

**ASSESSMENT OF THE ROLE OF THE MEDIA IN PROMOTING
POPULATION ISSUES
A CASE STUDY OF NEW VISION NEWS PAPER**

BY

BENARD.B.WATAYE

REG. NO. BMC/8550/51/DF

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DECLARATION

I declare that this Dissertation is my personal work and that it has not been prior submitted in any university for the award of a degree.

Signature:



Date:



.....
BENARD.B.WATAYE

BMC/8550/51/DF

APPROVAL

This Dissertation has been submitted for examination with my approval as University Supervisor.

Signature:

Date:



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11/9/2008
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MRS SYLVIA BYAMUKAMA

Dedication

I dedicate this dissertation to my entire family members, friends and most especially to my Dad and my late Mum for their tireless effort to see me at school and their financial help to complete this research work which very hard.

Acknowledgement

I acknowledge THE ALMIGHTY ALLAH, my Father- Owiti Bake Wataye, my Late Mother-Fatuma Juma, my wife-Ashura Seif, my son-Hassan Arafat Wataye, my sister-Zawadi Wataye, and Christina Kweka my brother-Hassan Mhelela. I give sincere thanks to my parents for all their efforts to pay me school fees. In also acknowledge my friends like, Hassan, Lyimo, Pr. Geoffrey Ochwo among others.

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TABLE OF CONTENTS

Approval.....	i
Declaration.....	ii
Dedication.....	iii
Acknowledgement.....	iv
Table of Content.....	v
Acronyms.....	vii
Abstract.....	viii
CHAPTER ONE.....	1
1.0 Introduction.....	2
1.1 Background.....	6
1.2 Statement of the problem.....	6
1.3 Objectives of the study.....	7
1.3.1 General objectives	7
1.3.2 Specific objectives	7
1.3.3 Research questions.....	8
1.4 Scope of the study.....	8
1.5 Significance of the study.....	8
1.6 Definition of operational terms.....	10
CHAPTER TWO.....	11
LITERATURE REVIEW.....	11
2.0 Introduction	11
2.1 population in a global perspective.....	11
2.2 causes of a high population growth.....	12
2.2.1 High fertility rate.....	12
2.2.2 Decline in mortality rate.....	12
2.2.3 Migration.....	13
2.2.4 High life expectancy	14
2.2.5 Political influence.....	14

2.3 Effects of A High Population Growth.....	15
2.3.1 Stigma about birth control	16
CHAPTER THREE.....	17
2.0METHODOLOGY.....	17
3.1 Research Design.....	17
3.2 Area and population of the study.....	18
3.3 Sample Design.....	18
3.4 Data collection and Instruments	18
3.4.1 Method.....	18
3.4.2 Instruments.....	19
3.5 Data Analysis.....	20
3.5.1 Quantitative data Analysis.....	20
3.5.2 Qualitative data Analysis.....	20
3.6 Limitations of the study.....	20
CHAPTER FOUR.....	23
FINDINGS, PRESENTATION AND ANALYSIS.....	23
CHAPTER FIVE.....	34
5.1 SUMMARY OF THE STUDY.....	34
5.2 CONCLUSION.....	36
5.3 RECOMMENDATION.....	38
REFERENCES.....	22
APPENDICES	
Appendix I Questionnaire	
Appendix II Budget	

LIST OF ACRONYMS

UNFPA	-	United Nations population fund
UPE	-	Universal primary education
UBOS	-	Uganda Bureau of statistics
MDG	-	Millennium development goal
KCC	-	Kampala City Council
NEMA	-	National Environment Management Authority
NWSC	-	National Water and Sewerage Corporation
UMA	-	Uganda Manufacturers Association
UIA	-	Uganda Investment Authority
UBOS	-	Uganda Bureau of Statistics
UNICEF	-	United Nations Children's Education Fund

ABSTRACT

The major objective was to examine the role of the media in reporting population issues in Kampala district. The study was conducted in, Kampala-Uganda. Community members, political leaders, media officials, population analysts were involved in the study.

A total of 70 (seventy) participants, 30 community members, 10 political leaders, 10 media officials, and were involved in the study. The study question was investigated in line with the research questions of the study.

The first research question was “What are the causes of a high population growth in Kampala?” The study discovered that; high birth rates, low death rates, improved medical facilities, migration and government policy were the factors given by the respondents.

