

KAMPALA INTERNATIONAL UNIVERSITY.

**THE ROLE OF ADVERTISEMENT IN THE MORAL
DEGENERATION OF THE YOUTH**

**CASE STUDY: NAKIVUBO / ST. BALIKUDEMBE MARKET
AREA**

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**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF
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DECLARATION

I declare that this research is my own work and no one has ever submitted this work in any University or Institution for academic award.

Signature 

Date..... 22/9/2005

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Date..... 22nd Sept, 2005

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DEDICATION

This book is dedicated to my lovely mother Mrs. Nnangonzi Theresa, Mr. Kajubi Deus, Mr God Kiwanuka, Mr. Ssewanyana Lawrence and Mr. Kunbuka Preson Mukasa Viane for their financial support and guidance throughout mu course.

ABSTRACT

The aim of this study was to analyse the role of media advertising in moral degenerations of the youth. The problem of advertising has been in existence for long in Uganda, despite various measures taken by the Uganda Government and various NGOs to end these problems. The study sample is based on respondents from St. Balikuddembe market in Kampala city. The selected sample includes businessmen and workers; it comprises the male and female.

Data were collected through quantitative and qualitative methods. The researcher tried to find out the effects of advertisement in moral degenerating of the society, the youth in particular.

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CHAPTER ONE

1.0 INTRODUCTION

The effects of media advertising are not a recent phenomenon, rather a familiar one to almost everyone, being the academician to politicians or ordinary citizens. The phenomenon of advertising is one of the major challenges facing all countries worldwide regardless of their level of development and ideology. Walking around, in most streets of African cities, different advertising display in form of billboards, posters and other forms of displays are visible.

In Africa, Uganda in particular, the number of advertisement is increasing day after day. Radio stations, Televisions, Newspaper, Magazine and Internet are being used for advertising. These adverts are associated with moral decay of the society especially on the youth who are in most cases affected by adoption motivations. Factors that accelerate the problem moral degeneration among the youth is due to social, economic and cultural although the magnitude of the problem tend to vary across countries because different societies have different cultures and problems.

In most cases it is the societies that corrupts the youth and leads them astray due to its nature of social, political and economic operations.

There is no single definition of advertising. Various scholars have attempted to define it differently. Advertising is the communication of information about goods, services, or ideas through various media, usually paid for by identified sponsors, to groups of people .usually to persuade a segment of the population to buy goods, use services, accept ideas, or otherwise change their behavior.

Advertising is the one with the most flexible and creative of the marketing communication tools. Almost every company uses it. The goals of advertising

vary by firm and it can be used to solve a number of marketing communication problems.

Still advertising is of the very essence of democracy. An election goes on every minute of the business day across the counters of hundreds of thousands of stores and shops where the customers state their preferences and determine which manufacturer and which products shall be the leader today, which shall lead tomorrow.

Advertising is the non personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media.

Another scholar said that, advertising is art and sole of capitalism. It captures a moment of time through the lenses of commerce. Reflecting and affecting our lives, making us laugh and cry, while simultaneously giving traction to the engine that propels this free market economy forward into the future.

Advertising plays different roles in the society as follows :-

- To identify the product and differentiate it from others
- To create awareness of the product and to identify its location of sale and its features
- To induce consumers to try the product and suggest its reuse
- To stimulate the distribution of the product
- To increase sales
- To build value of the product, brand and its royalty.

- To increase the product use
- To lower the overall cost of sales.
- To keep a head of the competition
- To announce a sale or special offer

Therefore, today advertising as a communication process, a marketing process, an economic and social process, a public relations process, or information and persuasion process.

Advertising involves expenses but when the cost of advertisement is compared with the cost of other ways of approaching a mass of a prospective customer, advertising is a relatively less expensive method.

- Advertising makes prospects aware of the product and its brand
- It helps selling on mass scales both by persuading new buyers in a given region And by extending the persuasion to new regions that is without large scale, sales large production is unthinkable.
- It helps the retailers to stock goods which are better known and there fore have better sales possibilities. This means that there is no need for a retailer to spent time and effort in introducing the product to the customers since his already knows the product through advertisement seen or listened to
- Advertising is the peculiarly attractive alternative to price competition that is fluctuating prices are more likely to

damage the firm's market position than fluctuating advertising expenditure

- It promotes competition and therefore, many advantages of competition may follow
- Finally advertising enables salesmen while making personal calls. Since the audiences are already familiar about the advertised product, the sales man's task becomes easier and his appeal effective.
- Advertising encourages the creative arts and the artists.

1.1 BACKGROUND TO THE PROBLEM

The problem of moral degenerations among the youth is a critical social, political issue in Uganda. Although, to date not much attention has been paid to it, conditions, which generate these problems, are more rampant worldwide. Basically, most of the conditions linger on socio-economic, cultural and political parameters.

The phenomenon of advertising and moral degenerations among the youth street is directly linked, with rapid increase of media such as Television and internet which are the most powerful media amongst all media. Increasing technology in the media is also therefore one of the most pervasive processes in developing countries in general and in Uganda in particular. George Belch (1989:134) argues that the perceptible transformation of youth behaviors and characters bares the relationship to the degree of advertising activities which had been enhanced by the development of mass media. This situation has

indisputably contributed to the moral degenerations among the youth in Uganda.

When focusing on Alcohol advertisements at bus stops and tram stops have great potential to influence young people, given how frequently children and teenagers use public transport. The size of the advertisements and absence of more interesting visual stimuli at bus stops and trams stops make it even more likely that young people will take notice of these advertisements. The same is true of advertisements placed on buses and road sides. In fact, these advertisements may reach more people than any of the other advertising mediums discussed in this study by virtue of the fact that trams and buses are constantly on the move through every suburb in Melbourne and are visible to pedestrians, motorists and public transport users. They may also be more difficult to ignore. Consider the motorist who stops behind a bus featuring an alcohol advertisement at the rear. While the content and form of alcohol advertisements featuring on public transport is important, the location of the advertisement is also significant. For young people to be exposed to alcohol advertisements in magazines and on the internet, they have to actively seek out the information. In the case of alcohol advertisements on public transport, the advertisements are brought to the young people whether they are interested in them or not.

1.2 STATEMENT OF THE PROBLEM.

It has been discovered that there should be a solution for the youth who have been destroyed morally by advertising which has caused most of them to get involved in activities proved to be misleading to their lives, such as drug addiction ,excessive drinking of alcohol, language dignity being destroyed, being materialistic and many others.

This has made some as them lose hope in their future, fail exams, some run mad due to excessive drugs, contracting diseases like, lung cancer caused by excessive smoking cigarettes acquiring aids due to adverts on condoms and girls getting complications resulting from family planning methods.

Many girls become barren, committing suicide and psychological damage on their brains caused by abortion. All these have been brought by excessive advertisements of family planning and condoms which force to engage in sex to early.

Advertisers use public places for the youth such as play grounds to promote their products for example beer products, dressing codes and different social activities, some of these advertisement have a great impacts on degenerating the morals of the youth.

