

**THE ROLE OF PRINT MEDIA IN WOMEN EMANCIPATION.
CASE STUDY: 'NEW VISION' AND THE DAILY MONITOR'
NEWS PAPERS.**

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DECLARATION

I **AKELLO MARTHA**, declare that this work is a result of my own research and it has never been submitted to any other institution for any academic award.

Signed 

AKELLO MARTHA

Date *September 1, 2006*

Signed 

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DEDICATION

To my late father, Mr. Samson Tapit, this work is part of an accomplishment of your dream, for me to complete University education.

To my mother, Mrs Lorna Tapit, this is just a continuation of your effort to promote the plight of women.

To my husband, Mr. Iriso Godfrey for supporting me throughout my education, and to my children Joseph and Junior for their prayers.

Finally, to the African women, I hope this effort improves your status.

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LIST OF ACRONYMS

- UNEDA - Uganda National Editors and Publishers Association.
- UMWA - Uganda Media Women's Association\
- MGED - Ministry of Gender and Community Development
- UWONET - Uganda Women Network
- DEWIVA - Development of Indigenous Voluntary Associations.
- FIDA - Federation of Uganda Women Lawyers Association
- UWOPA - Uganda Women Parliamentary Association
- CEDAW - Convention for the elimination of all forms of discrimination against women.

- ACFODE - Action for Development

CHAPTER ONE

INTRODUCTION

1.0 Background

Uganda's population is largely rural with women forming the bulk of the labour force, yet their issues are least represented in the media. By a patriarchal construction, women fall to second class citizens discriminated right from birth, like foreigners, they do not own land which is the most economic resource, collateral. Their low economic status impairs them to access education, credit, power and media interaction, yet information is one of the strongest tools of empowerment.

Women's access to and control of the media and other sources of information is limited, particularly in the rural areas. Rural women form about 88% of the rural population, though the majority of their concerns do not feature proportionately in the media. Most information is targeted to urban areas.

According to census reports, the urban population has changed from having a male majority from 1969-1980 to a female majority by 1995, a country report notes. These dynamic changes pose new challenges in national gender planning. One of the media assertions is that they serve the majority of the rural population; this is a glaring irony which is not even defensible for the urban case.

There is insufficient access to use of the mass media in promoting women's positive contribution to society. Radio is the most effective means of communication from government to rural areas. But few

women own radios in homesteads, and besides radios are controlled by the husband, hence communication channels tend to serve the interests and values of the men with status and leadership predominantly. The few programmes which target women at best contextualize women in traditional roles and tend to ignore the women's positive achievements in other spheres like administration, politics, professions like engineering etc. this is an urgent ideological problem that needs to be addressed.

Regional media services are still poor and adversely affected by high illiteracy rates among women. The main body of information is formatted in English, the official language for lack of a common national language. Though some translation has been introduced, a lot is still desired in terms of space and airtime given to women programmes, research, and women participation in media programmes in form of feedback.

Since the National Resistance Movement took over power in 1986 under the leadership of President Yoweri Kaguta Museveni, there has been some positive increase in women activities in the social, economic and political fields. However, women emancipation is still low and seems to have been introduced as a vote winner, rather than a genuine course towards equality. That is why those women, who have been in top positions for so long, are not willing to leave office and give others chance-this is creating a gap between a few elite and the majority illiterate.

Societal attitude towards women must have a bearing on their low status, culture and the socialization process that inculcates values into

children need to be revised or improved if equal representation is to be achieved.

In the mass media, women's absence in the top positions, or even worse, in the journalism profession should surely raise great concern. A senior reporter with the "New Vision", Milton Olupot, blamed the low presence of women in the mass media on harsh working conditions of journalists in the developing countries. This presents another challenge to government to address. Government should put in place favorable working conditions for both the male and female journalists.

The negative attitude towards the journalists as an opposition mouth piece should be changed through good governance. The government should look at the media as a partner in development.

1.1 Statement of the problem

Despite various campaigns to promote human rights and equality between men and women, the media in Uganda trades women issues as trivialities packaged in stereotyped format. Whatever the motive, this is the root cause of a social problem that demands a multifaceted approach.

Several studies done on the media world over, indicate that journalism is still male dominated, despite the tremendous contributions by women towards the development of not only the mass media, but to the economy as a whole. In Uganda, women are also few in engineering, administrations, legal practice. This should not be the case; since the ratio of women to men, according to the 1991 population census is 51:49 this means that there should have been more women in every field than men. Uganda like many developing

countries is grappling with discrimination of any form, despite the fact that she ratified the convention on elimination of discrimination of all forms.

Furthermore, Uganda is a signatory and member of the international labour organization (ILO), one of whose aims is to effect equal treatment of both male and females, she should therefore not leave this imbalance undressed.

Putting up a ministry of gender, labour and social development, as well as having a few non governmental organizations championing women emancipation is not enough. More research, training and sensitization of the rural women is required. Women demand to be given equal rights as men, and to own land which is a vital resource in the production process.

1.2 Purpose of the study

The study will be aimed at establishing the factors responsible for the under representation and discrimination of women in Uganda, especially in the media, and to formulate a reform strategy to the problem.

1.3 Objectives of the study

1.3.1 General objectives;

- 1) The study will seek to find out why women do not feature, and which images are reflected when they feature, and their impact on women improvement.