The second research question was “What challenges do the media face in reporting population issues?” The study findings revealed that; lack of finance, poor media programming illiteracy, poor birth registration, and inaccessibility were the answers given here by the respondents.

The third research question was “What are the impacts of a high population growth in Kampala?” The answers given by respondents to this researcher question were therefore as follows; poor housing, unemployment, congestion, poor sanitation, solid waste accumulation, wetland degradation, poor sewerage disposal and water pollution were the answers given.

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

CHAPTER ONE

1.0 INTRODUCTION

The focus of the research was on the role of the media in educating people on population increase. After a long day's work, I hit the road with the hope of catching some rest at home. What I needed the most was to get back to a fine homely environment, quiet and organized, away from the hustle and bustle that had filled my day. On approaching the vicinity of my neighborhood, the situation was chaotic.

Uganda is experiencing rapid urbanization estimated at an annual growth rate of 5.5% where Kampala has remained a primate city since 1969 growing at annual rate of 5.61%. With this growth rate, Kampala absorbs 40% of the national urban population and 4.9% of the national population (UBOS, 2002). Kampala's growth and development is characterized by the sprawl into hitherto rural areas engulfing formerly satellite towns within a radius of 32 kilometers. The urbanized area has become metropolitan spanning approximately 386 square kilometers. But, the growth and expansion are associated with lack of infrastructure, social services and pose planning and environment problems. The challenge is how to address the problems through pro-active policy and concerted effort by the city authority, government civil society and public.

The sheer number of these children in just about the same age category was simply provoking. I quickly thought about the seemingly unstable or actually unstable homes that many of these children come from. I thought about them getting into their teenage years in a few years; what would happen when they became adults? Would they easily find employment? What will they turn out to be? No easy answers, as they all point to a rather bleak future.

Perhaps my neighborhood would have been a little more endearing if it were not for those many unattended and unsightly children screaming and running all over the place. The big number of these children in an unsanitary playing area was just but a partial reflection of Uganda's rapidly increasing population.

The Executive Director of Reproductive Health Uganda (formerly Family Planning Association of Uganda), Mr Elly Mugumya says that Uganda's current fertility rate is undesirable and he attributes it to the limited attention that's being accorded to population and family planning as development matters.

He argues that population as a variable has an impact on economic and development plans. A high population in Uganda's case overshadows Uganda's limited available resources. More than 50 percent of Uganda's population is not in productive employment hence increasing dependency and poverty.

Some have argued that a big population is good for Uganda. Their arguments however make little sense when one looks at the social-economic welfare of the average Ugandan home.

The head of Information and Communication at Uganda's Population Secretariat, Mr Hannington Burunde says that a large population can have adverse effects on development: "If you have a large population that cannot make a substantial contribution to development and yet it is demanding social services, then that population is a liability.

"There are about 29 million people in Uganda presently and credible global population reports show that Uganda's population rate is one of the fastest growing in the world. Current United Nations Population Fund (UNFPA) indicators put Uganda's rapid growth rate at 3.5 percent

per year, making it the third fastest growing country (population terms) in the world.

On an average scale, the Ugandan woman gives birth to seven children in her lifetime. This is an unusually high fertility rate, which has interestingly remained unchanged for over 20 years. Uganda's rate of contraceptive use stands at 23 percent and many women are still skeptical and rather cynical of birth control methods.

Mr Burunde recognises the need to strengthen family planning campaigns and for the government to prioritize family planning as some of the vital measures that ought to be taken to curb the high fertility rates. Close to half of Uganda's population is under 16 years of age and will soon get into the childbearing age.

Ensuing problems

By 2025, the population will almost double to 58 million. Uganda is one of the 191 nations that in September 2000 became a signatory to the Millennium Declaration which was launched at a UN summit in New York. The declaration outlines eight Millennium Development goals (MDGs), which countries are aiming to achieve by 2015. The attainment of these goals will certainly translate into a better life for each and every Ugandan.

Much as the Ugandan economy continues to register impressive growth rates, it is quite obvious that the critical goals to development will not be easy to attain by 2015. The rapid population growth poses a unique challenge to the attainment of most MDGs within the next seven years.

Even with impressive economic performance, Uganda still faces several challenges in relation to meeting its targets of the key economic and social indicators.

