

KAMPALA INTERNATIONAL UNIVERSITY

THE CONTRIBUTION OF THE MEDIA TOWARDS

POVERTY ERADICATION IN UGANDA

CASE STUDY: KAMPALA CITY

BY

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DECLARATION:

I Muruka Maureen a student of B.A (Mass Communications) of Kampala International University hereby declare that this research paper is original and that to the best of my knowledge, it has never been submitted for any degree or other awards in any learning institution.

Signed.....

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I have dully supervised this work.

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Supervisor.

DEDICATION:

To the Media institutions and activists, development partners, Professionals and Academicians involved in the dissemination of information in media institutions for development Promotion and Protection of the poor in Africa and the World over. I extend my dedication to my beloved mother Cornelia Muruka, late Dad Joseph Muruka, my dear family, relatives, friends and colleagues whom I owe a lot.

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LIST OF ACRONYMS:

PWDS	Persons with Disabilities
NRM	National Resistance Movement
LC	Local Council
ILO	International Labour Organization.
DSE	Data Storage Equipment
UNISE	Uganda National Institute of Special Education
UN	United Nations
WHO	World Health Organization
M.O.H	Ministry of Health
NGO	Non Governmental Organization
MDGs	Millennium Development Goals
SNE	Special Needs Education
UPE	Universal Primary Education
DANIDA	Danish Development Agency

ABSTRACT

“The role of media in the fight in alleviation of poverty in Uganda” is the topic of a dissertation submitted to the graduate school in partial fulfillment for the award of the degree of Mass Communication(Journalism) in the faculty of Social science, Department of Mass communication at Kampala International University(KIU).

The main focus of the study was the extent to which role the existing media institutions contribute to the fight in alleviation of poverty in Uganda. On the basis of Research Findings, the study identified the contributions and inadequacies in the media stations and put forward recommendations geared towards the usage of media promotion and dissemination of information to improve the economic livelihood of Ugandans towards the alleviation of poverty in Uganda.

The study provides a deeper analysis of how we can use the media in accessing development information and using the media to convey messages that will encourage the populace to be informed to alleviate poverty. The study was carried out in 2006 using both Qualitative and Quantitative methods .The following were the main findings;

- There exist over 130 media institutions in Uganda that can be utilized to enhance the promotion of information, dissemination and utilization of the media messages to empower the poor to overcome poverty in Uganda. However these do in general proved that the poor are members of the human family and are largely not explicit when it comes to providing for specific rights and access to timely free information for development. Some progress has been made in the area of translating messages into local languages by establishment of the district local frequency (FM) radios; vernacular Newspapers, and National and Regional Televisions like the UBC,WBS,NTV SANYU ,IMPACT, and LIGHTHOUSE TVs; rather than the official language English which still discriminates the poor who can not afford the education .
- There is urgent need of a comprehensive law to ensure that all Media stations to convey accessible development messages or information to

all citizens to alleviate unemployment and poverty. For instance the personas with disability especially the deaf lack information for development. This is a great gap in full filling the Millennium Development Goals (MDGs) that Uganda is signatory and yet these will not be realized because the deaf will still be poor due to lack of access to information through interpretations on televisions and to be brailled for the blind persons lack brailled newspapers to read an get information.

CHAPTER ONE:

.0.

.0 INTRODUCTION

However, Poverty can be defined as lack of the basic human needs like shelter, clothing, food and health care. Poverty is regarded as a social problem which is present in every form of human societies regardless of the level of development.

However the contribution of the media are neither recognized nor respected and valued by society. Writing this thesis will be vital to recognize the contribution of the media in poverty alleviation in Uganda.

It is easy to be overwhelmed by the enormity of the problem of poverty. Just to think that 1.3 Billion people almost in quarter of humanity survive on less than US \$ 1 dollar a day boggles ones mind.

The Media play an important role in informing, persuading and empowering people to change their behaviors. Groups that engage media in the context of development can help shape and frame the debate in the drive towards poverty eradication and sustainable development. The strengthening of existing media networks and highlighting of good practices in Uganda is key to delivering effective messages for development. Community radio is regarded as very important and the role of community radio is key in this area.

Uganda is a signatory to the Millennium Development Goals (MDGs) which stipulates that states must fight poverty by 2025.