1.3 GENERAL OBJECTIVES

- The research aims at assessing advertisements that are being aired on radios, television, printed in newspapers, magazines, billboards and internet thus analyzing their role in moral degeneration of the youth.
- The research aimed further at coming up with theories that will guide youth, scholars students and businessmen to understand the concept of advertising and its effects in the society.
- The research also aimed at suggesting some measures and approaches to help the youth become free from the slavery that the advertisers have forced them.

- Analyzing the advertising phenomena which will affect the youth psychologically therefore changing them from bad morals caused by advertising.

1.4 SPECIFIC OBJECTIVES:

- The research specifically was intended to make to the youth, aware of the role advertizing plays in the degeneration of their behaviors, creating awareness and finding solutions to the dangers..
- More so, due to this research the youth will put their energy and thoughts on activities that are productive, rather than being followers of what ever they have seen or heard in the radio and other forms of communication.
- The research affirmed on the already investigated reports on media advertizing to build concrete arguments against immoral advertisements.

1.5 SIGNIFICANCE OF THE STUDY

The study is useful to students, social groups of the youth, to be able to;

1. Identify advertising as a way of changing behavior, and theories associated with advertising,

Understanding problems caused by advertising among the youth, the influence advertising has on the youth,

It also highlights the way advertised products can destroy or mislead the youth,

2. The research pinpoints the way advertising change behaviors of the youth, attitudes and thoughts and the way advertising cause change in cultural values.
3. The study suggests solutions, basic arguments and how the youth can overcome problems caused by advertising.

1.6 THEORETICAL FRAME WORK.

According to Mpagi Alosious Zorozi a Media Scholar Kampala international university 2002-2005 I have come out with the following theories.

Advertising dependency burden theory

According to me, mass – media advertising is a tool for setting for the youth what to think. Youth especially those who miss parental advice find themselves doing whatever media as such as alcohol.

The superiority theory.

According to me as a researcher, the youth see what ever is being advertised as superior and they see that there is a need to follow, without critically assessing the out come .This makes them follow whatever advertising tells them to do.

The innovative theory

The youth as groups who always want to come up with new ideals innovations and inventions, being early adopters advertising solves for them that problem, and see advertising as the best way to go with new trends, when they buy luxuries, watch pornography and change their language.

The social trusting theory

Youths' pictures and images are ever being used directly in advertisements .Youth being lost country of thoughts they find themselves trusting whatever is being advertised through media. At the end they follow what ever their fellow youth advertises.

The world changing theory

Because of the ever changing world, youth fear to be left behind thinking that it is through advertisements that they will cope up with the situation, moving with improved technology, they end up buying very expensive goods.

1.7 RESEARCH QUESTION

1. What are the roles of media advertising in society?
2. What are the effects of media advertising in the moral degeneration of the youth in the society?
3. What are the possible solutions towards moral degeneration in the society?

place in a global economy between young people and translational corporations (Klein 2000). So too the automobile, that once symbolized the promise of social mobility and expansionary freedom of American consumerism in the 1950's, is now connected to America's congested and polluted cities, global oil imperialism and the threat of global climate change. Propelled by Hollywood visions of the Day after Tomorrow, the postmodern world seemed to be rejecting its consumerist optimism and maturing into a culture of panic. In the hallowed halls of academe the widening rift between those who are optimistic and pessimistic divided the debates about global consumer culture (Gibbons and Reimer 1999).

Synthesizing these opposing voices into a critical sociology of risk society, Ulrich Beck (1992) reminded us that the economy was not only a system for the distribution of the material benefits of industrialization (goods) but also for the bads – the pollution, waste and social conflict -- that were making the management of risks the central challenge to continued prosperity in the globalizing marketplace. In many cases policy making was a litigious process fought out in high profile risk controversies between corporate Goliaths and environmentalist David's which often degenerated into contests between experts about the risk science. The complexity of the emerging politics Beck (1998) argued lay in the fact that environmental risks are produced by and benefit specific interests, yet the consequences are often systemic and hard to measure. Take for example the automobile whose global production has become associated with many environmental risks -- from pollution and unemployment to global warming and warfare. We encounter these risks if we live in a polluted city, whether we drive or not. And the long term

consequences of car emissions on global climate happen whether our particular government regulates emissions or not. Yet it is these invisible systemic effects of industrialization that risk sciences alert us to. Beck's critique focused therefore on the limits of contemporary governments to manage environmental science.

The crisis of risk politics Beck claimed was rooted in the way that "modernity sought to bring the world into control" by making the world more knowable through the estimation of probabilities of outcomes from predictor variables observed carefully in controlled circumstances. The same analytic techniques get used by actuaries setting insurance rates, engineers designing failsafe nuclear plants or Moon-lenders, and epidemiologists studying population health. The promise of risk science has always been that the better science understands the factors predicting risks, the more we will be able to avoid their devastating consequences. But this application of statistical analysis to control risks is based on three assumptions: the first concerns the ability of risk sciences to apprehend the systematic factors that make specific practices risky. The second is that once we know what those risk factors are, that we can figure out how to ameliorate them. The third is even if we know what needs to be done, that we can communicate about those risks in ways that encourages people to take precautionary actions which reduce them in the long run.

Although Beck (1998) did not put his faith in risk experts, neither was he a pessimist, for he saw the risk society as still in the early stages of what he called 'reflexive modernization' based on the rational belief that environmental sciences could help us understand the threats we face, and

therefore control them. Although state managed impact assessments were proving poorly equipped to warn us about the unintended and long term consequences of the profoundly intertwined ecological and global economic relations we are only beginning to acknowledge both the usefulness of empirical risk sciences, and the importance of the public controversies about them. Risk assessment, Beck argued, can no longer be kept backstage guarded by administrators, but must be transacted in the media which can act as a stage for citizen protests. Even acknowledging the public's limited grasp of environmental science, Beck argues that the growing public anxieties mobilized by environmental advocates are a highly rational response to the uncertainties and disputes surrounding risk. Beck could remain optimistic in his prognosis then, because he believed that risk controversies about the environment galvanized a continual questioning of current practices making these ecological consequences of industrialization visible – and therefore manageable. But as the Rio and Kyoto attempts to mitigate global warming faltered on American experts' disagreements on the science, it is also reasonable for the public to see the environmental crisis as beyond control.

Different researchers have researched on how globalization has made the world to change in terms of environment, civilization, industrialization, and advertising of world products being produced by various firms wherever the world, as researchers concluded.

Many people especially youth and not only in Uganda but also almost all countries wherever the world have been taken by global changes in different aspects, like ways of dressings, civilization, growing rate of global technology like uses of computers to search for phonographic materials, changes of culture, and the level of consumption of both material things as well as nuclear

weapons. This in one way or another has brought instabilities in the world and global conflicts, the world now is unstable due to the influence global events like that happened in the United States, recent in London and what is taking place in the Arab countries.

Media globalization also contribute much in exposing advertising activities which most of the time contributes to moral decay of the youth in society.