- 2) This research will increase the data available, and influence policy makers to address these imbalances through making fair laws.
- 3) This study will provide an avenue of airing out women problems and interests, and put more pressure on women to demand a greater share of national resources.
- 4) This research will encourage the media to report objectively and fairly, recognizing both the male and female contribution in society.
- 5) To various NGO's who are championing women emancipation, the study will give clues on how to repackage useful information for the women at grass root level.

1.3.2 Specific objectives

- 1) To find out the criteria each of the two news papers follow while recruiting and employing their staff, if any.
- 2) To find out the current composition of the staff in the two news papers.
- 3) This level of research/study will increase the data available, and influence policy makers to address these imbalances through making fair laws.
- 4) The study will seek to find out why women do not feature, and which images are reflected when they feature, and their impact on women empowerment.

To expose and fight against bad practices like discrimination, exploitation. It is also aimed at finding out the problems faced by women journalists in both news papers and to encourage more women to join the profession.

There is also a challenge to discover what possible strategies could be made, in addition to those existing, in order to influence women issues appearance in the media.

1.4 Significant / Justification

This research will most importantly increase documentation and available data on women and development issues in Uganda.

The findings of this study may be used as a basis of planning and re-channeling resources where they are needed most, in order to bridge the imbalance.

The knowledge got from this study may be helpful to women representatives or legislators as point of reference while making laws.

To the girl child, this document will serve as an eye opener by pointing out exactly where and how they are underrepresented and helping them to realize their roles in the development of the economy.

1.5 Scope of the study

The study covers arrange of issues affecting women in society. For purposes of brevity (objectives) in this research the critical issues will be selected and they include, women and education, cultural altitudes affecting women, economic status of women, power intrigues affecting under coverage of women's concerns, employment, women and the media. In examining these issues, each area will be looked at basing on the current situation. There will also be due consideration and mention of the achievements so far made in reducing this imbalance. The loopholes in the present data will be identified and dealt with

extensively. Recommendations will be given to try and reverse the trends/imbbalances.

1.6 Research questions

1. Which are the issues referred to as women issues in this research?
2. What justification is in place for women to demand empowerment and equal treatment as men?
3. How has the print media contributed to the advancement of women interests?
4. How has the print media negatively impacted on women emancipation?
5. What are the main factors that contribute to discrimination of women?
6. What has so far been achieved in Uganda in empowering women?
7. What problems tend to 'hinder' women emancipation?
8. What recommendations can be forwarded to reverse the situation?

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The government of Uganda is committed to the advancement of women. It fully supports initiatives at national, regional and international levels, to advance the status of women. At the international level, government participated in the previous three world conferences on women namely, in Mexico City (1975), Copenhagen (1980) and Nairobi (1985). The government of Uganda ratified the United Nations convention on the elimination of all forms of discrimination against women (CEDAW) without reservation and signed in 1985.

As a follow up to the fourth world conference on women in Beijing – China in 1995, the national progress report on the implementation of the Beijing platform for action-Uganda, indicates the steps taken by the government of Uganda as follows; The Ministry of Gender and community development, as the then national machinery for the advancement of women spear headed the dissemination of the outcome of the conference to various stakeholders. Several seminars, workshops were conducted. Through this process, critical areas of women concerns were identified and prioritized follows:

- Poverty, income generation and economic empowerment.
- Reproductive health and, rights legal framework and decision making and, the girl child education.

It is on this basis that the development of the national Action plan on women is being focused.

In 1996, the government of Uganda organized the African Regional conference on the empowerment of women through functional literacy and education of the girl child in collaboration with the organization of African Unity (OAU). As a result, Uganda pledged to increase enrolment for girls at all levels of formal and non formal education by 2003. Indeed the school enrolment increase from 2.5m in 1995 to 5.4 million in 1998, and 1.5 points awarded to girls, but still, the males outnumber females in most schools, and on top of the low increase of the enrolment, girls usually drop out of school earlier than boys due to various factors like cultural beliefs, lack of school fees. A lot is desired to address those factors.

The 1995 constitution ushered in a participatory political system of governance providing for affirmative action in favour of the marginalized groups (women, persons with disabilities and children) according to them special representation in parliament and local councils at grass roots to district levels. Women form only one third of membership at LC levels. This is a step towards enhancing women participation and involvement in the development process. However, given the population ratio of women to men, of 51:49, women need to form a half, not just a third of the representation as given by the government.

The government has taken various measures and actions to uplift the status of women since 1995. These measures include reforming laws, policies and programmes that address issues related to the advancement of women. The land act of 1998 provided for women access to, ownership and management of land matters. The land act also guarantees women representation in all land tribunals and

committees, protection of women interests in land, and female spouse consent before transacting land on which the family uses for subsistence.

However, this Act is not fully operational. In fact, quoting from the 'New Vision' of Saturday, February 4th 2006 page 4, state minister for land Hon. Baguma Isoke described the land act as a literature document of little consequence. He adds... "Each provision in the act is meant to cause a legal action why are all these provisions redundant?" He wondered why the act had remained redundant since it was passed in 1998. So the rural women who are supposed to be beneficiaries of this Act continue to suffer with no ownership or control over land. And where they access and use land, they have little or no control over their produce.