This study focused on analyzing the extent to which the existing media institutions contribute to the promotion and protection of the poor in Uganda. The study also sought to identify gaps/inadequacies in the existing instruments as well as recommendations for addressing the inadequacies or gaps.

1.1 BACKGROUND TO THE STUDY

In Uganda like many African countries, poverty has continued to be prevalent mostly due to hard economic conditions of the country, with people surviving on less than \$1 per day.

Many people have lost jobs because of changes in industry and many working people have seen their life savings consumed by skyrocketing medical costs. Also of the many impoverished people in Uganda, most are poor through no fault of their own and the causes of poverty are often beyond the control of its victims.

There are over 7 million poor people in Uganda both in urban and rural areas. Included are people with Disabilities (PWDs) who are about 2.8 million according to the 2002 Population and Housing census.

is the role of Media institutions present in Uganda to voice the problems of poor people and help in implementing strategies to curb poverty in Uganda.

o have a clear grasp of this study, it is important to put it in a historical background by pointing out the dynamics and major developments in the field of disability in Uganda since colonial times. These developments have far reaching implications for the human rights situation of the poor in Uganda.

s will be highlighted later, some progress has been made in the area of securing legislation to empower the poor and to protect their rights at local, national and international levels. It is also evident that many gaps still exist and there is need for a comprehensive law that specifically deals with the promotion and protection of poor people rights.

.2 STATEMENT OF THE PROBLEM

According to 2002 Population and Housing Census, various forms and degree of disability afflict more than 2.8 million Ugandans. This indicates that the real poor are more than this figure since the above only reflects those with physical and visible disability. Disability causes poverty and poverty causes disability which causes discrimination and marginalization from services like lack of access to information. The families and relatives are included, 35% of the Ugandans could be adversely affected

y abject poverty that lead to disability³. However, there exists no adequate legislation providing for access to services like information health, education and employment opportunities for the poor in this country.

. market study carried out by 'BBC International Broadcast and Audience Research' (BAR) showed that there are currently over 100 million working radios in Africa. Infact the radio is the main mass medium of communication through out the continent.

however, a number of users are unable to listen to the radio longer than a few minutes a day because of high price and scarcity of batteries which comes in as barriers to alleviate poverty through this media channel. To set foot in Uganda is one of the countries on the continent where poverty is expected to become more acute as we enter the next century.

Many street children(girls and boys), elderly (male and female) are unable to go to school because parents and government are not giving them bursaries school fees exemptions. For example Deaf children are unable to cope with mainstream education, as the teachers do not know sign language. Blind children too do not have facilities like raille. Lack of access to information makes lack of education perpetuates the cycle of poverty, marginalisation, denial of access to opportunities and basic human rights. The rights of the poor are violated due to lack of understanding and ignorance of media institutions in how to include the poor in its mainstream programmes in Uganda.

³2002 National housing and population census.

YPOTHESIS:

.3 AIM/ PURPOSE OF THE STUDY

he overall purpose of the study was to evaluate the role and contributions the existing media institutions have towards the fight in alleviation of poverty in Uganda.

.4 OBJECTIVES OF THE STUDY

- To identify what role the media has played related to the fight in alleviation of poverty and analyze the extent to which they have not contributed in Uganda.
- Identify and analyse the various ways media can be utilized in Uganda to inform the poor communities.
- Specify the various opportunities to be used within the existing media stations.
- Identify gaps or inadequacies of the existing laws on media and come up with relevant recommendations to enhance promotion of access to timely development information to the poor to alleviate poverty within their communities.

.5 JUSTIFICATION OF THE STUDY

he power of the media is its capacity to influence how people and politicians thought and acted on issues that affect the masses they lead and consult who include the poor odden citizens.

he political climate in Uganda, if compared to the past is relatively media friendly. There is a relative freedom of speech and freedom to associate and disseminate information. There is a media bill, broadcast commission that has set up media policy and is implementing how to register and regulate the media. There is a Minister of information and communication and State Minister in charge of information and communication. This provides an opportunity for initiating the process of developing a participatory role and contribution of the media in alleviation of poverty in Uganda and protects the human rights of the poor. It is important for this study and process of developing recommendations, and solutions on how the media can contribute to alleviating poverty in Uganda and among the developing countries.