Beck's optimism has sometimes been called into question by commentators that feel his analysis of risk society overstates the role of risk sciences in public, managerial, and environmentalist discourses while overlooking the individual experiences of risk in everyday life. Anthony Giddens (1998) for example points out that the crisis of 'reflexive modernity', is revealed not only in the panics about pollution or global warming, but also in the public anxiety and confusion that underwrites everyday lifestyles as people engage with the mediated marketplace to manage the risks and benefits it offers. Giddens' account of the emerging politics of risk society therefore highlights the everyday problems of identity construction and lifestyle management that contemporary individuals face in their status as consumers as well as citizens. Whether it is face creams, holidays or prescription pharmaceuticals, consumers must increasingly engage in a complex information calculus weighing up the anticipated pleasures and threatened perils associated with the modern ways of life. Giddens argument suggests that Beck has stressed 'production of risk' politics in the risk society while ignoring the 'consumption of risk' one. Although they are obviously linked, environmental risks are those empirically produced in the globalized production and distribution system, while 'lifestyle risks' are those which individuals voluntarily take through their long term use (or misuse) of risky goods that are legally distributed in the marketplace.

Tullock and Lupton (2003) have similarly questioned the faith in generalized scientific rationality underpinning Beck's sociological account of environmental controversies emerging in the 'culture of risk'. Research indicates that in spite of often intense news coverage, the general public is

poorly informed and cannot always grasp the complexity of risk issues. (Fredri 1997) Moreover they respond emotionally to risk issues, tending to underestimate some risks while exaggerating those which are little understood by science, that involve catastrophic consequences, and where they seem beyond human control, and especially where they present risks to children – at least compared with the sober estimates of scientists . (Slovic 2002) For this reason, Tullock and Lupton call for thoughtful exploration of the cultural context and social dynamics which underwrite the perception, interpretation and experiences of risk in daily life. Based on in-depth interviews in Britain and Australia they argue that the lay public shares with the experts, the idea that risks are experienced as fear and anxiety about the future: Yet they also find that risk remains vague and confusing concept referring both to environmental forces that are beyond individual control and to the personal consequences of lifestyle choices from drinking tap water and driving a car to buying a house and getting married. But their dominant concerns are those lifestyle risks. Moreover, they claim that although risks are associated with negative consequences, Beck is wrong to assume that the public is risk avoidant as many individuals voluntarily take lifestyle risks because they produce pleasure. There findings suggest that any hope that a lively debate among risk scientists can ultimately lead to an educated public may run aground in the shallow waters of confusion and misinformation.

▪ **Study of Risk Controversies**

Beck's work has helped make the politics of risk a key feature of the critical analysis of life in the global village.

While agreeing that “the idea of risk has recently risen to prominence in political debate, and has become the regular coinage of exchange on public policy” anthropologist Mary Douglas (1992: pg x.) held a less optimistic view of the widening gap between the governmental attempts to manage risk and the public’s emotionalized responses to threat and danger. Douglas’s more skeptical view of the cultural dynamics engulfing risk controversies derives from her anthropological investigations of the communal politics of taboo and blame in tribal and medieval societies where people also have had to deal with witchcraft, the plague and other invisible threats to health and do so without risk assessors. From the point of view of science, risks are estimated from calculations of probabilities of events in defined circumstances of time and place. As such empirical risks transcend the ideologies of those that wield them and assert their status as facts which must be contested scientifically. Yet once they enter the public realm they are ‘cultural facts’ whose meanings as Douglas points out, become publically contested. The problem that she sees in current approaches is that it puts too much faith in the abstracted and instrumental science of risk experts, but has forgotten that “in all places at all times the universe is moralized and politicized.” Risk controversies therefore do not exist in a cultural vacuum, but find themselves re-articulated within the legal disputes about who to blame and political mobilizations around how to reduce them.

Yet in a democracy, because most scientific information and the expert interpretations of it are distributed through media, public opinion plays an important role in the politics of risk (Sandman et. al. 1987, Kasperson 1992). So too, media channels have become the stage upon which competing interests

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this chapter, the researcher gives a presentation of the descriptive information and research instruments that were used during the process of data collection at the field. It also includes the data collection procedures, the sample size and selection, research design, data analysis and the problems the researcher encountered during the process of data collection.

3.2 RESEARCH DESIGN

This is research used the descriptive research design due to the availability of some information on this study .a Qualitative research method was used and it was descriptive and analytical in nature.

3.3 RESEARCH FINDINGS ORGANISATION

The research has five chapters that is, the introduction which include the background of the study, research questions, the scope of the study, the area of the study, the significance of the study and the theoretical framework, then chapter two is composed of the literature review where most of the secondary data from books, internet, bronchus and Newspapers is found. Chapter three is methodology including the research design, research procedure, study area and the target population, selection of the study subject, research instruments, data

processing and analysis and the limitation of the study and the target population, selection of the study subject, Research instruments, data processing and analysis and the limitation of the study, chapter four is comprised of findings where information about causes, effects and solutions is provided and chapter five has recommendations and conclusions.

3.4 RESEARCH PROCEDURE

The researcher obtained a letter of introduction from the head of department of the faculty of social sciences and law introducing her to the respondents of the research investigation was carried out.

The introductory letter was given to clear doubts and suspicious from the area about the researcher's motives. The researcher then set tools for the investigation and left to the field of the study to carryout the investigation.

The researcher carried out a pilot study from where he asked for permission from the management of Victoria International Trading Company LTD. (the in charge of St. Balikuddembe market)

After granting permission, the researcher set tools to be used and required most appropriately in the investigation.

After the completion of data collection, the researcher then compiled the data with the help of the research supervisor who approved, affirmed, monitored and guided the researcher making alternation in areas of defect.

Typing and binding work was done privately in cooperation with the help of the external secretaries.

3.5 AREA OF THE STUDY

This study was carried out in Kampala city concentrating on the respondents from the six zones of St. Balikuddembe market in Nakivubo area at the city centre. The research mainly focused on people's awareness on advertising and their effects to the society.

3.6 SELECTION OF THE STUDY SAMPLE

The study population comprised the businessmen and workers in Nakivubo area basing on St. Balikuddembe market .it involves male and female, youth and adults.

Selecting the above population, the researcher's intention was to obtain information from people with first hand information as regards to degeneration of morals among the youth caused by media advertising.

3.7 THE SAMPLE SIZE.

Using the simple random sample, the size of 50 respondents was selected from the entire population (women and men). The respondents were selected from two categories namely, the youth themselves as the infected group, women and the men.

This therefore, formed more than the standard representatives a number recommended in social research studies and can be relied upon in obtaining

information and providing basis generalization of results to the problem under investigation.

3.8 RESEARCH INSTRUMENTS AND DATA SOURCES

This section gives the details of the various methods that the researcher was used in collecting the various information used in the research. It also gives details of the various sources of the data and other words where the researcher got data from.

3.9.1 DATA SOURCES

The information in this research has a combination of both primary and secondary data. Primary data was got directly form the research field and this is presented inform of interviews guide questions which helped the research on the whole process of data collection,

Apart from that, other observations were made, such as on displayed billboards .this nature of information was important in giving the researcher the detailed information about the nature of the problem.

The secondary data is that data that was already recorded but proved to be of vital importance to this study which the researcher included in the research. The research includes information got from books, the Internet, Newspapers and brochures. This data helped the researcher in identifying the other areas of importance as far as poverty is concerned.