So culturally, girls are not supposed to inherit land or own it. That right is reserved for only boys yet women contribute to about 70% of the labour force and account for about 80% of food production in Uganda, according to the report of the economic commission for Africa (EAC)-Ugandan chapter. This unfair situation demands urgent attention.

Through Uganda manufacturers Association activities, women are exposed to training in business skills development programmes to help women beginners in business and entrepreneurship development. Women are also encouraged to utilize business services provided by the business organizations. However, women equipped with entrepreneurial skills without capital for starting up private businesses are no better. Whereas women could get loans from money lending institutions like micro finance institutions, NGOs, they do not have

collateral security which is land. Programmes like poverty Alleviation project (PAP), Entandikwa scheme would benefit women especially at the grass root level, but again they are not well sensitized to use these opportunities and in case where they get these loans, the interest rates are high, and their businesses are frustrated by the men (husbands) who end up controlling them in abid to "tame" them the women. More sensitization is therefore required for both the women and men.

Harmful customs and traditional practices that affect reproductive health and rights of women are being addressed through research and documentation of various cultural practices and special programmes in selected areas. Through health project (REACH) the practice of female genital mutilation is being tackled. This has resulted into the reduction of the number of girls being circumcised by 36% between 1994 -96.

FEMALE GENITAL MUTILATION IN KAPCHORWA DISTRICT

Year	No. of females	Drop in no. of female circumcised (%)
1992	903	7
1994	854	5
1996	544	36

Source: Uganda this country status depend on CEDAW 1999 (MGLSD).

Going the above table, the process of reduction of the circumcised girls is low and complete abolition of this inhuman practice cannot be guaranteed in the near future.

As reflected by the 6th African regional conference on women mid term review of the implementation of the Darka and Beijing platform for

action, Uganda cannot continue to pride herself with redundant laws. Once passed these laws should be put it in action for the betterment of society.

Women and employment

Women are also discriminated against when it comes to employment. Organizations usually have a preference of employing men to women because the men do not have to ask for maternity leave and they are "hardworking" and more "intelligent" than women. For a woman to be employed in a company she is judged right from her looks, age, this is especially true in the local media (television) stations things like beauty and age contribute a lot for a woman to be considered for a TV. Job, yet these qualities are not considered for men. Examples are, in 'Wavah Broadcasting Services' (WBS) there was an eloquent news anchor called Lucy Banya whop could not be kept for long by the station simply because she was ageing, though she was capable in delivering. In Uganda Broadcasting Corporation, there was Beatrice Okello, another good news anchor, lost her job for the same reason. However, for the men, we continue to have Bbale Francis for (UBC), and Danny Kyaze for WBS still working on TV irrespective of their ageing. And in most cases the ladies should also be single to be able to 'deliver well' and work for longer hours. No wonder a majority of women persistently swim in the waters of poverty. The situation is even worse for single mothers' world wide.

In 1993 46% of single mothers' families in the United States were living in poverty while only 9% of two adult families with children were poor. (Estelle Disch, pg 364 2000). The situation is even worse in Uganda, one may wonder why single mother families are usually poor,

are they lazy, do they lack initiatives, or are they just unlucky? The answer to all of these questions is a sounding no. Single mothers have a very hard time generating enough income to keep themselves above the poverty line for various reasons. Single mothers face "a triple whammy" first like all the other women, when they do paid work, they often face low wages than men with comparable education and experience.

Secondly, on top of not earning a reasonable pay for their job, one female adult has to support the whole family, while making sure the children get through their day well, knowing where they are when at work. Doing all these without the help of another adult requires time and flexibility that few fulltime jobs can offer.

Thirdly as a parent she must juggle paid and unpaid work like child bearing and socialization. Promotion for women employees is rare and when it is done, it's usually in exchange for sex.

Women and the media

The media, from its traditional roles of informing, entertaining, and educating masses has acquired more important roles through its stages of growth.

An important function that has earned the media into status of all powerful media is its Agenda setting role brought about by its capacity to structure issues.

Depending on how the media treats an issue, for example giving it a front news items of a bulletin this will greatly determine its importance.

After analyzing the type of coverage accorded to women by the media, it was found to be very little and basically negative.

In their book, "The role of mass media in creating images of women", Natumba and Nattimba, reveal that the under representation of women in the media is because male dominate the media decision making positions. A few women in the media hold influential positions like sitting on editorial boards, so as to make impact. There is therefore need for more representation in the media if the status quo is to be improved.

This struggle has got to begin from increase in girl child enrolment to school, followed by more girls' admission to journalism courses in high institutions of learning.

Also negative societal attitudes against the profession should be discouraged. Or example, by nature of their work journalists travel intensively in search of news, the general image society has is that no self respecting woman should always be on the move, a good wife / woman should duly put up in her home at night, not in hotels except if she is a prostitute.

There is need for more women involvement in the media in order to step up their status to more influential positions and thus equitable representation.