As seen from the background, the existing media institutions are still inadequate and cattered, most of them are private, owned by the rich and influential politicians and opinion leaders who decide today's agenda and thus which makes access of development, agricultural, health, educational and socio-economical information difficult for the poor who need to apply it. It is neither lacking, nor specific in terms of prescribing certain solutions to poverty nor comprehensive to address poverty.

The existence of strong organizations of Media stations and Associations of Journalists like Uganda Journalist Association (**UJA**), International Media Organizations (**IMO**), **UN Radio** and **PEN INTERNATIONAL** amongst others which has been advocating for human rights of Journalists and freedom of press are another motivating factor for the study. Organizations of and for Journalists are an important voice in the process of developing workable strategies to use the media to alleviate poverty in Uganda. The

rganizations thus present an opportunity for sending Journalists to gather, analyze, process and report news in an objective manner taking into considerations of the poor peoples concerns and needs.

he study will raise awareness and discussion among Media stations, media rooms and institutions and decision makers concerned with alleviation of poverty in Uganda.

he results of the study will be used as a powerful lobbying tool. The results will be used as a foundation for the research /study by academicians in the field of Media and poverty and media verse human rights.

he study is to benefit a significant number of Ugandans i.e. over 3.5 million poor who will in turn make a contribution to the overall global Millennium Development Goals (MDGs) and of the country's strategy for empowered poor citizens to realize prosperity for all "Bonnabaggagawale" by way of the media spearheading in disseminating accessible information to the marginalized, discriminated urban and rural poor.

he study is also in line with national and international aspirations to build a just and equitable society for all (male and female, young and old poor and rich).

.6 SCOPE OF THE STUDY

he study was carried out in the period of June 2007 – February 2008. The geographical scope of the study was Kampala district in Central Uganda. The focus of the study was the extent to which government and society media are implementing legal and

Constitutional guaranteed rights of the poor e.g. PWDs an urban and rural poor by accessing to them information for alleviation of poverty by creation of employment, policies and programs to promote and protect rights of the poor . Kampala is the home for key government departments/ media institutions, which engage in activities, related to the poor.

The researcher listened, watched and read messages from the media institutions and obtained information and knowledge from professionals in the field of poverty experts in particular and media issues in general to enrich the study. Persons with disabilities who are the marginalized, disadvantaged and poorer of the poor were included in the study individually and through their organizations like NUDIPU, UNAB, and UNAD.

2.7 DEFINITION OF TERMS

Mass Media:

The mass media is a term used to denote a section of the media specifically envisioned and designed to reach a very large audience such as the population of a nation state. It was coined in the 1920s with the advent of nation wide radio networks, mass circulation newspaper and magazines, although mass media was present centuries before the term became common.

Public Media

is the sum of the public mass distributors of news and entertainment across mediums such as newspaper, television, radio, broadcasting which require union membership in large markets such as newspaper and text publishers.

Poverty:

is commonly understood as the condition of having little money and few material possessions. Not all agree on the undesirability, with a number of spiritual traditions emphasizing the virtue of voluntary renunciation of material goods and disavowing the logic of accumulation.

While some seek to define poverty in economic terms, others consider social and political arrangements to be intrinsic to poverty. Social aspects of poverty link conditions of scarcity to aspects of the distribution of resources and power in a society. These aspects of poverty may include access to information, education, health care, social status, political power and opportunity to develop meaningful connections with other people in society.

Poverty also means deprivation of basic needs and Poor of the poorest include the persons with Disabilities young and old and male or female in both rural and urban setting.

.0 CHAPTER TWO

.1 LITERATURE REVIEW

A review of the literature relevant to the subject of inquiry/study was carried out. The literature revealed that a number of international and national instruments implicitly or explicitly provides for promotion and protection of human rights of Poor people. However, the question of their adequacy or the extent to which they actually contribute to the promotion and protection of human rights of poor people remains a subject of debate.

According to the Universal Declaration of Human Rights, all human beings are born free and are equal in dignity and rights.⁵ All human beings are also entitled to the right standard of living, adequate health, and security in the event of unemployment, sickness, disability or old age. The declaration emphasizes that all are equal before the law and are entitled to equal protection against any discrimination⁶.

