

THE ROLE OF BROADCAST MEDIA ON WOMEN PARTICIPATION IN
POLITICS; A CASE STUDY OF NAKAWA DIVISION
KAMPALA CAPITAL CITY

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DECLARATION

I, **Kayumba Steven** a student of Kampala International University, hereby declare that this work is my original work and to the best of my knowledge has never been presented by any other person or institution for any academic award in and outside Kampala International University.

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APPROVAL

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

Signature Janet.....

Date ¹¹ 6-Sept-2018.....

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75%

DEDICATION

I dedicate this work to my beloved parents Mr. Kayumba Gaspali and Mrs. Mukantwali Flavia for their financial and moral support during the course of my Education.

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I feel indebted to many people for the help, advice and support in as far as my Education is concerned. Special thanks go to my parents Mr. Kayumba Stephen and Mrs. Mukantwali Flavia for their financial and moral support during the course of my Education. My brother Byarugaba John Bosco, Gasana Francis and my sisters Nakato Rose, Babirye Agnes, Namande Sylvia, Nakalema Gaude among others.

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EXECUTIVE SUMMARY/ABSTRACT

This thesis entitled “the role of broadcast media in mobilizing women to participate in politics.

It is presented as a result of a research that was conducted in Nakawa Division, Kampala district, Central Uganda. The study was based on three specific objectives, i.e.; To assess the use of broadcast media to mobilize women to participate in politics, to examine the cultural values in Uganda that make it difficult for women to participate in the decision making process and to find out the relationship between mass media and women participation in politics in Uganda.

The study took form of a case study design, with, a study sample of 60 respondents using simple random sampling method. Questionnaires and interviews were used in collecting both primary and secondary data. The collected data was analyzed using both qualitative and quantitative methods.

The study findings indicate It is high time for everyone (especially women) to realize that gender identities are largely culturally created and no sex/gender is more important than the other. This analysis showed that broadcast media is partly to blame for this situation.

Evidence revealed that there are various ways through which broadcast media has helped to keep women in the private sphere. These became evident in the analysis of motion pictures of broadcast and the content of their editorial opinions and reportage. Also even when women are covered politically, they are not given prominence.

The historical past of Uganda may have also affected the situation because, during the colonial period, the colonial masters suppressed established institutions which protected women and since then, the situation has remained the same (Nwankwo, 1996).

CHAPTER ONE

INTRODUCTION

1.1 Background of The study

Women constitute a critical segment of the Ugandan population. They are active in the agriculture and economic sectors of the society and have also contributed immensely to the decolonization and general development of this great country.

In Uganda and many postcolonial African countries, women's political leadership has come a long way. At Independence while the continent celebrated the great milestones from Ghana to Kenya, Uganda to Malawi, women were quietly bracing themselves for the second independence- the struggle for a woman's space in political life of postcolonial Africa.

Most independence struggles always highlighted men at the forefront for long at the expense of women's contributions. Women's achievements were not as revered as those of the men who led militaristic struggles. Many decades later, Africa now has two female heads of state and many other women occupy key decision-making positions. Even with these achievements, many analysts believe the women's involvement in post-colonial state governance has been painfully slow.

At present, the issues pertaining to women have contributed to draw a global attention with the result that the problems that impede their progress are currently being addressed concretely. Consequently, the crusted for women empowerment has heightened the political consciousness of women. Some of them occupy strategic positions in government where they have continued to prove their mettle. For instance the speaker of the national assembly of Uganda, Hon. Rebecca Kadaga, among others has undoubtedly distinguished themselves in their official assignments.

The role of women in development has for a long been taken for granted and relegated to the back ground. For a long time, politics in Uganda has been played with the usual patronizing attitude which usually does not go far in enlightening women. Some of the factors employed are social and cultural practices which hither to have been misinterpreted to create biases against women. There is need for women to be properly oriented so that their numerical strength and voting power can be profitably galvanized and oriented towards empowerment of other women who will in turn look after the welfare of all women by formulating gender sensitive laws to promote women's cause.

What is really the meaning of politics? Various scholars resulting in different views of politics have defined it as the art of possible, a game of wits, all that begins and ends with government. Politics is essentially the art and science of government. That is, the study of the control, distribution and use of power over human activities in society.

The word politics is derived from the Greek word Polis, which means “city state”. Winter and bellows (1968) pointed out that Aristotle (384-322 Bc) in his treatise on human associations stated that the most sovereign inclusive association is the polis which presupposes the establishment of government, law- making, enforcement and eliciting obedience from the members of the society. Aristotle observed that man is by nature, political animal. This means that politics permeates all human activities. It manifests in social, economic and cultural intersections among individual and groups and transcends international frontiers.

