THE ROLE OF THE MEDIA IN PROMOTING AND PROTECTING HUMAN RIGHTS IN UGANDA: A CASE STUDY OF NATION TELEVISION (NTV)

BY

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SEPTEMBER 2015

DECLARATION

I Batesa Frank declare that this dissertation is from my own findings and has never been produced by anybody else for any award in any institution.

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Signature: ....

Date: 5ᵗʰ october-2015

APPROVAL

This is to satisfy that this dissertation has been done under my supervision and submitted to the faculty of Humanities and Social Science for examination with my approval.

MR. OCHWO GEOFFREY

Supervisor

Signature: ....

Date: .....October 05, 2015

DEDICATION

I dedicate this dissertation to my father, mother, sisters, friends and lecturers in the department of mass communication.

ACKNOWLEDGEMENT

I acknowledge the Lord Almighty GOD for the gift of life.

I further acknowledge my friends like Maria, Agnes, Aisha, Diana among others for all their support to me during my studies.

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LIST OF ACRONYMS

CMI	Chieftaincy of Military Intelligence
CNN	Cable News Network
FM	Frequency Modulus
ICCPR	International Covenant on Civil and Political Rights
ICESCR	International Covenant on Economic, Social and Cultural Rights
ISO	Internal Security Organization
JATF	Joint Anti-Terrorist Task Force
LRA	Lord's Resistance Army
NTV	Nation Television
TV	Television
UDHR	United Nations Universal Declaration of Human Rights
UHRC	Uganda Human Rights Commission
UPDF	Uganda People's Defence Force
US	United States
VCCU	Violent Crime Crack Unit and ad hoc agencies

LIST OF TABLE

ABSTRACT

The research on "the role of the media in protecting and promoting human rights in Uganda" was conducted in Nation Television (NTV). The research was guided by the objectives of the study which included; finding out how the electronic media has promoted human rights in Uganda; establishing the challenges faced by the media in promoting human rights in Uganda, and finding out the ways how the media can better promote human rights in Uganda. The findings of the research are thus as flows;

On the how the electronic media has promoted human rights in Uganda; the findings revealed that; talk-shows, reporting on human rights, sensitizing the media on human rights issues, and networking with NGOs were the answers given by the respondents. On establishing the challenges faced by the media in promoting human rights in Uganda, the study revealed that; interferences by the owners of media houses, lack of funds, self-censorship, lack of adequate information, and threats from the government were the responses availed to the researcher by the respondents. On finding out the ways how the media can better promote human rights in Uganda, the study revealed that; respecting editorial independence, increase funding to the media, avoid self-censorship, providing the media with information, and avoiding government threats were responses given by the respondents.

The researcher later came up with the conclusions and recommendations. The researcher concluded that the electronic media has not done much to protect and promote human rights in Uganda. The researcher then made recommendations to the media houses, NGOs and government so that human rights can be effectively and adequately covered in Uganda.

CHAPTER ONE

1.0 Introduction

This chapter is concerned with the background of the study, statement of the problem, objectives of the study, research questions, scope of the study, and significance of the study.

1.1 Background of the study

Uganda continues to experience difficulty in advancing respect for human rights in matters concerning torture, child labor, and liberties. There are as many as thirteen 'security' organizations of the Museveni government, some directly answerable to the President and not constitutionally based and established by Act of Parliament. These organisations persecute opponents of the government, carry out abductions, disappearances, extrajudicial killings and torture and act both independently, interdependently with each other, and in cooperation with the Ugandan Police. According to Article 1 of the United Nations Universal Declaration of Human Rights (UDHR), all human beings are born free and equal in dignity and rights.

Human rights violations occur when any state or non-state actor breaches any part of the UDHR treaty or other international human rights or humanitarian law. In regard to human rights violations of United Nations laws. Article 39 of the United Nations Charter designates the UN Security Council (or an appointed authority) as the only tribunal that may determine UN human rights violations. Human rights abuses are monitored by United Nations committees, national institutions and governments and by many independent non-governmental organizations, such as Amnesty International, Human Rights Watch, World Organization Against Torture, Freedom House, International Freedom of Expression Exchange and Anti-Slavery International. These organizations collect evidence and documentation of alleged human rights abuses and apply pressure to enforce human rights laws (Forsythe, 2005).

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The conflict in the north of the country between the Uganda People's Defence Force (UPDF) and the Lord's Resistance Army (LRA) has decimated the economy, retarded the development of affected areas and led to numerous gross human rights violations. Since Yoweri Museveni became president in 1986, about 2 million Ugandans have been displaced and tens of thousands have been killed. An estimated 20,000 children have been kidnapped by the LRA for use as child soldiers and slaves since 1987. To avoid abduction, thousands of children leave their villages every night to hide in forests, hospitals, and churches. In the bloodiest incident in the history of the conflict, more than 330 civilians were killed by the LRA in Barlonyo internally displaced person's camp in February 2004 (Amnesty International, 2008).

