

ELECTRONIC MEDIA COVERAGE OF POLITICAL ACTIVITIES

IN UGANDA (2012-2013)

THE BROADCASTING OPERATION BOUNDARIES

ACASE STUDY OF UBC RADIO

BY

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**A RESEARCH REPORT SUBMITTED TO THE DEPARTMENT OF
MASS COMMUNICATION IN PARTIAL FULFILMENT OF
REQUIREMENTS FOR THE AWARD OF BACHELORS
DEGREE IN MASS COMMUNICATION OF
KAMPALA INTERNATIONAL UNIVERSITY**

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DECLARATION

I WAMBI DAVID EMMA, hereby declare that this research is my original work and has never been presented by any other person for a degree or other qualification at any institution of higher learning. I bear all the responsibility for any malpractices related to it.



Signature

Date..... 31/10/2013

APPROVAL

This research has been submitted for examination with my approval as a University Supervisor.

Signature.....

Supervisor: MR. MATOVU

Date:.....

DEDICATION

I dedicate this work to my Mother Mrs. Joy sarah wambi,my farther mr. Patrick wambi ,my cousin brother Andrew Wambi and the entire family.for they have been a grate inspiration to the successful completion of this research.

ACKNOWLEDGEMENT

I feel indebted to many people for the help, advice and support in as far as my education is concerned. However, special thanks go to my Mother Mrs. Joy Sarah Wambi and father Mr. Patrick Wambi for sacrificing their finances to enable me get a decent education.

I also wish to thank the management and staff of Kampala International University for providing most of the information and advice required during this study. Special thanks go to my supervisor, Mr. Matovu for his guidance, positive criticism and support in the production of this work.

Lastly but certainly not least, I feel indebted to all my friends, within and out of the university, and the entire community at large, who have, in one way or another helped me in my education journey.

LIST OF ACRONYMS

NRM - National Resistance Movement

DP - Democratic Party

FDC - Forum for Democratic Change

TABLE OF CONTENTS

DECLARATION	i
APPROVAL	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
LIST OF ACRONYMS	v
TABLE OF CONTENTS	vi
LIST OF TABLES AND FIGURES	ix
CHAPTER ONE	1
1.0 Introduction.....	1
1.1 Background Information to the Study	1
1.2 Statement of the Problem.....	2
1.3 Objectives of the study	3
1.3.1 General Objective.....	3
1.3.2 Specific Objectives	3
1.4 Research Questions	4
1.5 Scope of the study	4
1.5.1 Geographical scope.....	4
1.5.2 Content scope	4
1.5.3 Time scope	5
1.6 Significance of the study.....	5
1.6.1 Justification of the study	5
1.6.2 The purpose of the study.....	6
1.7 Conceptual framework.....	6
CHAPTER TWO	9
LITERATURE REVIEW	9
2.0 Introduction.....	9
2.1 Definition of Electronic Media.....	9
2.2 Functions of Radio	9
2.3 History of Uganda Broadcasting Corporation Radio.....	10
2.4 New media trends in Uganda	11

2.5 UBC coverage of political activities in 2010-2011	12
2.6 The problems faced by journalists covering political activities	12
2.7 The benefits derived from coverage of political activities	14
2.8 The impact of political news stories on the audience.	14
2.9 Sub standard elections	15
CHAPTER THREE.....	18
METHODOLOGY.....	18
3.0 Introduction.....	18
3.1 Research design.....	18
3.2 Study area and population.....	18
3.3 Sample frame work.....	18
3.3.1 Sampling size	19
3.3.2 Sample techniques	19
3.3.2.1 Simple random sampling.....	20
3.3.2.2 Purposive sampling.....	20
3.3.2.3 Convenience sampling.....	20
3.3.3 Sample procedure	20
3.4 Methods for data collection.....	21
3.4.1 Instruments	21
3.4.1.1 Questionnaires	21
3.4.1.2 Interview	21
3.4.1.3 Focus group discussion	21
3.4.1.4 Observation	22
3.4.1.5 Photographic instrument.	22
3.4.2 Sources of data	22
3.4.3 Validity and reliability of instruments	22
3.5 Data processing	23
3.6 Data analysis	23
3.7 Ethical procedure.....	23
3.8 Study limitations	24
CHAPTER FOUR.....	25
DATA PRESENTATION, ANALYSIS AND INTERPRETATION.....	25

4.0 Introduction.....	25
4.1 Bio data of the respondents.....	25
4.1.1 Sex of the respondents	25
4.1.2 Marital status of the respondents	27
4.1.3 Age of the respondents.....	28
4.1.4 Level of education of the respondents	30
4.1.5 Designation of respondents	31
4.2 Problems faced by journalists covering political activities.....	32
4.2.1 House style.....	33
4.2.2 Media Limitations.....	33
4.2.3 Advancement in technology.....	33
4.2.4 Poor government policies.....	34
4.2.5 Corruption	34
4.2.6 Inadequate facilitation.....	34
4.3 Challenges faced by the media in covering political activities	35
4.4 Politicians and electronic media.....	39
4.5 Desires of the media when covering political activities	41
CHAPTER FIVE.....	44
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS	44
5.0 Introduction	44
5.1. Summary of findings	44
5.2 Conclusion	45
5.3. Recommendations.....	46
5.4. Further Research.....	47
REFERENCES	48
APPENDICES	51
APPENDIX I	51
APPENDIX II	56
APPENDIX III.....	58
APPENDIX IV.....	59
APPENDIX V	60

LIST OF TABLES AND FIGURES

Figure 1: Conceptual framework.....	7
Figure 2: Frequencies of both sexes of the respondents at UBC.....	24
Figure 3: Marital status of the respondents.....	25
Figure 4: Age of the respondents.....	26
Figure 5: Level of education of the respondents	27
Figure 6: Problems faced by journalists covering political activities.....	29
Figure 7: challenges faced by the media in covering political activities.....	31
Figure 8: politicians and electronic media coverage.....	35
Figure 9: desires of the media when covering political activities.....	37

CHAPTER ONE

1.0 Introduction

This chapter deals with the introduction, background to the study, problem statement, scope of the study, its significance and the conceptual frame work to show the dependent and independent variables.

1.1 Background Information to the Study

The coverage of political activities in Uganda has undergone several challenges. There was a major point in the politics of Uganda when Amin was the ruler for 8 years (1971-1979). This period saw the political process collapse. Amin's regime used fear and terror as central instruments of policy and media control. A large number of journalists and politicians lost their lives. It is sad to note that even today there are situations where journalists who have given chance to the opposition to air out their views have been arrested.

This brings us to the fact that there is need to put in place independent regulatory frameworks to promote the growth of a strong, free and diverse broadcasting sector that serves the public interest.

It should be noted that Uganda Broadcasting Corporation (UBC) tends to host politicians who are vying for different political posts in the country. Unfortunately, the Government of Uganda has failed to award this media house total freedom when it comes to its programming. Ugandans would love to hear from candidates of various parties but the platform is only awarded to those that belong to the ruling party. Hosting of an opposition candidate like Besigye of the Forum for Democratic Change (FDC) can cause the termination of a journalist's contract with UBC.

This is in contradiction with the Universal Declaration of Human Rights which guarantees freedom of expression to all man kind.

In addition to this, UBC as a government broadcaster should be transformed into a true public service broadcasting institution, which is protected against interference, exercises editorial independence, provides programming in the public interest and has adequate resources to fulfill its mandate.

In this area it ought to be ensured that broadcasters play a crucial role in providing a level playing field in the electronic media for all political actors so as to promote diversity, good governance, human rights and democracy.

Article 29 of the 1995 Constitution of the Republic of Uganda provides the overall framework for freedom of expression including freedom of the media and information. This takes note of the fact that freedom of expression and information are fundamental as can be seen in article 19 of the Universal Declaration of Human Rights.

Also, there is need to grant and renew broadcasting licences in a fair and transparent manner based on clear criteria which include promoting diversity in ownership and content in order to ensure that the public has access to information.

This is proved a necessity due to the fact that The Universal Declaration of Human Rights states: "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference, and impart information and ideas through any media regardless of frontiers"

1.2 Statement of the Problem

Although media houses have tried to let journalists practice objective form of journalism, they have failed to let them cover political issues without interference. Mr Rumanzi was arrested by the special forces group(SFG) guarding the first lady Janet Museveni on April 29 at kyamate cathedral and handed over to police to retain him for interference with the movement of the first lady and her security. He was released on bond after two days in police custody. Rumanzi was initially cleared by the SFG but later chased away from the news scene under unclear reasons.

The way in which electronic media covers political activities at UBC is greatly limited by the media house ownership which happens to be the government. It is clear that most of the political issues to be covered that are critical of the government are either sugar coated or left out totally. Tony Burman, ex-editor-in-chief of CBC News says that “Every news organization has only its credibility and reputation to rely on.”

Though the government of Uganda has scrapped the sedition law, there is another one cooking that calls for all journalists and media houses to be registered on grounds that they have a sound mind. More important though, is the fact that biased coverage is remarkably damaging to the credibility of journalists and the media houses at large. Worse still, the masses are misinformed due to the fact that biased reporting often leads to the concealment of the truth. This research seeks to assess the coverage of political activities in Uganda.

1.3 Objectives of the study

1.3.1 General Objective

The study was undertaken to assess how electronic media covers political activities in Uganda.