The obvious maneuver associated with the concept and practice of politics influenced the emergence of the Laswellian theory of politics, which states that politics is who gets what and how (Laswellian 1958).

The Nairobi world conference to review and appraise the achievements of the UN Decade for women in 1985, and the Beijing fourth world conference on women in 1995, both had top on their agenda issues concerning women and the media. These conferences brought to the fore the importance of the media in the quest for gender equity in development, despite their international conferences and policies aimed at gender friendliness however, women’s participation in Ugandan politics is undermined by the way the media represents politics as an exclusively male domain.

Contemporary experiences have shown that broad- cast media is important to the political development of nations. Broadcast is not only a means of teaching, sensitizing and transmitting message on issues of development, but also crucial to the process of development. Considering the fact that broadcast is increasingly being used world-wide with its power of reaching a large mass of audience, it should not be ignored in the political scheme of things. This might account for why Nwankwo (1996:) said that, ‘one vital factor in the pursuit of gender equality in politics is the media’.

The aim here is not just to critically analyze the impact of broadcast media in the quest for a gender equitable polity, but to also turn the searchlight of feminists and

media scholars to broadcast with regard to gender and politics. Thus, the focus is on the gender dimension of broadcast and the quest for a gender equitable polity.

It is here posited that broadcast media could significantly influence the acceleration and acceptance of women in politics.

1.2 Statement of the problem

It is not a hidden fact that women are underrepresented in the field of politics. This may be because of the basic assumption that “a women’s place is in the kitchen”. In other words, her home duties and family responsibilities should be her sole priority, thereby underlining her active participation in national development in general.

Another assumption militating against female participation is that, female is biologically not designed for energy exerting and hazardous occupation. This argument may not be true because, with the age of automation and revolution in decision making intellectual ability counts more than physical energy.

The issue of gender bias too, contributes enormously to the low participation of women in politics. Beverly’ (1995), notes that the society assumes that women should be mothers, school teachers, hairdressers, secretaries, nurse, maids and social workers only, therefore, they do not need education not to talk of taking part in decision making. This believe is wrong, as both men and women need and can pursue politics and projects in development, each in their own unique ways, alongside each other.

The home too is not left out in contributing to female lack of participation in politics. In the home husbands attitudes can directly or indirectly influence the choices their wives make in whether to enter into politics or not.

Many political parties, reflecting the more general conditions in the rest of society, do not easily accept or promote many women into their echelons, let alone permit women’s occupation of important positions within these parties. This issue is particularly important in view of Abdullah’s (1993) argument that to achieve women liberation, it will be tackled within democratic movements.

A report by Isis-WICCE indicates that despite changes in attitudes in accepting women political leadership, in Uganda fewer women vie for directly elected seats which are traditionally seen as men’s tuff. In 2011 elections there were 1193

men in the parliamentary seat contest and 61 women. Out of that 222 men won while only 11 women. In 2006 there had been only 28 women.

Uganda's current cabinet has only 28% women representation- most of whom are junior ministers. Even for women in powerful ministries like energy, finance and trade the most power lies elsewhere. Thus, the broadcast media seems to vilify this claims as they portray women to be "less" suitable in the political arena. The researcher wonders, what is the role of broadcast media in in mobilizing women to participate in politics?

1.3 Objectives of the study

The objectives of this study is to

- (a) To assess the use of broadcast media to mobilize women to participate in politics.
- (b) To examine the cultural values in Uganda that make it difficult for women to participate in the decision making process.
- (c) To find out the relationship between mass media and women participation in politics in Uganda.

1.4 Research questions

In this study, an attempt will be sufficiently made to answer the following questions.

1. Do broadcast media actually mobilize women enough towards political participation?
2. To what extent does culture affect women participation in politics in Uganda?
3. What is the relationship between broadcast media and women participation in politics in Uganda?

1.5 Hypothesis of the study

Broadcast media does not actually mobilize women enough towards political participation

1.6 Significance of the study

It is expected that at the end of this study that

The researcher will be able to understand the usefulness of broadcast media in mobilizing women to take part in decision-making.

This study will draw the attention of government to empower women to participate in politics through the use of radio, television, films and motion pictures in their packaging of news reports and events.

It will enable the government to promote the full utilization of women in the development of human resources and to bring about their acceptance as full participation in every phase of national development with equal rights and corresponding obligations in elective positions for women.

1.7 Scope of the study

This study focuses on Nakawa Division, a Kampala suburb that covers 295 square kilometers. The division is located 10 kilometers from Kampala central division, off Jinja road. The area has a population of approximately 900,000 people, which includes both male and female; the males are 400,000 and 500,000 female. (Civil and Social Rights Organization Uganda www.cusaruganda.co.org)

The independent variable is the role of media in mobilizing women and the dependent variable is women participation in politics.