1.2 Statement of the problem

The media has tried to cover cases of human rights abuse in Uganda but many of the journalists have ended up being harassed, detained and abused in many ways. For example, in October 2009, a bill was tabled in the Ugandan Parliament entitled "Anti-Homosexuality Bill 2009" calling for harsher penalties for homosexuals, up to and including the death penalty. This law also requires that any citizen who suspects another person of being homosexual, is required to report the homosexual to police, or they too may receive a fine or time in prison. The proposed bill goes so far as to forbid landlords from renting to a known homosexual, and would ban any public discussion of homosexuality.

Ugandan security agencies have been implicated in torture and illegal detention of suspects, including suspected LRA rebels and their sympathisers. Methods of torture include suspending suspects tied 'Kandoya' (tying hands and feet behind the victim) from the ceiling, severe beating and kicking, and attaching electric wires to the male genitals. Government agencies accused of torture include the UPDF's Chieftaincy of Military Intelligence (CMI), the Internal Security Organisation (ISO), the Violent Crime Crack Unit (VCCU) and ad hoc

agencies such as the Joint Anti-Terrorist Task Force (JATF.) In October the Uganda Human Rights Commission (UHRC), which only receives complaints for a small fraction of actual human rights violations, found that torture continued to be a widespread practice amongst security organizations in Uganda (Amnesty International Annual Report 2004). These are just few cases of human rights abuse in Uganda. The researcher therefore intends to find out the role of the media in promoting human rights and fight abuse of human rights in Uganda.

1.3 Purpose of the study

The purpose of the study is to find out the role of the media in promoting human rights and fighting abuse of human rights in Uganda.

1.4 Objectives of the study

(i) To find out how the electronic media has promoted human rights in Uganda

(ii) To establish the challenges faced by the media in promoting human rights in Uganda

(iii) To find out the ways how the media can better promote human rights in Uganda

1.5 Research questions

(i) How has the electronic media promoted human rights in Uganda?

(ii) What are the challenges faced by the media in promoting human rights in Uganda?

(iii) What are the ways how the media can better promote human rights in Uganda?

1.6 Scope of the study

The research was carried in Nation TV which is owned by the Nation Media Group, Kenya's largest media corporation which also owns the newspaper Daily Nation, Monitor newspaper and the radio station 93.3 K FM. The

television is located in Kampala Serena Conference Centre, Kampala city-the capital of Uganda.

1.7 Significance of the study

This research will be helpful to Uganda Human Rights Commission (UHRC) which is the government body mandated to protect and promote Human Rights with information to better eliminate abuse of human rights in Uganda.

This research will further help the research attain a bachelor's degree of Mass communication of Kampala International University (KIU) since it is a requirement for partial fulfillment of the requirement for the award of a degree.

The findings will provide up-to-date literature for academicians and it will also be used as the basis for further research.

To the media, the research will be an advocacy for it to be granted freedom to report on the issues of human rights abuse and also recommend on appropriate ways of helping the electronic media promote human rights in Uganda.

Furthermore, the research will other researchers with research gaps in human rights promotion as it will provide literature that will help other researchers dwell on while carrying out their research in related topic.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter looked through the earlier research documents of different researchers; literature with an aim of identifying a problem of concern eventual number of duplication of early research work is done. Apart from going through other related work. It looked at the earlier research work done in relation to media and human rights.

2.1 The Concept of Human Rights

The International Bill of Rights The modern body of internationally guaranteed human rights has its source in the Universal Declaration of Human Rights (UDHR or the Universal Declaration) promulgated by the United Nations in 1948. This document, comprehensive in the rights that it addressed and still radical in its substance, was subsequently enacted into a series of treaties-notably the International Covenant on Economic, Social and Cultural Rights (ICESCR) and the International Covenant on Civil and Political Rights (ICCPR) in 1966. These have binding power on states that are party to them (Kayoko, 2000).

This body of rights has three defining characteristics:

_ it is universal,

_ it is indivisible, and

_ it is enforceable.

These characteristics distinguish the modern human rights system from anything that came before. Universality means that the rights within the UDHR are the entitlement of every human person, by virtue of their being human. Discrimination, or selective application of rights, for example on grounds of gender, skin colour or nationality, is prohibited under this system (Burnheim, 1999).

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The gap between the early use of the language of rights and the human rights system of the mid-twentieth century was bridged by a series of important developments: the emergence of democracy as an influential (if not widely practiced) political system; the rise of the labour and socialist movement; the emergence of anti-colonial nationalism; and, crucially in the end, the horror of large-scale war and genocide in Europe (Burnheim, 1999).