Cultural attitudes

Culture embodies the entire facets of daily living a person is set. Through such activities are attached social values to productive and reproductive power relationships Kabwegyere: 1991 (Kobushu) asserts culture in gender terms. In Uganda may be defined as mans embroidery in nature usually women have been embodied culturally to permanently fit traditionally into certain roles. Cultural distortions yield to say:

Culturally all negative things in the home are attributed to the woman while the positive ones gain the men's credits. If all children belong to one sex it's the women's fault, senility and perpetual child deaths are solely blamed on the woman and so does dullness or stupidity and other objectionable conducts'. (Kabwegyere 1991 pg 183). In effect, the cumulative idea who the woman is, and should be, gets shape. Women are stereotyped as weak and as part of men's' property and family beasts of burden (Matembe, 1991). Many customs are suppressing women but are still held on the pretext that they are acceptable to society irrespective of whether women benefit from them.

To many, a woman is better of to bear male children who will hold property rights than girls who will only be 'sold' off. The legal system as well is unfair to women in case of marriage and divorce effectively the law supports the norm of the ideal woman. (Customary) marriage registration decree (1973), and Mohammedan law (chp 123) allow men to marry several wives, while women are given away on getting bride price, virginity before marriage remains a woman's treasure (not necessary to men). It's the status of women in a family that meets to be queried because it maintains the women subjugation in public and

private spheres. It's largely because of this construction that any different view or behavior from family norms is easy target for the press as extra ordinary and thus news worthy. Whatever the arguments, sanctions intend to regulate women in line with societal requirements.

CHAPTER THREE

METHODOLOGY

3.0 Research design

- The study undertook a descriptive research design. This was done with the use of interviews and questionnaires.
- Focus was made on the "New Vision" and "The Daily Monitor" newspapers as case studies.
- A sample of rural women was chosen randomly to respond to some of the key questions, from which representative conclusions and recommendations were drawn. Reference was also made to some of the Non Governmental Organizations which deal with women issues like the Federation of Uganda women lawyers (FIDA) from which evidence about the problem was derived.

3.1 Population description

The target population in this study was women. Both the rural illiterate women and the elite women.

3.2 Sampling strategies

The study being a qualitative one, probability sampling method was used so that every element in the population was given a non zero chance of being drawn in the sample. Both qualitative and quantitative sampling methods were applied to get the correct data.

3.3 Data collection methods

- Data was collected through independent interviews, assessing a number of different topics, their causes and how to curb them.

- Survey and observation methods was helpful in this research and the instruments to be used are self administered questionnaires, focus group discussions, interviews.
- Content analysis of the current available literature on my theme of concern was done with the aim of filling the loopholes.

3.4 Data quality control

- The instruments used certainly yielded valid results; because experts in this field had to analyze the questionnaires before dispatching to various respondents.
- Also, the questionnaires were first pre-tested before being administered to respondents.
- The interviews were in-depth, and were conducted on a face to face basis to avoid misunderstanding between the interviewer and interviewee.
- A sizeable number of respondents were interviewed in order to get representative results of the whole population.
- The data collected from this study was reliable and valid because a combination of instruments used.

3.5 Measurements

In this research, the nominal scale was used whereby numerical values were used to identify the objectives being studied.

3.6 Data analysis

Data was analyzed basing on the objectives of the study and research questions that have been set out.

Data was organized in percentage and was interpreted in a qualitative analysis form.

There were comparisons of different data with the aim of exposing the gaps left out.

3.7 Ethical consideration

Before the study could begin, permission was sought from the management of the companies and media houses in which the study targeted. After all the needed information has been got it was kept confidential as part of ethical requirements.

In an individual basis, permission was sought in advance at all levels, and the purpose of the study was explained to the concerned persons.

Plagiarism of other peoples work was avoided except when only a sizeable amount is used and clearly attributed.

3.8 Limitations of the study

The area of study is quite large, that meant that the study needed more time dedicated to it than there was.

For a successful study to be accomplished there was need to use a lot of money and money was not always available, however for purpose of this study the research challenged the researcher to look for funding.

Another problem was lack of co-operation from the rrural women who viewed the discussion as a waste of their time however; the researcher tried to explain the aim and benefits of the study to them.

3.9 Delimitations

Careful and purposeful selection was made for the qualitative data to ensure that the findings are representative of the entire population.

There is a range of available literature on the topic so this makes the research easier.

As a woman, the researcher was both a victim, and now women activist, so the topic was of great interest and benefit to the researcher.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 FINDINGS

News paper production is the oldest media in the world, and in Uganda, dating back to 1890, with the publication of the "Mengo notes" which was done by the missionary society. . News paper production is still limited to the capitals and urban centres where the private, government and religious press have been established.

4.1.1 The "New Vision"

Various regimes have given different names to the current 'New Vision' news paper. Available evidence shows that the paper was founded in 1955, by Lonrho group of companies. It was called the 'Uganda Argus', taking the character of a broadsheet. Through independence and the Obote I regime It retained this name, and increasingly carried the government version through official statements and covered functions of government officials.

During the Amin era in 1972 -79 the paper was renamed 'Voice of Uganda' with coverage constituting plain government propaganda. After 1979, the paper was called the "Uganda times" perhaps to reflect the experiences the country had gone through. The paper was not changed through successive short regimes, however it was later named the "New Vision" in 1986 after the National Resistance Army took over power under the leadership of President Y. K. Museveni.

Through most of its existence, the "New Vision" has been under the control, and financed by the ministry of information. Today its

managed by the New vision printing corporation. None the less it upholds government policies and exercises self censorship. The new vision grew to be the only English daily and established regional sister papers like the "Orumuri", "Bukedde", "Etop", "Rupiny" and "Sunday vision". Its official editorials are written by high government appointees in the papers management.