The study will cover a period of eight months beginning January 2017 to January 2018.

1.8 The Conceptual Framework

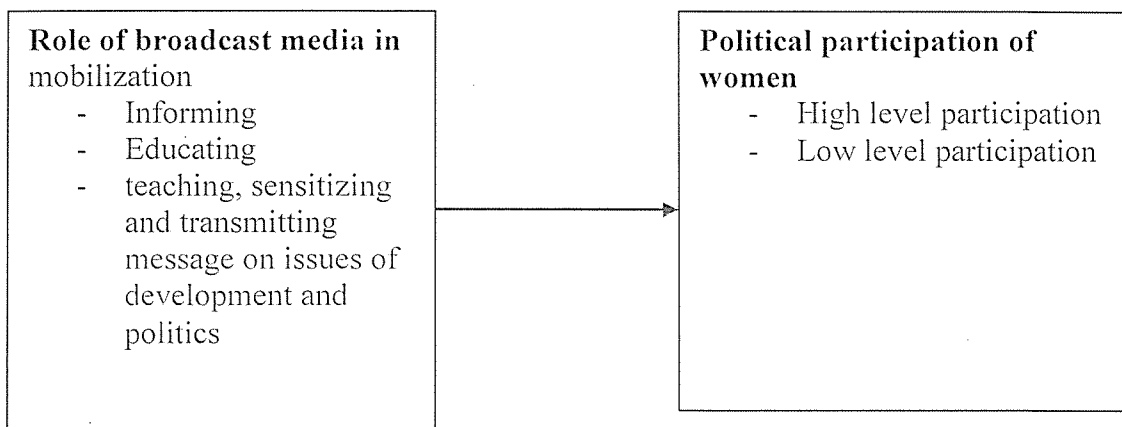


Figure 1: Conceptual framework

Figure 1 shows the conceptual framework of the study. The import is that the nature of broadcast media portray of an issue or individual determines to a large extent, how the public will perceive such an issue or individual and thus will determine the level of participation. The role of media is to inform, educate, teach ,sensitize and transmission of messages on issues of development and politics which will on the other hand determine the level of participation of women in politics.

1.9 Theoretical frame work

This study is based on the agenda setting theory.

The agenda setting theory which was set in the year 1968 by Maxwell Macomb's and Donald Shaw posits that people judge as important what they see, hear or read from the broadcast media. The import is that the nature of broadcast media portray of an issue or individual determines to a large extent, how the public will perceive such an issue or individual.

The broadcast media tend to possess special charm that influences people's construction of reality. This is why women's participation in the news should be an issue of grave concern to both experts in broadcast media gender, and development studies; and the general public. Plausibly, broadcast media portrayal of women or women representation in the broadcast media has always been a very crucial broadcast media issue.

Agenda-setting theories implies that the broadcast media pre-determine what issues are regarded as important at a given time in a society. Agenda setting does not describe to the broadcast media the power to determine what we actually think, it is right to say that agenda setting theory which the broadcast uses, is use for political campaigns.

This theory uses some elements which are involved in agenda setting and they are:

- The quantity or frequency of reporting.
- Prominence given to the reports through headlines display, picture and layout in films graphics or timing on radio and television.

- The degree of conflict generated in the reports, and the opportunity for agenda setting by the broadcast media becomes enhanced when the values structure of a society is in a state of flux (continual change; condition of not being settled).

1.10. Operational definition of terms

Role: The degree to which somebody/ something is involved in a situation or an activity and the effect that they have on it.

Broadcast: It include television and radio which are means of communicating to heterogeneous and homogenous audience.

Mobilizing: It has to do with organizing or preparing people for a particular purpose.

Participation: Taking active part in that particular activity or event.

Politics: A competition between political parties to wards who or which party assumes political leadership.

1.11. Limitation of the study

The researcher is likely to face some challenges of limited resources especially in terms of finance to pay for expenses of research. Such expenses include printing costs due to many questionnaires, transport costs moving from place to place, binding costs and other paper works. The researcher hopes to borrow some money from friends and later on, refund.

CHAPTER TWO

REVIEW OF THE RELATED LITERATURE

2.0 Introduction

This section reviews experts opinion, newspapers, commentaries and some journals on related topic of the study.

2.1 Discussions on gender and politics

Gender, a central fact of human identity, is politically significant because ideas about gender have been used to justify various unequal treatments between men and women. According to Olurode (1990:12), 'Gender is a socially- imposed division of sexes'. Gender becomes significant politically when the traditional ideas about gender and politics where alleged (steans, 1998).