2.2 How the media promotes Human Rights in Uganda

In recent years, it has become apparent to observers as well as practitioners of mass communications that human rights are more newsworthy than it was. The media have become interested not only in violations of human rights, but in the institutional apparatus that has been designed to promote and protect human rights (Stanley, *et al*, 2005). Partly this is due to the fact that many governments and international institutions have integrated human rights principles into their policy frameworks. There are two main points of intersection between the worlds of the media and human rights. One is the considerable degree of overlap of subject matter between the two areas. Much of reporting concerns matters that directly or indirectly have a human rights content. The other is the fact that freedom of the media is itself a human right (Held *et al*, 1997).

The media are regarded conventionally as one of the mechanisms by which citizens hold their governments to account. To take the second point of intersection first: the emergence of the first widely circulated newspapers coincided almost exactly with the development of Enlightenment ideas of human rights in eighteenth century Europe and North America. Indeed, some of the early advocates of the 'rights of man', such as Tom Paine, were themselves journalists. The First Amendment (1791) to the Constitution of the United States (1787) forbade any laws 'abridging' the freedom of the press. The press was regarded in the United States as a fourth branch of government or

'estate', holding to account the executive, the legislature and the judiciary. Indeed, in the United States the press was considered to be vital to the functioning of a free society, no less important than other state institutions (Amartya, 1981).

According to Moller (2003), media can play a major role in protecting and promoting human rights in the world. It can make people aware of the need to promote certain values in the cause of human rights which are of eternal value to the mankind. Peace, non-violence, disarmament, maintenance and promotion of ecological balances and unpolluted environment and ensuring human rights to all irrespective of caste, color and creed should be the minimum common agenda for the media. He further adds that the media can perform this role in different ways. It can make people aware of their rights, expose its violations and focus attention on people and areas in need of the protection of human rights and pursue their case till they achieve them (Human Rights Watch, 1998).

The media educates the public about their rights. The media continuously reminds people of what their rights are. The more people know and care about human rights standards, the more they are empowered to defend them. In case of violations, the media reports about it. Perpetrators of human rights abuse thrive under cover. The media uncovers and unmask them. Media must follow cases of violations to their logical conclusion. Media does not stop at breaking stories of violations but continues reporting about them until the victims get the necessary justice (Herman *et al*, 1999).

The media plays a salutary role in creating larger awareness of the concept of human rights, basic human rights that would constitute the right of every individual to his fundamental freedom without distinction as to race, sex, language or religion. In view of the fact that there is a revolutionary change and growth in every sphere of life and mainly in the communication and media

world, media today, plays a decisive role in the development of society. Thus the role of media in protection of human rights cannot be ignored or minimized (Forsythe, 2005).

Media can also give publicity to the individuals and organizations, which are engaged in securing human rights. This will encourage as well as motivate others to do the similar work. Media can inform and educate the people of their rights and suggest ways and means by which they can solve their problems and thus empowering them to protect their rights. Since media plays the role of communication between the state and the public, it can also play an effective role of making the authorities aware of their duties (Moller, 2003).

The success of the media in protecting human rights is achieved through the integrity of the media men and transparency in their message and efforts to transform words into action, in addition to paying attention to the freedom of opinion and accepting the other opinion through the creation of an effective and clear-cut mechanism in this area. The world is moving towards the propagation of a culture of democracy and no one can withstand these forces, which are growing rapidly through the respect of freedoms and the spread of channels to keep up with the path of development (Steiner, 1996).

2.3 Media challenges in reporting on Human Rights

Viewed as a whole, the news output of the dominant providers is standardized. There is little difference in content between the information given by different providers. In most cases, the same stories lead and are treated in a similar way. With minimal variations, this is true even from one continent to the next. In practice, the large media corporations do not question one another's journalistic values or priorities-even though they are in fierce competition for audience. This tends to reduce diversity and, more fundamentally, choice. Arguably this is itself a human rights issue.27 It may not have a direct effect on the news coverage of human rights issues, however, since most of the

dominant providers of news accept that (certain kinds of) human rights stories should be reported (Casmir, 1995).

The need to recoup the colossal expense of news gathering operations and the speed at which news is perceived to change have reduced serious analysis. 'News' has been promoted at the expense of documentaries and research programmes (that are expensive to make and cannot be marketed in the same way, because their audience is naturally smaller). The effect is to reduce depth of thought and choice (Casmir 1995).

In the same vein, most television companies survive on income from advertising and this causes programmers to adapt programme content to appeal to the largest audiences. This reduces the supply of 'minority interest' programmes, aesthetically and intellectually challenging themes, and politically controversial material that fails to achieve top audiences.30 However, this may change. As technology permits more channels, niche broadcasting will grow-as in magazine publishing. An early large-scale example of this might be the International Channel in North America, or the United Kingdom's Channel Four (Kovach, 1999).