3.9.2 RESEARCH INSTRUMENTS

(a) Interviews

The researcher in this case directly confronted the respondents, mainly the women by asking them several questions as regards the poverty and its effect on the rural women. This was performed at times where convenient to both parties (the researcher and the respondents) and it was carried out in form of interactions with those respondents.

(b) Observation

Since the questionnaire and the interviews do not always provide all the necessary information the researcher used the observation method, here the researcher was observing and recording the necessary information, which later she used in presenting the data as the research, is required.

3.10. DATA PROCESSING AND ANALYSIS

Data processing means making the data collected more meaningful, organized and easy for analysis and interpretation.

The data was be edited before leaving the respondents; here the researcher tried to check for uniformity, accuracy and consistency. The various data, which was obtained, was analyzed by coding and coding was done basing on the answers that were given to the researcher by the respondents.

3.11 LIMITATIONS OF THE STUDY

The researcher was faced with various problems during the study and they include the following. Firstly, the whole exercise was expensive, for it requires a variety of items to be fulfilled like materials, transport to research areas and assessing copies of information like photocopying them.

Language barrier, it was difficult for the local people to interact in English due to the existence of high levels of illiteracy.

Ignorance of the local people about the study the respondent and fear of releasing the information which they thought would one time be used against them.

The process was time consuming yet the time that was given was not adequate. The researcher also faced the problem of finance to facilitate data collection, analysis and completion of the research work.

3.1.2 SOLUTIONS TO THE ABOVE LIMITATIONS

The researcher tried to use luganda, which is a common language at the central district to over come the problem of language barrier also where necessary English language was in use.

The researcher tried to convince the respondents that the information they give out would not be used against them but to help the researcher in accomplishing the requirements of the award of a degree in mass communication.

The researcher tried to use the time given adequately in form of time schedule, which guided him to overcome the problem of time.

The researcher also used an assistant who helped him to cover most of the places in Nakivubo area.

CHAPTER FOUR

4.0 RESEARCH FINDINGS

4.1 INTRODUCTION

Advertising, in general is any openly sponsored offering of goods, services, or ideas through any medium of public communication. At its inception advertising was merely an announcement; for example, entrepreneurs in ancient Egypt used criers to announce ship and cargo arrivals. The invention of printing, however, may be said to have ushered in modern advertising. After the influence of salesmanship began to insert itself into public notice in the 18th cent., the present elaborate form of advertising began to evolve. The advertising agency, working on a commission basis, has been chiefly responsible for this evolution. The largest groups of advertisers are the food marketers, followed by marketers of drugs and cosmetics, soaps, automobiles, tobacco, appliances, and oil products. The major U.S. advertising media are newspapers, magazines, television and radio, business publications, billboards, and circulars sent through the mail.

With the advent of the wide availability of electronic mail and access to the World Wide Web in the 1990s, the Internet has also become an important advertising venue. Since many large advertising agencies were once located on Madison Avenue in New York City, the term "Madison Avenue" is frequently

used to symbolize the advertising business. The major criticisms of advertising are that it creates false values and impels people to buy things they neither need nor want and that, in fact, may be actually harmful (such as cigarettes). In reply, its defenders say that advertising is meant to sell products, not create values; that it can create a new market for products that fill a genuine, though latent, need; and that it furthers product improvement through free competition. The Association of National Advertisers and the American Association of Advertising Agencies, both founded in 1917, are the major associations.

In Uganda advertising activities started in 1900s when a first newsletter was published by the church missionary society. At that time all advertising were in the form of announcement and its publication used to appear in normal pages where news articles were published but they could be identified by the word “Important” as the headline for adverts.

Therefore the research findings cover the information presented by the respondents from Nakivubo area specifically who are in St. Balikuddembe market.

4.2 ADVERTISING AND MORAL DEGENERATION IN SOCIETY



A billboard placed using the youth

Thinking about the perceived threats to the social order, the researcher observed that modern societies appear to be subject, to periods of what he called 'moral panics' about youth violence. Comparing the public outcry about the Modes and Rockers to our reactions to natural 'hazards', the researcher used the term panic to highlight the 'sudden and overwhelming fear or anxiety' which seemed to seize the public discourses on youth since 1960's. It is not that violence suddenly emerged as an issue, but as in earlier witch hunts, inquisitions, hangings, the public debate about emerging youth lifestyles seemed propelled by a need to identify and blame the 'folk devils' who augured change.

Tracing the events in the media's coverage of youthful aggression the researcher describes the stages of the building controversy as follows: 'A condition, episode, person or group of persons emerges to become defined as a threat to societal values and interests; its nature is presented in a stylized and stereotypical fashions, the moral barricades are manned socially accredited experts pronounce their diagnoses and solutions; ways of coping are evolved or (more often) resorted to; the condition then disappears, submerges or deteriorates and becomes more visible in the scope of this study.'

The analysis of moral panic has helped to expose the ambiguous symbolic location of youth within the public discourses on rapid social change, in which children often become the canaries in the coal mine galvanizing the emotional dynamics. As only partially civilized subjects, young people have an ambiguous moral and legal status. Because of their developmental

immaturity, they are innocent and vulnerable – incapable of making rational judgments. Yet by the same token, since they cannot be held responsible, their transgressions constitute a unique threat to the social order

In this respect, the media event becomes the context for a parade of youth experts and policy advocates espousing specific ideological and political agendas whose condemnation and solutions preoccupy and guide the unfolding panic. The researcher called these attempts appropriate the sudden fascination with youth culture by specific interest's panic exploitation. Given privileged access to journalists of some kinds of sources, The researcher that moral panics often fostered regulatory stop-gaps rather than long term solutions to the underlying social conditions shaping young peoples lives.

The analysis of moral panics has enjoyed growing appeal among the respondents of the study who observed the same dynamics of fear, blame and repression in a variety of controversies about anti-social youth behaviors in Uganda.

The respondents calls from psychologists and health professionals calling on restrictions on video games proclaiming "Suddenly, we are finding ourselves in a national witch hunt to determine which form of popular culture is to blame for the mass murders and video games seemed like a better candidate than most" . Ssemakula John (a respondent) similarly have remarked upon the regulatory fervor following the murder of innocent people in the city by robbers is due to media advertising of violent movies on which people copies violent behaviors. In their view, the publics' account of this brutal event, it is

the media to be blamed. Galvanized by panic, overstatement of the risks gives force to the restrictive policy options favored by anxious parents.

Although from the scientific point of view, adults are more subject to lifestyle risks and account for greater social costs, but according to the research findings it is children and youth who become the fulcrum of public controversies and the targets of the repressive regulatory. As Opiyo Richard comments “Children and young people are prime objects of ‘media panics’ not merely because they are often media pioneers; not merely because they challenge social and cultural power relations, nor because they symbolize ideological rifts. They are panic targets just as much because they inevitably represent experiences and emotions that are irrevocably lost to adults.”