The 2007 Uganda Progress Report on the MDGs for instance indicates that Uganda's average growth rate has been at about 5.6 percent over the past five years and this is below the 7 percent target that is required to reduce absolute poverty to below 10 percent of the population by 2017.

Uganda's population by Regions

<u>Name</u>	<u>Abbr.</u>	<u>A (km2)</u>	<u>Cf 1980-01-18</u>	<u>Cf 1991-01-12</u>	<u>Cf 2002-09-13</u>	<u>P 2006-07-01</u>
≤ Central	CEN	61,403	3,582,434	4,843,594	6,575,425	7,245,900
≤ Eastern	EAS	39,479	3,237,436	4,128,469	6,204,915	7,063,800
≤ Northern	NOR	85,392	2,424,242	3,151,955	5,363,669	6,050,300
≤ Western	WES	55,277	3,392,067	4,547,687	6,298,075	6,996,900
Uganda	UGA	241,551	12,636,179	16,671,705	24,442,084	27,356,900

- Uganda Bureau of Statistics (web).

Goal 5 for instance aims to improve maternal health by reducing the maternal mortality rate by three quarters between 1990 and 2005. It is however unlikely that this target will be achieved by 2015. Estimated maternal mortality from the Uganda Demographic survey is 435 per 100,000 live births.

Uganda will need to reduce its mortality rate from 435 to 131 deaths per 100,000 if it is to meet this particular MDG by 2015. A high fertility rate

at 6.7 births per woman is given as a contributing factor to Uganda's maternal mortality rate.

The high fertility rates that normally translate into an overwhelming population cause other challenges which make access to quality maternal care difficult besides straining the capacity of health facilities to manage various health complications.

The government has not been such an active partner in regard to population control matters and that over the years; a rather small percentage of the health budget has been allocated to issues of reproductive health.

Uganda has made modest attempts at pursuing the MDGs. There are however only two areas where Uganda is on course as far the MDGs are concerned; that is Universal Primary Education and HIV/Aids reduction.

Much as the country is on course when it comes to the Universal Primary Education programme, the quality of education is still poor. The high rate of UPE enrolment which fuels logistical challenges is mainly a result of Uganda's high population and this easily passes as the major reason as to why the quality of the UPE programme is challenged by widespread low standards.

As the country's population soars, there is even more need to increase access to health care facilities and further improve health service delivery. Besides the aforementioned two, Uganda is not on course for the rest of the MDGs and their associated targets.

The failure to be on course towards the attainment of the other MDGs has been blamed on the country's high population growth, inefficiency in the management of the social budget and inadequacy of resources as

stated by the 2007 Uganda Progress Report on the Millennium Development Goals.

Inadequacy of resources for instance is clearly related to the demands of a high population which normally make it difficult to apportion resources out of a limited resource basket like that of Uganda. Indeed a startling population growth rate of about 3.5 percent per annum could make achievement of many MDGs impossible without the provision of sufficient resources that could be used effectively.

1.1 Background

The New vision news paper is a government owned news paper established in 1994 report on national issues/public affairs issues. New vision as its unique selling proposition states is quite an independent news paper with a high level of objectivity in reportage of its news. The New Vision is the news paper in Uganda with the largest daily sales than any other news paper and it is the only government English print media in the Uganda and it sells across all the four regions of Uganda. Given the fact that it is a government news paper, it has been the fore front paper in the reportage of such national issues as population whether its increase or decrease but it has published such national issues as pertains government programs

1.2 Statement of the Problem

Kampala, Uganda's capital city has experienced rapid population growth of 5.61% per annum and a total of income from 774,241 in 1991 to 1.2 million in 2002 (UBOS 2002). The growth, which has occurred concomitantly with changes in the population structure of the city, is largely influenced by rural-urban migration. Population increase in Kampala metropolitan area is responsible for increased demand for employment, land for housing, social services and infrastructure that

have stimulated spatial urban development and industrialization. Though the current urban development can be applauded due to increase in employment opportunities, housing stock, social services and expanding infrastructure, such development is occurring in a haphazard manner largely dominated by the urban informality in most of the sectors. This has greatly contributed to the unsustainable utilization of natural resources within the metro area resulting in environmental degradation through solid waste accumulation, wetland encroachment and destruction, water pollution and land use/cover change that is reducing the ecological services from the natural environment of the metro area (NEMA 2000/01; Matagi 2001; Walter et al. 2005).