1.3.2 Specific Objectives

The specific objectives of the study were;

- (i) To establish the problems faced by journalists covering political issues.
- (ii) To establish the benefits derived from coverage of political issues.
- (iii) To find out the impact of political news stories on the audience of UBC.
- (iv) To identify the different forms of campaigns by mass media towards promotion of free coverage of political activities.

1.4 Research Questions

- (i) What are the problems faced by journalists covering political activities?
- (ii) What do journalists benefit from covering political activities?
- (iii) What is the impact of political news stories on the audience of UBC?
- (iv) In what ways can Uganda Broadcasting Corporation perform the coverage of Political activities?

1.5 Scope of the study

The scope of the study includes geographical, content and time scope.

1.5.1 Geographical scope

The research was carried out at UBC in Kampala; as such, it was carried out on many of its journalists within Kampala such that sufficient information for the topic of the study could be gathered. UBC Radio was selected as a study area because it has been in the media industry for a long time. This would give an insight to the challenges that the media face. The study involved selected employers and employees of UBC and emphasis was put on the production department. Besides that, the study involved the audience and clients of UBC who represented the study population and gave their views on electronic media coverage of political activities.

1.5.2 Content scope

This research found out the problems faced by journalists covering political activities in Uganda. It further investigated the effects coverage of political activities by UBC to their audience in Uganda. Accordingly, this research also found out what journalists benefit from coverage of political activities in Uganda. Lastly, this research tried to establish how the management of UBC can improve coverage of political activities in Uganda by its journalists.

1.5.3 Time scope

This research covered a period of 12th-05-2012 to 15th-10-2013. This therefore enabled the researcher to get sufficient information for the research.

1.6 Significance of the study

This study acts as an eye opener to the media houses that have been limiting their journalists basing on biased and selfish house style demands.

This study also enlightens the government system with the opportunity to review the rules and regulations that limit professional journalistic activities.

Not to avoid mention is the fact that this study provokes the management of UBC and other media houses into bringing up intervention programmes to address problems faced by their journalists during the coverage of political activities.

Further still, this research acts as a reference to other people or researchers who may in future want to investigate the topic.

Lastly but certainly not least, this research is significant in the sense that it is in partial fulfilment of the Academic requirements for the award of a Degree in Mass Communication at Kampala International University.

1.6.1 Justification of the study

This study was aimed at the coverage of political activities by electronic media. The human desire to know what is going on around them, and the fact that every society

needs politicians to lead it, makes politics and the media part and parcel of human society. Yet in every society, different people will always have different thoughts and ideas on how their community should be run or led. This means that there are various political parties with divergent ideologies. When it comes to campaigns and other political activities, it is important that the public is provided with information about the ideas of all the political players in the country so that they get a chance of choosing which of the political players they think is best for the interests of the country.

For a political party or organization to reach all people in a given constituency, it takes a lot of effort, dedication and resources to mobilize people together so that they can hear their ideas. Yet the electronic media is able to reach tens or even hundreds of thousands of people through their broadcasts. From the above fact therefore, the media, if properly utilized by politicians and media house owners, are capable of acting as a rallying force for changing the world through the spreading of different ideologies by different politicians.

The extent to which the media can be useful in the above aspect is not clear, yet from the above assessment, it is evident that the media can be of great importance to both politicians and the electorate. Therefore, the researcher thought it as important to carry out a study on Electronic Media Coverage of Political Activities.

1.6.2 The purpose of the study

The purpose of this study is to expose the problems, limitations and challenges faced when covering political activities. The study's main purpose is to establish solutions to these issues.

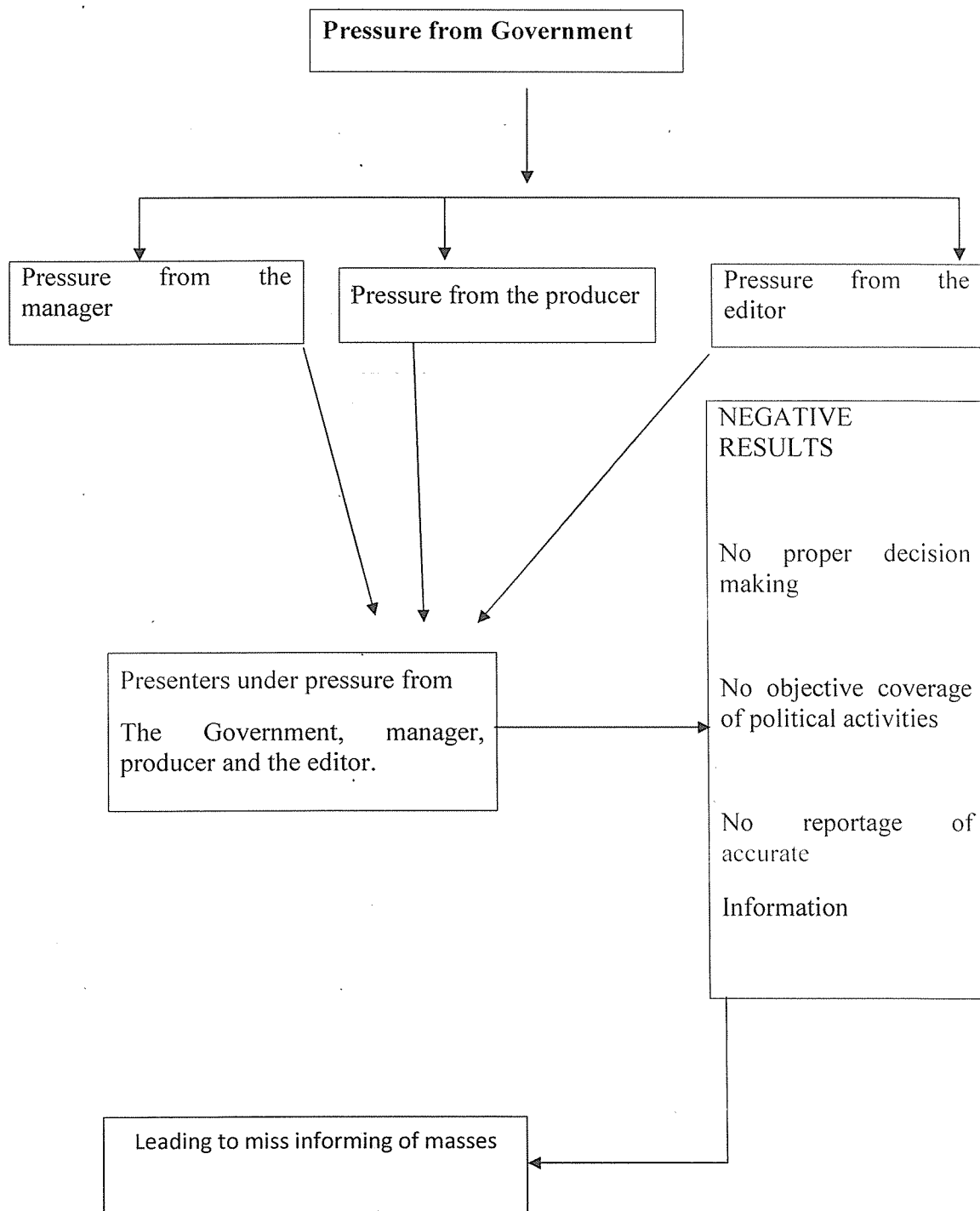
1.7 Conceptual framework

This report heavily relied on the fact that reportage of issues relating to political activities in Uganda is greatly rendered improper by pressures inserted on the presenters as the final people in the chain of disseminating political news and views to the public. Radio presenters have little say on who to host in their political talk shows. All this is

organised by the producers and editors who are also under the supervision or pressure in this case from the managers. The presenter may for example feel the desire to present views professionally with the highest level of objectivity, truthfulness, accuracy, impartiality and fairness but this may be in conflict with the house.

This can be dramatically illustrated as figure I

Figure 1: The conceptual frame work.



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents a review of literature relating to the variables under investigation; it presents the literature review in accordance with the specific objectives of the study. The related literature is presented with the objectives of the study and cited to suit the electronic media coverage of political activities in Uganda.

2.1 Definition of Electronic Media

Electronic media are media that use electronics or electromechanical energy for the end user (audience) to access the content. This is in contrast to static media (mainly print media), which are most often created electronically, but don't require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are better known as video recordings, audio recordings, multimedia presentations, slide presentations and many others. Most new media are in the form of digital media. However, electronic media may be in either analog or digital format. Although the term is usually associated with content recorded on a storage medium, recordings are not required for live broadcasting and online networking.

2.2 Functions of Radio

There are several ways in which radio is making daily life easier for the society. Graber Doris (2002) argues that radio informs the society and it plays a surveillance role. It provides the people with the news, information and warnings they need in order to make informed decisions. For instance, radio lets the society know when they are threatened by an impending hurricane, fire or volcano, an economic crisis or war. It also gives the people helpful and useful information that they can use not just in times of crisis but in daily life.

Although people may sometimes not get the same pleasure from them as they might get from interacting face to face with human beings. The radio enables people to keep in contact with their politicians to keep a finger on the pulse of public opinion, and align people with others who have the same concerns. Abraham Michael (2000) says that radio helps people connect with diverse groups in society.

Professional communicators who work in radio choose what topics people will hear about. Stories that are given prominence in the media are believed to be more important than those that are glossed over or ignored. Issues that the media cover or discuss in editorial tend to consume peoples interest as well. Campbell Richard, et al (2004) state that radio sets agendas and helps structure and interpret lives of the people.

