you agree that Religion affects youth's cultural values | | | | | |
| Do you agree that Globalization affects youth's cultural values | | | | | |
| Do you agree that Internet (informative technology) affects youth's cultural values | | | | | |
| Do you agree that Socio-economic aspects and Poverty affects youth's cultural values | | | | | |

Thanks for your participation

APPENDIX B: INTERVIEW GUIDE

I want to thank you for taking your time to meet with me today. My name is **Akisa Hellen** and you have been purposively selected to be interviewed because of your strategic position in the ministry of finance. This interview is designed to assist me to complete an academic research project on the entitled **“Influence of Telenovela on youth’s cultural values in Kawempe division”**. This research is a partial fulfillment for the award of Bachelor of Mass communication and the interview will take about 15 minutes. All responses will be kept confidential and will purely be for academic purposes.

- i. What are the positive effects of Telenovela movies on youth’s cultural values?
- ii. What are the negative effects of Telenovela movies on youth’s cultural values?
- iii. What are other factors affecting youth’s cultural values?
- iv. What recommendations do you make to promote moral values among the youth?

Thank you for your cooperation

APPENDIX C: ESTIMATED BUDGET

| No. | Item | Qty | Rate | Amount |
|-----|----------------------|-----|---------|----------------|
| 1. | Stationary | | | 100,000 |
| 2. | Secretarial services | | | 200,000 |
| 3. | Internet services | | | 50,000 |
| 4. | Transport | | | 20,000 |
| 5. | Research Assistant | 2 | 150,000 | 300,000 |
| 6. | Flash Disk | 1 | 20,000 | 20,000 |
| 7. | Newspapers | | | 30,000 |
| 8. | Spiral binding | | | 10,000 |
| 9. | Printing | | | 100,000 |
| 10. | Phone calls/Airtime | | | 20,000 |
| 11. | Library fee | | | 20,000 |
| | TOTAL | | | 870,000 |

APPENDIX D: ACTION PLAN 2015 – 2016

| Month | OCT 2015 | NOV 2015 | FEB 2016 | MAR 2016 | APRIL & MAY 2016 | JUNE & JULY 2016 | AUG 2016 | SEPT 2016 | OCT 2016 | PERSON RESPONSIBLE |
|-------------------------------------|-------------|-------------|-------------|-------------|------------------------|---------------------------|-------------|--------------|-------------|----------------------------|
| Activities | | | | | | | | | | |
| Formulation of research topic | | | | | | | | | | Researcher & supervisor |
| Proposal writing | | | | | | | | | | Researcher |
| Approval proposal | | | | | | | | | | Supervisor |
| Data collection | | | | | | | | | | Researcher |
| Data analysis | | | | | | | | | | Researcher |
| Report writing & approval | | | | | | | | | | Researcher & supervisor |
| Presentation of the report | | | | | | | | | | |