Gender issues have led to two parallel trends in the past two decades: one is the issue of women and development and the other being the feminist movement and upsurge of women mobilizing and organizing around the world to 'librates' themselves from social oppression and subordination. These struggles have led to new insights into gender issues that create and perpetuate domination and inequality. Feminists and development scholars/practioners are turning their searchlight on these issues and advocating for the integration of women into political development.

One theme common to the series of women empowerment forums from Mexico' 75, through Nairobi' 85, to Abuja' 89, Darker' 94 and Beijing' 95 is gender equitable development. Today, gender issues have become a global concern, especially in the arena of politics. Women's exclusion from politics came high on the agenda at Nairobi world conference to review and appraise the achievements of the UN Decade for Women in 1985 and the Beijing fourth World Conference on Women in 1995. All these have triggered awareness to redefine the social relevance of women in public sphere.

2.2. Factors affecting female participation in politics

Ugandan politics is replete with political thuggery, arson, political killings and excessive use of money, rituals, blackmail and other forms of electoral violence. These vices discourage a good number of women from participating in politics.

A female representation of 1.33% is far below the present world average of 11.7% of women elected to executive positions (Agbajoh, 2000).

Economic constraints pose a limiting factor to women participation in Ugandan Politics. Electioneering campaign in Uganda is all about money. The inability of most women to provide the necessary fund for campaign has become a great inhibiting factor to women participation in politics. Also, the absence of an ideal political culture and the misconception of what politics really means inhibits the success of most women political aspirants. A good number of the Ugandan populace does not think a woman is suitable for the presidency or even governorship. People who hold such opinion hardly cast their votes for women aspiring for the generational or the presidential election.

Hence, it is not surprising in this 21st century, almost a decade after the last international declaration, the Beijing platform for action; women are still not fairly represented in politics. What could account for this low female representation in politics, especially in Uganda, notwithstanding the issue of women's political participation being on the international agenda and permeating many regional and national agendas? What is the impact of broadcast media?

2.3 Attitude of broadcast media to women

The issue of public/private dichotomy that has affected the political culture also linguistically reflects on the language of politics. The public/private divide is a symptom and cause of women's political oppression. Furthermore, although evidence from Uganda supports Abdullah's position, it is argued here that broadcast media is one of the institution which feminist tackling women's liberation should also look at because of its place in politics and its influence on the gendered polity.

Thus, work patterns are structured around long working hour's overnight work, urgency and traveling. These work structures and patterns, reflect organizational culture; which would be in turn reflected in their performance criteria and thus determine those who would flourish (Goetz, 1997). Furthermore, Gallagher (1990), writing about male-dominated institution, supports Goetz's argument and says that women working in the organizations are often 'boxed in' by the dominated interest and attitude of (sexism) embodied in the professional' standards and programmed output of broadcast media organizations.

They are hardly seen in management positions. Those who through thick and thin are in management positions tend to become ‘sociological males’ to adapt to the male culture. How does this relate to the issue of women’s participation in politics?

MacBride et al (1981: 265), posits that:

Communication, with its immense possibilities for influencing the minds and behavior of people, can be a powerful means of promoting democratization of the society and of widening public participation in the decision-making process. This depends on the structures and practices of the media and their management and to what extent they facilitate broader access and open the communication process to a free interchange of ideas, information and experiences among equals, without dominance and gender discrimination.

The argument here is that the working environment and set-up is not conducive for women to manage their career as communication practitioners and home-makers. This perhaps accounts for the relatively small number of women working in broadcast media which recent studies reveal could account for women are badly served by broadcast media.

2.2.6 Attitude of women to broadcast media

It is wrong to continue to ‘bemoan over spilt milk’. Feminists should ask for increase in the number of women in management positions, especially on desks that cover development issues, and gender concerns such as politics. There are a lot of qualified women now in the broadcast media house to occupy key positions. However, it should be realized that having women in management position in broadcast houses is necessary.

Other areas of concern which feminists have challenged with regard to women and broadcast media are; ambivalent attitude to women evident in certain stereotyped images “good” and “pure” or definitely and unchangeably “bad” and “immoral”; the images of women in films, soap operas, news programming and prime-time entrainment, amongst others (Boafo and Arnaldo, 1995 and Mahoney, 1991).

Is this representation of women in the broadcast media ethical? According to Nwosu (1997:3), ‘Professional calling does not enjoin journalists to discriminate against any person on the basis of sex, religion, ethnicity or any other primordial

considerations. Rather the ethics of the journalism profession compel us to be fair and considerate to all manner of men and women whom we come across in the discharge of our duties’.