Radio also helps people learn what they are supposed to think about. Thus it participates in people's socialization. Mc Donald James (1999) points out that radio helps socialize people. The society supplements what they have already internalized about behavior and values in direct encounters with other people.

Radio provides platforms for idea and product advocates. It is its ability to persuade and sell so effectively that sustains and nourishes most of radio media. Warren David (2000) stresses that; "radio is used to persuade people and to benefit originators of messages." For example, advertising and public relations are filled with people whose tasks are to use the media to further their persuasive goals.

2.3 History of Uganda Broadcasting Corporation Radio.

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

After independence till the mid 1980's Uganda was faced with a lot of economic hardships. As a result many institutions including the national broadcaster suffered a general deterioration.

It is with this background that the Ugandan Government saw the need to restructure the former Uganda Television and Radio Uganda.

As a result Parliament passed the Uganda Broadcasting Corporation Act that established the Uganda Broadcasting Corporation in 2005. This transformed the former UTV and Radio Uganda into the now Uganda Broadcasting Corporation Television and Radio.

UBC still remains 100% owned by the Government although not 100% financed by it. The Corporation realizes its income from the sale of TV and Radio airtime and rental of its technical facilities

Today not only the name has been changed to Uganda Broadcasting Corporation , it has undergone rapid growth and development and presently is the national broadcast station of Uganda . Uganda Broadcasting Corporation has a wide coverage. With a host of radio programs that range from entertainment to news, UBC radio is apt for an audience of any age. The main aim of the Broadcasting Corporation of Uganda has been to entertain people along with providing information and news thus giving its local listeners a variety of programs which are entertaining as well as informative. UBC radio has numerous programs that consist of news (both regional and national), political debates, talk shows among others. UBC radio covers all parts of the country and is seen as the mouthpiece of the government. It is on this radio station that the government bases to inform the public about its programs with regards to the way forward.

2.4 New media trends in Uganda

The media all over the world are facing challenges of changing global trends and continuously needs to adjust to these changes.

The media in Uganda has not been left behind in this aspect. In its role of informing, disseminating knowledge, entertaining and acting as a watch dog on those in positions of power, the media has re-invented itself to be able to appeal to a wider audience, taking advantage of the technological advancements as they become available. The media has adopted various new ways of reaching out to more audiences. The use of the internet has played a great role in promoting these new ways most especially when it comes to internet blogs, pod casts, online news services and so on. It is now very possible to listen to radio stations online.

2.5 UBC coverage of political activities in 2010-2011

During that period there were campaigns that were heading the people of Uganda into elections in February 2011. UBC Radio had its reporters who moved around to witness and gathered news as it happened in different places where the political candidates had gone to campaign. On their morning program; "The Early Bird" the presenter was always keen at letting the people know about the number of days remaining to the elections. The same applies to the evening News hour program that brought the news in a detailed and lengthier form. Every when News Hour was ran there were special updates in relation to the current political activities. In response to criticism UBC Radio tried to report about all candidates but the question is; how much of the reporting portrays a positive image of the opposition strong holds.

2.6 The problems faced by journalists covering political activities

Journalists covering political activities pass through several problems of which the following are inclusive.

To begin with, they face a problem of limitations by the media houses for which they practice journalism. A journalist covering political activities for UBC is expected to be in support of the ruling government. This is a very big problem to journalists who want to report or carry out their activities under the principles of truthfulness, accuracy, objectivity, impartiality, fairness and public accountability as it is called for in media ethics.

More on this, in countries without freedom of the press, the people who report about political activities may not follow the standards of journalism. Non-free media are often prohibited from criticizing the national government, and in many cases are required to distribute propaganda as if it were news. Various other forms of censorship may restrict reporting on issues the government deems sensitive.

Also to note, journalists face a problem of lack of facilitation. You may find that in order to be at the scene of a political happening a journalist needs transportation charges which may not be provided for by the media house. This lack of facilitation leads to everyday dilemmas such as accepting a dinner from a source, putting a bumper sticker on one's car, publishing a personal opinion and many others.

Not to avoid mention is the fact that there are tensions between the government and the media. The government has criticized the media for unprofessionally handling sensitive issues. President Yoweri Museveni is particularly angered at times by the press' natural tendency to focus on problems and difficulties in Uganda. The president says this drives away international investors. At times he has called such reporting "enemy action."

Further more, the media industry is required to follow the principles and objectives of the 1995 constitution. Article 29 (1) of the constitution states: "Every person shall have the right to freedom of speech and expression which shall include freedom of the press and other media." But this freedom is restricted in Article 41 (1) which states: "Every citizen has a right of access to information in the possession of the State or any other organ or agency of the State except where the release of the information is likely to prejudice the security or sovereignty of the State or interfere with the right to privacy of any other person." This provision of the law makes investigative journalism very difficult as numerous questions are left unanswered. Whose privacy is protected? And who decides when privacy invasion has occurred? Such lack of clarity directly impedes the fact-finding and reporting capabilities of journalists covering political activities in Uganda.

This research would be incomplete without mentioning the challenges posed by advances in technology more particularly the transition to digital broadcasting. With the advancement in technology the electronic media in Uganda face enormous legal, economic and policy questions. A large majority of humanity has remained unaffected by the "digital revolution". A gap divides those countries and socio-economic groups, which have access to information technologies and those which do not have. New technological developments are blurring the borders between broadcasting and

telecommunications. The Internet, which is intimately linked to telecommunications, can be used for transmitting news. Despite this blaze in technology, much of the current legislation is outdated and in urgent need of review so as to provide a framework to ensure that many policy decisions which government is being called on to make in the two sectors are both sound and well informed.

2.7 The benefits derived from coverage of political activities

Coverage of political activities offers greater opportunities to the journalists. They come into contact with major political leaders, and travel to locations others often only read about.

As a result of coverage of political activities some journalists have succeeded in becoming great politicians as well. This because of the exposure they get through the coverage of great political actors.

As journalists they also witness history firsthand. This is because actions that take place while covering political activities are the very ones that make up history.

Also, the information acquired in the process of carrying out political activities is vital for personal consumption when it comes to time of writing other works. These facts can be used for evidence as contained in the fact files.

Not to avoid mention is the benefit of earning a livelihood. Journalists who carry out the reportage of political activities are able to get paid by their media houses and some times they get additional payments in form of commissions, lunch or transport tokens after the attendance of different meetings.

2.8 The impact of political news stories on the audience.

Audiences have different reactions to what is broadcast. In many cases broadcast media only broadcast opinions that are attributed to a particular individual (who may be an in-house analyst) or to an outside entity. One particularly controversial question is whether media organizations should endorse political candidates for office. Political

endorsements create more opportunities to construe favoritism in reporting, and can create a perceived conflict of interest. McCombs and Shaw note that the media's tendency to structure voters' perceptions of political reality in effect constitutes a bias: "to a considerable degree the art of politics in a democracy is the art of determining which issue dimensions are of major interest to the public or can be made salient in order to win public support." In their 1977 book, *The Emergence of American Political Issues*, McCombs and Shaw argued that the most important effect of the mass media was "its ability to mentally order and organize our world for us." The electronic media "may not be successful in telling us what to think," the authors declared, "but they are stunningly successful in telling us what to think about."

Shanto Iyengar looks at *why* we think what we do about politics in his book "Is Anyone Responsible?" But the theories and premises of his research are derived in large part from his 1987 book "News That Matters" (co-authored with Donald Kinder). In the book, he examines *how* we think about politics, suggesting that radio determines what we believe to be important issues largely by paying attention to some problems and ignoring or paying minimal attention to others.

In a provocative article titled "All the entire Congressmen's Men," the late Walter Karp, author of "Liberty Under Siege: American Politics" 1976-1988, observed that "the press does not act, it is acted upon.... So passive is the press that even seemingly bold 'adversarial' stories often have the sanction of the highest officials." He quotes from a wealth of sources and presents ample evidence suggesting that the vaunted power of the press is no more than a "shabby fiction," and the political powers have in effect subjugated and distorted the media. "Our public realm lies steeped in twilight," he charges, "and we call that twilight news."

2.9 Sub standard elections

In many countries with weak rule of law, the most common reason why elections do not meet international standards of being "free and fair" is interference from the incumbent government. Dictators may use the powers of the executive (police, martial law,

censorship, physical implementation of the election mechanism, etc.) to remain in power despite popular opinion in favor of removal. Members of a particular faction in a legislature may use the power of the majority or supermajority (passing criminal laws, defining the electoral mechanisms including eligibility and district boundaries) to prevent the balance of power in the body from shifting to a rival faction due to an election.

Non-governmental entities can also interfere with elections, through physical force, verbal intimidation, or fraud, which can result in improper casting or counting of votes. Monitoring for and minimizing electoral fraud is also an ongoing task in countries with strong traditions of free and fair elections. Problems that prevent an election from being "free and fair" take various forms:

First and foremost there may be lack of open political debate or an informed electorate. In this case the electorate may be poorly informed about issues or candidates due to lack of freedom of the press, lack of objectivity in the press due to state or corporate control, or lack of access to news and political media. Freedom of speech may be curtailed by the state, favoring certain viewpoints or state propaganda.

Secondly there may be unfairness in the rules. This can include Gerrymandering, exclusion of opposition candidates from eligibility for office, and manipulating thresholds for electoral success. All these are some of the ways the structure of an election can be changed to favor a specific faction or candidate.

