

**ROLE OF PRINT MEDIA IN FOSTERING WOMEN EMANICIPATION
A CASE STUDY OF NANGABO SUB COUNTY
WAKISO DISTRICT UGANDA**

BY

NUWARINDA GIFT

BMC/44209/143/DU

**A RESEARCH REPORT SUBMITTED TO FACULTY OF JOURNALISM AND MEDIA
STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD
OF A BACHELORS DEGREE OF KAMPALA INTERNATIONAL UNIVERSITY**

AUGUST 2017

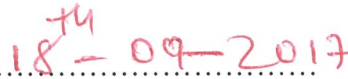
APPROVAL

I hereby certify that this work entitled **“Role of print media in fostering women emancipation a case study of Nangabo sub-county”** has been submitted with my approval for examination as University supervisor.

Signature



Date:



MADAM NANYONDO JANET
UNIVERSITY SUPERVISOR

DEDICATION

I dedicate this piece of work to my mother and father for their wonderful contribution towards my education right from nursery to university.

ACKNOWLEDGEMENT

First of all I thank the almighty God for the wonderful life he has given to me. I take this opportunity to thank the following people who have given me both material and moral support. My research supervisor Madam Nanyondo Janet to all my friends

TABLE OF CONTENT

DECLARATION.....	i
APPROVAL.....	ii
ACKNOWLEDGEMENT.....	iii
TABLE OF CONTENT.....	vi
LIST OF TABLES.....	xi
LIST OF ACRONYMS.....	x
ABSTRACT.....	xi
CHAPTER ONE: INTRODUCTION.....	1
1.0 Introduction.....	1
1.1 Background.....	1
1.2 Problem statement.....	3
1.3General objective.....	3
1.3.1 Specific objectives.....	3
1.3.2 Research questions.....	3
1.4 Scope of the study.....	4
1.4.1Geographical scope.....	4
1.4.2Subject scope.....	4
1.4.3 Time scope.....	4
1.5 Significance of the study.....	4
1.6Concepual framework.....	5
1.7 Definition of key terms.....	6
CHAPTER TWO: LITERATURE REVIEW	
2.0 Introduction.....	7
2.1 Role of print media in fostering women emancipation	7
2.2 Challenges faced by mass media on women empowerment	10
2.3 Empowerment strategies	13

CHAPTER THREE: METHODOLOGY

3.0 Introduction	18
3.1 Research Design	18
3.2 Study Population	18
3.3 Sample size	18
3.4 Sampling technique and procedure	19
3.4.1 Probability sampling	19
3.4.2 Non Probability sampling.....	19
3.5 Data source.....	20
3.5.1 Primary data.....	20
3.5.2 Secondary data	20
3.6 Data Collection Methods.....	20
3.7 Data Collection Instruments.....	21
3.7.1 Questionnaire	21
3.7.2 Interview Guide.....	21
3.7.3 Documentary Review Check List.....	21
3.8 Quality Control	22
3.8.1 Validity	22
3.8.2 Reliability.....	22
3.9 Measurement of variables.....	23
3.10 Data processing and Analysis.....	23
3.10.1 Quantitative Data Analysis.....	23
3.10.2 Qualitative Data Analysis.....	23
3.11 Ethical issues.....	23
3.12 Anticipated Limitations and solutions of the study.	24

CHAPTER FOUR

PRESENTATION, INTERPRETATION AND ANALYSIS.....	25
4.0 Introduction	25
4.1 Presentation and interpretation of the data.....	25
4.2 Discussion of the findings.....	34
4.2.1 Role of print media on women emancipation	34
4.2.2Challenges faced by mass media on women emancipation.....	35
4.2.3Women emancipation strategies.....	37

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS.....	39
5.0 Introduction	39
5.1 Summary of the findings.....	39
5.2 Conclusion.....	41
5.3 Recommendations.....	42
5.4 Areas for further research.....	43
REFERENCES.....	44

APPENDICES

APPENDIX A: Questionnaire for the respondents.....	46
SECTION A: Bio-data of the respondents.....	46
SECTION B: Role of print media on women emancipation.. ..	47
SECTION C: challenges faced by mass media on women empowerment	48
SECTION D: Women Emancipation strategies... ..	49
APPENDIX B: Interview guide.....	50

LIST OF TABLES

Table 1 shows responses on the gender of Respondents

Table 2 shows responses on the age distribution of respondents

Table 3 shows responses on the level of education

Table 4 shows Responses on the role of print media in women emancipation

Table 5 shows Responses on the challenges faced by mass media in women emancipation

Table 6 shows responses on women emancipation strategies

LIST OF ACROYNMS

NGOs	;	NON GOVERNMENT ORGANIZATION
UWESO	;	UGANDA WOMEN EFFORT TO SAVE ORPHANS
UNICEF	;	UNITED NATION’S INTERNATIONAL CULTURE AND EDUCATION FUND
HIV	;	HUMAN IMMUNE VIRUS
AIDS	;	ANTI IMMUNE DISEASE SYNDROME
MPS	;	MEMBERS OF PARLIAMENT
UN	;	UNITED NATIONS
WB	;	WORLD BANK
UNHCR	;	UNITED NATIONS HIGH COMMISSION FOR REFUGEES
OPM	;	OFFICE OF THE PRIME MINISTER
OVC	;	OTHER VOLUNARABLE CHILDREN
GF	;	GLOBAL FUND
UPE	;	UNIVERSAL PRIMARY EDUCATION
USE	;	UNIVERSAL SECONDARY EDUCATION
IFAD	;	INTERNATIONAL FUND FOR AFRICAN DEVELOPMENT
KCCA	;	KAMPALA CAPITAL CITY AUTHORITY
VG	:	VISION GROUP
NGO	:	NON-GOVERNMENTAL ORGANIZATION
CSO	:	CIVIL SOCIETY ORGANIZATION
RH	:	REPRODUCTIVE HEALTH

ABSTRACT

The study examined the “Role of print media in fostering women emancipation a case study of Nangabo sub-county”. The study was carried out at the HQs of Nangabo sub-county. The study achieved the following objectives; to examine the role of print media on women emancipation in Nangabo sub-county to examine the challenges faced by mass media women emancipation Nangabo sub-county, to establish the strategies used to emancipate women in Nangabo sub-county

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 mass media has an impact on women empowerment hence had a positive and significant relationship to women empowerment ($P=0.000<0.01$, $r=375$) the study concluded that majority of the respondents agreed that mass media has a significant relationship to women empowerment in Nangabo sub-county. The findings showed that the mass media plays a role in women empowerment by dimension of Educative and developmental programs for women, Gender mainstreaming, Eradication of domestic violence and promoting family planning, right to marriage and divorce, right to property ownership, socio-economic rights .

Additionally the findings showed that mass media is faced with a number of challenges in women empowerment by dimensions of Poverty, Gender discrimination, Girl labor and early marriages and high levels of illiteracy. And the strategies for women empowerment of Poverty eradication; gender mainstreaming, social services, HIV/AIDS prevention, UPE, eradication of girl child labor and early marriages and effective Service delivery.

The recommendations included provision of vocational education to girls, credit or loan with no collateral security to women to set up small scale businesses, providing free girl child education from primary to university, protecting women against domestic violence, promoting family planning in villages, and opening up community radio-stations to reach out the women in villages.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter introduced the background of the study, statement of the problem, purpose of the study, the research objectives, research questions, and scope of the study, significance of the study, conceptual framework and key terms.

1.1 Background

Coleman (2014) defined mass media as the means that are used to communicate to the general public thus are platforms that influence the society. Mass media is that technology intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are news papers, magazines, radio, television and the internet. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment and news in pop culture.

According to Walter (2012) the mass media has evolved significantly over time, before there was the internet, television, or the radio, there was the newspaper. The news paper was the original platform for mass media. For along period of time, the public relied on writers and journalists for the local news papers to provide them with the latest news in current events.

Centuries later, in the 1890s, came the invention of the radio. The radio would soon supersede the newspaper as the most pertinent source for mass media. Families would gather around the radio and listen to their favorite radio station programs to hear the latest news regarding politics, social issues and entertainment. Later on down the line came the invention of the television. The television would soon replace the radio for the most effective platform to reach the general public. Today the internet is the most relevant form of mass media and has become a major tool for news outlets. Since the evolution of the internet, the general public is now able to access those same news outlets in an instant with just a click of a mouse, instead of having to wait for scheduled programs. Through mass media, news outlets have a major influence on the general public and a major impact on the public's opinion on certain topics. In many cases, the mass

media is the only source that the general public relies on for news. Hence the mass media also plays a critical role in educating the public; educational programs exist on media channels. (Steve 2009).