Why are feminists concerned about broadcast media representation of women in the quest for a gender equitable polity?

Communication scholars offer an explanation for this. They posit that the broadcast media set the agenda which determines what people think, discuss, thus, the agenda-setting theory of communication has been a major issue in communication over the years. The theory hypothesizes that broadcast media shapes people’s views of major problems facing the society and thus exert influence on the society. MacBride et al (1981:190) agree with this view:

In shaping these attitudes, the media exert a strong influence. The media seldom depict women as significantly involved in work, in the pursuance of careers or in public life.

Women appear, in magazines, fiction and television, drama and comedy, as self-depreciating and dependant, and over emotional. In advertising women are shown either as house wives whose interests are limited to domestic needs, or else as sexually alluring which makes consumer goods more attractive...

Thus, given what obtains in Uganda, today, it is a tall order for the womenfolk to expect to be treated as their male counter parts under this system by broadcast media.

2.4 Summary of literature

Generally, women are portrayed in broadcast media from the perspective of their traditional domestic roles or of their sexual appeal to men. The research findings revealed that the way the broadcast media present women can contribute either negatively or positively to their status, in the world of politics. According to UNESCO (1980), a consistent picture emerges from research studies, which have investigated the broadcast media’s portrayal of women. At the very best, the portrayal is narrow, at worst; it is unrealistic, demeaning and damaging.

This designed image made it impossible for women to have interest in politics. Gender issues are mainly in women’s columns or on the inside pages at the best. How many male readers and policy-makers read what is in women’s columns? In addition,

broadcast media is not too friendly to individual female political activities, especially in its language use.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents an overview of the methods which were used to carry out the study. It covers research design study area and study population, sample size and sampling procedures, methods of data collection, research instruments, fieldwork procedure/ data gathering, data processing and analysis, and lastly report format/ writing.

3.2 Research design

In gathering data for this study, the researcher used the survey research method. Okoye (1996) opines that: survey is a method which is geared towards the study of people, their attitudinal frame of mind, and their systems, opines motivational range and manifestation. Survey method which is to be used is adopted to counter-check the already existing ideas and knowledge known and seen which concerns this study.

3.3 Area of study

The study was conducted in Kawempe North Division, Kampala district, Central Uganda. The division is one of the divisions of Kampala city including; Rubaga, Makindye, Kampala central and Nakawa division.

The study was carried out in Enugu metropolis where people, women and men were randomly sampled in order to get their answers and reactions to the role broadcast media play in portraying women in the society.

3.3 Population of the study

The population of this study includes men and women in Nakawa division has a population of approximately 900,000. The people in the area of the study are mainly peasants and youths. The target population of the study is 450,000 between the ages of 18-35 years .

3.4 Research sample and sampling technique

The researcher will use simple random sampling procedure. According to Osuala (1982) random sampling procedure refers to as method of drawing a portion of population so that each member has equal chance of being selected.

The researcher will administer a total of hundred and ten (110) questionnaires to respondents.

3.5 Instruments for data collection

The measuring instrument used in gathering information for this study is the questionnaire.

The question in the questionnaire is divided into two parts. The first part deals with demographic variables while the second part covers the main question.

3.6 Validity of the instrument

Validity can be referred to the accuracy of an instrument i.e. how will it measure what it is supposed to measure, does the instrument measure what it is supposed to measure. The questionnaire will be pre-tested and the questions The pre-test will be done on 10 respondents from St. Lawrence University. The goal of administering the pre-testing sample is to establish the validity and reliability of the instrument. In the study, a minimum reliability analysis of 0.7 and above will be taken as a reasonable measure of internal reliability. Computation scale measure reliability of 0.7 and above will be judged as a reasonable measure of internal reliability using Cronbach's Alpha to determine the co-efficient of reliability.

3.7 Method of data collection

Since the study is an empirical one, the data will be obtained from information gathered mainly from questionnaires and observations which is administered to people in different works of life which includes broadcasting media workers by the researcher.

3.8 Method of data analysis

Data was analyzed using simple percentage and frequency tables in which descriptive analysis will be used to infer meaning from the data. Also, the chi-square will be used to test the hypothesis.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter of the study is aimed at analyzing in a tabular form data collected through the questionnaire that the researcher administered. The researcher distributed 110 questionnaires but was able to collect 100 therefore the researcher used 100 questionnaires in analysis.

Table 1: Gender distribution of respondents

GENDER	FREQUENCY	PERCENTAGE
Male	40	40%
Female	60	60%
Total	100	100%

The gender distribution of the respondents on the table above shows that 40 out of all the respondents which represent 40% are male and 60 people represents 60% are female.