More over the findings suggests that, smoking, drug taking and binge drinking to have noted how panic dynamics often refocuses controversies on youth transgressions as debates about risks gets reframed within the policy options for market regulation. And it is the turbulence and emotional force behind such media panics that makes them useful to the cultural analyst because they make the underlying discursive currents and countercurrents

Moreover the research describes a troubling pattern unfolding in many panic ridden risk controversies which leads to the believe that policy gridlock on environmental risks may have less to do with scientific uncertainty than with failed risk communication. The gridlock seems especially characteristic of lifestyle risk controversies engulfing smoking cigarettes, animal tested cosmetics , drinking alcohol and luxuries foods because they are consumable

accepted in the country. Young soldiers were given free cigarettes to help them adjust to the main expectations of soldiering during their daily operations, and youth appeared in advertisements puffing cigarettes.

As research on the health risks associated with cigarette consumption became widely publicized in the 1960's, the regulatory effort focused on youth in a protracted political struggle over the rights of young consumers to smoke and the rights of merchandisers who wanted to market them.

4.3 ALCOHOL ADVERTISING AND YOUTH



A billboard placed along Ggaba road showing how youth are associated with alcohol in Uganda

Research indicates that, in addition to parents and peers, alcohol advertising and marketing have a significant impact on youth decisions to drink. While many factors may influence an underage person's drinking decisions, including among other things parents, peers and the media, there is reason to believe that advertising also plays a role. Parents and peers have a large impact on youth decisions to drink. However, research clearly indicates that alcohol advertising and marketing also have a significant impact by influencing the attitudes of parents and peers and helping to create an environment that promotes underage drinking.

A study found that the number of beer and distilled spirits ads tended to increase with a magazine's youth readership. For every 1 million under age readers ages 12-19 in a magazine, researchers generally found 1.6 times more beer advertisements and 1.3 times more distilled spirits advertisements. The study showed that those with greater exposure to alcohol advertisements in magazines, on television, and at sporting and music events were more aware of the advertising and more likely to remember the advertisements they had seen. Also the research found that children who were more aware of beer advertising held more favorable views on drinking and expressed an intention to drink more often as adults than did children who were less knowledgeable about the ads.

Also during this research it was found that about 40 % young people found that exposure to and liking of alcohol advertisements affects whether young people will drink alcohol. More over the study found that, among a group of 2,250 middle-school students, those who viewed more television programs containing alcohol commercials while in the seventh grade were more likely in the eighth grade to drink beer, to drink three or more drinks on at least one occasion during the month

Further the research analysis assessed the effects of alcohol advertising on youth drinking behaviors by comparing federally reported levels of youth drinking with detailed reports on alcohol advertising in local markets during the same years. The analysis concluded that a complete ban on alcohol advertising could reduce monthly levels of youth drinking by 24% and youth binge drinking by about 42%.

More over the research found that from 2001 though 2003, youth in the Uganda were 96 times more likely per capita to see an advertisements promoting alcohol than an industry adverts discouraging underage drinking.

About \$1.79 billion was spent in 2003 on alcohol advertising in measured media (television, radio, print, outdoor, major newspapers and Sunday supplements) in 2003. Working from alcohol company documents submitted to them, the Federal Trade Commission estimated in 1999 that the alcohol industry's total expenditures to promote alcohol (including through sponsorship, Internet advertising, point-of-sale materials, product placement, brand-logged items and other means) were three or more times its expenditures for measured media advertising. This would mean that the alcohol industry spent a total of \$5.37 billion or more on advertising and promotion in 2003. This shows that even the media influences much towards moral degeneration in youth due to the nature of the product being advertised.

4.4 LANGUAGE DEBASE

The researcher found that certain advertisements such as those on Radio and television debases the language. Not only that different advert on publications such as Newspapers and magazines uses colloquial language and slung which debases the language. Such kind of language is in most cases adopted by the youth; thus causing moral degeneration among them.



Some words used in advertisement leads to language debase.(a billboard placed along Nsambya road in Kampala.

4.5 WATCHING PONOGRAPHIC MATERIALS

Internet has also become an important advertising venue. Many large advertisers use it frequently to symbolize the advertising business. The major criticisms of advertising are that it creates false values and impels people to buy things they neither need nor want and that, in fact, may be actually harmful (such as cigarettes). In reply, its defenders say that advertising is meant to sell products, not create values; that it can create a new market for products that fill a genuine, though latent, need; and that it furthers product improvement through free competition.

In this research it was found that most of internet advertisements comprise phonographic materials which are in most cases watched by the youth. Different advertisements in different publications, on television, internet cafes, in video films and other forms of advertising bares pornographic pictures in the knowledge that due to their speculative behaviors caused by their biological makeup, youth will be attracted to watch such materials and thus be motivated to buy or consume the products or services advertised

4.6 CULTURE DISINTEGRATION

Due to advertising culture is also in danger due to different international advertising present in the country. Different styles and immoral ways of dressing such as living some parts of the body open by the ladies, men plating their hairs and other foreign cultures had been adopted in the country. The researcher found that most of these undesired behaviors are highly contributed by the media advertising. Media advertising seem to have large capacity of influencing the youth due to their persuasive in nature, major aim

being motivating people to buy products, whether in their concerns or not. Thus the culture of the society is disintegrating due to the new cultures copied from western cultures. The lifestyle risk controversies focus on youth, not only because the public is especially anxious about them, but because although governments have the power to censor all advertisements offered to the public however the risky products are legally distributed in the marketplace governments find it difficult to regulate consumer choice and powerless to control voluntary risk taking with legal products – other than that of youth.

The long battle fought over consumer access to tobacco illustrates the political and legal principles in which these limits to voluntary risk taking are embedded. For years tobacco consumption was normalized and widely accepted in Uganda, but in 2004 the government passed in new law that restricts the public to smoke on public. The law was due to Epidemiologists discovery of the first evidence of a relationship between cancer and smoking, smokers were in court declaring the risks had not been disclosed to them and seeking compensation for damages. Thus the government passed that law to reduce the complaints.

4.7 PROBLEMS ASSOCIATED WITH MORAL DEGENERATION OF THE YOUTH

4.7.1 Drug abuse

Data revealed that almost 20% of the sample interviewed use substances/drugs on a habitual basis. The types of substances/ drugs consumed by the youth, included:

1. Cigarettes (tobacco);
2. Glue;
3. Bangi (marijuana)

4.7.4 Community Disapproval

Due to their moral decay the youth are being disapproved by the community. They are not totally welcomed in specific areas such as in offices where many are not employed even when they have the required qualification. this problem leads to the number of idle youth in the society.

In most cases people tend to drive them away and sometimes have to use violence against them to get them to move away from different places including their real homes. Accordingly, the youth tend to exist in small groups when walking on the streets in order not to draw the attention of the people and get protection from one another.

These findings are rather important especially when designing out-reach programs to deal with the problems facing the youth such as drug abuse, prostitution and alcoholism. NGOs, especially those new to the field, have to pave the way through contacting people in the community to gain their trust and acceptance before initiating such projects in their areas; otherwise the community dwellers might resist those program and activities.

4.7.5 Police Arrests

In many cases youth are being arrested for their undesired behaviors in the society. This makes them to live in fear, of the latter, they no longer work, thus makes them poor and unfruitful to the society.

On the other hand, the youth know that when caught, they will be put to the custody or sent to the prison. Without prior effective efforts to change that negative situation, in most cases they end up being idle and live in the state of fear and poverty rotates on the same vicious circle.