Thirdly there is interference with campaigns. Those in power may arrest or assassinate candidates, suppress or even criminalize campaigning, close campaign headquarters, harass or beat campaign workers, or intimidate voters with violence.

Finally but certainly not least on this, there is tampering with the election mechanism. This can include confusing or misleading voters about how to vote, violation of the secret ballot, ballot stuffing, tampering with voting machines, destruction of legitimately cast ballots, voter suppression, fraudulent tabulation of results, and use of physical force or verbal intimidation at polling places.

In relation to substandard elections UBC Radio has tried to enlighten the masses about their rights as voters. This reduces the levels of ignorance in relation to Democratic processes.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter deals with the research methodology to the study; discusses aspects of the geographical area in which the research was conducted, the research design, the study population, sampling techniques, the sample size, the study instruments, sources of data and data analysis methods .

3.1 Research design

This research was carried out using a survey design where information was obtained systematically using interview schedules and questionnaires. Through this research design, both the detailed and specific information obtained from key respondents was presented. Other related literature was also used.

3.2 Study area and population

The study population was UBC radio management, employees and listeners plus clients who made a total of 70 respondents. People dominated this area of study were of different groups of culture and tribes. UBC radio's Heads of department were used as informants on the role played by electronic media in the coverage of political activities. This is because as administrators they face more challenges related to the coverage of political activities.

3.3 Sample frame work

Under sample framework the researcher looked at sampling size, sample techniques and sample procedure. Due to lack of statistical knowledge about the research total population and lack of enough resources, the researcher chose to use the Slovin's

3.3.2.1 Simple random sampling

A simple random sample is a subset of individuals chosen from a large set or population. Each individual is chosen randomly and entirely by chance such that each individual has the same probability of being chosen for the sample as any other. It is free of classification error and it requires minimum advance knowledge of the population other than frame. Besides, it best suits situations where not much information is available about the population.

3.3.2.2 Purposive sampling

Purposive sampling is a sample selected in a deliberate and non-random fashion to archive a certain goal targeting a particular group of people. Especially, when the desired population for the study is rare or very difficult to locate and recruit for a study.

3.3.2.3 Convenience sampling

Also called judgmental sampling selects a particular group of people but however does not come close to sampling all of the population. Here participants are selected by convenience rather than random method. This is used primarily when there is a limited number of people that have expertise in the area being researched and so, the researcher chose UBC radio and focused on the journalists dealing with the political beat.

3.3.3 Sample procedure

Through simple random sampling, the researcher selected the names of people from UBC radio. He then numbered these names and selected the respondent from the names in which numbers 2, 4, 6, 8 and 10 appear. In case the names that have the above mentioned numbers are many, the researcher used purposive and accidental sampling methods to select the respondents he thinks are capable of feeding him with the necessary information for the study. In purposive sampling, the researcher selected those who had at least served as journalists for more than two years. Further more, in

accidental sampling method, the researcher involved anyone he came across provided he is a journalist.

3.4 Methods for data collection

The main methods of data collection were questionnaires, interviews, observation and literature search. Structured questionnaires for qualitative research and interview guide of key informants were employed. Also observation guidelines were prepared specifically to record first hand information during interview with the respondents.

3.4.1 Instruments

3.4.1.1 Questionnaires

Different set of questions were given to different journalists. In these, issues of coverage of political activities were considered for the realistic information about the topic for the study.

3.4.1.2 Interview

Besides questionnaire method, interviews were also carried out at UBC. These were both formal and informal. In formal interviews, guides were used with the targeted groups while informal interview were day to day conversations with different people like journalists, listeners, Politicians and several others.

3.4.1.3 Focus group discussion

This formed an important part of the study and different questions were organized with different target group members and in discussion, different issues related to the topic were discussed.

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3.4.1 Instruments

3.4.1.1 Questionnaires

Different set of questions were given to different journalists. In these, issues of coverage of political activities were considered for the realistic information about the topic for the study.

3.4.1.2 Interview

Besides questionnaire method, interviews were also carried out at UBC. These were both formal and informal. In formal interviews, guides were used with the targeted groups while informal interview were day to day conversations with different people like journalists, listeners, Politicians and several others.

3.4.1.3 Focus group discussion

This formed an important part of the study and different questions were organized with different target group members and in discussion, different issues related to the topic were discussed.

3.4.1.4 Observation

Additionally, personal observation on the coverage of political activities in the study also helped the researcher to come up with realistic information since this was first hand information.

3.4.1.5 Photographic instrument.

The researcher also used photographic instruments such as cameras. This helped in capturing some of the studio equipment used in the coverage of political activities.

3.4.2 Sources of data

Both secondary and primary sources of data were employed in this research.

(i) Primary sources

This was based on the information from the field that came from the respondents using the different instruments such as questionnaires, interviews and observation.

(ii) Secondary sources

This involved information from the library, journals and internet; basically it helped in the review of the related literature and comparing the information of different authors or researchers.

3.4.3 Validity and reliability of instruments

The researcher designed directly related, filter short and specific question for his respondents to answer. The questionnaire was intended to acquire fundamental information about topic of which clear instructions at the beginning and throughout the questionnaire were provided as well.

The research drafted both structured and unstructured interview questions. In dealing with the structured approach, the research interviewed respondents in personal and also

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conducted telephone interviews while in unstructured, the research interviewed the clients and prominent listeners of UBC radio. Self-complete questionnaire were designed for respondents who could not give up their time and others preferred that too so that they could complete them at home or at their free time.

3.5 Data processing

Data processing in this research involved three activities and these include loading the information from the field, editing their coded work and tabulating different frequencies from the findings, this suggests that resources from the questionnaires and interview guides were paid attention to in the process.

3.6 Data analysis

In the data analysis, the researcher used both the quantitative and qualitative approach. After coding the necessary information, the researcher then established how many times the alternative response category would give an answer using tally works which later were added up. Later on the researcher presented in frequency tabulation hence rendering it ready for interpretation. Quotations from the interviews and questionnaires were also illustrated in this research.

3.7 Ethical procedure

The researcher got a letter from the Head of Department of Mass communication in Kampala International University that was to serve as an introduction letter to various respondents; he then proceeded to the field for the research. In addition some people were voluntarily asked to participate in the interviews. Research assistants were informed about the procedures of the research. The information gathered was observed and identification of the information was not made available to any one who is not directly involved in the study and at the end all respondents were kept anonymous.

3.8 Study limitations

The study was limited by financial constraints and the time scale. It was not possible for the researcher to cover all the relevant people in the field, thus the need to formulate a sample which was used to represent the entire area of study.

Accessibility to confidential information which is necessary was not easy. Therefore the researcher tried to assure the respondent that the information obtained would be treated with a high level of confidentiality

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

Chapter four of the study systematically presents the results that were obtained from the research that was conducted. The results are qualitatively presented. The analysis and interpretation follows tabular presentation at some stages and the interview results from the respondents are also presented to supplement the qualitative presentation.

The presentation of the study is guided by the research questions that guided the study. The background information of the respondents however is also presented. Hence forth, the presentation is divided into two sections where section one presents the background information of the respondents, while section two, represents the results of the study according to the research questions that guided the collection of data. The presentation of the data follows in the following discussion.

The study covered 70 respondents randomly selected from among directors, reporters, political analysts, guest contributors, editors, sub editors and others. 65 questionnaires were distributed to respondents and 45 of them were filled and returned, which represented 69.2% positive response from questionnaires. All respondents were able to respond during interviews.

4.1 Bio data of the respondents

Since sampling was random, the respondents had differences in terms of the background. This includes different age groups, education level, marital status and sex.

4.1.1 Sex of the respondents

Both males and females were interviewed. The table below indicates sex of respondents.

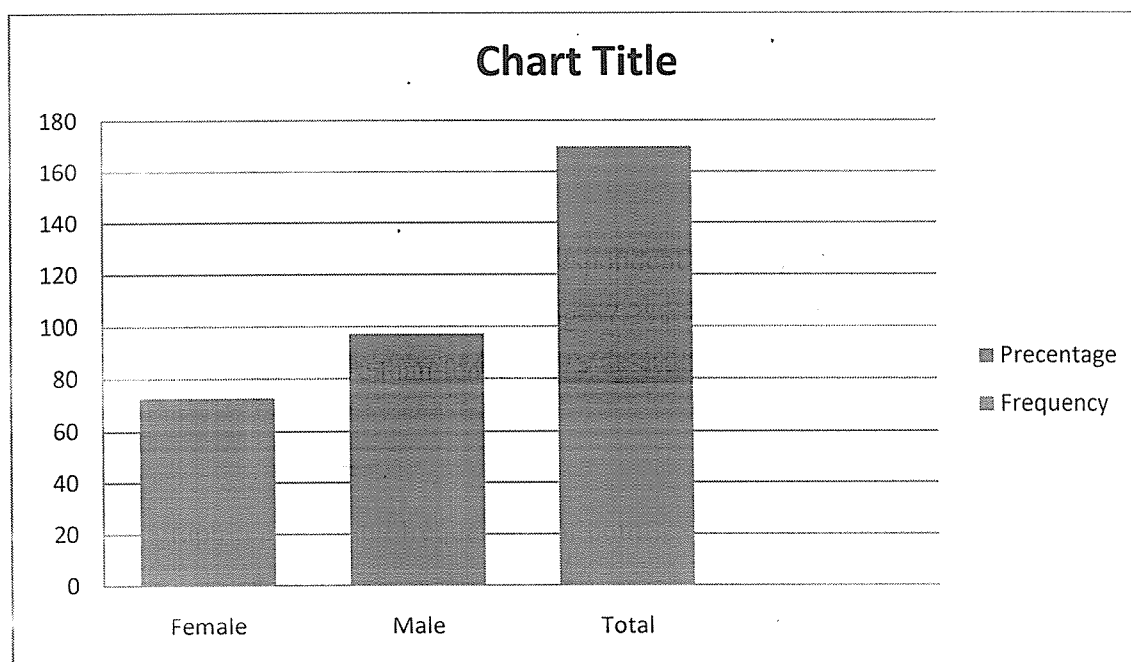
Table 1: A table showing frequencies of both sexes of the respondents.