The International Covenant on Economic, Social and Cultural Rights refer to the need to create conditions whereby everyone may enjoy the full range of human rights. It emphasizes that economic, social and cultural rights apply to all without discrimination of any kind.⁷

Article 1 of the Universal declaration of Human rights

Article 7 ibid

Article 2 of the international covenant on economic, social and cultural rights

The African Charter on Human and Peoples' Rights, adopted in 1981 in Nairobi, stipulates in Article 18.4: "The aged and the disabled shall also have the right to special measures of protection in keeping with their physical or moral needs."⁹

On 14th November 1988 the additional Protocol to the American Convention on Human Rights in the area of Economic, Social and Cultural Rights was adopted. Article 18 of the Protocol states that disabled persons have the right to special protection. It declares that they have the right to appropriate work programmes, special training for their families, social groups and the consideration of the requirements of disabled persons in urban development plans. So the Media upholds this declaration by passing out information to help the poor raise their standard of living. For example, the **Daily Monitor** dated 2nd December 2007 published an article on furnishing the rural poor with financial opportunities. In this article, a lady called Margaret Byabaisahja who by joining a local saving group supported by CARE INTERNATIONAL managed to save from Ugs 100 to Ug sh 2800 per week and in turn after a few months managed to save ug. sh 82,000 .She planned to buy a cow in order to increase her income and she vowed to be the best saver the next cycle.

The newspaper also stated that organizations like CARE Uganda, target vulnerable communities such as the extreme poor internally displaced people, women and children to provide assistance and opportunities for sustainable development. They educate the poor on how to increase production ,market agricultural crops, increase access to

The African Charter on Human and Peoples' Rights, adopted in 1981 in Article 18.4:

financial services via village savings and loans and supporting small income generating activities to enhance livelihoods of the poor particularly women.

Another example is of Daily Monitor of 2nd June 2007 which states that the Italian government committed to provide support for Uganda poverty eradication plan (PEAP) with several initiatives in health and agricultural sectors to strengthen anti HIV/AIDS policies and enhance public education. It said Italy has granted Uganda 130million Euros in bilateral debt cancellation within the Heavily Indebted Poor Countries initiative (HIPC) the consequent saving in interest payment have enhanced Poverty Action Fund (PAF).

.2 Non-conventional provisions

Over more than 20 years, the General Assembly, Economic and Social Council and other bodies concerned with Human Rights have adopted various declarations and resolutions aimed directly or indirectly at promoting the human rights of poor people.

The Declaration on Social Progress and Development, adopted by the General Assembly by Resolution 2542 (XXIV) of 11th December 1969, states in Article 10 that, social progress and development shall aim at the continuous rising of material and spiritual standards of living of all members of society, with respect for and in compliance with human rights and fundamental freedoms, through the attainment of the declaration's main goals".¹¹ These goals include the assurance of a steady

Declaration of Social Progress and Development, adopted by the General Assembly by Resolution 2542 (XXIV) of 11th December 1969,

improvement in levels of living, the achievement of the highest standards of health and the provision of health protection for the entire population, if possible free of charge. In article 11, section (c) of the Declaration, goal of protection of the rights and the assuring of the welfare of the poor and protection for the physically or mentally disadvantaged is included.

In Resolution 2856 (XXVI) of 20th December 1971, the General Assembly proclaimed the declaration on the rights of Mentally Retarded Persons and called for national and international action to ensure that it would be used as a common basis and frame of reference for the rights contained in it. According to the declaration, the mentally retarded person should enjoy the same rights as other human beings, including the right to proper medical care, economic security, the right to training and rehabilitation, and the right to live with his own family or with foster parents. Furthermore, the Assembly declared that there should be proper legal safeguards to protect the mentally retarded person against every form of abuse if it should become necessary to restrict or deny his or her rights.

The relevant bodies of the United Nations are currently considering the Principles of Protection of Persons with Mental Illness and for improvement of Mental Healthcare, which are intended to serve, inter alia, as a guide to governments, specialized agencies, national, regional and international organizations, competent non-governmental organizations and individuals and stimulate a constant endeavor to overcome economic

and other practical difficulties in the way of their adoption and application, since they represent minimum United Nations standards for the protection of fundamental freedoms and human and legal rights of persons with mental illness.