Its independent nature has sometimes seen it criticize government and has in turn brought it criticism from government. This position has helped it win back public confidence in a "government" paper, though it has been compromised especially in the 1950s elections, and by the appointment of Col Noble Mayombo to head it.

Currently, the New Vision boasts of the biggest circulation in Uganda.

The tabloid has an average of 36 pages per issue and can be relied on by decision makers and researchers. It scoops over 66% of total newspaper and magazine advertising revenue. The New vision headquarters is located on 6th street industrial area. The new vision management and staff is dominated by men as compared to women as shown below;

Table 1: Women Presentation at the New Vision News Paper

Position	Male	%	Female	%
Editors	30	47	10	28
Sub editors	22	34	21	58
Reporters	12	19	5	14
TOTAL	64	100	36	100

Source: Internal Website of the "New Vision"

4.1.2 History of the "Daily Monitor" Newspaper

The daily monitor on the other hand is a relatively young paper compared to the new vision.

In June 1992, the board of directors of the "Weekly Topic" sacked Mr. Wafula Oguttu as editor. This was due to a disagreement with the board over the editorial content of the "Weekly Topic".

Oguttu was followed by five other senior journalists who resigned in protest of the sacking of their boss. So, the six teamed up and started the "Monitor publications limited, which was to publish the daily monitor news paper.

On July 24, 1992 they came up with the 1st issue of the monitor news paper, printed at the "New Vision" printery.

The monitor later acquired spacious offices along Dewinton Road plot 3, opposite the national theatre. At present the 'Monitor' head offices are located in industrial area, along Namuwongo road.

All top ranking positions at the monitor publications are occupied by men since they are the proprietors of the paper. The number of women journalists is low, and where they exist, they are usually assigned soft beat stories to do with leisure, children, fashion and other features, not the hard news like their male counterparts covering politics, war, economics etc.

This is partly the reason for the imbalance of gender representation in the media.

Table 2: Women representation in the Monitor news paper publications (1996)

Position	Males	Females
Editors	(4)	-
Deputy Editors	(2)	-
Chief sub-editors	(1)	-
Sub-editors	(3)	(3)
Reporters	(8)	-

Source: Primary data

Many factors were revealed during this research as to why there persists gender imbalance in all spheres of life, and they include;

The fact that journalism is still taken to be a male profession which is harsh, involving long working hours, strict deadlines and pressure from all sources, this makes any woman opting for journalism to be seen as abnormal or unserious and bound to fail as a woman, in respect of the societal standards. "She will be required by her profession to travel a lot in search for news, and in her absence, who would be assuming her role in the house" wondered one male freelance journalist at the monitor news paper.

Another respondent who is a female editor of Sunday vision, said that women themselves try to avoid hard work and end up going in for soft jobs such as office work, secretarial work, nursing or house keeping assignments such as politics, business and economics, riots tend to elude women. She adds that sometimes factors responsible for women's marginalization extend beyond the news room onto the socialization domain. But there are also occasions when women themselves perpetuate their confinement in professional woes by being too timid.

Culturally, husbands do not want to see their wives working long hours in a job like journalism which does not have specific time for returning home, especially if one is an editor or sub-editor so it makes it difficult for women to stay in journalism when they get married.

Another female correspondent from the new vision said that most women who enter journalism do it as a stop-gap job but not as a career, such that after some time, they go away to join other occupations.

Reacting on the question why there are few females in the journalism profession, Alice Kiyinji, a new vision journalist revealed that most female journalists look at journalism as a poor mans work which does not pay like other professions such as medicine, that's why many journalism students prefer public relations and advertising leaving only a few going for print media.

The news editor of the "Monitor Newspaper" points out that it is only over the last ten years that graduates are coming up to join the profession of journalism. Therefore it's now slowly being recognized as a profession not merely a job for school dropouts and redundant people.

Asked whether journalism is really a risky profession, Andrew Mwenda of the "Daily Monitor" says that he does not believe in journalism being a risky profession to necessarily women, the only problem he sees is that female journalists may not be married since African men don't want women who are able to challenge them, he goes on to say that in

journalism women can cover any area as long as they adhere to professionalism.

On the issue of sexual harassment in the news rooms which could be making women leave journalism, he refutes it saying "in any case, sexual harassment is every where, Infact its very difficult for men to sexually harass female journalists since they are the most vocal and the journalism profession empowers them to be aggressive such that they can answer back when a man tries to sexually harass them".

Another respondent adds that in fact women journalists could be good at investigative reporting. Their being female can be an asset simply because a man may not suspect or quarrel with her, such a man may release a lot of needed information to such a female journalist. It all depends on the aggressiveness of a person, and a person's character not the sex.

Another female journalist at the new vision looks at journalism as a profession that is not discriminative though at present there are still very few women in the field compared to men. She said that she likes her job because it enables her to express herself freely without being exploited by men.

The Daily Monitor's Linda Nabusayi says that the low turn up of women in the media may be due to lack of enough sensitization to the women and society at large about women's rights; however she is optimistic that the imbalance will go, though gradually.

She also attributes the low traditional status of women to the negative images portrayed especially in the media and in adverts,

saying that this reinforces the men's belief that they should always dominate the women.