In consequence, consumers of television news in particular have fewer opportunities to assess the information they consume. CNN and similar specialised news channels will replay immediate film of an event ad nauseam but rarely show the complexity or the origins of a human rights issue or situation. The argument is that it is simply too difficult and expensive and time-consuming to do so. For similar reasons, news producers tend to shy away from complex human rights stories that have no clear-cut sides or answers. Conflicts become 'too complex' (Bosnia) or 'not important enough' (Western Sahara). In this context, too, media agencies can be guilty of self-censorship — intimidated indirectly by the complexity of an issue, or local

government policies and regulations or eventually mere laziness (Carey *et al* 1992).

The result is that the dominant discourse that large corporate producers of news produce and reproduce enfeebles discussion of complex issues, including human rights. A position taken up or an opinion formulated by an authoritative media source tends to become a fact, unquestioned, while core content is reprocessed-essentially unaltered-across a range of different media outlets. The base of analysis may be slender, but the accumulation of such reports gives them authority. This is why 'spinning' a story is effective. Once the core idea is abroad, it reproduces itself and prolonged or energetic intervention is required to stop it from doing so (Skovmand *et al* 1992).

Many of the obstacles reporters face are old ones, of course. One is the sheer difficulty of getting physically to the story. This issue presents itself in an acute form when journalists cover human rights issues. Human rights violations occur often in places that are difficult to reach, and where information is hard to find. When covering human rights in Kosovo or Burundi, for example, reporters have been in danger of being killed by people who did not want their activities to be widely known. In such cases, resource problems, though important, are secondary (Stanley, 1995).

The media suffers from yet another serious structural deficiency. The media does an excellent job of covering events. But, the media fails in covering the process that leads to an event. . In fact, the processual coverage shall prevent a crisis. When a farmer commits suicide or when a starvation death occurs, media descends on the scene of the event and covers it from all possible angles. But, a farmer suicide or a starvation death does not take place in a vacuum. Such an extreme act or a development takes place as a consequence of extreme

suffering. The suffering goes unnoticed by the media (Shute, 1993). Not much professionalism is needed to cover a death.

Environments of low technological infrastructure also render human rights coverage more difficult. When Norbert Zongo, a Burkinabe journalist, was murdered in 1998, Zongo Giwa, the magazine of the Ghana-based Media Foundation for West Africa put together extensive dossiers on the case, which was not reported immediately or widely in the Western media. On December 16, 1998, a brief notice appeared in The New York Times based on an Agence France Presse dispatch. The next day it was noted in much the same way in The Atlanta Constitution (Nelson, 2001).

The case was not reported in the US media until June 2000 when it was described at some length in The Washington Post, having made its way through the judicial system. In between, it had been covered in Europe, by the BBC, AFP and other major media and wire services. The case continued to be followed inasmuch as investigation into the case continued in the Burkina Faso judiciary, but its history suggests that such human rights issues are not well-covered unless someone who knows the country well is on hand to ask questions (Burnheim 1999).

The material environment in which news organisations and individual reporters operate affects obviously the quality of coverage. This is not necessarily a question of whether conditions are good or bad or whether a reporter has access to adequate communication technology or speaks the local language. Reporters learn to be resourceful, but 'they cannot do what they cannot do' (not being able to transmit or get to a place on time, for instance). The important point, often overlooked, is that factors completely extraneous to a story influence the editorial process. To function well, news organisations need material resources — including computers and cameras, and expensive data retrieval systems. The New York Times Washington bureau alone numbers

some forty-five editors and writers (plus support staff), more than the entire editorial staff of many other newspapers (Bagdikian 1997).

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CHAPTER THREE
METHODOLOGY

3.0 Introduction

This chapter includes the methodology of the study. It entailed research design, geographical location/area and population, sampling design, data collection methods and instruments, data analysis and processing and the limitations of the study.

3.1 Research Design

This study will employ the *descriptive survey* design. Descriptive studies are *non-experimental* researches that describe the characteristics of a particular individual, or of a group. No other method of observation will be providing this general capability. Many questions were asked about a given topic giving considerable flexibility to the analysis.

3.2 Area and population of study

The research was conducted in one area that is NTV-Uganda which is found in Kampala city. The research involved different categories of respondents form both the media and the general community members. The area has been basically chosen because the researcher is familiar with the area and is able to speak the most common languages in the area of the study.

3.3 Sample size

The sample size of 100 respondents was chosen and this included; 40 human right activist, 35 journalists, 5 media analysts, 5 political leaders, and the 10 community members. The responses got from these respondents was generalized to the whole population of Uganda.