In 1975 the Geneva Assembly adopted the Declaration on the Rights of poor Persons, which proclaimed that poor persons, have the same civil and political rights as other human beings. The Declaration states that 'poor persons should receive equal treatment and services, which will enable them to develop their capacities and skills to the maximum and will hasten the process of their social integration or reintegration.

In Resolution 31/82 of 31 December 1976, the General Assembly recommended that all member states should take account of the rights and principles laid down in the Declaration on the Rights of Disabled Persons in establishing their policies, plans and programmes" and that "all international organizations and agencies concerned should include in their programmes provisions ensuring the effective implementation of those rights and principles.

In declaration 1979/24, adopted on 9th May 1979, the Economic and Social Council took note of the Declaration on the Rights of Deaf-blind Persons, which had been formulated and adopted by the Helen Keller World Conference on Services to Deaf Blind Youths and Adults on 16th December 1977, and decided to bring it to the attention of the General Assembly as part of the documentation submitted under the question of the International Year of Disabled Person.

Article 1 of the Declaration reiterated the fundamental principle that:

Every deaf-blind person is entitled to enjoy the universal rights that are guaranteed to all people by the Universal Declaration of Human Rights and the rights provided for all disabled persons by the Declaration on the Rights of Disabled Persons.

On 3rd December 1982, the General Assembly, in Resolution 37/53, proclaimed the period 1983-1992 United Nations Decade of Disabled Persons and encouraged member States to utilize this period as one of the means to implement the World Programme of Action Concerning Disabled Persons. This programme, recognized "equalization of opportunities" as an objective as well as a means of achieving full participation in all areas of social, cultural and economic life. The explicit recognition of the right of every human being to the "equalization of opportunities" gives a clear legal consistency to the juridical treatment of issues concerning disabled persons, and adds a human rights dimension which previously, there was an unwillingness to acknowledge.

THEORETICAL FRAMEWORK

AGENDA SETTING

The media is known for basing its activities on the agenda setting theory. The Agenda setting theory also known as the power to structure issues emphasizes the importance of the media to structure issues depending on how it treats them for example giving them front page coverage or placing them among the first news items on Radio or television.

The theory also states that most of our information, behaviors, perceptions and attitudes are formed through what we get from the media. The evidence that the media influences all of people's perceptions and their world at large. People also often talk of what is in the media. So the media influences the directions of people thoughts and attention for the public to focus upon.

It is also stated that the media practitioners have the powers to determine news values on different issues, prioritize them and influence public interest and opinion on issues (Maqal, 1994). It is also argued that people turn to the media for interpretation of issues (Hyden et al 2003). The media holds a high potential in influencing awareness levels (ibid). The media gives the public what it wants thus setting agenda (Lazarsfeld et al, 1971). It is because of those roles of the media that it is hoped, it contributes tremendously to poverty eradication in Uganda. For example by raising awareness levels on poverty related topics. For instance, by sensitizing policy makers and all other stakeholders on the way forward towards poverty eradication and etc.

.0. CHAPTER THREE

.0 METHODOLOGY

.1 Introduction

This chapter outlines the methodology used in selecting the sample, the area and population of the study, data collection techniques, and data analysis and report generation.

.2.- Study Design.

The Researcher applied a descriptive cross sectional study design combining both qualitative and quantitative methods to authenticate the study, and to allow for a collection of detailed information from the respondents in their social context. Primary data was collected through both structured and unstructured interviews, discussions and observations. Relevant international instruments and domestic laws were consulted. The study was carried out in the months of January and February 2007 (two months).

.3 – Study Area and Population

The study was carried out in Kampala district / city. Kampala is the capital city of Uganda and is geographically located in central Uganda. Questionnaires and interviews were administered to a total no of 10 media stations. The key informants were leading media stations or institutions in the promotion and dissemination of media messages to the public in Uganda.

.4 -Methods of Data collection

.4.1 Sample size and sample selection

The researcher interviews 40 respondents

Respondents	Number
Adults	20
Disabled	15
Key informants	5

.4.2 Interview methods

was conducted using open ended question. It was preferred because it could allow further probing, thus interview guide was used to get data from secondary respondents.