According to Sharma (2013) the potential impact of television as a means of informing the people of India about family planning is greater than that of any other means of mass communication. Television is the most effective method of mass communication, reaching diverse segments of the population, has the added advantage of having a continuous impact on its audience. A satellite television system together with the ground stations capable of covering all villages and urban population should be installed. Despite the importance of television, it is the combination of various media including radio, films, and newspapers which bring about the best results.

According to Olaleye (2004) mass media interventions can play a major role in bringing family planning information to the vast majority of the population, but the question remains; do media messages influence behavior? Both theoretical and empirical evidence produces conflicting answers to this question.

Hyman & Sheatsley (1974) argue that while mass media may be an effective means of influencing knowledge and attitude, it exerts little impact on behavior. believes that personal contacts and selective interactions are more important in motivating people to change their behavior than exposure to mass media. In contrast, other authors contend that if appropriately used mass media can produce a change not only in attitudes but also in behavior. Mass media can be a powerful force in acquainting people with new technology information obtained can change individual attitudes and desires and may quicken the adaption of technology leading to a change in behavior (Bogue, 1962).

1.2 Statement of the Problem

It is imperative to state that, much as the government of Uganda has incurred greater effort, to empower women, they remain economically disadvantaged. Policies and programmes have been designed with due consideration to address gender concerns. However such concerns do not see

socio-economic empowerment as the utmost goal, further it is also now clear that the persistence of socio-economic inequality is not because women are excluded from the development arena, rather it is because superficial equity approaches have failed to facilitate challenging conservative social structures. However of recent with the rapid growth of the mass media, media houses have attempted to empower women economically, culturally and politically, but they tireless efforts to empower women have faced a challenge of poverty, gender discrimination, high levels of illiteracy among women, rigid cultural norms and practices. The problem identified remains erasing gender inequalities demand the over haul of social systems and policies that do not perpetuate socio-economic development. The continued habit of policy makers of delaying and enacting gender sensitive policies is slowing efforts of achieving socio-economic empowerment for women.

Therefore the study aimed at investigating the Role of print media in fostering women emancipation a case study of Nangabo sub-county

1.3 General objective

To investigate the Role of print media in fostering women emancipation in Wakiso district

1.3.1 Specific Research objectives

- i. To examine the role of print media on women emancipation
- ii. To examine the challenges faced by print media women emancipation
- iii. To establish the strategies used to emancipate women

1.3.2 Research questions

- i. What is the role of print media on women emancipation?
- ii. What are the challenges faced by print media on women emancipation?
- iii. What are other strategies used on women emancipation?

1.4 Scope of the study

1.4.1 Geographical scope

The study will be carried out in Nangabo sub-county found in Wakiso district in the Republic of Uganda located in East Africa.

1.4.2 Subject scope

The study will focus on role played by the media as the independent variable and women emancipation as the dependent variable.

1.4.3 Time Scope

The study will review the role played by the media in promoting or emancipating women in Nangabo sub-county of Wakiso district for a period of three years (2014-2017) as media has been instrumental in women empowerment in Uganda.

1.5 Significance of the Study

- The study will help the government of Uganda to clearly understand the role and challenges faced by the media in its drive towards women empowerment.
- The study will help the Non Governmental Organizations and International Agencies to understand the role and challenges faced by the media in Uganda in its drive to empower women in the country.
- The study will help future researchers to identify gaps in the role and challenges faced by the media in its drive to promote women empowerment in Uganda.

1.6 Conceptual framework

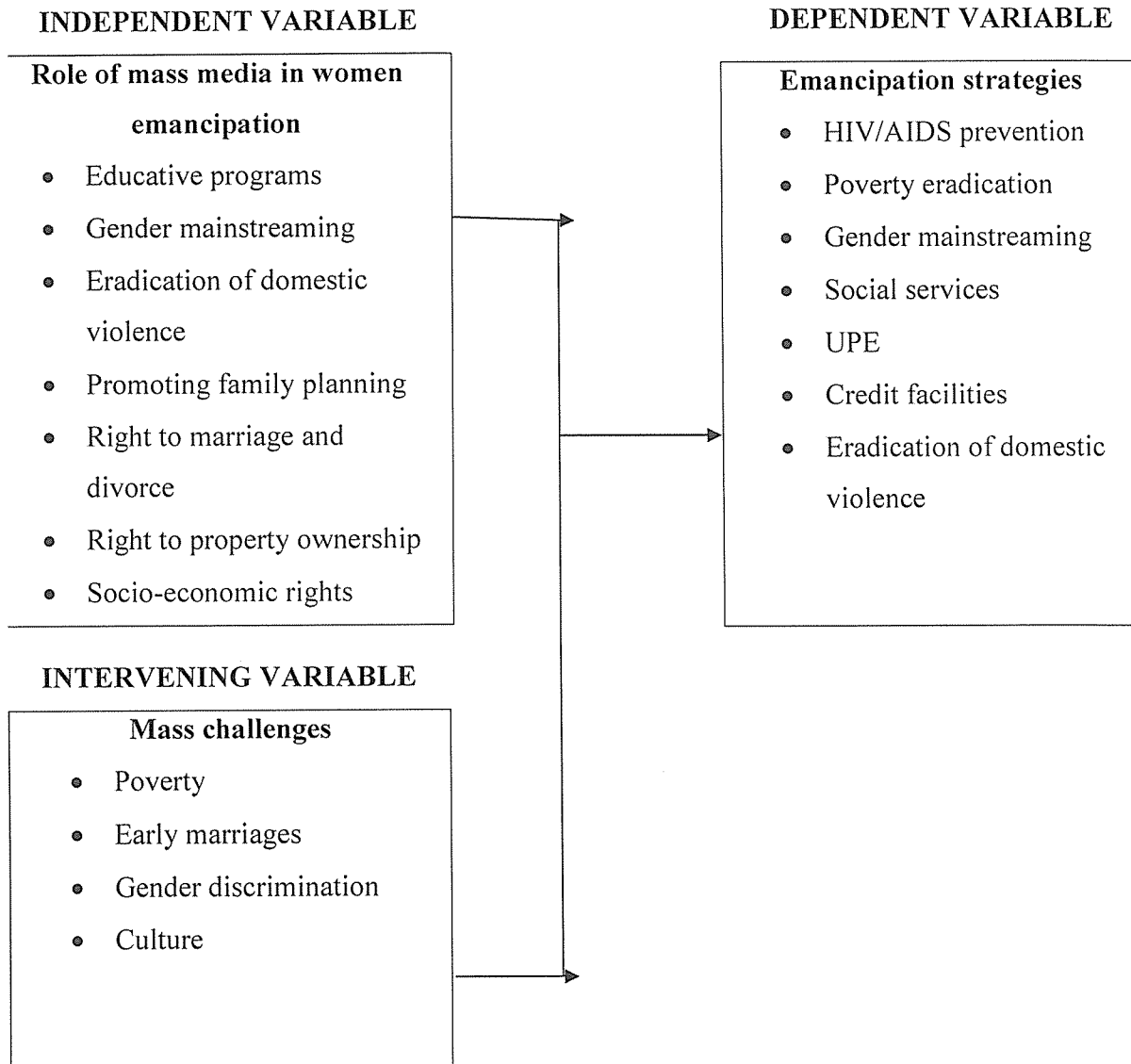


Figure 1

The independent variable is operationalized by dimension of Education programs, Gender mainstreaming, Eradication of domestic violence and promoting family planning, right to marriage and divorce, right to property ownership, socio-economic rights . The dependent variable is operationalized by dimensions of Poverty eradication; gender mainstreaming, social services, HIV/AIDS prevention, UPE, eradication of girl child labor and early marriages and

effective Service delivery. The intervening variable is operationalized by dimensions of Poverty, Gender discrimination, Girl labor and early marriages

1.7 Key Terms

- **Mass media** are means that are used to communicate to the general public thus are platforms that influence the society. Mass media is that technology intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public.
- **Family planning** Involves the use of contraceptives to reduce on the number of unwanted children in the family aimed at improving on family standards of living
- **Affirmative Action.** This is a situation of trying to cause equilibrium in the sex by allowing women a certain privilege over men to scale their numbers for example in the education sector of higher learning.
- **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 goals.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter will relate to the research objectives exploring the role of mass media in promotion of family planning, to examine the challenges faced by mass media in promotion of family planning, to establish the benefits of family planning in socio-economic development

Coleman (2014) defined mass media as the means that are used to communicate to the general public thus are platforms that influence the society. Mass media is that technology intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are news papers, magazines, radio, television and the internet. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment and news in pop culture.