Response	Frequency	Percentage
Female	30	42.8
Male	40	57.2
Total	70	100

Source: Primary data, 2012

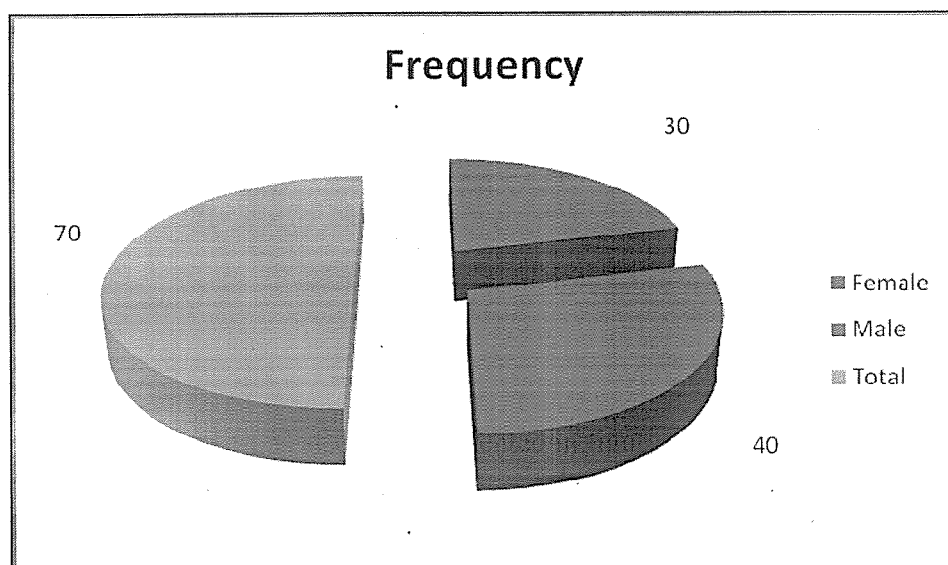
Table 1 indicates that, 30 out of the 70 respondents representing 42.8% were female while 40 out of 70 respondents representing 57.2% were male. Thus this indicates that male respondents were more than female.

Figure 1: a graph representing frequencies of both sexes of respondents.



The data in table 1 has also been presented in figure 1 below

Figure 2: A pie chart showing frequencies of both sexes of the respondents at UBC.



Source: Primary data, 2012

4.1.2 Marital status of the respondents

Most of the respondents who were interviewed were between the age of 18 and 50 and as a result most of the respondents are married. Table 3 shows the distribution in as far as the marital status is concerned.

Table 2: Marital status of the respondents

Response	Respondents	Percentage
Married	12	17.2
Divorced	22	31.5

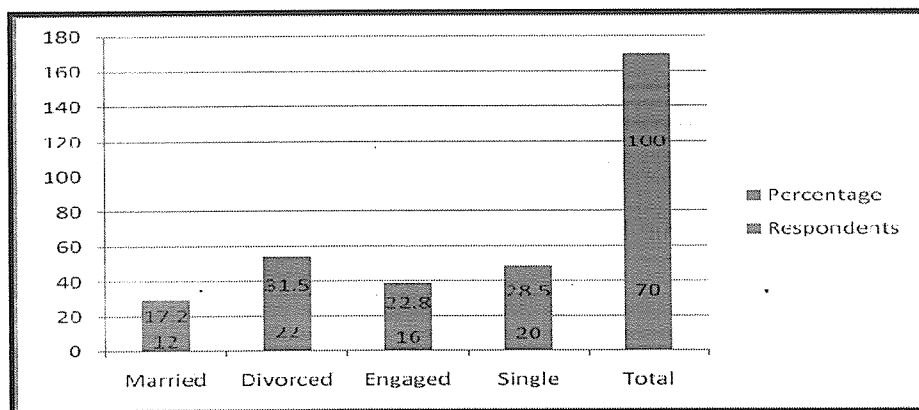
Engaged	16	22.8
Single	20	28.5
Total	70	100

Source: Primary data, 2012

Table 2 indicates that 12 out of the 70 respondents representing 17.2% were married yet 22 out of the 70 respondents representing 31.5% were divorced, 16 out of the 70 respondents representing 22.8% were engaged and 20 out of the 70 respondents representing 28.5% were single.

The data in table 2 has also been presented in figure 2

Figure 3: A graph showing marital status of the respondents.



Source: Primary data, 2012

4.1.3 Age of the respondents

To access the validity of the result it was also important to evaluate the age ranges of respondents.

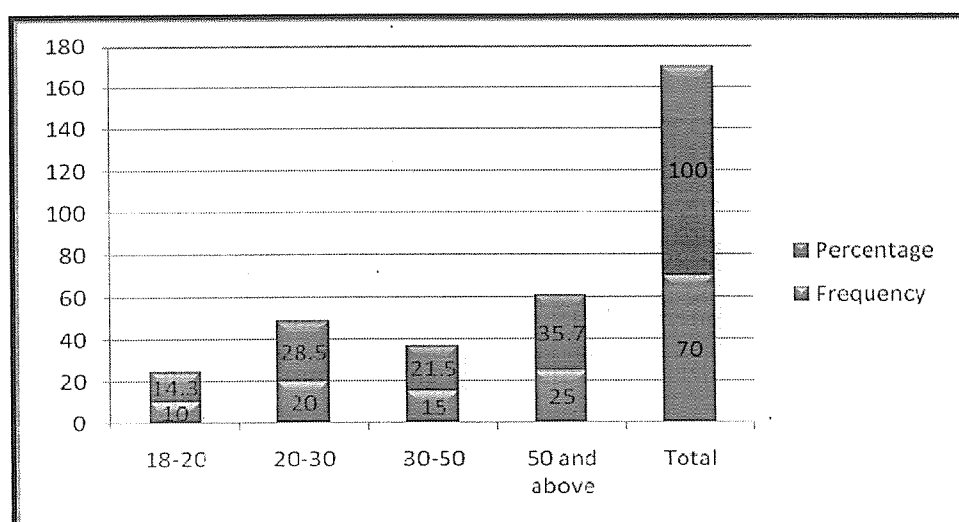
Table 3: Age of the respondents

Response	Frequency	Percentage
18-20	10	14.3
20-30	20	28.5
30-50	15	21.5
50 and above	25	35.7
Total	70	100

Source: Primary data, 2012

Table 3 indicates that 10 out of 70 respondents representing 14.3% are aged between 10-20 years, 20 out of the 70 respondents representing 28.5% are aged between 20-30 years, 15 out of the 70 respondents representing 21.5% are aged between 30-50 years and 25 out of 70 respondents representing 35.7% are aged between 50 years and above.

Figure 4: A graph showing age of the respondents.



Source: Primary data 2012

4.1.4 Level of education of the respondents

With the use of the questionnaire the researcher collected data on the level of education of the respondents. After analyzing the electronic media coverage of political activities in Uganda, it was evident that most of those who participate in the coverage of political activities are in one way or another limited in the way they report to the end users of the information who are the audience.

Table 4: Level of education of the respondents

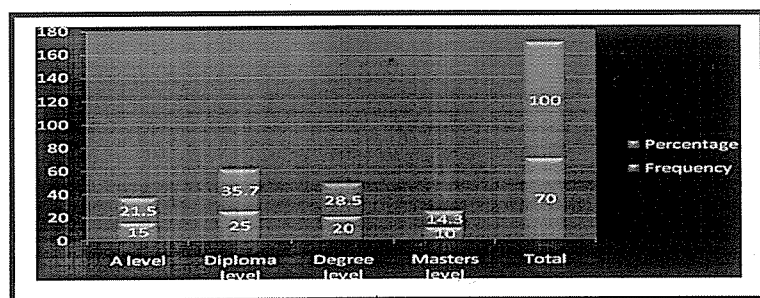
Response	Frequency	Percentage
A level	15	21.5
Diploma	25	35.7
Degree	20	28.5
Masters	10	14.3
Total	70	100

Source: Primary data, 2012

From Table 4, 15 out of the 70 respondents representing 21.5% completed A level, 25 out of the 70 respondents representing 35.7% completed Diploma level yet 20 out of the 70 respondents representing 28.5% completed Degree level and 10 out of the 70 respondents representing 14.3% had finished Masters.

The data in table 5 has also been presented in figure 4 below

Figure 5: A graph showing education level of the respondents.



Source: Primary Data, 2012

4.1.5 Designation of respondents

The respondents were drawn from the list of directors, reporters, political analysts, editors and others. Of all the respondents studied, 1 was the managing director, 13 were field reporters, 7 were political analysts, 4 guest contributors 3 editors and 7 sub-editors. These were selected because of their vast knowledge of political reporting and media coverage of politics in the country.