Table 2: Age distribution of respondents

Age bracket	Frequency	Percentage
18-25	65	65%
26-35	15	15%
36-45	11	11%
46 and above	9	9%
Total	100	100%

26-35	15	15%
36-45	11	11%
46 and above	9	9%
Total	100	100%

The age distribution of the respondents on the table indicates 65 people representing 65% of the respondents are between the ages of 18 and 25, 15 people representing 15% are between the ages of 26 and 35, 11 people representing 11% are between the ages of 36 and 45 and 9 people representing 9% of the respondents are between the ages of 46 and above.

Table 3: Do you agree that negative cultural factors affect women participation in politics?

Opinions	Frequency	Percentage
Strongly agree	42	42%
Agree	29	29%
No option	7	7%
Don't agree	13	13%
Strong don't agree	9	9%
Total	100	100%

Table 4: Occupation of respondents

Occupation	Frequency	Percentage
Schooling	65	65%
Teaching	25	25%
Others	10	10%
Total	100	100%

The table above indicates that 65 people representing 65% are students, 25 people representing 25% are teachers and 10 people representing 10% of the respondents population are engaged in other occupation apart from the one mentioned above

Table 5: Martial Statuses of Respondents

Status	Frequency	Percentage
Single	50	50%
Married	30	30%
Divorced	12	12%
Widowed	8	8%
Total	100	100%

The table above indicates that out of 100 respondents 50 people representing 50% are single, 30 people representing 30% are married, and 12 people representing 12% are divorced while 8 people representing 8% are widow.

Table 6: How long have you been in work/employed?

Age bracket	Frequency	Percentage
1-5	50	50%
6-10	25	25%
11 and above	20	20%
None	5	5%
Total	100	100%

The age distribution of employed respondents on the table indicates that 50 people representing 50% of employed respondents between 1 and 5 years have been in work, 25 people representing 25% of employed respondents between 6 and 10 years have been in work, 20 people representing 20% of employed respondents between 11 and above have been in work and 5 people representing 5% of employed respondents are retired.

Table 7: Do you agree that colonial antecedent influences women participation in politics?

Opinions	Frequency	Percentage
Strongly agree	25	25%
Agree	30	30%
No option	15	15%
Don't agree	17	17%
Strong don't agree	13	13%
Total	100	100%

The table above shows that out of 100 respondents , 25 respondents representing 25% strongly agree that Colonial antecedent influence women participation in politics, 30 respondents representing 30% agree, 15 respondents representing 15% have no option about the question, 17 respondents representing 17% do not agree and 13 respondents representing 13% strongly do not agree.

Table 8: Did women participate in leadership activities during pre-colonial era?

Opinions	Frequency	Percentage
Yes	45	45%
No	55	55%
Total	100	100%

The table above indicates that out of the 100 respondents, 45 respondents representing 45% accept that women participate in leadership activities during the pre-colonial era and 55 respondents representing 55% of the respondents disagree.

QUESTION NO 9

Table 9: Do women lack political skill and conducive environment for political participation?

Opinions	Frequency	Percentage
Strongly agree	15	15%
Agree	28	28%
No option	20	20%
Doesn't agree	23	23%
Strongly don't agree	14	14%
Total	100	100%

The table above indicate that out of 100 respondents, 15 respondents representing 15% strongly agree that women lack political skill and conducive environment for political participation, 28 respondents representing 28% agree, 20 respondents representing 20% have nothing to say, 23 respondents representing 23% do not agree and 14 respondents representing 14% strongly do not agree.

QUESTION NO 10

Table 10: Does discrimination contribute to the non participation of women in politics?

Opions	Frequency	Percentage
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Yes	71	71%
No	29	29%
Total	100	100%

The table above indicate that 71 respondents representing 71% accept the assertion that discrimination contribute to the non participation of women in politics and 29 respondents representing 29% reject the assertion.

Table 11: Do you agree that negative cultural factors affect women participation in politics?

Opinions	Frequency	Percentage
Strongly agree	42	42%
Agree	29	29%
No option	7	7%
Don't agree	13	13%
Strong don't agree	9	9%
Total	100	100%

The table above shows that out of 100 respondents , 42 respondents representing 42% strongly agree that negative cultural factors affect women participation in politics, 29 respondents representing 29% agree, 7 respondents representing 7% have no option, 13 respondents representing 13% do not agree and 9 respondents representing 9% strongly do not agree.

Table 12: Do broadcast media programme mobilize women to participate in politics?