Raising awareness among police officers and social workers dealing directly with cases of exposure to delinquency is very important in changing the nature of service provision. In particular, enabling security officers to gain an appreciation of the culture of poverty and the need to address its symptoms at

their core; within the family, will strengthen their understanding that in many cases, the youth need to be understood as victims rather than criminals, and lead to promoting family-based treatment. Adopting new laws and procedures to guarantee that family-based treatment is the most proper social setting for the youth is vital.

4.7.6 Poor planning and misuse of funds

Another major problem many youth (16%) expressed is their inability to save money for the future use. Due to different advertisements youth find themselves buying things they are not in deed of, but rather buy for leisure purposes. Such a problem has its impact on various other aspects related to the life of the youth such as Savings insecurity puts pressure youth to immediately spend their daily earnings on entertainment, or drugs.

Inability to save limits the youth abilities to think of initiating their own income-generating projects. Many youth have tried to save money to start their own income generating projects and failed for this reason.

Inability to save limits the youth's hopes and prospects for the future.

4.7.7 Inability to Cope

Many youth explained that they normally suffer from various psychological problems after engaging in some immoral behaviors such as drug abuse and prostitution, thereafter they are often associated with their inability to "cope with normal life". These problems became clear when discussing the various unhealthy symptoms and psychological problems many of them share, and included:

Many youth, despite the amount of entertainment they encounter in the society and peer support, find themselves unable to cope with normal life. Data on the psychosocial adjustment the youth will clarify this point.

4.7.8 Lack of Attachments

Almost 8% of the sample stressed that they suffer from the lack of attachment and affection. This point is based on other determinants including age, time spent on the street, period of detachment from their families, reaching puberty and other personal factors. Many street children normally feel estranged and mostly alienated due to the way they are treated by the community at large, even with peer support and encouragement.

4.7 HOW MEDIA ADVERTISING CAN BE TRANSFORMED INTO A HELPFUL TOOL TO THE YOUTH

The major aim of the media is to investigate the legal and social status of youth. The media advertisers have to talk to youth about where prejudice comes from information supplied by media advertising to the youth can help dispel myth and misrepresentation about youth in particular and other people in general. Thus, it is of significant for the media advertising to give them platform to exercises their emotions and experience to the product advertised.

Many youth fail to achieve their potentials because they spend their lives in other fields where there are little benefits or no benefits at all. It is the role of the media advertisers to encourage the youth about the importance of advertising in society. Advertising has made many youth in society to achieve much and it brings changes in society, different governmental and non governmental organizations have tried to put more efforts in involving youth in different advertisements and this has put more emphasis in helping the youth to raise their standards of living because advertisers of different products tend to pay them highly according to the nature of the product one is advertising.

This can be done by using the media advertising as a tool for campaign in raising the desire to help the youth. Also the media advertising can be used to advise the youth on the choice of products, also on the type of products to be advertised in case of any business carried by the youth.

Media organizations should address and inform the youth about violation of their rights by involving themselves in immoral advertisements which degenerates their morals in society. Such kind of adverts tends to reduce the youth's safety, privacy, and security in their day to day activities and socialization with their friends.

Advertising activities should touch on the youth matters, their lives and welfare of the youth. The media should always be carried out with appreciation of vulnerable situation of the youth in the society. Advertisers and media organization must strive to maintain the highest standards of ethical conduct of the youth. In this case the media should publish different information about the youth and which will motivate the people to take the issue of moral degeneration among the youth into consideration.

Also advertisers should avoid use of stereotype and sensational presentation to promote journalistic material involving the youth. To give, where possible the right to access to media to express their own opinions without inducement of any kind. To ensure the independent verification of information provided by youth and take special care to ensure that verification takes place without putting youth informants at risk. Uses of fair open and straightforward methods for obtaining pictures and where possible obtain them with knowledge and consent of a guardian, adult or care giver.

Verify the credential of any organization purporting to speak for or to represent the interest of the youth the media professionals should not make any payment to organizations when presenting material involving the welfare of the youth unless it is demonstrably in the interest of the youth.

Media professionals should put to critical examinations the reports submitted and the claims made by government on implementation of the UN convention on the rights of the youth in their respective

countries. Still media should not consider and report the conditions of youth only as events but should continuously report the process likely to lead or leading to the occurrence of these events.

The local media advertisers' role is to report the news accurately, factually and objectively for Uganda. The local media advertisements have an important role in the nation building effort. They can raise awareness of what is happening in the marketing ground inside and outside Uganda and educate Ugandans for the various issues including the problem of moral degeneration among the youth in the country.

Local media must not lose sight of its core responsibility to serve the people including the youth who are sometimes ignored. The media has an ability to influence the hearts and minds of the people, have a major influence on public opinion. People can be swayed by what they see on TV or in the bold newspaper headlines. The media role is to inform and educate Ugandans without compromising the nations overriding issue of moral degeneration among the youth.

Nation building is a key role of the media because no foreign media will do it for the country. It is the duty of media to do its part for national education and values. This will help to build a strong national consensus and social resilience to enable Ugandans to respond cohesively and rationally to the problem of the youth. The recent increase of non governmental organizations, governmental youth care centers is an example of how the media has played its part in informing and educating the public about the problem of moral decay in the society

The media advertisers must expect robust criticisms and difference of opinions. This is part of the democratic process. But media advertisement must be prepared for robust responses from the government. If the Government remains silent, it may be misinterpreted by the public as a sign of weakness and over time, erode confidence in the Government. When journalists want to campaign for eradication of the youth problem viewpoints

or issues, they should not do so from their media positions which give them unique opportunity to influence the public. They should do the campaign declare their intention of campaign as directly”.

More over Mrs. Linda Wamboka a feature editor of The Weekly Observer^W says that “I know that the task of the local media advertisers is not an easy one. Apart from its role in forging national consensus, the local media advertisers also need to respect the sensitivities present in our multi-racial and mult religious society it must also put more wait into the serious issue of moral decay among the youth.

The *Straight Talk and Parents Talk* are well known news letters which are credible, reliable sources of information about the youth. Light House Television (LTV) is acquiring the same reputation. This achievement did not come by easily and was gained despite occasional dismissive remarks by critics that the Ugandans media was Government controlled and only a mouthpiece.

CHAPTER FIVE

5.0 Summary and conclusion

The main focus of the study was to examine the role of advertising in the moral degeneration of the youth. In this study youth was defined in a legal perspective as a person who is neither an adult nor a child, but somewhere in between, commonly called a teenager.

The age in which a person is considered a "youth," and thus eligible for special treatment under the law varies around the world. Commonly, a youth is defined as being somewhere between age 12 and age 25, with different countries and administrative regions choosing more narrow definitions within that frame.

In this study, the researcher looked at the factors that cause the moral degeneration among the youth. The issues that came up in the study were that, the moral degeneration among the youth is due to many factors such as social, political and economic. The research found that the chief corner stone for the moral decay in the society is media advertising which are in most cases persuasive.

Although others mentioned that it the parents to be blamed for little care they give to their children thus failing to sustain them and make them more vulnerable to every challenge that comes in their way.