4.2 Societal expectation of women

In a focus group interview conducted with 16 rural women in Kumi district, all of them acknowledged that they were living under male dominance, and were marginalized and therefore needed to be educated, sensitized and emancipated if the situation is to improve.

Only 6 of the respondents actually knew that they have equal rights and opportunities as their male counterparts and all of the admitted to have been victims of domestic violence including battering by their spouses.

On the question of land ownership, 3 respondents owned some land which they bought, and the remaining 13 respondents only cultivated on their family land but did not own it, or in case the husband wanted to sell the land, their consent would not be sought, and that society did not expect the husband who is the head of the family to seek the wife's consent upon matters concerning land.

On the prevention of widow inheritance 3 of the respondents were aware that they have the right to either consent or disagree on the clans expectation that a widow must be inherited by the deceased brother(s). 13 of the respondents believe that they could not deviate from the cultural setting or else, they would be forced to pay back the dowry and thrown out of their homes.

When asked whether the girl child should have the same opportunity to education and employment as the boy child, 10 of the respondents

saw no need to educate the girl child since she would be married off to another family. She should only be trained to be a good wife. In this case, only six (6) believe that the girl child could a useful person to the family if she was educated and employed.

So, following the above study of cultural influences of people's behavior, there is practically more to be done in sensitizing the rural population about human rights and the benefits about women emancipation.

4.3 Working Women

Working women are the latest arrival in the society. Consequently it would be newsworthy to find out how they manage to cope up with societal expectations of them, which skills they are adding to the business world, what problems affect them, and to whose benefits are their endeavors ...etc.

Unfortunately, this does not attract media practitioners. Hardly do they seem to realize women's potential and they do not hesitate to project women as objects of pleasure, and not as partners to share the pleasure.

Working women are depicted as men-like, in non traditional feminine jobs. They are given names like masculine, the 'iron lady' the controversial, etc simply because they are expected to stick at a relatively low level in society at best doing secretarial work, catering, nursing, while the men take control of higher positions like managers, leaders, legislators.....

For the married women, it's their fault if anything goes wrong in the family. They are blamed for neglecting their prime duty of looking after their family and opt to go to work.

At society level, working women have been blamed for the moral degeneration among youths and break down of families.

Single mothers even face the biggest wrath from society, even if it's socially acceptable for men to father children with different mothers. Consequently, women are forced to marry or stick to their marriage enduring all forms of abuse for fear of being stigmatized as 'loose' if they stayed single.

Women activists are portrayed as insubordinate agitators who are struggling for the impossible female superiority and who must have problems in their families or in life some now.

4.4 Man as a decision maker in domestic affairs

Women do most work in homes as implementers not major decision makers. Print stories on domestic work comprise 6.9% overall. The percentage rose during election period due to varying support for different candidates and how this was tearing up families.

National statistics lack data on women. The absence of gender designated data based on separate records for men and women is another source of gender blindness and gender bias against women.

Women are often invisible in statistics and if their unpaid work was computed as productive input in national income accounts, gross output would increase by more than 40%.

Decisions at household level are done by the person who has control and ownership rights to wealth and property. Traditionally, property is handed down to the male heir, throughout Uganda. Therefore matters relating to land and major agricultural output are decided upon by men, especially in the rural areas where people depend much on these vital resources.

Traditional cultural stereotyped perceptions that decision making is a mans domain is still a great constraint to women emancipation.

Women lack leadership skills and confidence to participate in economic management at regional and domestic levels. This position inhibits their appearance in the media since pressmen always seek some one responsible to confirm a story or to give their opinions about certain issues. So there are relatively few women in that bracket of authority available for comment.

For the middle class women, a lot more coverage is done on seminars and conferences particularly on the awareness drive for women emancipation; however these have also been portrayed as "talking shops" without series action or implementation.

4.5 Media portrayal of women

More media coverage of women focuses on what officials say to the women, and less attention is paid on the effects of the information to the women recipients. The most commonly used terms by the media are, women have been advised, called upon, challenged or urged , as if women cannot react or initiate, but are only waiting to be guided all the time.

The approach would be to focus on the needs and interests of women from a bottom-up approach, and not the other way. Even where female officials in news are published, they rank low compared to the male officials.

A point in contrast is the coverage of vice president, Dr. Specioza Wandira Kazibwe and her predecessor Dr. Samson Kisekka (the late). The zeal with which the media covered the letters delivery waned when Specioza took office. The media focused more on Dr. Kazibwe's negatives or family woes than her positive contribution to the development of this country.

In another similar contrast, the triumph of former MP Gulu municipality, Norbert Mao into parliament was more published and glorified, ignoring his opponent who was Mrs. Betty Bigombe and her contribution to bringing peace in northern Uganda during the early 1990s.

The 'New Vision' does not oppose women contribution as such, but publishes them with a level of bias.

The daily monitor on the other hand tells a threatening challenge to potential power of women.

Nonetheless, there is a growing positive symbolic aspect in public acknowledge on women's contribution to society.

Table 3: Position of Women in decision making in Uganda (1993)

Post	Female	Male	Total
Cabinet	2	20	22
Ministers	1	9	10
Ministers of state	2	9	11
Deputy ministers	7	35	42
Fern secretaries	16	45	61
DAS District Administrators	5	34	39

Though government is committed to enhancing participation of women politics and decision making at both local and national levels, through legislative and administrative measures women's numbers are still low compared to men.