Opinions	Frequency	Percentage
Yes	38	38%
No	62	62%
Total	100	100%

The table above indicates that out of 100 respondents, 38 respondents representing 38% agree that broadcast media programmers mobilize women participate in politics, 62 respondents representing 62% do not agree.

QUESTION NO 13

Table 13: has todays government been able to embrace women in governance?

Opinions	Frequency	Percentage
YES	24	24%
NO	76	76%
TOTAL	100	100%

The table above indicates that 24 respondents representing 24% accept the assertion that today's government has been able to embrace women in governance while 76 respondents representing 76% reject the assertion.

QUESTION NO 14

Table 14: Do you agree that women participation in politics depend on their exposure to broadcast media?

Opinions	Frequency	Percentage
Strongly agree	45	45%
Agree	34	34%
No option	5	5%
Don't agree	9	9%
Strong don't agree	7	7%
Total	100	100%

The table above Indicate that out of 100 respondents , 45 respondents representing 45% strongly agree that women participation in politics depend on their exposure to broadcast media, 34 respondents representing 34% agree, 5 respondents representing

5% have no option, 9 respondents representing 9% do not agree and 7 respondents representing 7% strongly do not agree.

4.2 Test of hypotheses

The researcher tested hypotheses using chi-square. According to Obasi (2009), chi-square is used to compare the observed frequencies (o) and expected frequencies (e).

A chi-square denoted by (X^2) is simply a value showing relationship between expected frequency and observed frequency further formalized as:

$$X^2 = \sum \frac{(O_1 - E_1)^2}{E_1}$$

Where O = Observed frequency

E = Expected frequency

X^2 = Summation of all items

TEST OF HYPOTHESIS

Broadcast media actually mobilize women enough towards political participation.

Options	O	E	O-E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
Yes	38	20	18	324	16.2
No	62	20	42	1764	88.2
Total	100				104.4

The calculated value $X^2 = 104.4$

Degree of freedom = k-1, where k = number of categories = 2-1=1

The calculated value, 45.2 at four (4) degree of freedom and at 0.05 level of significance is = 3.841

Decision Rule

Since the calculated value is greater than the table values, we accept the alternative hypothesis (H_1) which states that broadcast media actually mobilize women enough towards political participation.

Test of hypothesis 4: (table 14)

Woman participation in politics depend on their exposure to broadcast media.

Options	O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
Strongly agree	45	20	25	625	31.25
Agree	34	20	14	196	9.8
No opinion	5	20	-15	225	11.25
Don't agree	9	20	-11	121	6.05
Strongly do not agree	7	20	-13	169	8.45
Total	100		0		66.8

The calculated value $X^2 = 66.8$

Degree of freedom = $k-1$, where k = number of categories = $5-1=4$

The calculated value, 66.8 at four (4) degree of freedom and at 0.05 level of significance is = 9.488

Decision Rule

Since the calculated value is greater than the table values, we accept the alternative hypothesis (H_1) which states that women participation in politics depend on their exposure to broadcast media.

4.3 Discussion of finding

Findings from the research hypothesis tested above with chi-square statistical technique gained empirical support. The hypotheses supported the assumption that broadcast media play a role in participation of women in politics.

The outcome from hypothesis one tested positive, broadcast media mobilizes women to participation in politics. This was proved to be true given the degree of freedom of 1 and at 0.05 level of significance. The calculated value of 10.4 is greater than the table value of 9.488, thus giving credence to the fact that colonial antecedent influences women participation in politics.

Also, hypothesis two (H^2) equally tested positive. This is because the calculated value of 45.2 is greater than the table value of 9.488, thus giving credence to hypothesis two. The researcher therefore, accepted the alternative hypothesis (H^2)

and rejected the null hypothesis (H_0), which states that culture affect women participation in politics.

Hypothesis three (H^3) as well tested positive. This is because the calculated value of 10.4.4 is greater than the table value of 3.841, this giving credence to the fact that broadcast media actually mobilize women enough towards political participation.

Hypothesis four (H^4) not withstanding tested positive. This is because the calculated value of 66. 8 is greater than the table value 9.488, thus giving credence to the fact that women participation in politics depend on their exposure to broadcast media

CHAPTER FIVE

SUMMARY, CONCLUSION, RECOMMENDATIONS

5.1 Summary

The press, gender and politics are at the core of this study. As Boafo and Arnold (1995), put it, “broadcast is not only necessary to the various aspects of human development, but also to the process of participating and nurturing the polity”. However, from the gender dimension, Nwankwo (1996) captures the position of this study that the broadcast media... Is found wanting in fostering the development of gender equality in politics.

Thus, in Uganda, it was also found that, despite the deliberate international politics aimed at gender- friendly political representation, women are under – represented.