2.1 Role of print media on women emancipation

Educative and developmental programs

Asbjorn (2012) states that Education is a solution to curb poverty thus without doubt it is a key element of human well being. It has been recognized internationally as a human right of every one to education. Education, according to the Universal Declaration of Human Rights is both a means and an end. It is a means by which “every individual and every organ of society, shall strive to promote respect for rights and freedom” as an end, education is proclaimed as a human right in article 26. Evert one is recognized as the subject of this right. The minimum expression of the right to education is therefore the promotion of literacy and basic education “Every person deprived of the possibility of learning to read, write or count suffers an offence to his or her basic right to education. The Universal Declaration of Human Rights and the UNESCO recommendation has in fact set the standard concerning education for the full development of the human personality and the strengthening of the international understanding, cooperation and peace and respect for human rights and fundamental freedoms.

According to Twomey (2012) promoting education is combating poverty and promoting family planning. Education contributes to a better understanding of human rights and the respect for the human person and her dignity contributes to the empowerment of an individual to exploit the available opportunities. Recognition of these facts and the conclusion that education is a human right should necessarily lead us to recognize our obligations in humanitarian action to include prioritizing education in all programmes of action.

Promoted women's right 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.

Promoted 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.

Promoted women's economic, Social and cultural 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.

Promoting Family panning

According to Bankole (2009) mass media has promoted family planning and fertility decline to determine whether Nigerian demographic and Health Survey data shows the strong positive relationship between mass media and reproductive behavior found in other DHS countries with similar data. The relationship between exposure to media promotion of family planning and reproductive preferences and behavior is analyzed in terms of both net and gross effects of exposure to media messages. Although data limitations prevent clear inferences about the casual direction of the relationship, the analysis identified a clear positive association between media advertisement of family planning and contraceptives use and the tendency to desire fewer children. Since mass media is yielding the desired result in Nigeria, such programs to promote family planning should be continued.

Promoting gender mainstreaming

Mass media has promoted gender mainstreaming which 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. Gender mainstreaming contributes to the redresses of systematic gender-based discrimination. For example while trade liberalization can

provide new employment opportunities for both men and women, the market access opportunities that it creates can be difficult for women to take advantage of this is because in many societies women have limited access to property rights and financial resources.

Covered domestic violence and sexual abuses against women and children

Mass media has been instrumental in the prevention and eradication of violence against women both in their homes and workplace where women are exposed to sexual harassment and exploitation by their superiors and male colleagues further still In homes women undergo physical, psychological and emotional abuses and violence from their husbands which arise from poverty and illiteracy. Many organizations have been requested to formulate human resource policies that discourage sexual assault and exploitation of women and also providing equal opportunities to both male and female. Therefore gender mainstreaming has eradicated domestic violence and sexual abuses.

2.2 Challenges faced by print media in women emancipation

Poverty

According to Koffi Annan (2008) notes that poverty greatly affects women and girls in refugee camps as they are often raped or forced into prostitution, however sexual assaults which often involve sexual assaults, which often involve sexual mutilation, sexual humiliation and forced pregnancy, are quite common. Article 25 of the UN Universal Declaration of Human Rights stipulates that everyone has the right to standard of living adequate for the health and well-being of themselves and of their family.

According to Hyndman (2011) poverty has resulted into domestic violence as rape is often used as a weapon towards women in order to demoralize and terrorize communities and families and sexual violence stigmatizes women and leaves them emotionally and physically destroyed.

Poverty affects people's wellbeing and population distribution and is a leading cause of internal migration. Africa now has more than 7.3 million refugees 3 million more than in 1990. This places new pressures on environmental resources in crisis situations a large number of people may be displaced in a short period of time causing human misery and high level of

environmental stress in the place where they are relocated due to increased demand and lack of preparedness. The inherent competition between local groups and forced migrants over access to natural resources may polarize social relations in refugee settlement areas and undermine opportunities for collaborative environmental management (International organization for migration report, 2010).

Michelle (2003) states that there is now near universal consensus that all individuals are entitled to certain basic rights under any circumstances they include certain civil liberties and political rights, the most fundamental of which is the right to life and physical safety. Human rights are the articulation of the need for justice, tolerance, mutual respect, and human dignity in speaking of rights allows us to express the idea that all individuals are part of the scope of morality and justice.

Gender discrimination

Onyango (2010) noted that Women of Uganda face a wide range of challenges including discrimination, low social status, and lack of economic self sufficiency and greater risk of HIV/AIDS infection. In Uganda as in many African countries, gender discrimination means that woman must submit to an overall lower social status than men. For many women, this reduces their power to act independently, become educated, avoid poverty and escape reliance upon abusive men. Many girls and young women become coerced into sex or can be obliged to trade sex for economic survival. It is common for girls to become sexually active at a much younger age than men causing the rise of HIV/AIDS to become even more pronounced. Older men are breaking long – established social customs and choosing younger girls to become their sexual partners in order to avoid catching HIV, in doing so these men are in fact infecting them with HIV. In some districts, HIV prevalence among 13 – 19 years old girls is at least 10 times higher than in males of the same age (Ddamulire, 2012).

Girl child labor and early marriages

According to ILO report (2012) considerable differences exist between the many kinds of work children do. Some are difficult and demanding; others are more hazardous and even morally reprehensible. Children carry out a very wide range of tasks and activities when they work. Not

all work done by children should be classified as elimination. Children's or adolescents' participation in work that does not affect their health and personal development or interfere with their schooling is generally regarded as being something positive. The term "child labor" is defined as work that deprives children of their childhood, their potential and their dignity and that is harmful to physical and mental development. In its most extreme forms child labor involves children being enslaved, separated from their families, exposed to fend for themselves on the city streets often at a very early age.

2.3 Strategies used in women emancipation

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.

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 (Tamale 2013).

Gender mainstreaming

Gender mainstreaming, is the process of assessing the implications for women and men of any planned action including legislation, policies or programmes in all areas and at all levels. It is a strategy for making women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetrated. The ultimate goal is to achieve gender equality.

The concept of gender mainstreaming was first introduced at the 1985 Nairobi world conference on women. It was consequently introduced as a strategy in international gender equality policy by the Beijing platform for action adopted at the 1995 fourth UN Women conference on women in Beijing. The council of Europe was instrumental in developing the concept of gender mainstreaming from the 1990s onwards. In 1998 the council of Europe committee of ministers adopted a recommendation on gender mainstreaming since then it has been an integral part of the work and activities of the council of Europe to promote the full realization of gender equality. When properly understood and implemented gender mainstreaming is a transformative approach with a great potential for social change. Today there is a wide consensus about the effectiveness of a dual approach combining gender mainstreaming and specific measures for the advancement of women to ensure better policy making and better use of resources as well as progress towards effective equality between women and men.

Poverty eradication

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.

Eradication of gender discrimination

Onyango (2010) noted that Women of Uganda face a wide range of challenges including discrimination, low social status, and lack of economic self sufficiency and greater risk of HIV/AIDS infection. In Uganda as in many African countries, gender discrimination means that women must submit to an overall lower social status than men. For many women, this reduces their power to act independently, become educated, avoid poverty and escape reliance upon abusive men. Many girls and young women become coerced into sex or can be obliged to trade sex for economic survival. It is common for girls to become sexually active at a much younger age than men causing the rise of HIV/AIDS to become even more pronounced. Older men are breaking long – established social customs and choosing younger girls to become their sexual partners in order to avoid catching HIV, in doing so these men are in fact infecting them with HIV. In some districts, HIV prevalence among 13 – 19 years old girls is at least 10 times higher than in males of the same age. (Mujuzi Ddamulire, 2012).