Uganda being a patriarchal society, the task of decision making is predominantly a male task as allocated by the social system and structures that govern it. The media as well operates on this status and reflects these imbalances.

4.6 Features section

There is fairer representation for women concerns in the feature sections because most of the feature stories are written by women journalists.

Under coverage of women issues is a result of a build up in the selective method for stories that excludes a lot of information to suit a papers readership.

4.7 Analysis

The media has a big role to play in women emancipation, and its role in slowing down this process cannot be ignored. In uplifting women status, the top-bottom approach should not be over emphasized, there's need to focus at the grass root level (rural women).

The girl child should be empowered by giving equal opportunities to education, love, property rights, etc and this entails amending some of the unfair laws, in order for the girls to gain skills, knowledge and the confidence to compete with the male counterparts.

Top positions in the media are occupied by men. In cases where women are put in such positions, they are likely to be political appointments. The most successful news paper, the "New vision" belongs to government. In spite of this, a few women are at the top. It's consequent therefore that the style of ownership and control is motivated by a certain conception of what the media is supposed to be. The media is therefore an information vehicle intended to channel ideas, views and decisions of its ownership (proprietors), it's therefore used to sustain the status quo not to serve the interests of the rural majority. No matter which angle one looks at the current situation, the bottom line is that the status of women in Uganda and World wide is not fairly balanced to that of men. The imbalance in positions of authority like politics is a cause of unfair legislation on women issues. Women should therefore push for a 50/50 representation in political and decision making positions through the effective use of the media.

Work outside home is regarded as valuable and developmental to the entire economy while domestic or subsistence work, mostly done by

women is ignored and under looked of no sizeable impact to economic growth.

Deviation from domestic cores gets sensational coverage. Reports where men are encouraged to share women's work load at home is dubbed western and non- cultural. There is a blanket assumption that the more educated a woman gets, the more westernized she becomes people have not yet understood the benefits of education.

It's generally accepted that the media portrays women negatively than men. In cartoons women are constantly ridiculed and portrayed as if their only interested in romance and sex plus may be worrying about the children. Examples of such cartoons are 'snoogie' "Ekanya", "Leo Kivumba" etc.

Advertisements from their capitalistic nature use dehumanized women models to market all sorts of items like vehicles, garments, cigarettes, utensils, detergents etc. The media use scantily dressed women in adverts yet where men appear, they are usually fully dressed and smart.

Women concerns are a result of social construction like unfair customary laws, unfair cultural practices and the general negative attitude which men have used to dominate women through ages. Changing these patterns is not easy because it questions the existing power relations between men and women. Media practitioners form part of this construction and bear conflicting interest as to what extent they should bow to recognize women's contribution to national

development, and to what extent they should help to push for women emancipation.

Its however important to remember that both men and women are human beings who should be subjected to fair treatment and entitled to equal access to goods and services like education, job opportunities, promotion, human rights and other freedoms.

The elite women should allow the process of emancipation to spread down to the grassroots. They should not be seen to deny the rural women chance to compete for political office as is revealed by this research. The spread of power and responsibility among women themselves will persuade even the rural population both men and women to wholly support women emancipation.

The media should not seem to frustrate government efforts by sidelining women issues. Uganda has appeared in the international fora as a leader in realizing women contribution in society and championing the course of women (women emancipation).

Uganda is a patriarchal society where men are the dominant players in decision making, although women shoulder most of the reproductive, productive and community management responsibilities many of which are not remunerated in national statistics.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of findings

The study was aimed at finding out the role of the print media in promoting women emancipation in Uganda, with the case study being the "New Vision" and the "Daily Monitor" newspaper.

It was also aimed at finding out what problems and factors that hinder the process of women emancipation, and perhaps suggest workable solutions to these problems.

The findings of this research show that the media provides a platform for educating and sensitizing the population about the rights of women, and human rights in general. However, research also reveals that the media has often negatively contributed to the oppression, discrimination and inferiority accorded to women. This is evident in the number of women employed in the media houses and the positions they hold compared to their male counterparts.

Research has revealed that the media ignores coverage of women issues or women activities for other "marketable" topics like politics, economic, new technologies, war etc yet women form the majority of the Ugandan population, and contribute to the Ugandan population, and contribute to the majority of the agricultural sector, since Uganda is an agro-based country.

5.2 Recommendations

The government and the media

Government should provide more funds channeled in the education and sensitization of the rural population about their rights and responsibilities.

Government and the members of parliament should debate and amend the unfair laws to women for example the government should pass the domestic relations bill (DRB) which has been lying in parliament pending the presidents' approval.

The UPE programme is commendable, but more funds are needed to improve education, especially after primary level universal secondary education should not remain as a campaign tool, but should be implemented

Adult literacy programmes which are only carried out in urban centres should also be spread in the rural areas to enable the rural illiterate acquire knowledge and skills.

Soft loans should be targeted to women groups. These loans should come hand in hand with adequate training on entrepreneurship skills and management skills.

Attitudes develop at early socialization stages. Materials for schools such as text books, broadcasting material, and the curriculum in general should be developed to ensure a more realistic image of women sharing responsibilities in the home, community, professions and as active participants in national development, as opposed to assembling a few women to demonstrate their roles on women's day.