5.2 Conclusion

It is high time for everyone (especially women) to realize that gender identities are largely culturally created and no sex/gender is more important than the other. Women constitute about 51% of votes, but a review of the Ugandan political scene reveals a thy for gender- equitable development, considering the fact that women were in governance among the various ethnic groups in Uganda during the pre-colonial period. This analysis showed that broadcast media is partly to blame for this situation.

Evidence revealed that there are various ways through which broadcast media has helped to keep women in the private sphere. For instance, broadcast media propagates masculine culture that pigeonholes women and presents them as unfit for politics. Broadcast media achieves this through its use of language, media coverage on women issues, image used and assignment of political editorial positions, amongst others. These became evident in the analysis of motion pictures of broadcast and the content of their editorial opinions and reportage. Also even when women are covered politically, they are not given prominence.

The historical past of Uganda may have also affected the situation because, during the colonial period, the colonial masters suppressed established institutions which

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The historical past of Uganda may have also affected the situation because, during the colonial period, the colonial masters suppressed established institutions which protected women and since then, the situation has remained the same (Nwankwo, 1996).

Broadcast media helps bring development issues to public's knowledge and thus could be catalytic in the quest for gender equitable representation in politics. According to Norwood (2005:5), "indeed it is difficult for people to be interested in things they know nothing about". This calls for the need for feminist and development scholars to turn their searchlight to broadcast media on the issue of gender and politics. McBride et al (1996:191), Submit:

Of course, the media are not the fundamental cause of the subordinate status of women, nor can it be remedied by the media alone. The causes are deeply rooted in social, economic and political structures, as well as culturally- determined attitudes and solution must be found in far reaching change. However, it is within the power of the

broadcast media either to stimulate or to retard change to a significant degree.

Thus, development scholars and feminist must devise an overall strategy for change in the information and communication order of the world, especially as it, affects women and politics.

Women issues should be properly integrated into the information and communication system. Furthermore, broadcast media should be more responsive to the needs of women in politics. It should present information which do not distort, be little or demean women or confine them to stereotyped behavior and roles. Hence, the call for broadcast media in which women participates and shares in determining the content, in decision-making and control. In fact, broadcast media should be more committed to social responsibility and 'gender accountability' in the arena of politics.

5.3 Recommendations for further study

The following recommendations are made based on the findings of the study:

- (1) Grassroots enlightenment campaign should be organized to change the negative attitude of most people to woman participation in politics as well as to inspire women to vie for elective position.
- (2) "Godfathers" should be extended to women political aspirants in relation to sponsorship. They should give women a chance.
- (3) The National Assembly as a matter of state policy should implement Affirmative Action involving the reservation of 30% elective posts for women.
- (4) Economic empowerment of women should be vigorously pursued since it will provoke greater participation of women in electioneering.
- (5) Electoral law should forbid political thuggery and violence while the senate should enact a law making electoral violence a crime punishable by hanging. This will no doubt create a conducive positive political atmosphere in Uganda for women political aspirants.
- (6) 'Catch them young' There is a serious need to give the girl child a re-orientation and a thorough brain-washing to disabuse her mind from the

environmental socio-cultural intimidation that inhabits and limits herself worth, self-assertion and actualization. By the age of 5 years, Queen Elizabeth of England had already started practicing her speeches over wireless. An early start is advisable.

- (7) Above all, women should encourage themselves and support female political aspirants. Equally, husbands should encourage and support wives with political visions and ambitions.

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3. What is your Occupation?

(a) Schooling [] (b) teaching []

4. What your marital status?

(a) Single [] (b) Married [] (c) Divorce []

(d) Widow []

PART TWO: PSYCHOGRAPHIC DATA

5. How long you been in work/employed?

(a) 1-5years [] (b) 6-10 [] (c) 11 years and above [] (d) none []

6. Do you agree that colonial antecedent influence women participation in politics?

a) Strongly agree [] (b) agree [] (c) No Opinion [] (d) Don't Agree []
(e) strongly don't agree []

7. Does women lack political skill and conducive environment for political participation?

a) Strongly agree [] (b) agree [] (c) No Opinion []

(d) Don't Agree [] (e) strongly don't agree []

9. Do discrimination contribute to the non participation of women in politics?

(a) Yes [] (b) No []

10. Do you agree that negative cultural factors affect women participation in politics?

a) Strongly agree [] (b) agree [] (c) No Opinion [] (d) Don't Agree []
(e) strongly don't agree []

11. Do broadcasting media programmer mobilize women to participation in politics?

(a) Yes [] (b) No []

12. Has today's government been able to embrace women in governance?