Gender mainstreaming contributes to the redresses of systematic gender-based discrimination. For example while trade liberalization can provide new employment opportunities for both men and women, the market access opportunities that it creates can be difficult for women to take advantage of this is because in many societies women have limited access to property rights and financial resources.

Equal access to social amenities and health care

Health care provision and overall infrastructure in Uganda are chronically underfunded and highly variable in quality. The results are astounding. Uganda's infant mortality rate and life expectancy age are among the worst in the world. More than 50% of Ugandans have no access to clean water, while malaria and respiratory illnesses are widespread and are frequent causes of death. AIDS has claimed millions of households throughout Uganda and has reduced the life expectancy from 48 years in 1980 to 43 years in 1995. A system of "cost sharing" whereby

hospitals must charge for treatments means that most Ugandans have to pay for health care when they get sick. The high cost of care leads many Ugandans to turn to cheaper traditional medicines rather than attend a hospital. Economic liberalization has created a health care system that places the poor at a state of disadvantage. Other major health care issues are basic hygiene, nutrition, women's and children health and sexual reproductive health (.WHO Report 2013)

Equal access to Credit facilities

The micro finance institution Uganda through facilitating the formation of 2625 village savings and loans Associations (VSLAs) is transforming the social economic status of vulnerable women households, midst of limited livelihood opportunities. Formation of VSLAs has become the solution to increased vulnerability and inability to provide basic needs to OVC in the community. As a consequence care takers of OVC have been able to start income generating activities have been inducted into the saving culture and are now able to save and get loans from their groups. The SACCOs have played an important role in empowering women financially to improve their quality of life of the needy orphans by empowering the local communities to meet their social, moral and economic needs in a sustainable manner.

Eradication of girl child labor and early marriages

According to ILO report (2012) considerable differences exist between the many kinds of work children do. Some are difficult and demanding; others are more hazardous and even morally reprehensible. Children carry out a very wide range of tasks and activities when they work. Not all work done by children should be classified as elimination. Children's or adolescents' participation in work that does not affect their health and personal development or interfere with their schooling is generally regarded as being something positive. The term "child labor" is defined as work that deprives children of their childhood, their potential and their dignity and that is harmful to physical and mental development. In its most extreme forms child labor involves children being enslaved, separated from their families, exposed to fend for themselves on the city streets often at a very early age.

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.

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 (Tamale 2013)

Burns (1978:22) in his transformational leadership theory states that leaders at different levels should come up with relevant policies in order to achieve economic empowerment of women in Uganda.

Prevention of HIV/AIDS

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 Muduma Sub County. To improve the quality of life of needy orphans by empowering the local communities to meet the social, moral and economic needs of these children in a suitable manner. As result HIV AIDS has led to an increase in skipped generation households where an older person often the grandparent becomes the primary caretaker of a child who has lost either one or both parents or whose parents are absent for a prolonged period of time.

Universal Primary Education

Majority of women are not educated, the male education holds more significance than that of a female child who will on 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 (World Bank Report 2014).

Eradication of domestic violence and sexual abuses

Gender mainstreaming has been instrumental in the prevention and eradication of violence against women both in their homes and workplace where women are exposed to sexual harassment and exploitation by their superiors and male colleagues further still In homes women under going physical, psychological and emotion abuses and violence from their husbands which arise from poverty and illiteracy. Many organizations have been requested to formulate human resource policies that discourage sexual assault and exploitation of women and also providing equal opportunities to both male and female. Therefore gender mainstreaming has eradicated domestic violence and sexual abuses.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter describes the procedures that were followed when conducting the study. It involved the research design, population study, sample size, determination and selection, sampling techniques and procedures, data collection methods, data collection instruments, validity and reliability, data collection procedures, data analysis, measurement of variable, limitations and solutions to the study.

3.1 Research Design

The study was built on a case study research design since it analyzed the degree of relationship between the variables and is an in-depth investigation of an institution and that a case study investigation makes a detailed examination of a single subject. Amin (2005) asserts that a case study provide an in-depth study of the problem when there is limited time scale. Both qualitative and qualitative approaches will be used in this study.

3.2 Study Population

The study population total was 90. This study included both male and female who are of Vision Group Uganda. It included, Program managers, News editors, news reporters, and freelance journalists, CSO, social workers, local council members and women representatives as indicated in table 1. These are believed to be sufficiently informed about the issues considered in the study as well as being accessible.

3.3 Sample size

The optional sample size for the study was determined from statistical tables derived by Morgan (1970) as recommended by Amin (2005) Sarankakos (2003) since collecting data from the entire accessible population is costly (Mugenda and Mugenda 2003, Sarankakos 2003).. Table 3.1 shows the population distribution applied.

Table 3.1 Target population and Sample size and sampling techniques

Category of respondents	Target population	Sample size	Sampling technique
Program managers	3	1	Purposive
News editors, reporters	7	5	Purposive
Civil Society Organizations	7	5	Purposive
Local council members	13	10	Simple random sampling
Social workers	20	20	Simple random sampling
Women representatives	50	49	Simple random sampling
TOTAL	100	90	

Source: Primary data Nangabo sub-county

The respondents were selected using purposive sampling technique. This is because they had adequate information about the impact of the mass media on women empowerment in Uganda considering their positions. Purposive sampling targets a particular group of people (Amin 2005) with ample information on the subject. The rest of the respondents will be selected using simple random sampling technique. According to (Sekaran 2003) simple random sampling technique has got least bias and covers a larger number of individuals.

3.4 Sampling technique and procedure

A researcher used both probability sampling methods to select sample of the study probability sampling was used where elements in the population have the same chance of being selected as subject where as non-probability sampling will be used when the elements don't have a known chance of being selected as subject (Sekaran 2003) in accordance with the fore going the researcher also used probability and non - probability sampling methods to select the subject of the study.

3.4.1 Probability sampling

The researcher used simple random sampling to select the program manager, news reporters, news anchors, and freelance journalists that will be involved in the study. According to Sekaran (2003) Saunder et al (2003) simple random sampling is the type of sampling used when every

element of the population has known and equal chance of being selected as a subject. Sekaran (2003) asserts that simple random sampling has the least bias and offers the most for generalization thus informing the reasons for its use in this study.

3.4.2 Non Probability sampling

The researcher used purposive sampling to select subjects under the key informant category. According to Saunderson et al (2003) purposive or judgmental sampling enables a researcher to use judgment to select cases that best enable him answer the research questions. This form of sampling is used when working with very small samples such as in case study research and when the researcher wishes to select cases that are particularly informative. The former informs the main reason this form of sampling was used (Mugenda and Mugenda 2003).

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 staff from different segments of the respondents hence getting first hand and up to date information.

3.5.2 Secondary data

The researcher reviewed the related the Role of print media in fostering women emancipation a case study of Nangabo sub-county. Secondary literature was used to enhance the investigation and it was being obtained from journals, textbooks and articles sourced from the internet and library.

3.6 Data Collection Methods

Both quantitative and qualitative techniques were used for this study. The triangulation of both data collection methods is helpful because results from one method help to inform the other while at the same time neutralizing any inherent bias (Amin 2005) for this study Questionnaire, interviews and Documentary review methods are the two methods that were used for data collection, they are often mixed methods for studying investigation according to Lai and Waltman (2008) and because of their efficiency and convenience

3.7 Data Collection Instruments

The data Collection Instruments used to collect data and these included; interview guide, documentary check list and questionnaire.

3.7.1 Questionnaire

A questionnaire is defined as a pre-formulated written set of questions to which respondents record their answers usually with closely defined attitudes (Sekaran 2003). A structured questionnaire will be used to collect primary data from the respondents on the views and evaluation the role played by the media in combating corruption in Uganda. This contained a list of possible alternative from which respondents will select answers that best suite situations as recommended by Mugenda & Mugenda (2003 pg 71- 72). This enabled gathering systematic and well thought information. Questions will be organized according to themes of study and responses will be arranged on Likert scale of 1 – 5 where; 1 – Strongly Disagree, 2 – Disagree, 3 – Not sure, 4 – Agree and 5 – Strongly Agree with assertion. This is meant to establish the extent to which respondents will agree with the statement.

3.7.2 Interview Guide

In – depth interview guide with structured and semi- structured questions were used to collect data from the program manager, news editors and Civil Society Organizations through asking probing questions, more revealing information which might be obtained from the questionnaires will be collected. An interview is where the researcher uses a face to face interaction to exchange views (Amin 2005) by the use of an interview guide, data was collected from Key informants. The interviews provided the researcher with the chance to probe the respondents in cases of ambiguous responses.