.4.3 Use of Documents

These helped to supplement more, check or strengthen the information given by other method for the reliability purposes.

.4.4 Questionnaire

These were questions written down by the researcher to the respondents sent to them. They would in turn answer the quiz and send them back to the researcher.

.4.5 Observation methods

This provided important information used to assess people's behavior towards the poor which included data from personal interview, administered questionnaire which involved use of observation check list.

.5.0 DATA PROCESSING AND ANALYSIS

The study generated both qualitative and quantitative data, therefore clear description of issues were looked at these involved data processes such as editing and coding.

.5.1 Editing

This involves careful and critical reading the data to check for any errors or mistakes in the data, thus completeness, accuracy uniformity and consistency.

.5.2 Coding

Codes were used to condense the data from respondents into fewer and manageable but meaningful categories this was done by use of coding frames.

.6. Limitation of the study

- Lack of enough funds to carry the project.
- Some questionnaires were not posted back.
- Sometimes interviewees lie.
- Questionnaires may require only literate people in order to answer the questions hence it leaves the illiterate people out.
- Use of secondary data results are subject to personal perceptions and may not be reliable and invalid.
- With observation ,the results could be subjected to personal perception and in turn be invalid
- People behave differently and are not natural during interviews hence not showing the real behavior.

4.0 CHAPTER FOUR

4.0 PRESENTATIONS AND DISCUSSION OF FINDINGS.

4.1 Introduction

This chapter presents and discusses the findings in relation to study objectives and research questions. Results have been presented below:

4.2 Facts and Observations all advantages to use Media without Disadvantages

It will create jobs for the disadvantaged and some of the profits made will be used to finance individuals and community social projects.

It will increase access to all kinds of information such as HIV/AIDS prevention campaigns, weather reports or adult education programmes targeting the rural poor societies

Radio is now the most effective way of disseminating information among the inhabitants of developing countries.

Media will certify various needs the poor

Radio, Television, theatre etc entertainment which addresses the psycho needs of the marginalized poor citizens of Uganda.

Media will particularly be suitable for NGOs working in development. Its robustness and compactness make it ideal for use which will be made of it by NGOs in the field.

Thus the media is perfect tool in alleviating poverty.

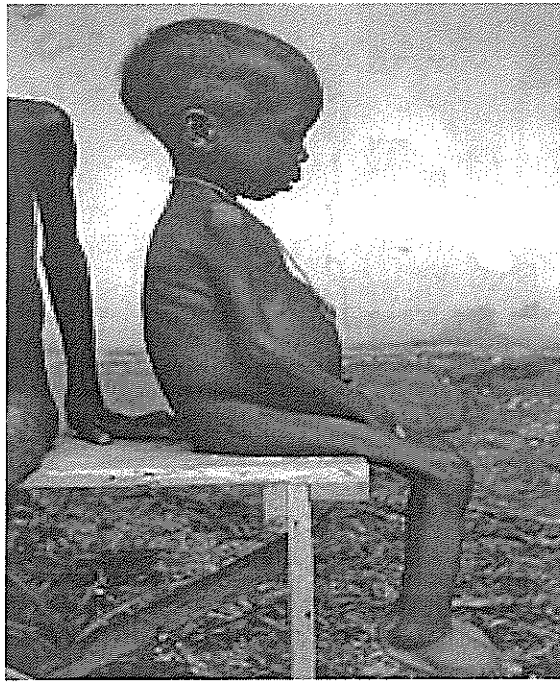
Free and democratic press encourages full public participation and empowered population and inspires them to engage themselves in eradication of poverty. Press freedom can reduce poverty in poor countries but successes of the media such challenges depend on their independence and their willingness to reach a diverse population.

To improve poverty and public awareness through coverage of community poverty related stories and news.

Poverty among marginalized and isolated groups including persons with Disabilities for example the Batwa and Karamonjongs communities in Uganda media covering and representing of these communities in mainstreams media is the way forward.

Representation in the media news rooms (ethnic minorities and marginalized have to be represented. Having people in the news room to push issues that affect the communities of their own.

Foreign trained journalist to support the media in Uganda on how to cover poverty related issues.