Table 5: Positions held by the respondents

DESIGNATION	NUMBER	
	Male	Female
M.D	1	0
Field reporters	8	5
Political analysts	6	1
Guest contributors	3	1
Editors	3	0
Sub-editors	4	3
Others	3	10
TOTAL	28	20

SOURCE: Field data September 2012

4.2 Problems faced by journalists covering political activities.

The first research objective of the study was to investigate the problems faced by journalists in covering political activities in Uganda. In order to get answers to ascertain this objective of the study, the researcher inquired from the respondents and their perception on a number of issues. These issues included: What leads to limitations in media coverage, whether respondents understand the meaning of political activities, and whether the government of Uganda provides support to journalists in covering political activities.

Descriptive statistics of the study were also analyzed and indicated results. For example, the researcher was interested in investigating the problems faced by journalists in coverage of political activities. On the problems faced by journalists in covering political activities, the results are presented in Table 6.

Table 6: Problems faced by journalists in covering political activities in Uganda

Response	Frequency	Percentage
House style	10	14.2
Media limitations	10	14.2
Advancement in technology	14	20
Poor government policies	6	8.5

Corruption	12	17.4
Inadequate facilitation	18	25.7
Total	70	100

Source: Primary Data, 2012

4.2.1 House style

Basing on the study findings, 10 out of the 70 respondents representing 14.2%, said that the house style has a way it negatively affects journalists in covering political activities.

4.2.2 Media Limitations

From Table 6 on the study findings on the problems faced by journalists in covering political activities, 10 out of the 70 respondents representing 14.2% showed that limitation of the media is also another problem facing journalists in covering political activities in Uganda.

4.2.3 Advancement in technology

Basing on the study findings, 20% of the respondents showed that advancement in technology is another problem faced by journalists in covering political activities in Uganda.

4.2.4 Poor government policies

Study findings also showed that 6 out of the 70 respondents representing 8.5% argued that poor government policy is also a problem faced by journalists covering political activities in Uganda.

4.2.5 Corruption

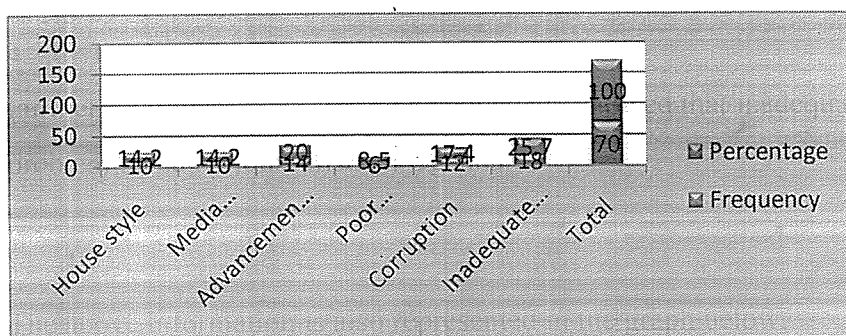
Basing on the study findings, 17.4% of the respondents showed that corruption is yet another problem faced by journalists in covering political activities.

4.2.6 Inadequate facilitation

Further, findings (25.7% of the respondents) showed that inadequate facilitation is also a problem faced by journalists in Uganda.

The above information is also represented in the graph below.

Figure 6: A graph showing problems faced by journalists covering political activities



Source: Primary data 2012

4.3 Challenges faced by the media in covering political activities

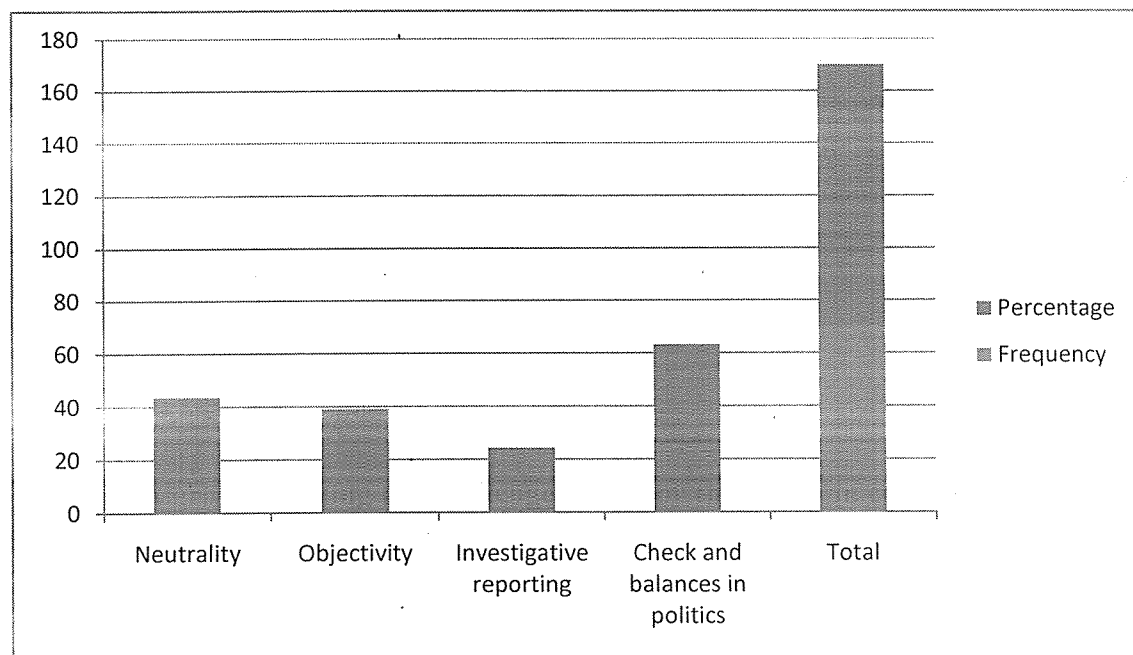
Although the media in Uganda has made significant progress in media freedom, and in particular, political reporting, there are instances of intolerance to critical journalists trying to bring corruption and abuse of power into the searing light of public scrutiny.

Table 7: Challenges faced by the media in covering political activities.

Response	Frequency	Percentage
Criminalization	11	15.8
Amendment of the press law	19	27.1
Secrecy	18	25.7
The truth in relation to money	22	31.4
Total	70	100

Source: primary data 2012

Figure 7: A graph showing the challenges faced by the media in covering political activities.



Source: Primary data 2012

Criminalization: From table 7, 11 out of 70 representing 15.8% argued that criminalization is a major challenge faced by the media in covering political activities. Criminalization of media offences is generally unfavorable to the media. In particular, criminalization has related to reporting on military, security, corruption and governance issues. National security remains a blanket condition, not specifically defined. That entitles state officials to lawfully prevail over the rights of journalists. The limitations to media freedom in Uganda are in various provisions relating to sedition, treason, national security, both civil and criminal defamation and the Press and Journalists Statute.

The Government's commitment to press freedom often comes to a test when the media reveals politically controversial information. The law of treason, put in place in the name of national security, sometimes drives the media to practice self-censorship. The proposed amendments to the journalist statute even pose a bigger danger to journalism

in Uganda. The definition of information prejudicial to national security and other media offences is too broad and vague.

Criminal charges against journalists in relation to critical speech are increasingly common in Uganda, though in the rare instances when a case goes before a judge, courts have often protected journalists from the full repressive potential of this tactic. Since 2005, about 30 prominent journalists working at Kampala-based print and electronic publications have received a barrage of well-publicized police summons. One of these journalists is Wambi David Emma. At least 10 radio journalists and talk show panelists have also been charged with crimes. All are out on bail, and none have ever been convicted of any crime. These criminal cases stem from the publication of reports that were critical of government programs or policies or allegedly insulted government officials. Charges range from libel to more serious accusations of sedition.

Amendment of the press law: according to the study findings, 19 out of 70 representing 27.1% showed that the amendment of the press law is a challenge to the coverage of political activities in Uganda. The proposed requirement that media houses obtain annual licenses, which can be revoked by the Media Council (read the government), is very dangerous, especially when looked at in the context of other provisions that create and criminalize publication offences. The Media Council could easily revoke or refuse to renew the license of a media house accused of committing the new publication offences the bill creates. And this could be done even before a competent court pronounces itself on whether the media in fact committed those offences. This in one way or another impedes the reportage of facts relating to political activities by journalists of different media houses. The fear of closure directly affects the house style. Media houses will opt not to tackle sensitive political issues.

Also, some of the proposed licensing conditions are concerning. It would appear as if the government is worried that under the current law anybody can easily start a media house. But this is the very essence of freedom to impart information. Obviously this has implications on the quality of journalism. But it is necessary in the interest of media pluralism and diversity. The enjoyment of free expression, in this case the freedom to

impart and disseminate information, can't be the preserve of only those who have "access to modern technical facilities" or those with the "right social, cultural, and economic values."

The proposed prohibition of the publication of "information injurious to national security, stability, and unity, to Uganda's relationship with neighbours, and to the economy," as well as the proposal to criminalize such coverage is very dangerous as such provisions would be subject to subjective interpretation. What constitutes injury to national security and who defines injury to national security or "economic sabotage?" is the major point of contention. This too hinders journalists from reporting without borders in relation to political activities.