3.7.3 Documentary Review Check List

Documentary review method were used to obtain secondary data to supplement and triangulate information obtained by the questionnaire survey method regarding to the impact of mass media on women empowerment in Uganda. The documents were studied and reviewed in relation to the set objectives of the study and the documents include journals, articles, internal and external reports, budgets and work plans.

3.8 Quality Control

The data collection instruments were examined for adequacy to measure the variables of the study (validity) as well as the capability to consistently yield the same results when administered at different times on repeated trials (reliability)

3.8.1 Validity

Validity of the questionnaire was ascertained by expert judgment method through discussing the draft instrument with the supervisors and research experts in the area of study. These helped to assess what concept the instrument is trying to measure and determining whether the set of items accurately represent the key concepts under study as recommended by (Mugenda & Mugenda 2003) content validity index (CVI) was computed and the co-efficient was above 0.70 the instrument was accepted as recommended by (Amin 2005) where;

$$CVI = \frac{\text{Number of items, regarded relevant by judges}}{\text{Total number of items}}$$

3.8.2 Reliability

The researcher used test and re- test method of assessing reliability of data. The same instruments were administered twice to 10 selected individuals who are also local council members in Nangabo sub-county but have not been included in the sample. This method was employed because it at times minimizes random error hence increases reliability of data collected. The reliability co-efficient will be determined if it's 0.80 or more the better the reliability of the instruments. This checked on the appropriateness of the instruments and adjustments were made in the instruments to enable achieving the study objectives.

3.9 Measurement of variables.

All the variables under study were measured using a likert scale that has five categories to respond to 5 = strongly agree, 4 = Agree, 3 = Not sure, 2 = Disagree and 1 = strongly disagree. According to Mugenda and Mugende (1999) this scale is suitable for measuring perceptions, attitudes, values and behaviors that relate to the impact of mass media on women empowerment. The data collected from interview was cleaned, sorted and grouped into themes in order to support the hypothesis tested. The researcher then evaluated and analyzed the competence of information in answering the research question through coding of data identifying categories and

parameters that emerged in the responses (Mugenda and Mugenda 1999) while analyzing qualitative data, summaries were made on how different variables are related.

3.10 Data processing and Analysis

3.10.1 Quantitative Data Analysis

Data collected was harmonized of any missing or insufficient information, qualitative data was sorted, edited and coded using editor of SPSS. (Statistical package of social scientists) Descriptive statistical data was presented in frequency tables, cross tabulations and graphs to explain the behavior of data. The degree of relationship the dependent and independent variables will be tested. Pearson product correlation and regressions will be used to measure the strength of the relationship between variables. The Pearson product moment correlation technique will be used to measure the degree of relationship.

3.10.2 Qualitative Data Analysis.

Data collected from interviews was sorted and grouped into themes in order to support the hypothesis being tested. The researcher there after evaluated and analyzed the adequacy of information in answering the research questions through coding of data, identifying categories and parameters that emerge in the responses (Mugenda and Mugenda 1999).

3.11 Ethical issues

For ethical reasons the researcher first got an introduction letter from Kampala International University that will introduce himself to the targeted sections of the public and received consent from the respondents before the interview and questionnaire were 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. The researcher ensured confidentiality, anonymity and responsibility of the respondents and was sensitive when asking questions.

Researcher's responsibility

The researcher will be sensitive to human dignity, respect and recognize the roles, status of various personalities who are involved in the research and treat them accordingly. The elements under study are sensitive as they impacts directly on some one's position and work hence, this calls upon the researcher to ensure maximum responsibility to honor all guarantee of privacy, confidentiality and anonymity of respondents. Further still the researcher will demonstrate a high

level of objectivity to minimize bias in data analysis, and integrity during his study tour to Nangabo sub-county Head quarters.

Informed consent

Before data collection begins, due care was taken to ensure that informed consent is obtained from all respondents. The research study will involve human objects and it was conducted with the informed consent of the participants. The participants were given full information and explanations of the benefit, rights, and risks of the study. The elements of informed consent will include competence, voluntarism, and provision of full information. Respondents will not be forced to participate but rather volunteer after receiving full information about the study

The informed consent will be included in explanations about the purpose and the objectives of the study, the benefits and risks that may accrue from the study, the rights of the respondents, and reassurance on confidentiality. Each respondent were given an opportunity to ask questions and or seeks further clarification. Respondents were free to refuse to participate in the study and this does not affect their right to non participation.

Privacy

Privacy the right to privacy was an important ethical consideration. The researcher made sure that the participants of the study are not exposed together with the information they give. Unauthorized persons of the study were not be allowed in or come near and privacy of the participants for this case will ensure that the attitudes, beliefs, behavior and opinions are to be shared or withheld from others. The identities of the study participants were protected and privacy of the participants who give sensitive information is safe guarded.

3.12 Anticipated Limitations and solutions of the study.

Extraneous variables; This was a big threat as some respondents with personal biases and dishonest will distort the information given. And the problem was solved by using Random sampling method to avoid biases and have a wider coverage.

Attitude; the researcher faced a problem of non-response from the respondents thinking that he is a spy. The problem was 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 faced a problem of inadequate computer skills during data analysis stage by applying statistical package of social scientists (SPSS) software and was solved by hiring a computer expert in SPSS software to analyze the data

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 1 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 1 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 are actively informed of the role played mass media in women empowerment compared to their male counterparts.

Table 2 shows responses on the departments of the respondents

Department	Frequency	Percentage %
News editors, News reporters	9	10%
CSO	9	10%
Social workers	9	10%
Women representative	45	50%
Local council members	18	20%
Total	90	100%

Source: Primary data

Table 2 shows that the majority of the respondents are women representatives taking the highest percentage of 45(50%) this implies that the mass media has helped women in learning and establishment of women development projects in their villages.

Table 3 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 3 indicates that the majority of the respondents were of certificate level taking the highest percentage of 60(66%) which implies that the respondents have received formal education understood the impact of mass media on women empowerment in Nangabo sub-county.

4.2 Findings from the objectives

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

- i. To examine the role of print media on women emancipation in Nangabo sub-county
- ii. To examine the challenges faced by print media women emancipation Nangabo sub-county
- iii. To establish the strategies used to emancipate women in Nangabo sub-county

4.2.1 Role of print media on women emancipation in Nangabo sub-county

Table 4 shows the role of mass media on women empowerment

ITEM	Disagree		Neutral	Agree	
	SD	D	Not Sure	A	SA
Do you agree that print media has offered educative and development programs to women		15(17%)		60(66%)	15(17%)
Do you agree that print media has promoted gender mainstreaming in Uganda		6(7%)		84(93%)	
Do you agree that print media has advocated against domestic violence against women in Nangabo					90(100%)
Do you agree that print media promotes family planning which empowers women economically by reducing unwanted pregnancies		15(17%)		75(83%)	
Do you agree that print media has promoted women's rights to property ownership		36(40%)		54(60%)	

Do you agree that print media has promoted women's right to marriage and divorce		12(17%)		75(83%)	
Do you agree that print media has promoted women's socio-economic rights				90(100%)	

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

Table 4 shows the role of print media in women emancipation and below are the findings

The majority of the respondents agreed that mass media has offered educative and development programs to women taking the highest percentage of 60(66%) agreed and 15(17%) strongly agreed respectively this implies that mass media has offered educative and development programs to women.

The majority of the respondents agreed that mass media has promoted gender mainstreaming in Uganda taking the highest percentage of 84(93%). This implies that mass media has promoted gender mainstreaming in Uganda.

Table 4 shows that the majority of the respondents strongly agreed that mass media has advocated against domestic violence against women in Nangabo taking the highest percentage of 90(100%) this implies that mass media has advocated against domestic violence against women in Nangabo.

Table 4 indicates that the majority of the respondents agreed that mass media promotes family planning which empowers women economically by reducing unwanted pregnancies taking the highest percentage of 75(83%) and 15(17%) disagreed this implies that mass media promotes family planning which empowers women economically by reducing unwanted pregnancies

Table 4 shows that the majority of the respondents agreed that mass media has promoted women's rights to property ownership taking the highest percentage of 54(60%) and 36(40%) disagreed this implies that mass media has promoted women's rights to property ownership

Table 4 indicates that the majority of the respondents agreed that mass media has promoted women's right to marriage and divorce taking the highest percentage of 75(83%) and 15(17%) disagreed this implies that mass media has promoted women's right to marriage and divorce.