3.4 Sample size and framework

The researcher used stratified sampling technique since it ensures that the only predetermined and chosen respondents are approached, hence getting relevant, correct and adequate information.

Researchers also regard a sample of 100 as adequate irrespective of population (Bailey, 1994). Also according to Roscoe 1975), sample sizes of between 30 and 500 are appropriate for most studies. However, through this sampling technique is chosen, it has a weakness that inadequate information can sometimes be given because the selected respondents may be less informed on the topic of research.

3.4.1 Sample technique

Stratified sampling technique in which the size of the respondents is predetermined before the research is conducted without bias. A sample size of 100 was arrived at and was randomly selected from the sheets of paper spread. This is when using stratified random sampling. After that systematic random sampling is used this later gives the actual sample size. Quantitative data collection was then used which involved editing, encoding, and later tabulation of the collected material.

3.4.2 Sample procedure

Stratified random sampling was employed to determine four respondents from the company and the different categories of respondents were got. This sampling data collection instrument was pre-tested in which the researcher has to first pre-test and find out whether the sampling technique is efficient or not. The determined respondents were consulted and prior information was given to them seeking their consent before they are fully involved in the research.

3.5 Data collection instruments

The following data collection instruments were used:

(i) Questionnaire

This was designed in line with the topic, objectives and hypothesis. They included both open and closed-ended questions. This instrument has been selected because it is efficient and convenient in a way that the respondent is given time to consult the documents before answering the questions. It is also because the respondent can give unbiased answers since she/he is given to write whatever she/he would like to write which would otherwise be hard for the respondent to write if the researcher is present.

(ii) Documentary Review

In this method, a detailed review of already existing literature was looked through. The tool is selected because it gives accurate, correct and historical data, which may be used for future aspects. The sources of the information here were the libraries, data banks, newspapers and any other published information that can readily be available for use as regards the topic of research.

3.6 Source of data collection

The researcher collected data from both primary and secondary sources.

i. Primary Data

This was sourced by physical and visiting of the files and collecting data through variable tools. The respondents were got by first determining the number of the respondents and then taking a physical visit to seek for the consent of the respondents to have them answer the set questions in the questionnaire and this was through following stratified random sampling techniques in the respondents are first selected and then approached.

ii. Secondary data

This was sourced by reviewing of documented resources as newspapers, journals, reports, presentations, magazines and online publications. This is done in order to fist identify the existing information on the topic of research and to understand how much the respondent knows about the research topic in order to avoid lies.

3.7 Data analysis

The researcher collected data and arranged them in codes for easy interpretation. Data was edited coded and then tabulated. This involved preparing data collected into some useful, clear and understandable data. The whole exercise therefore involved editing, tabulation and analyzing the data statistically to enable the researcher draw conclusions in relation to the research variables. The data was presented in tables, frequencies and percentages.

3.8 Ethical procedure

Before going to the field, the researcher began with getting authorization letter from the Dean of faculty of Arts and Humanities then take it to the respondents and this enabled the researcher attain adequate information from the respondents. During the process of data collection, confirmation will be given to the respondents in that the researcher assured the respondents that the reason for the research was for only academic purpose and that no information was given out outside .

3.9 Limitations of the Study

Poor cooperation between the researcher and some section of the respondents like the politicians affected the study because many of them were so busy and were not able to give appropriate information that the researcher needed.

Hostility among some respondents was also another limitation of the study in the sense that the researcher found that there are hostile respondents who in

the long run turned down the request of the researcher to answer the questions yet the researcher had already included them in the study. This forced the researcher to include other respondents in the study yet time was not enough to do this again.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.0 Introduction

The data was collected using both quantitative and qualitative methods, which was then analyzed and processed to make it useful and understandable. Data was collected, tabulated and then analyzed.

4.1 Social Demographic Characteristics

4.1.1 Age of the respondents

Respondents were asked questions related to their age and the results are shown in the table below:

Table 1: Age distribution of respondent

Age group	Frequency	Percentage
Below 24	10	10
25 - 29	20	20
30 – 39	20	20
40 – 49	30	30
50 – above	20	20
TOTAL	100	100

Source: Primary Data

The table shows that 10% of the respondents were below 24 years, 20% were between 25-29 years of age, 20% were between 30-39 years of age, 30% were between 40-49 years and 20% were above 50 years of age.

4.1.2 Marital Status of the respondents

Another variable which was important in respect to the situation of the people in the area was marital status. Information regarding marital status of the

respondents was obtained by asking them whether they were married, single, widowed or widowers.

Table 2: Marital status

Marital Status	Frequency	Percentage
Married	50	50
Single	30	30
Widow	15	15
Widower	5	5
TOTAL	100	100

Source: Primary Data

Table 2 above shows that 50% of the respondents were married, 30% were single, 15% were widows and 5% were widower

4.1.3 Sex of the respondents

Sex was also another factor which was considered during the study. This is because the researcher was interested in finding out the number of females and males in the whole of the population, and compares the percentage composition of the two.