It is also true that there are youth who run away from school due to lack of interest in education. Although the failure of the parents to meet the cost of education was mentioned on several occasions, some youth allegedly participates in immoral actions due to ruthlessness of their parents.

There is need for the government to improve its monitoring agendas towards advertising so as to make advertisements more meaningful that the factor for moral decay in the society.

Also a long-term measure must be taken by the Government to ensure that the entire advertising programs are geared at helping youth and should be seen to improve the youth's welfare instead of being private a tool for youth's destruction (moral degeneration of the youth)

Moreover the economic projects initiated by people whether privately or publicly they must be made in such a way that they encouraged to regard themselves as agents of change in their own lives and should thus actively participate in the planning and execution of such programs.

In order to keep youth away from immoral acts the parents and or guardians should be sensitize the youth on the effects of such acts and how they should avoid them, So that, they are able to sustain themselves and their families, instead of subjecting the youth into unnecessary blames which could have been eliminated by their concern towards their youth.

There is also need for a serious follow up of all parents or legal guardians who neglect their youth under the age of fourteen (18) years under their protection without means of support which makes them vulnerable to immoral behaviors in the society.

In order to give the low income earning class a breathing space, there is need for the government to control or at least moderate consumer prices so as to give the youth the alternative way of life instead of that of immoral acts such as prostitutions, homosexuality and lesbianism. However much the youth will get access to different advertisements, these will have no

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APPENDIX I



Photograph of St Balikuddembe where research was conducted

The Notebook: A romantic drama

Title: The Notebook
Starring: Ryan Gosling and Gena Rowlands
Directed by: Nick Cassavetes
Genre: Romantic drama
Runtime: 121 minutes
Rating: PG-13
Showing at: Cineplex, Garden City
Reviewed by: Moses Mugo

The Notebook is being touted as "the most romantic movie since the James Cameron's 1997 blockbuster, Titanic". That makes it an ideal treat for weepy folks out there fans of author Nicholas Sparks from whose novel the story is adapted much of his other works, *A Walk To Remember* and *Message In A Bottle* that have been turned into films.

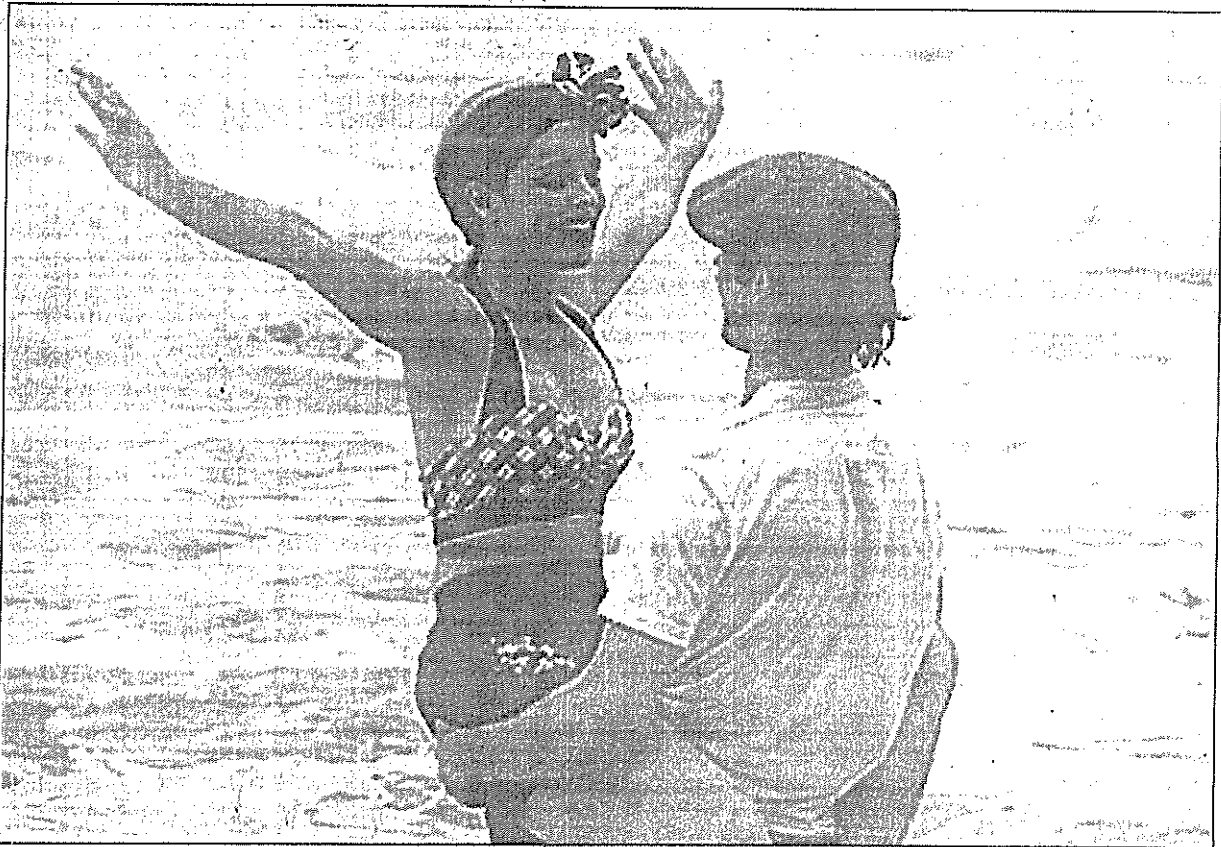
In the story, an elderly man, retired from his sales job, visits an elderly woman suffering from Alzheimer's disease in a nursing home regularly to read her a story from a book on her shelf. It is the story of a young couple, one a poor boy and Allie, daughter of wealthy parents.

The two are crazy about each other but Allie's parents suddenly decide they should break up and they send her to school. He writes to her everyday but she never responds.

He then goes off to fight in World War II and returns in love with a handsome wounded officer named Lon and agrees to marry him. But she sees his picture in the newspaper, 14 years after they parted. He is restoring the house he once told her he would make into a home for the two of them. Even though she has all but forgotten him and is happily married to Lon, she has to see Noah once more. After she sees him, she has to decide which she really loves. Interestingly, it soon becomes clear that the elderly woman is the young Allie, the retired salesman, the young Noah.

Although *The Notebook* is a deeply moving portrait of love itself, the tonal moments and the fundamental changes that it makes to us all. Its shortcomings are that its details and dialogue are so clumsy that they make Allie's feelings for Noah or Lon that hard to believe mainly because they are merely sketched not depicted.

As much as we are drawn to care about the plot in the nursing home, their connection to other stories is never strong enough to keep our attention. A poignant question that the movie gets you asking is: do we know who we are meant to be with and who we should listen to as we think about making that choice.



SCENES FROM THE MOVIE. Rachel McAdams as Allie and Ryan Gosling as Noah in *The Notebook*.