A table 4 show that the majority of the respondents strongly agreed that mass media has promoted women's socio-economic rights taking the highest percentage of 90(100%) this implies that mass media has promoted women's socio-economic rights.

4.2.2 Challenges faced by print media women emancipation in Nangabo sub-county

Table 5 shows the challenges faced by print media women emancipation

ITEM	Disagree		Neutral	Agree	
	SD	D	NS	A	SA
Do you agree that poverty is a major challenge to print media towards women emancipation		30(33%)	6(7%)	54(60%)	
Do you agree that gender discrimination is a challenge to print media towards women emancipation		15(20%)		75(80%)	
Do you agree that girl child labor and early marriages are the challenges to print media towards women emancipation		30(40%)		60(60%)	

Do you agree that cultural rigidities are challenges to print media towards women emancipation		6(10%)		84(90%)	
Do you agree that the high levels illiteracy among women a challenge to women emancipation					90(100%)

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

Table 5 shows the challenges of print media in women emancipation and below are the findings

Table 5 shows that the majority of the respondents agreed that poverty is a major challenge to mass media towards women empowerment taking the highest percentage of 54(60%), 30(33%) disagreed and 6(7%) were not sure. This implies that poverty is a major challenge to mass media towards women empowerment.

Table 5 shows that the majority of the respondents agreed that gender discrimination is a challenge to mass media towards women empowerment taking the highest percentage of 75(80%) and 15(20%) of the respondents disagreed this implies gender discrimination is a challenge to mass media towards women empowerment.

Table 5 shows that the majority of respondents agreed that girl child labor and early marriages are the challenges to mass media promotion of family planning the highest percentage of 60(60%) and 30(40%) disagreed. This implies that girl child labor and early marriages are the challenges to mass media promotion of family planning.

Table 5 indicates that the majority of the respondents agreed that that girl child labor and early marriages are the challenges to mass media towards women empowerment taking the highest

percentage of 84(90%) and 6(10%) disagreed respectively. This implies that that girl child labor and early marriages are the challenges to mass media towards women empowerment.

Table 5 indicates that the majority of the respondents agreed that cultural rigidities are challenges to mass media towards women empowerment taking the highest percentage of 90(100%) this implies that cultural rigidities are challenges to mass media towards women empowerment.

4.2.3 Strategies used to emancipate women in Nangabo Sub-county

Table 6 shows the strategies used to emancipate women in Nangabo Sub-county

ITEM	Disagree		Neutral	Agree	
	SD	D	NS	A	SA
Do you agree that by eradicating domestic violence will trigger women emancipation				6(10%)	84(90%)
Do you agree that HIV/AIDS prevention will help to promote women emancipation		15(15%)		75(85%)	
Do you agree that Poverty eradication will help to promote women emancipation		6(7%)		84(93%)	
Do you agree that Gender mainstreaming will help to promote women emancipation				90(100%)	
Do you agree that Social services will help to promote women emancipation		15(17%)		75(83%)	

Do you agree that UPE will help to promote women emancipation		10(5%)		80(95%)	
Do you agree that Credit facilities will help to promote women emancipation				90(100%)	
Do you agree that eradicating early girl childhood marriages will help to promote women emancipation				90(100%)	

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

Table 6 indicates that the majority of the respondents strongly agreed that that by eradicating domestic violence will trigger women empowerment taking the highest percentage of 84(90%) and 6(10%) agreed respectively. This implies that that by eradicating domestic violence will trigger women empowerment

Table 6 indicates that the majority of the respondents agreed HIV/AIDS prevention will help to promote women empowerment taking the highest percentage of 75(85%) and 15(15%) disagree respectively. This implies that HIV/AIDS prevention will help to promote women empowerment

Table 6 indicates that the majority of the respondents agreed that Poverty eradication will help to promote women empowerment taking the highest percentage of 84(93%) and 6(7%) disagree respectively. This implies that Poverty eradication will help to promote women empowerment.

Table 6 indicates that the majority of the respondents agreed that Gender mainstreaming will help to promote women empowerment taking the highest percentage of 90(100%). This implies that Gender mainstreaming will help to promote women empowerment

Table 6 indicates that the majority of the respondents agreed that Social services will help to promote women empowerment taking the highest percentage of 75(83%) and 15(17%) disagreed respectively. This implies that Social services will help to promote women empowerment.

Table 6 indicates that the majority of the respondents agreed that UPE will help to promote women empowerment taking the highest percentage of 90(100%). This implies that UPE will help to promote women empowerment.

Table 6 indicates that the majority of the respondents agreed that Credit facilities and eradicating early girl childhood marriages will help to promote women empowerment taking the highest percentage of 90(100%). This implies that Credit facilities and eradicating early girl childhood marriages will help to promote women empowerment.

4.2. Discussion of the findings

4.2.1 Role of print media on women emancipation

The study shows that mass media offers Educative and development programs to women. Asbjorn (2012) states that Education is a solution to curb poverty thus without doubt it is a key element of human well being. It has been recognized internationally as a human right of every one to education. Education, according to the Universal Declaration of Human Rights is both a means and an end. It is a means by which “every individual and every organ of society, shall strive to promote respect for rights and freedom” as an end, education is proclaimed as a human right in article 26. Evert one is recognized as the subject of this right.

According to Twomey (2012) promoting education is combating poverty and promoting family planning. Education contributes to a better understanding of human rights and the respect for the human person and her dignity contributes to the empowerment of an individual to exploit the available opportunities. Recognition of these facts and the conclusion that education is a human right should necessarily lead us to recognize our obligations in humanitarian action to include prioritizing education in all programmes of action.

The researcher discovered that mass media has promoted women’s right 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 study shows that mass media has promoted 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 reveals that mass media has promoted women's economic, Social and cultural 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.

The researcher discovered that mass media has Promoted Family panning which is instrumental in women empowerment. According to Bankole (2009) mass media has promoted family planning and fertility decline to determine whether Nigerian demographic and Health Survey data shows the strong positive relationship between mass media and reproductive behavior found in other DHS countries with similar data. The relationship between exposure to media promotion of family planning and reproductive preferences and behavior is analyzed in terms of both net and gross effects of exposure to media messages. Although data limitations prevent clear inferences about the casual direction of the relationship, the analysis identified a clear positive association between media advertisement of family planning and contraceptives use and the tendency to desire fewer children. Since mass media is yielding the desired result in Nigeria, such programs to promote family planning should be continued.

The study shows that mass media Promotes gender mainstreaming. Mass media has promoted gender mainstreaming which 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. Gender mainstreaming contributes to the redresses of systematic gender-based discrimination. For example while trade liberalization can provide new employment opportunities for both men and women, the market access opportunities that it creates can be difficulty for women to take advantage of this is because in many societies women have limited access to property rights and financial resources.

The study shows that mass media has Covered domestic violence and sexual abuses against women and children. Mass media has been instrumental in the prevention and eradication of violence against women both in their homes and workplace were women are exposed to sexual harassment and exploitation by their superiors and male colleagues further still In homes women

under going physical, psychological and emotion abuses and violence from their husbands which arise from poverty and illiteracy. Many organizations have been requested to formulate human resource policies that discourage sexual assault and exploitation of women and also providing equal opportunities to both male and female. Therefore gender mainstreaming has eradicated domestic violence and sexual abuses.

4.2.2 Challenges faced by print media in women emancipation

The researcher discovered that mass media is faced with a challenge of Poverty. According to Koffi Annan (2008) notes that poverty greatly affects women and girls in refugee camps as they are often raped or forced into prostitution, however sexual assaults which often involve sexual assaults, which often involve sexual mutilation, sexual humiliation and forced pregnancy, are quite common. Article 25 of the UN Universal Declaration of human Rights stipulates that everyone has the right to standard of living adequate for the health and well being of themselves and of their family. Hyndman (2011) noted that poverty has resulted into domestic violence as rape is often used as a weapon towards women in order to demoralize and terrorize communities and families and sexual violence stigmatizes women and leaves them emotionally and physically destroyed. Poverty affects people's wellbeing and population distribution and is a leading cause of internal migration. Africa now has more than 7.3 million refugees 3 million more than in 1990. This places new pressures on environmental resources in crisis situations a large number of people may be displaced in a short period of time causing human misery and high level of environmental stress in the place where they are relocated due to increased demand and lack of preparedness.