A starving female child during the Nigerian-Biafran war of the late 1960s. The abdomen is paradoxically swollen due to Kwashiorkor or severe protein malnutrition. The media can and has played a very major role to cause or end wars that have resulted to abject poverty in many areas of Uganda and the world as a whole. This photograph attests to that fact.

5.0. CHAPTER FIVE

5.1 CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the conclusions and recommendations of the study. The study presents some key issues that had been identified in the literature review, methodology and the findings. The chapter identifies other areas for further research.

5.2 Conclusions.

The findings have revealed that the role of media has been surprisingly overlooked in poverty eradication in many of the world's poorest countries particularly in Africa.

This is because in developed countries (Uganda Included) that politics of mainstreaming media are decided by wealthy and influential investors and policy makers, independent media that may not be able to play their changing the perception of public opinion on poverty. This has undermined the war towards alleviation of poverty in Uganda.

Should journalism be an explicit force for social change or should simply implicitly encourage that change by accurately and impartially report back to its given community every thing that is of interest to the community without fear or favor.

The role of Media in removing poverty and economic progress development that contributes to the successful adoption of policies to economic development that

contributes to poverty eradications depends on long-term and consists planning. Media can change the attitudes of the public towards poverty and guarantees safer and healthier societies.

Media exploring ways to bridge the urban/rural telecommunication divide and enable rural stakeholder to utilize information and communication technologies for poverty eradications.

SUMMARY OF OTHER ISSUES RAISED:

3 Recommendations.

The government should establish national strategies for inclusion of the poor dimension in development cooperation in order to achieve overall recognition of the basic human rights and freedoms for poor. Address poverty and unfair distribution of resources and ensure adequate resource flows to poverty concerns. Include poverty concerns in all social development efforts, ensuring the poor people access to health and education services, to job opportunities and to information.

There is a need to empower poor and to strengthen their capacity and involving them in development work by, recognizing them and their organizations as partners in development and contributing to their capacity building efforts

Media and developing countries could help achieve Millennium Development Goals(MDGs)website (http://70.87.64.34/intent/gfmd_info/pdf/GFMD_MDGs=rapidf)and put them in broader context of development agenda. The media will inform the poor and excluded to react to policies being carried out in their name. http://www-un.org/millennium_goals/ Media and developing countries could help achieve MDGs and put them in broader context of development agenda.

The media development is the lynch pin and end of poverty and fulfillment of the global development. Ring development naturally". Media can contribute to poverty eradication big development organization stops patronizing attitude to journalists, thinking they can tell them how to cover a story and speaking in jargons. They need to learn to speak the language of the media development human interest story ideas, for example and explain why these issues (poverty) matter to their country.

The media will inform the poor and excluded to react to policies being carried out in their name. Media is the societies "Watch Dog" thus it can be a social agent (Journalist can be social agents of the marginalized poor. "Good Journalism ".

To increase the knowledge of the status of persons with disabilities by exchanging knowledge and experience, collating facts and figures and documenting good practices.

To establish a joint program between the Government, Organizations that promote and protect the rights of PWDs, and the UN) in promotion and protection of the PWDs institutions as regards.

- Media Institutions
- The UN Human Rights system and
- National strategies for inclusion of PWDs in decision making

In order to move from policy to practice, there is a need for national strategies and Action plans. These strategies need to have built in evaluation points or indicators, which include;

1.34 Strengthening capacity and involvement of the poor



Persons with disabilities are needed as role models, as experts of their situation, needs and rights. Strong policies are essential in order to advocate for inclusion of the disability needs in development programs is essential to ensure the quality, local relevance and successful implementation and monitoring of development programs or projects. The empowerment of the poor people is the responsibility of both government and Civil Society Organizations.

5.3.5 Recognition of poor and their organizations as partners in development

In order for the poor people to be able to play an active role in development, government and Civil society organizations (CSO) including the Media, must recognize the poor as resourceful partners.

5.4.1 CONCLUSION

As explained above, despite the challenges facing the media on the many roles it play in the society the media in Uganda; both print and electronic can not be underestimated for its vital contribution towards poverty alleviation. It should possibly be stated that with reasonable use of the Media, poverty can be a thing of the past in Uganda.

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