Secrecy: The research finding stood that 18 out of 70 respondents representing 25.7% allied with secrecy. A related difficulty is that there exists a culture of secrecy in the Ugandan society. Lack of access to information remains a major stumbling block to tackling institutional corruption and abuse of human rights. Paradoxically, the enactment of the Access to information Act has not reduced the level of secrecy in Uganda. The Government has moved at a snail's pace when it comes to putting the law in operation. As a result, reporters often encounter barriers raised by public servants who continue to rely on the Official Secrets Act.

The truth in relation to money: the research showed 22 out of 70 representing 31.4% on this. Another crucial point is the growing influence of advertisers on media content, thereby threatening media independence. There appears to be a conflict between profit making and truth telling. This has led to a loss of public trust as media houses are also viewed as being motivated by profits and personal gain. Besides, some media owners are extremely focused on making money and do not care about the welfare of their journalists.

A further complication is that Ugandan journalists have not been spared of corruption. Editors and journalists of UBC radio agree that to some extent, journalists are constantly getting compromised while pursuing stories. The question of ethical challenges facing

journalists such as accepting payments to "kill" stories is damaging the reputation of the media industry

4.4 Politicians and electronic media.

Table 8: politicians and electronic media coverage.

response	frequency	Percentage
Weekly press briefings	27	38.5
Exclusive interviews	12	17.1
Press statement	31	44.2
Total	70	100

Source: primary data 2012

From the findings of the study, 27 out of 70 respondents representing 38.5% argued that weekly press briefings are often used by politicians, 12 out of 70 representing 17.1% showed exclusive interviews, 31 out of 70 representing 44% uplifted press statement in the coverage of political activities in Uganda.

It's evident that many politicians consider the engagement of the media, in particular the electronic media as very important in their political maneuvers. The researcher found out that the electronic media has been engaged in various ways by politicians in an effort to promote their political ideas. The following are some of the ways in which this activity is evident.

Weekly press briefings: Politicians engage the media through holding weekly press briefings to issue their comments and/or criticisms on the occurrences of the past week. This is a general practice by all major political organizations in the country including

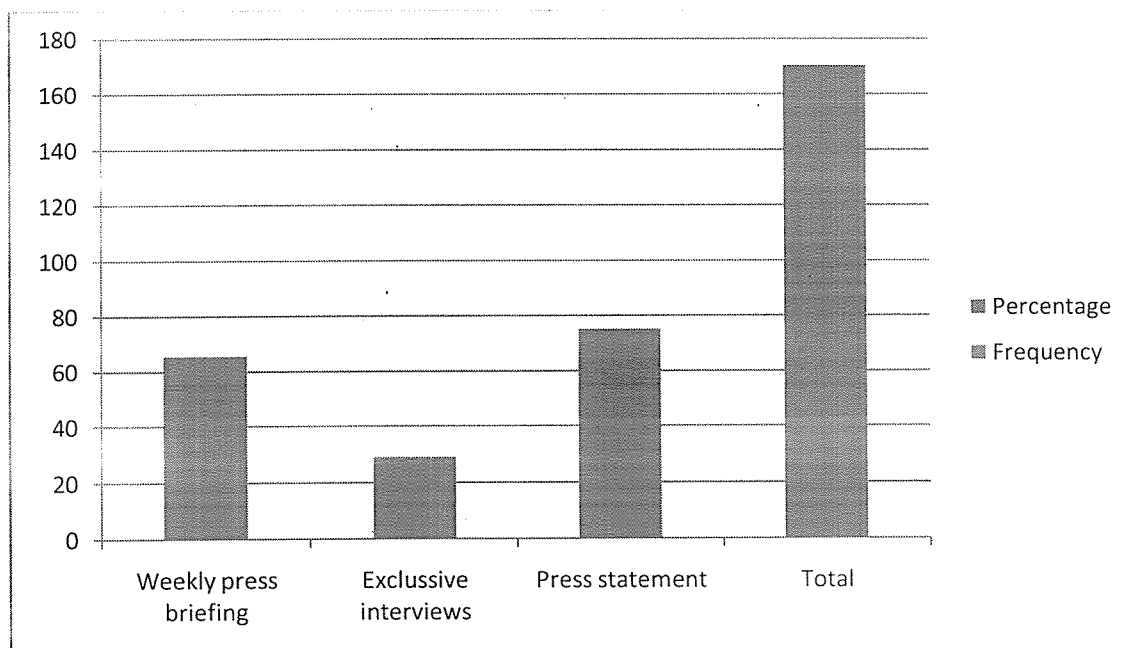
political parties like the ruling National Resistance Movement (NRM), Democratic Party (DP), Forum for Democratic Change (FDC), the People's Development Party (PDP) and the People's Progressive Party (PPP) and others. Most of these weekly press briefings are held on Mondays and Wednesdays. They act as a way of passing on political messages to the general public as well as the targeted electoral audiences.

Exclusive interviews: It's common practice for politicians to have exclusive interviews with media reporters occasionally. These mainly run personal profiles, political achievements and future plans of particular politicians. These exclusives are intended to communicate to the general population in a bid by politicians to publicize or market their political ideas. UBC radio periodically runs exclusive interviews of prominent political figures over a variety of issues. Aiden White (2008) points out that electronic media is a strong tool for politicians who want to succeed.

Press statements: The political fraternity in Uganda also engages the media through press statements and political debates. Press statements are released occasionally and distributed to all the media houses in the country. This is so in most cases when there has been a major social, economic or political occurrence that has significance in the country, such as riots in Kampala, a rise in fuel prices, massive death of people, and arrest of major political figures and so on.

The figure below presents the data on the table above.

Figure 8: A graph showing politicians and electronic media coverage.



Source: Primary data 2012

4.5 Desires of the media when covering political activities

The media have got desires to fulfill every when there is a coverage of political activities. These desires are also the cornerstones of a media house's reputation. They include among others;

Table 9: The desire of the media when covering political activities.

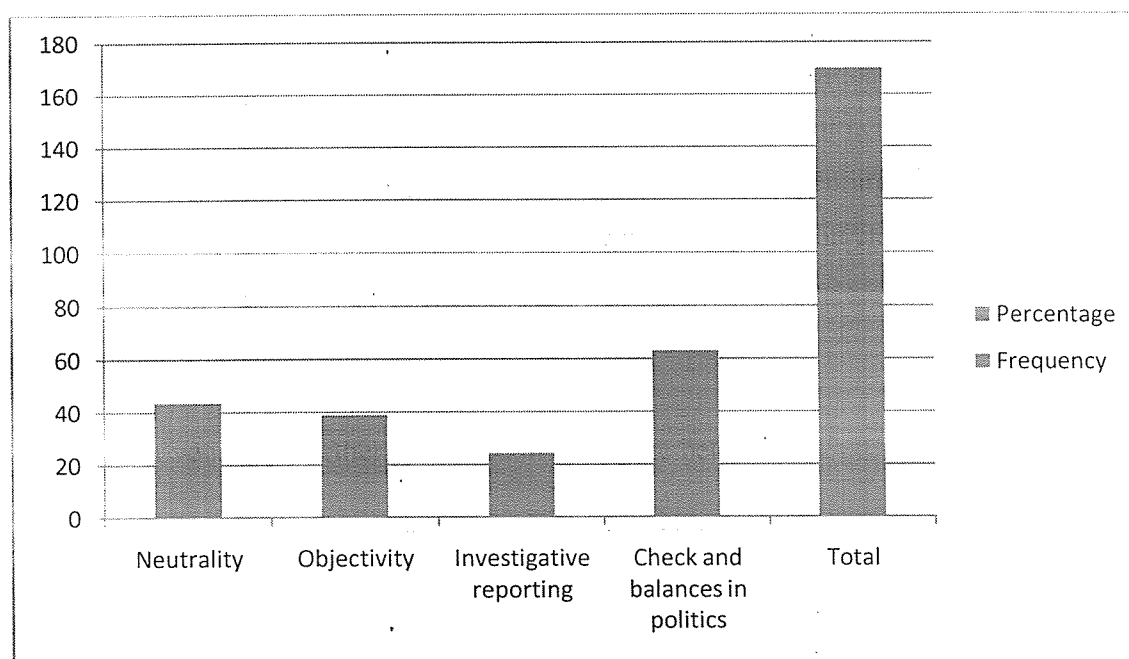
Responses	Frequency	Percentage
Neutrality	18	25.7
Objectivity	16	22.9
Investigative reporting	10	14.3
Check and balances in politics	26	37.1
Total	70	100

Source: Primary data 2012

The research findings on desire of the media when covering political activities showed that 18 out of 70 respondents representing 25% argued in favor of neutrality, objectivity had 16 out of 70 representing 22.5%, 10 out of 70 representing 14.3 sided with investigative reporting and while 26 out of 70 representing 37.1 on check and balance in politics.

The table above is also further presented in the figure below.

Figure 9: A graph showing the desire of the media in covering political activities.



Source: Primary data 2012

Neutrality: The media have been able to maintain its core principle of neutrality when reporting about politically sensitive stories. Records from the Daily Monitor newspaper show that the paper has been consistent over the years in covering stories from both the government and the opposition political thought. This helps to preserve the principle of fairness and further proves that the media is meant to inform not to engage in politically biased maneuvers with certain politicians.

Objectivity: the media have been consistent and objective in its engagement with politicians. Objectivity in such a way that the media coverage of political occurrences is purely intended to inform the public about what is going on with their leaders at all levels of public political leadership. The media has been very careful not to engage in personal, divisive politics that would render the media houses as biased.