The study shows that mass media is faced with a challenge of Gender discrimination which hinders women empowerment. Onyango (2010) noted that Women of Uganda face a wide range of challenges including discrimination, low social status, and lack of economic self sufficiency and greater risk of HIV/AIDS infection. In Uganda as in many African countries, gender discrimination means that woman must submit to an overall lower social status than men. For many women, this reduces their power to act independently, become educated, avoid poverty and escape reliance upon abusive men. Many girls and young women become coerced into sex or can be obliged to trade sex for economic survival. It is common for girls to become sexually

active at a much younger age than men causing the rise of HIV/AIDS to become even more pronounced. Older men are breaking long – established social customs and choosing younger girls to become their sexual partners in order to avoid catching HIV, in doing so these men are in fact infecting them with HIV. In some districts, HIV prevalence among 13 – 19 years old girls is at least 10 times higher than in males of the same age (Ddamulire, 2012).

The study shows that the mass media has a challenge of Girl child labor and early marriages which hinders women empowerment. According to ILO report (2012) considerable differences exist between the many kinds of work children do. Some are difficult and demanding; others are more hazardous and even morally reprehensible. Children carry out a very wide range of tasks and activities when they work. Not all work done by children should be classified as elimination. Children's or adolescents' participation in work that does not affect their health and personal development or interfere with their schooling is generally regarded as being something positive. The term "child labor" is defined as work that deprives children of their childhood, their potential and their dignity and that is harmful to physical and mental development. In its most extreme forms child labor involves children being enslaved, separated from their families, exposed to fend for themselves on the city streets often at a very early age.

4.2.3 Strategies used in women emancipation

The study shows that Gender mainstreaming promotes women empowerment. Gender mainstreaming, is the process of assessing the implications for women and men of any planned action including legislation, policies or programmes in all areas and at all levels. It is a strategy for making women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetrated. The ultimate goal is to achieve gender equality.

The study shows that Poverty eradication promotes women empowerment. 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 Eradication of gender discrimination promotes women empowerment. Onyango (2010) noted that Women of Uganda face a wide range of challenges including discrimination, low social status, and lack of economic self sufficiency and greater risk of HIV/AIDS infection. In Uganda as in many African countries, gender discrimination means that women must submit to an overall lower social status than men. For many women, this reduces their power to act independently, become educated, avoid poverty and escape reliance upon abusive men. Many girls and young women become coerced into sex or can be obliged to trade sex for economic survival. It is common for girls to become sexually active at a much younger age than men causing the rise of HIV/AIDS to become even more pronounced. Older men are breaking long – established social customs and choosing younger girls to become their sexual partners in order to avoid catching HIV, in doing so these men are in fact infecting them with HIV. In some districts, HIV prevalence among 13 – 19 years old girls is at least 10 times higher than in males of the same age. (Mujuzi Ddamulire, 2012). Gender mainstreaming contributes to the redresses of systematic gender-based discrimination. For example while trade liberalization can provide new employment opportunities for both men and women, the market access opportunities that it creates can be difficulty for women to take advantage of this is because in many societies women have limited access to property rights and financial resources.

The study shows that Equal access to social amenities and health care promotes women empowerment. Health care provision and overall infrastructure in Uganda are chronically

underfunded and highly variable in quality. The results are astounding. Uganda's infant mortality rate and life expectancy age are among the worst in the world. More than 50% of Ugandans have no access to clean water, while malaria and respiratory illnesses are widespread and are frequent causes of death. AIDS has claimed millions of household throughout Uganda and has reduced the life expectancy from 48 years in 1980 to 43 years in 1995. A system of "cost sharing" whereby hospitals must charge for treatments means that most Ugandans have to pay for health care when they get sick. The high cost of care leads many Ugandans to turn to cheaper traditional medicines rather than attend a hospital. Economic liberalization has created a health care system that places the poor at a state of disadvantage. Other major health care issues are basic hygiene, nutrition, women's and children health and sexual reproductive health (.WHO Report 2013).

The study shows that Equal access to Credit facilities promotes women empowerment. The micro finance institution Uganda through facilitating the formation of 2625 village savings and loans Associations (VSLAs) is transforming the social economic status of vulnerable women households, midst of limited livelihood opportunities. Formation of VSLAs has become the solution to increased vulnerability and inability to provide basic needs to OVC in the community. As a consequence care takers of OVC have been able to start income generating activities have been inducted into the saving culture and are now able to save and get loans from their groups. The SACCOs have played an important role in empowering women financially to improve their quality of life of the needy orphans by empowering the local communities to meet their social, moral and economic needs in a sustainable manner.

The study shows that Eradication of girl child labor and early marriages promotes women empowerment. According to ILO report (2012) considerable differences exist between the many kinds of work children do. Some are difficult and demanding; others are more hazardous and even morally reprehensible. Children carry out a very wide range of tasks and activities when they work. Not all work done by children should be classified as elimination. Children's or adolescents' participation in work that does not affect their health and personal development or interfere with their schooling is generally regarded as being something positive. The term "child labor" is defined as work that deprives children of their childhood, their potential and their

dignity and that is harmful to physical and mental development. In its most extreme forms child labor involves children being enslaved, separated from their families, exposed to fend for themselves on the city streets often at a very early age.

The study shows that Prevention of HIV/AIDS women promotes empowerment, 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 Muduma Sub County. To improve the quality of life of needy orphans by empowering the local communities to meet the social, moral and economic needs of these children in a suitable manner.

The study shows that Universal Primary Education promotes women empowerment. Majority of women are not educated, the male education holds more significance than that of a female child who will on 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. 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 (World Bank Report 2014).

The study shows that Eradication of domestic violence and sexual abuses promotes women empowerment. Gender mainstreaming has been instrumental in the prevention and eradication of violence against women both in their homes and workplace where women are exposed to sexual harassment and exploitation by their superiors and male colleagues further still In homes women under going physical, psychological and emotion abuses and violence from their husbands which arise from poverty and illiteracy. Many organizations have been requested to formulate human resource policies that discourage sexual assault and exploitation of women and also providing equal opportunities to both male and female. Therefore gender mainstreaming has eradicated domestic violence and sexual abuses.

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

The study examined the “Impact of mass media on women empowerment a case study of Nangabo sub-county”. The study was carried out at the HQs of Nangabo sub-county. The study achieved the following objectives; to examine the role of mass media on women empowerment in Nangabo sub-county to examine the challenges faced by mass media women empowerment Nangabo sub-county, to establish the strategies used to empower women in Nangabo sub-county

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 mass media has an impact on women empowerment hence had a positive and significant relationship to women empowerment ($P=0.000<0.01$, $r=375$) the study concluded that majority of the respondents agreed that mass media has a significant relationship to women empowerment in Nangabo sub-county. The findings showed that the mass media plays a role in women empowerment by dimension of Educative and developmental programs for women, Gender mainstreaming, Eradication of domestic violence and promoting family planning, right to marriage and divorce, right to property ownership, socio-economic rights .

Additionally the findings showed that mass media is faced with a number of challenges in women empowerment by dimensions of Poverty, Gender discrimination, Girl labor and early marriages and high levels of illiteracy. And the strategies for women empowerment of Poverty eradication; gender mainstreaming, social services, HIV/AIDS prevention, UPE, eradication of girl child labor and early marriages and effective Service delivery.

5.2 CONCLUSION

It is imperative to state that, much as the government of Uganda has incurred greater effort, to empower women, they remain economically disadvantaged. Policies and programmes have been designed with due consideration to address gender concerns. However such concerns do not see socio-economic empowerment as the utmost goal, further it is also now clear that the persistence of socio-economic inequality is not because women are excluded from the development arena, rather it is because superficial equity approaches have failed to facilitate challenging conservative social structures. However of recent with the rapid growth of the mass media, media houses have attempted to empower women economically, culturally and politically, but they tireless efforts to empower women have faced a challenge of poverty, gender discrimination, high levels of illiteracy among women, rigid cultural norms and practices. The problem identified remains erasing gender inequalities demand the over haul of social systems and policies that do not perpetuate socio-economic development. The continued habit of policy makers of delaying and enacting gender sensitive policies is slowing efforts of achieving socio-economic empowerment for women. Therefore government should support the mass media's efforts in its drive to women empowerment to foster socio-economic development in Uganda.