Both government and NGOs should advocate for total elimination of negative cultural attitudes and practices that degrade women like genital mutilation, forced widow inheritance etc. Sensitize the population about the risks of these practices, through things like drama in schools.

Government should adopt and integrate gender issues in the national development planning process.

Laws should be passed to accord women the same rights and privileges to own land and inherit property. This is because land is an important asset, acting as co-lateral for getting loans, as well as source of food.

Ensure that the development and employment policies cater for the multiple roles of women i.e. productive and reproductive health and put in place measures to reduce women's work burden.

Through the ministry of Gender, labour and social development, government should foster gender awareness in all sectors of society to activate the economic political, legal and socio-cultural emancipation of women.

Undertake research studies on the impact of the content of the media to women and the general population, document gender and women issues as well as cultural influences so that this knowledge can be used in guiding media operations.

The media

In particular news papers should give more space to woman's affairs and pay more attention to women's affairs and to those issues which are particularly disadvantageous to women. The media should also

give more coverage to women's contributions especially in non traditional fields in order to encourage women to enter these fields.

Editors and individual journalists should encourage male colleagues to pick interest in reporting women issues more objectively. As well as ensure that the stereotyped attitudes towards women are changed to more realistic and representative.

Women organizations like FIDA, UMWA, should work hand in hand with the media particularly with UNEPA to create understanding of each others activities. They should also assist the media to identify women issues / Activities for coverage.

Specialists' magazines like "ARISE" have limited impact, strategy should be to infiltrate the general newspapers. Ensuring that gender stories should be packaged to appear favorably along side other stories. The tendency to lumps women issues or activity together should be changed.

While covering women issues, the media should emphasize issues other than actors and use language effectively to accommodate everybody.

Frequently choose topics / themes that affect women for public debate on radios, TVs or even in newspapers, the public can be called upon to react to an article previously published.

Women themselves should learn to speak out their mind, their experiences or to contribute on tropical issues. They should be

encouraged to access the media as a platform for airing put their problems.

We should sensitize key people in our community such as local council leaders, elders, religious leaders and others in positions of power to recognize women's rights and apply these in the daily decisions that they make about our communities.

5.3 Conclusion

This research had its problems like lack of enough money, which in one way or another limited the number of the people interviewed, it also limited the number of questionnaires printed. Lack of funds also led to the delay in finishing this project, not as earlier anticipated / planned.

The research methodologies used gave generally estimated results, not 100% correct. Nonetheless the results are representative of reality in the field, and can be relied upon.

The government has a challenge to do proper research on the statistics of women to men, women concerns and consider them during the planning process and implement them in its programmes.

The government of Uganda is already recognized in the international arena as one that promotes women participation in all spheres of life. It should therefore continue to spearhead women emancipation to international standards since it's a signatory of many of such organisations as CEDAW.

Uplifting or educating a woman means educating the whole nation.

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APPENDICES

Appendix I

Questionnaire

Dear Sir/Madam,

You are kindly requested to answer/fill the questions below to help M/S Akello Martha who is doing a research project on the topic, "The role of Print Media in women emancipation in Uganda. Case study the "New Vision" and "Daily Monitor" news papers.

This research is a partial fulfillment for the award of bachelors' degree in mass communication at Kampala International University. The information got from this questionnaire will be treated with confidentiality and will be restricted to academic purposes only.

Name.....

1. Sex: Female Male
2. Age group 18-25
 25-32
 32-39
 39-46
 46-above
3. Marital status: Single Married
4. Education level: Primary
 Secondary
 Tertiary level
 University
5. What news papers do you prefer to read?
- The New Vision

The Monitor

Others, specify.....

6. How often do you read them?

Daily

Thrice

On weekends

Others, specify.....

7. Which pages are you more interested in. give reasons for your preference?

.....
.....

8. How do you access the papers do you buy your own copy?

.....
.....

9. In your opinion does the press in Uganda represent women interests? Elaborate your

answer.....
.....

10. What images of women are portrayed in the print media?

.....

11. In your opinion do you think the media has done enough to sensitize women and to emancipate them?.....

.....

12. Objectivity is one of the pillars of journalism to what extent do you think the press in Uganda is fair and objective in its coverage?.....

.....

13. how does your organization/ community treat women is it fairly, favored, or discriminated, elaborate your answer.....

.....
14. Would you encourage more females to join the journalism as a
career, why?.....

.....
15. What other issues would you like the media to address concerning
women, feel free to give more suggestions.....
.....

Appendix II

Financial plan (budget)

Activity	Cost (in ug shs)
Designing study in instruments and stationary	100,000/=
Field familiarization costs	50,000/=
Presenting costs	100,000
Field allowances for data collection	100,000/=
Printing and binding expenses	150,000'=
Miscellaneous	100,000/=
Total	600,000/=

Appendix III

Time schedule

Activity	Period	Out put
Proposal writing	Jan - Feb. 2006	Proposal submitted for approval
Field familiarization	Feb 2006	Initial information collected
Developing research instrumentation	Feb-March 2006	Research instruments developed
Data collection	March 2006	Data collected
Data analysis	April 2006	Data analyzed
Preparation of report	May - June 2006	Ready dissertation
Submission of report	July- August 2006	Submitted dissertation