Table 3: Sex of the respondents

Sex	Frequency	Percentage
Female	40	40
Male	60	60
Total	100	100

Source: Primary Data

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Table 3 above shows the sex of the respondents and it was found that 40% of the respondents were females and 60% were males.

4.1.4 Educational status

Respondents were asked questions related to their educational status and their responses are shown in the table below;

Table 4: Educational level of the respondents

Education levels	Frequency	Percentage
Secondary	10	10
University	45	45
Tertiary	35	35
Others	10	10
Total	**100**	**100**

Source: Primary Data

Table 4 above shows educational levels of the respondents and it revealed that 20% were of primary level, 10% had secondary education, 45% received university education, 35% had tertiary education and 10% fell under other levels of education.

4.2 How the media promotes human rights in Uganda

Table 5: Ways how the media promotes human rights in Uganda

Response	Total	Percentage
Talk-shows	32	32
Reporting on human rights	21	21
Sensitizing the public on human right issues	25	25
Networking with NGOs	22	22
Total	100	100

Source: Primary data

On the role of the electronic media in promoting and protecting human rights in Uganda, the research revealed that; holding talk-shows was one of the ways how the electronic media like NTV promotes and protects human rights in Uganda. Over 32% of the respondents said that NTV for example hold talk-shows on human rights protection in which guests with reasonable knowledge on human rights are hosted or citizens whose rights have been diversely abused.

Table 5 also shows that the electronic media like NTV do report on cases of human right protection and abuse. Over 21% of the respondents noted that the electronic media do report on the abuses of human rights by either the government, families or even the general public like cases of mob justice in which many people have lost their lives or have been assaulted even when they are innocent. These are exposed by the electronic media in a bid to stop/eliminate human right abuses in the country. NTV has been instrumental on this for four year in has been in existence.

In addition to the above, 25% of the respondents noted that the electronic media has been instrumental in sensitizing the public on human right issues.

The respondents said that NTV has played a big role in sensitizing Ugandans on fundamental human rights, the rights of children and other rights like the rights of the disadvantaged people in Uganda. A case in point is the announcement being run on "Raising Voices" which has tried to promote the rights of the children in the country.

Over 22% of the respondents expressed that the electronic media works with NGOs and even line ministries concerned with human rights protection in the country. They said that NTV has in many occasions worked with NGOs like FIDA, World Vision, Save the Children among other organizations in an attempt to promote human rights and fight human right abuse in the country.

4.3 The challenges faced by the media in promoting human rights in Uganda

Table 6: Challenges faced by the electronic media in promoting human rights in Uganda

Response	Total	Percentage
Interferences by the owners of media houses	20	20
Lack of funds	27	27
Self-Censorship	23	23
Lack of adequate information	20	20
Threat from the government	10	10
Total	**100**	**100**

Source: Primary Data

In Table 6 above, the findings show that the challenges faced by the electronic media in protecting and promoting human rights in Uganda. The findings show that interference by the owners of media houses is one of the challenges faced by the media in promoting and protecting human rights in Uganda. Over 20% of the respondents noted that electronic media owners tend to interference with

the editorial independence of the media. The respondents here noted that many of the media houses are loyal to the ruling government and hence comprise to cover stories that are critical to the ruling government like mass human right abuses in the detention centers like the safe houses. In addition to the above, 17% of the respondents said that the media suffers from lack of funds. The respondents further said that the NTV for example depends on advertisements to raise money for its operation and following up stories of human right abuses need money and time of which the station lacks. This hinders the electronic media from effectively covering human rights issues.

Over 23% of the respondents noted that self-censorship was yet another challenge that the electronic media faces in trying to promote and protect human rights in Uganda. The respondents noted that there are many electronic media houses which practice self-censorship in Uganda today. This self-censorship began in September 2009 when some electronic media houses were temporality closed and many journalist arrested by the government for inciting the public. Since the closer of Radio Sapentia, CBS, and other radio stations, the electronic media has continued to practice self-censorship which hinders their effort to report on human rights abuses.

Furthermore, 10% of the respondents noted that lack of adequate information has equally limited the electronic media in its reporting on human rights. The respondents noted that the media has poor relationship with the public yet they are the ones with enough information that the electronic media needs in its effort to promote and protect human rights in Uganda. Many of human right abuses happen in families and if the media has poor relationship with the public, such information cannot be given, hence a challenge to electronic media in promoting and protecting human rights in Uganda.