Investigative reporting: The media have been very fundamental in investigating and exposing major political stories irrespective of whether they are beneficial or damaging to the politicians involved. A good example is the National Social Security Fund (NSSF) dealing in which prominent politicians in the country were accused of political influence peddling when soliciting the NSSF to buy land in what became controversially referred to as “Temangalo” Scandal in 2008. UBC radio was very professional when covering this story which could potentially damage some politicians as well as arm others with political ammunition against the accused. Heideking Juergen et al (2002) argue that investigative journalism is very important but media houses ought to practice a reasonable level of professionalism.

Checks and balances in politics: The media, through its coverage of the political scene, also acts as a watch dog, providing checks and balances on politicians by informing the public about the proceedings of their leaders. Bad media publicity means trouble with the electorate. Therefore politicians endeavor to ensure that the media coverage gets their ‘good’ side in order to appeal to their electorates.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

In this chapter, the conclusions from the study and the recommendations made are presented. The study used both qualitative and quantitative methods of analysis.

5.1. Summary of findings

The electronic media is fully engaged in the coverage of political activities in Uganda, as observed from the wide coverage that is offered to political reports.

From the observation in the study, the media still faces problems related to the lack of freedom and independence. The many regulations that the media has to comply with sometimes impose self-censorship upon them. Open threats and abuse of the various media houses, and even worse, the closure of some of them when they are deemed to report what is not favorable of the government side has been common. Tolerance of criticism and protection of free speech in Uganda fluctuates based on political factors. Campaign and election seasons are particularly tense, when violations of freedom of expression tend to escalate.

In the period since the establishment of multiparty rule, the government has used legal and extrajudicial means to repress the media or to impose favorable coverage on their side. Given the relatively strong stance of the courts, criminal charges, though often leveled against journalists, are not the strongest means at the government's disposal. In the numerous instances where government threats and intimidation are leveled extrajudicially, through anonymous phone calls, casual or confidential meetings, or by the arbitrary edicts of regulatory bodies with broad ill-defined powers and no due process guarantees, the court's protections are of little comfort to members of the media. The effect of such threats is particularly dramatic in rural areas outside the capital, where the

resident district commissioners' power is largely unchecked, and such threats seriously inhibit free expression.

5.2 Conclusion

Though there is a proliferation of electronic media houses and wide coverage of political activities, electronic media still faces several hurdles. Competition for audience has become fierce and the quality of reporting has sometimes been compromised by commercialized news. Needless to say, the limitations imposed by the archaic laws on press freedom in Uganda cannot be underestimated. However, the informal constraints such as poor remuneration, deplorable working conditions, shortage of resources and lack of proper training, media ownership and corruption pose a bigger burden to Ugandan electronic media.

Press freedom and free expression facilitate the enjoyment of other rights enshrined in the constitution. This is not simply about media organizations and journalists. It is about every citizen. The Constitution gives all of us the right to freedom of speech and expression. The Constitution is also clear that limitations to these freedoms must be acceptable and demonstrably justifiable in a free and democratic society. The limitations to freedom of expression that the government proposes are neither acceptable nor justifiable in a free and democratic society.

It is evident that a range of formal and informal constraints limit media freedom in Uganda. But the informal constraints impose the severest limitations to press freedom. The press can hardly function as a public forum for expression of views and criticisms with such constraints. The duty of the journalists is to provide citizens with the information they need to be free and self governing. Journalists cannot perform this duty if there are regulatory frameworks suffocating media freedom.

5.3. Recommendations

The 1995 Constitution of Uganda is very strong on press freedom and freedom of expression. It has been the government observation of these regulations that has been poor in most cases. Therefore, the government should adhere to all the provisions of the country's supreme law concerning the freedom of the media in the country. In this way the media actors will be able to carry out their duties without intimidation or fear of arrest when they report what is deemed as 'damaging' to the government.

Regulation of media practitioners in the country should be streamlined according to the provisions of the law. Currently, five separate entities all have some formal overlapping mandate to control, monitor, discipline, and sanction journalists and media houses. These include the Media Council, Media Center, Broadcasting Council, Uganda Communications Commission and the Police media crimes unit. All these are subject to direct government control. Contrary to internationally accepted standards, and in contrast with several other African jurisdictions, there are no provisions in law requiring the regulatory bodies to be independent of government interference. This structure leaves the media, and especially those who are critical of government action, extremely vulnerable to closure or other punitive action. In addition, it is widely believed that others in government, particularly the Internal Security Organization, the domestic intelligence body, monitor the media and react, often to suppress critical reporting.

Intimidation and unlawful arrest of Journalists, most of which are extra-judicial, should stop. This goes hand in hand with the closure of radio stations that are critical of the ruling government. A good example is Central Broadcasting Service (CBS) radio which was closed a year ago. The general manager of CBS Micheal Kawooya Mwebi says that this development has rendered 130 workers jobless. Such arbitrary acts should be condemned as they only serve to censor free expression and limit the ability of the media to inform the masses.

5.4. Further Research

This study represents a start in understanding electronic media coverage of political activities in Uganda. Although research on the media in politics is abundant, research on the electronic media coverage of political activities is lacking in many respects. Future research should further explore the relationship between the media and political propaganda.

Ultimately the challenge of integrating issues of diversity and variation with theoretical notions and generalizations lies in balancing universalistic versus community specific aims of research. Understanding the relationship between the electronic media and political activities not only informs theory and research but also affects intervention efforts in real world settings.

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APPENDICES

APPENDIX I

QUESTIONNAIRE TO MANAGEMENT OF UBC RADIO

I'm WAMBI DAVID EMMA, a student from Kampala International University pursuing a degree in Mass communication. In our final year we are required to carry out research on a topic of our choice. My topic is; "Electronic media coverage of political activities in Uganda "The broadcasting operation boundaries and the case study is UBC radio. The questionnaire below will help me gather the data required for my research. I kindly request you to respond to the following questions appropriately. All information will be handled confidentially.

Please tick in the most appropriate box

1. Age

☐

18 – 25

☐ 26 – 35

☐ 36 – 45

☐ 46 – Above

2. Sex

☐ Male

☐ Female

3. Marital status

☐ Married

☐ Single

4. Level of education

☐ Primary – secondary

☐

Professional certificate – Diploma

☐

Bachelor's degree – Masters Degree

☐

Any other (specify).....

5. How long have you worked for UBC radio?

☐

Less than one year

☐

1-5 years

☐

More than 5 years

6. How do you benefit from coverage of political activities?

.....
.....

7. What do you think are the challenges faced by journalists when covering political activities?

.....
.....

8. Is there any need to increase freedom of journalists when it comes to coverage of political activities?

☐ Yes

☐ No

9. If yes, why do you think journalists need more freedom when covering political activities?

.....
.....

10. Are there any instances when your internal control system procedures are not in line with the government fiscal guidelines?

☐ Yes

☐ No

11. If so, how do you deal with differences that may arise between government fiscal requirements and your internal control procedures?

.....
.....

12. How do you ensure staff follows the standard way of carrying out journalism?.....

.....
.....

13. How do you address cases of limitations of the house style when covering political activities?

.....
.....

14. For how long have you been practicing journalism?

.....
.....

Thank you very much for your co-operation and responding positively/objectively to these questions.

Yours faithfully WAMBI DAVID EMMA

Telephone No: 0773232453/0703232453

Email: wambi_david@yahoo.com

APPENDIX II

QUESTIONNAIRE FOR THE AUDIENCE AND CLIENTS OF UBC RADIO

I am WAMBI DAVID EMMA, a student from Kampala International University pursuing a degree in Mass communication. In our final year we are required to carry out research on a topic of our choice. My topic is; "Electronic media coverage of political activities in Uganda" The broadcasting operation boundaries and the case study is UBC radio. The questionnaire below will help me gather the data required for the topic kindly respond to the following questions appropriately. All information will be handled confidentially.

Please tick in the most appropriate box

1. Age

☐

18 – 25

☐

26 – 35

☐

36 – 45

☐

46 – Above

2. Sex

☐ Male

☐ Female

3. Marital status

☐ Married

☐ Single

4. Level of education

☐ Primary – secondary

☐ Professional certificate – Diploma

☐ Bachelor's degree – Masters Degree

☐ Any other (specify).....

5. Are you satisfied with the way UBC radio broadcasts issues related to politics?

.....

6. What political party do you support?

.....
...7. What do you think should be changed in the way UBC covers political activities in Uganda?
.....

...
8. Do you think the media in Uganda is given enough rights?

☐ Yes

☐ No

Thank you very much.

APPENDIX III

QUESTIONS FOR FOCUS GROUP DISCUSSION

1. What are the ways journalists can use to acquire more freedom when it comes to exercising the profession of journalism?
2. What are the major interferences faced by the media from the government when it comes to coverage of political activities?
3. What is the role of the Media council in relation to coverage of political activities?

APPENDIX IV

INTERVIEW GUIDE FOR EMPLOYEES OF UBC

1. For how long have you been engaged in this activity?
2. What is involved in the coverage of political activities?
3. Are you engaged in the coverage of political activities?
4. How far has the media been utilized to improve democracy in Uganda?
5. What are the challenges of the media when covering political activities?
6. How do you respond to these challenges?

APPENDIX V
TIME SCHEDULE

Selecting and approval of topic	May-June
Doing library research	June-august
Writing of proposal	August-November
Doing field research	November-June
Compiling the data collected	June-July
Handing in of final copy of the work	July-October

Source: Researcher