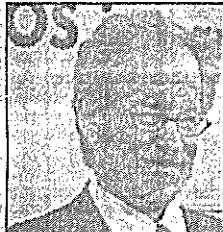
Jude Law to marry actress Miller



Law co-starred with Miller in the 2004 remake of *Allie*

Actor Jude Law has become engaged to actress Sienna Miller after proposing to her on Christmas Day. The 33-year-old actor met Miller, 23, on the set of last year's movie remake of *Allie*. No wedding date has been set. Law earned Academy Award nominations for his roles in *The Talented Mr Ripley* and *Cold Mountain*, and stars in new romantic drama, *Closer*. He has three young children by his ex-wife, British fashion designer and actress Sadie Frost. Frost was granted a divorce from Law in October 2003 after six years of marriage, citing "unreasonable behaviour" on his part. Law proposed to Miller as they spent Christmas together in England, their spokesperson confirmed.

Spielberg offers tsunami donation



Film director, Steven Spielberg

Film director, Steven Spielberg is to donate \$1.5m to the tsunami relief effort.

The donation will be split between charities, Save the Children, Care and Oxfam who are all working in the devastated areas of Asia. Spielberg's publicist said that while the director usually kept his charity donations private he had gone public to encourage others to contribute.

Singer Willie Nelson will headline a US benefit concert on Sunday.

The Tsunami Relief Austin to South Asia concert will be held at Austin Music Hall in Texas, with artistes Patty Griffin, Joe Ely, Alejandro Escovedo, Bruce Robison also taking part.

Proceeds from ticket sales will be spread between the American Red Cross, Unicef and Doctors Without Borders.

-BBC-

How We Were Lured Into Internet Kimansulo

SHOCKED!

Shamed Nadia tells 3am how she and 32 girls got shs 3m to act porn (I'm devastatedMy husband has now chucked me)

midday with friends. We haven't talked up to now because there is really nothing to talk about. I consider myself chucked. I'm still reeling from my shock and honestly I can't figure out what to do next," she said. Through our own investigations, we have managed to establish that internet porn scam came to Uganda about five months ago. It was introduced here by an American businessman and a Nigerian guy. We could not get the American's name but the Nigerian is called George. When they set foot in Kampala, they got in touch with all the modeling agencies here, telling them they could turn Ugandan models into international stars in a second. All that the agencies had to do, was convince their models that there was a big money deal in USA and Canada for girls who could be photographed nude or be filmed naked.

3am
SHOWBIZ COLUMN OF THE WEEK
EXCLUSIVE

3am



If you can look closely, you will see that all the men in the picture are pocketing! WHY? these babes are really hot they could even make the blood in every human being's veins run hot! You can't blame those men!



Nadia playing with herself in one of the pictures

ONE OF THE Kampala girls who featured in the shocking internet Kimansulo scam sat down with us to tell us how she and 32 other town girls were lured into disgusting porn business by a group of Ugandan and Nigerian men. Nadia sat with our scoop yesterday and she hailing back tears and downing beers. We soon found out they are duped into porn. She said that the guys had promised they would be used for advertising and would have a lot of money. She said she had no other choice.

since the pictures appeared in the press. She said Nadia who is married to Paul Katana, a prominent architect in town said she had to switch off her phone because of her friends and relatives bombarding her with calls. My husband Paul and I were shocked when we saw the papers. He hit the streets and signed. However, he asked me how I got into modelling the porn stuff. I simply told him that I didn't know how the photos got onto the internet. Then an American came because we took photos. He said we were going to be used for advertising in USA and kind of modelling in Canada," she said. Agency which he said worked all day used to supply yesterday, and left at companies with girls to appear on billboards. Denis drives a Range Rover and is known all over town. He bought the idea and convinced some of the girls in his company to take part. One of them we are told that he convinced the girls that the photos and videos would be used in magazines and adverts in Canada and USA and would never appear anywhere in Uganda. This Denis also got in touch with some guys to take part in blue movies, together with his new partners. Denis rented two houses, one in Muvanga and the other in Ninda where the video and photo shoots took place. In total, 32 Ugandan babes ranging from models, campus students, prostitutes, working women and secondary school students registered. Each girl was paid 3m/- cash in total for taking part in the porn deal. Each girl was made to sign a document, swearing to have taken part knowingly and in her right senses and not to hold the agency and the people responsible for anything that came out later. The porn investors were staying at Tourist Hotel and they are running the porn site under a company called Hot Enterprises Inc, which is registered in California, USA and owns the rights to the porn site hotupaddings.com, which features nude Ugandan babes. Once the photos and videos were done, the guys flew out to Canada and opened the internet site without the knowledge of the girls. That is why it was a shock to most of them when they found their photos all over the internet and later in the Red Pepper.

They were told the photos were to be used in advertising magazines exclusively in USA and Canada. Each girl would get both their signing off her phone because of her friends and relatives bombarding her with calls. My husband Paul and I were shocked when we saw the papers. He hit the streets and signed. However, he asked me how I got into modelling the porn stuff. I simply told him that I didn't know how the photos got onto the internet. Then an American came because we took photos. He said we were going to be used for advertising in USA and kind of modelling in Canada," she said. Agency which he said worked all day used to supply yesterday, and left at companies with girls to appear on billboards. Denis drives a Range Rover and is known all over town. He bought the idea and convinced some of the girls in his company to take part. One of them we are told that he convinced the girls that the photos and videos would be used in magazines and adverts in Canada and USA and would never appear anywhere in Uganda. This Denis also got in touch with some guys to take part in blue movies, together with his new partners. Denis rented two houses, one in Muvanga and the other in Ninda where the video and photo shoots took place. In total, 32 Ugandan babes ranging from models, campus students, prostitutes, working women and secondary school students registered. Each girl was paid 3m/- cash in total for taking part in the porn deal. Each girl was made to sign a document, swearing to have taken part knowingly and in her right senses and not to hold the agency and the people responsible for anything that came out later. The porn investors were staying at Tourist Hotel and they are running the porn site under a company called Hot Enterprises Inc, which is registered in California, USA and owns the rights to the porn site hotupaddings.com, which features nude Ugandan babes. Once the photos and videos were done, the guys flew out to Canada and opened the internet site without the knowledge of the girls. That is why it was a shock to most of them when they found their photos all over the internet and later in the Red Pepper.

Apart from the internet site, the Nigerian and American also produced blue movies from the girls. Some of the girls took part in the DVD and tapes of Ugandan babes taking in whoppers in all holes are selling like hot cakes in Canada and USA. Some of the DVDs and tapes have found their way in Uganda. Now word is that the site is selling like hot cakes in Canada and USA and are subscribing to the site and printing out pictures.

After buying a Ford car, KCC player Mujib Kasule has decided to donate his short chassis Pajero to his girlfriend Pesh. Mujib passed on his short chassis Pajero registration number UAF 762V to his honey, a few weeks ago and she is over the moon. She is these days seen driving the short chassis Pajero and goes telling friends that she cannot believe the car is hers. She was recently heard telling friends that she does not know what she will ever give to Mujib to thank him for all the things he has done for her, as if she does not know what to give him.

KCC's Mujib donates car to girlfriend



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Kalibala Ari Sens



Do you know someone who has taken part in this Kimansulo.com? scam? SMS 077357374 or 07154000 to win big

Prince Nick Crosses to Beat FM

MBE FM's long serving presenter Prince Nick has crossed to Beat FM. He was last week lured from MBE FM by Bill Tibingana of Capital FM with a huge pay and is already at Capital FM's sister station, Beat FM.