Over 20% of the respondents said that government interferences with the electronic media also affect their reporting on human right issues. The

respondents noted that the government has continued to be enemy of the electronic media is the worst friend to electronic media because many journalists have had their practicing licenses withheld and even arrested for exposing government abuse of human rights in Uganda. The electronic media reports about human rights abuse have been denied by the government. Given such a scenario, the electronic media effort to protect and promote human rights has been hampered.

4.4 Ways how the media can better promote human rights in Uganda

Table 7: Ways how the media can better promote human rights in Uganda

Response	Total	Percentage
Respect editorial independence	13	13
Increase funding to the media	22	22
Avoid self-censorship	20	20
Provide the media with information	20	20
Avoid government threats	25	25
Total	**100**	**100**

Source: Primary Data

Table 6 above shows the ways how the electronic media can better promote and protect human rights in Uganda and the findings revealed that; over 13% of the respondents said that there should be editorial independence of the electronic media if the media is to freely and openly report on human right issues in Uganda. The respondents said that such attacks like interference by the owners of media houses should be stopped. Another 22% of the respondents noted that increase in electronic media funding of the media is also necessary. The respondents said that the electronic media should be funded by both the government and even and other stakeholders like NGOs so as to enable the media effectively report on human rights in Uganda.

Over 20% of the respondents said that the electronic media should avoid self-censorship if it is to effectively report on human rights abuse in Uganda. The respondents said that self-censorship should not be practiced by the media at any point but it has to objectively report on the issues of human rights as long as it has reliable source of the information. Over 25% of the respondents said the electronic media should be provided with

enough and sufficient information by the public and the government so as to aid it report on human rights in Uganda

Finally, 20% of the respondents said that the media should not be interfered with as the government has been doing like closing the media on allegations of providing false information. They said that this jeopardizes the role of the media in human rights promotion. The respondents urged that the government which is the biggest enemy of the electronic media should live the media to do its work other than interfering with it from time to time.

CHAPTER FIVE
SUMMARY OF THE MAJOR FINDINGS, RECOMMENDATION, AND CONCLUSIONS

5.0 Introduction

This chapter was concerned with the summary of the major findings, recommendation and conclusion.

5.1 Summary of the study

The research was conducted in Nation Television (NTV). It was guided by the objectives of the study which included; finding out how the electronic media has promoted human rights in Uganda; establishing the challenges faced by the media in promoting human rights in Uganda, and finding out the ways how the media can better promote human rights in Uganda.

On the how the electronic media has promoted human rights in Uganda; the findings revealed that; talk-shows, reporting on human rights, sensitizing the media on human rights issues, and networking with NGOs were the answers given by the respondents. On establishing the challenges faced by the media in promoting human rights in Uganda, the study revealed that; interferences by the owners of media houses, lack of funds, self-censorship, lack of adequate information, and threats from the government were the responses availed to the researcher by the respondents. On finding out the ways how the media can better promote human rights in Uganda, the study revealed that; respecting editorial independence, increase funding to the media, avoid self-censorship, providing the media with information, and avoiding government threats were responses given by the respondents.

Conclusions and recommendations were then made after presenting and interpreting the data in the previous chapter.

5.2 CONCLUSIONS

The conclusion was made after data presentation, analysis, and interpretation. The selection and presentation of human rights stories in electronic media coverage influence our perception of the world around us in many ways. NGOs, in particular, pay close attention to the selection and content of stories as presented by a handful of highly influential media.

Many journalists involved in the study do not feel that there is a problem in their coverage of human rights issues. Though they acknowledge inadequacies, they are of the view that human rights issues are covered no worse or better than other subjects are. They do not feel they need expertise they cannot obtain while on the story. Electronic media organisations do not consider human rights stories, as such, to be inherently more important than any others.

One journalist remarked that the media are often not as accurate in their coverage of human rights issues as they should be; they may report some, or much, of what happens but they are subject to the tendency to portray the issues in a good versus evil context and they can be co-opted by one side or another. In journalism, as in many areas of political and public life, the universality of human rights becomes blurred whenever sides are taken. Abuses by one side are played up while violations by allies are played down. The electronic media in Uganda have done great work in promoting and protecting human rights in Uganda and thus we give the credit but more need to be done if the electronic media can fully be accredited for covering human right issues in Uganda.

5.3 RECOMMENDATIONS

The recommendations below are addressed to journalists, media organisations, human rights organisations, governments and international organisations in the spirit that they can be used as pointers for action to improve the way media outlets conceive of, research, cover and report human rights, and how human rights organisations interact with journalists.

Journalists should be given opportunities to become better informed about human rights instruments. This can best be done through a range of awareness raising activities including:

a) Specific pre-entry courses on human rights issues for individuals attending journalism schools (as part of the curriculum);

b) Mid-career and in-house training on human rights standards, including national perspectives on human rights law and policy;

c) Internal editorial programmes to review coverage of human rights issues; e.g, refugee and asylum matters, rights of children, racism and racial discrimination, gender policy, health issues; and

d) Actions to promote exchanges of views between journalists and human rights organizations at national, regional and international level. Such meetings, briefings and seminars should be organised by journalism schools, media organisations and journalists' professional groups.