5.3 RECOMMENDATIONS

The recommendations are linked to the research objectives

- i. The government should open up more community radio stations to reach out the public to sensitize them on family planning methods so as to reduce on the birth rates especially in rural areas. Increase on the funding of family planning programs and also employ community health workers to reach out the people in their homes. Increase on community health programs to teach both men and women on family planning methods this will also be supported by the mass media. Avail free contraceptive and condoms to men and women especially in rural areas since they can not afford to buy them which hinders government program on family planning.
- ii. Government should participate in poverty eradication especially in rural area since poverty has been a challenge faced by the mass media in promoting family planning in rural areas.

- iii. The government should discourage and fight early childhood marriages and negative cultural beliefs which have been a challenge in promoting family planning through the mass media.
- iv. The government should discourage and fight domestic violence in communities since it's a challenge in promoting family planning especially in rural areas.
- v. The government should promote women empowerment through providing equal opportunities to both women and men this will in turn promote family planning.
- vi. There is need to promote girl child education to reduce on gender inequalities Furthermore there is still a large discrepancy in the education received by girls and boys and high school dropout rates.
- vii. Government should discourage early marriages as 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 and lack of relevant life-skills or guidance and education on adolescents' reproductive health.
- viii. Government should increase on its efforts toward vocational education and training to equip the women and girl orphans with business and technical skills and knowledge as the findings show that there is need for government to equip OVC caregivers through training on USLAs to locally mobilize savings and execute micro financial services that are tailored to meet their needs.
- ix. Government should increase on its effort in a fight against HIV AIDS as the findings show that the HIV/AIDS prevalence is high among the female than the male orphans and at an earlier age. Girls do not have adequate information on sexuality and fertility and access to adolescents - friendly services
- x. Government should direct its efforts in a fight against child abuse and child labor as the findings show that there are still cases of child labor which is defined as work that deprives children of their childhood, their potential and their dignity and that is harmful to physical and mental development. In its most extreme forms child labor involves children being enslaved, separated from their families, exposed to fend for themselves on the city streets often at a very early age.

- xi. Government should encourage gender equality through discouraging discrimination of girls as the findings show that there are a wide range of challenges faced by women which including discrimination, low social status, and lack of economic self sufficiency and greater risk of HIV/AIDS infection. In Uganda as in many African countries, gender discrimination means that women must submit to an overall lower social status than men. For many women, this reduces their power to act independently, become educated, avoid poverty and escape reliance upon abusive men.
- xii. Government should provide a clear policy directives on women participation on the supply side, when women are engaged in planning the resulting programmes tend to articulate their concerns. However in order to increase demand for participation by the women, it is important for the government to provide adequate funding for the women council structures at various levels to ensure that they mobilize the women especially those from the rural areas, coach them on how policies and programmes are designed and implemented as well as make clear to them their role in monitoring and evaluating these programmes.\
- xiii. There is a need for adoption of approaches and strategies that can ensure substantive participation of the women in development processes. The women should be allowed opportunities and powers to participate in agenda-setting but also o be given decision-making roles. This requires the government to make a deliberate effort to build skills of the women and girls in participative governance and decision-making it is also important to maintain a free flow of information they need to participate effectively and preferably using information and communication channels that are women-friendly and conducive

5.4 Areas for further study

- Role of the mass media in promotion of good governance
- Role of the mass media to protecting of human rights
- Role of the mass media in combating corruption

REFERENCES

- FAO (2010) the state of food insecurity in the world 2010
- Finnis John (1980); Natural Law and Natural Rights
- Forsythe P. David (2007); Humanitarian Politics in Africa
- Freedom house (2012) freedom in the world report.
- Goodwill-Gill .S. Guy, (2012); The Refugee in International Law Fourth Edition
- Gorman F. Robert (2013); Refugee Aid and Development theory and Practice
- Guardian the October 22, 2011”Global population growth fears put to the test in Africa’s expanding Cities”
- Hampton Janie (2008) internally displaced people
- Harrel-Bond Barbara (2011); Imposing Aid; Emergency Assistance to Refugees
- Pictet Jean (1966); The principles of International Humanitarian Law.
- Shepherd W. George and Ved P. Nanda (1985) Human Rights and third world development
- Sieghart Paul, (1983); The International Law of Human Rights
- Steiner J. Henry and Philip Alston (2000) International Human Rights in context! Law, Politics, morals.
- Terry Fiona (2002); The Paradox of Humanitarian Action
- The Sphere Project (2000); Humanitarian charter and Minimum standards in Disaster Response
- Transparency international (2011) corruption perceptions index 2011.
- UN (2012) “ Millennium Development goals Report 2012”
- Vassal – Adams Guy (1994); An Agenda for International Action.
- Wicker Brian and Fred Van Tersel (1995); Humanitarian
- World Bank (2011) “A world Development Report 2011 Conflict, security & development
- World Bank (2011) world Development Report 2011 facts & figure

APPENDIX A: QUESTIONNAIRE FOR THE RESPONDENTS

Dear respondents

I am **NUWALINDA GIFT** and a student of Kampala International University pursuing a Diploma in Mass Communication. I am carrying out a study research entitled **“Role of print media in fostering women emancipation a case study of Nangabo sub-county”** 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	Program manager	
B	News editors News reporters and anchors,	
C	Social worker	
D	Local council members	
E	Women representatives	

3. Highest level of Education (Tick where appropriate)

Certificate A	Diploma B	Degree C	Others D

Specify

SECTION B: ROLE OF PRINT MEDIA IN FOSTERING WOMEN EMANCIPATION

NANGABO SUB-COUNTY

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

Tick where appropriate

ITEM	Disagree		Neutral	Agree	
	SD	D	Not Sure	A	SA
Do you agree that mass media has offered educative and development programs to women emancipation					
Do you agree that mass media has promoted gender mainstreaming in Uganda					
Do you agree that mass media has advocated against domestic violence against women in Nangabo					
Do you agree that mass media promotes family planning which empowers women economically by reducing unwanted pregnancies					

Do you agree that mass media has promoted women's rights to property ownership					
Do you agree that mass media has promoted women's right to marriage and divorce					
Do you agree that mass media has promoted women's socio- economic rights					

SECTION C: CHALLENGES FACED BY MEDIA WOMEN EMANCIPATION IN NANGABO SUB-COUNTY

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

Tick where appropriate

ITEM	Disagree		Neutral	Agree	
	SD	D	NS	A	SA
Do you agree that poverty is a major challenge to mass media towards women emancipation					
Do you agree that gender discrimination is a challenge to mass media towards women emancipation					
Do you agree that girl child labor and early marriages are the challenges to mass media towards women emancipation					
Do you agree that cultural rigidities are challenges to mass media towards women emancipation					

Do you agree that the high levels illiteracy among women a challenge to women empowerment					
---	--	--	--	--	--

SECTION D: STRATEGIES USED TO EMPOWER WOMEN IN NANGABO SUB-COUNTY

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

Tick where appropriate

ITEM	Disagree		Neutral	Agree	
	SD	D	NS	A	SA
Do you agree that by eradicating domestic violence will trigger women emancipation					
Do you agree that HIV/AIDS prevention will help to promote women emancipation					
Do you agree that Poverty eradication will help to promote women emancipation					
Do you agree that Gender mainstreaming will help to promote women emancipation					
Do you agree that Social services will help to promote women emancipation					
Do you agree that UPE will help					

to promote women emancipation					
Do you agree that Credit facilities will help to promote women emancipation					
Do you agree that eradicating early girl childhood marriages will help to promote women empowerment					

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 **Nuwalinda Gift** and you have been purposively selected to be interviewed because of your strategic position in Nangabo sub-county Head quarters. This interview is designed to assist me to complete an academic research project on the entitled **“Role of print media on women emancipation a case study of Nangabo sub-county”**. This research is a partial fulfillment for the award of Diploma in 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 is the role of mass media in promotion women for socio-economic development?
- ii. What are the challenges faced by mass media in promotion of women in development?
- iii. What are the rights of women which promote sustainable development?
- iv. What other strategies can government use to promote women for socio-economic development?
- v. What recommendations do you give for women emancipation?

Thank you for your cooperation