Media organisations and journalists' groups should promote higher standards of diversity within the newsroom while strengthening the capacity of journalists to work professionally and in secure conditions. Media should build public confidence in the quality of information they circulate. Practical steps could include:

a) The adoption of employment and recruitment policies that promote ethnic and gender balance in the newsroom;

b) Actions by media organisations to improve the safety of media staff, including freelance employees, through appropriate forms of hostile environment and risk-awareness training and provision of appropriate technical equipment;

c) Regular updating of editorial reporting, editing and style handbooks and materials to familiarise journalists and editing staff with human rights terminology and to reinforce ethical principles in reporting human rights issues. These should take account of guidelines from journalists' professional groups on rights issues, such as reporting on children, intolerance and hate speech;

d) Encouragement of professional co-operation between reporters and correspondents working for different media in different regions to better understand local conditions and to develop a more informed, diverse and reliable network of information sources.

To governments and NGOs

Professional journalism and freedom of the press are essential to the creation of democratic societies in which universal and fundamental rights are respected fully. Absent free, independent and accessible media, citizens cannot enjoy the benefits of democratic pluralism. In a world in which the media play an increasingly important role in shaping opinions, it is vital to separate clearly the exercise of political power and the work of journalists at all levels.

The Government of Uganda should commit themselves to eliminating all forms of official interference in the work of journalists and should remove all obstacles to the exercise of free media.

Where public funding of media exists — for instance, in state or public broadcasting or through the printed press — safeguards should be incorporated into regulations to ensure that there is no political interference or conflicts of interest and that the editorial independence of journalists is guaranteed.

The government should provide open access to official information and should train official spokespersons on the need to provide media with up-to-date and reliable information relating to human rights obligations.

The right of journalists to act ethically should be protected and enhanced through, for instance, recognition of the right of journalists to protect their sources and protection from dismissal or disciplinary action for acting according to professional conscience

Non-Governmental Organisations should develop more effective and more integrated programmes of assistance to encourage media excellence in the reporting of human rights issues, particularly through;

a) Co-coordinated assistance programmes to media in developing countries; and

b) Confidence-building measures to promote high standards through, for example, the sponsorship of research activities, journalism prizes and liaison between electronic media and other media outlets.

5.4 Areas for further research

Further research states that more research should be done on the role of the impact of editorial independence in promoting and protecting human rights in Uganda.

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APPENDICES

APPENDIX: QUESTIONNAIRE

I am Batesa Frank, a student of mass communication from Kampala International University conducting research on the topic **"Role of the media in promoting human rights in Uganda"**. The purpose of this study is to fulfill my academic requirements. I therefore kindly request you to answer for me the following questions.

SECTION A

1) Sex

(a) Male ☐   (b) Female ☐

2) Age

(a) 20-25 ☐   (b) 25-30 ☐

(c) 30-40 ☐   (d) 41-50 ☐

(e) 50-60 ☐   (f) 61-70 ☐

3) Marital Status

(a) Married ☐   (b) Single ☐

(c) Widower ☐   (d) Widow ☐

4) Religion

(a) Catholic ☐   (b) Protestant ☐

(c) Muslim ☐   (d) Others (Specify) ....

5) Educational Level

(a) None ☐   (b) Primary ☐

(c) Secondary ☐   (d) Post-Secondary ☐

(e) Others (specify).................................

SECTION B

1) Do you have children?

(a) Yes ☐   (b) No ☐

2) Have you ever heard of human rights violation?

(a) Yes ☐   (b) No ☐

(c) If yes, state what you know about human rights violation

(a) ....

(b) ....

(c) ....

(d) ....

(e) ....

(f) ....

SECTION C

(i) How do the media promote human rights in Uganda?

(a) ....

(b) ....

(c) ....

(d) ....

(e) ....

(f) ....

(ii) What are the challenges faced by the media in promoting human rights in Uganda?

(a) ....

(b) ....

(c) ....

(d) ....

(e) ....

(f) ....

(iii) What are the ways of improving media effort in promoting human rights in Uganda?

(a) ....

(b) ....

(c) ....

(d) ....

(e) ....

(f) ....

END

THANK YOU

APPENDIX II

RESEARCH BUDGET

The study is estimated to cost 400,000/= arrived at as follows:-

ITEM	COST (UGHS)
Stationary and other related costs	90,000
Transport	200,000
Communication	50,000
Photocopy	20,000
Typesetting and binding	50,000
Internet	15,000
Subsistence	25,000
Miscellaneous	35,000
Total	400,000