The, police, religious leaders, political leaders at all levels should then carry out a national campaign to sensitize the public on grave dangers of population increase.

1.3 Objectives of the Study

1.3.1 General Objective

To examine the media as a role in educating people about population issues

1.2.1 Specific Objectives

- 1) To examine the causes of population increase
- 2) To find out the effects of increased population
- 3) To make policy recommendations for the averting population increase

1.3.2 Research questions

- (i) What are the causes of a high population growth in Kampala?
- (ii) What challenges do the media face in reporting population issues?
- (iii) What are the impacts of the high population growth in Kampala?

1.4 Scope of the Study

(a) Contextual Scope

The study will cover the people affected due to crime increase, factors contributing to the increased crime rates and the mitigation measures.

(b) Geographical Scope

The study will cover Kampala City area which is found in the Central District of Uganda.

(c) The study will take a period of two months.

1.5 Significance of the Study

The study helped the principle researcher to recommend on appropriate strategies of population increase.

The research however helped policy makers come up with appropriate policies of solving the problems of population increase.

The local community in particular used the findings of the study to enhance their rights as the study will highlight all the contemporary issues with regards to constitutional right regarding population increases

and the rights to live in a peaceful, political, economic and social environment.

The research findings boosted the documented literature resource of Kampala International University.

Having undertaken the study, the researcher built good experience and attained deeper insight of not only research but also public issues in relation to population.

1.6 Definition of Operational Terms

Immigration - is the movement of people into a geographic area to take up residency

Density - is the number of people living in a specific geographic area

Demography - Is the study of the size, composition and distribution of the population.

Fertility - Is the actual level of childbearing for an individual or a population.

Fecundity - Is the potential number of children that could be born if every woman reproduced at her maximum biological capacity.

Mortality - Is the number of children who die per 1000 in a particular year.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter included looking through the earlier research documents; literature with an aim of identifying a problem of concern eventual number of duplication of early research work is done. Apart from going through other related work. It also involved critically going through other services of materials that are related with the research topic.

2.1 Population in Global perspective

The world's current (overall as well as natural) growth rate is about 1.14%, representing a doubling time of 61 years. We can expect the world's population of 6.5 billion to become 13 billion by 2067 if current growth continues. The world's growth rate peaked in the 1960s at 2% and a doubling time of 35 years. As we have the twenty-first century rapid global population growth is inevitable. Although the death rates have declined in many developing nations, birth rates have not correspondingly decreased. Between 1985 and 2025, 93% of all global population will have occurred in Africa, Asia, and Latin America; 83% of the world's population will live in those regions by 2025(Petersen, 1994). Predicting changes in population is 6 billion people and is difficult. Natural disasters such as earth quakes, volcanic eruptions, hurricanes, floods and so on obviously can not be predicted. A cure for diseases caused by HIV may be found; however HIV/Aids may reach epidemic proportions in more nations. Whatever the impact of the disease, developing nations will have an increasing g number of poor people. While the world's population will double, the urban population will triple as people migrate from rural to urban areas in search of jobs, food and water. Of all developing nations, Latin America is becoming the most

urbanized; four mega-cities-Mexico (20 million), Buenos Aires (12 million), Lima (7 million), and Santiago (5 million)-already contain more than half of these regions' population and continues to grow rapidly.

2.2 Causes of rapid population growth

High fertility rate

The level of fertility in a society is based on biological and social factors being the number of women of child bearing age (usually between 15 and 45). Other biological factors affecting fertility include the general health and level of nutrition of women of child bearing age. Social factors influencing the level of fertility include the roles available to women in a society and a prevalent view points regarding what constitutes "ideal" family size.

Based on biological capability alone, most women could produce twenty or more children during their child bearing years. *Fecundity* is the potential number of children that could be born if every woman reproduced at her maximum biological capacity. Additional social factors affecting fertility include the significant changes in the number of available partners for sex/ or marriage (as a result of war for example), increase in number of women of child bearing age in the work place, and high rates of unemployment (Davis and Blake, 1956).

2.2.1 Decline in mortality rate

The primary cause of high population in Kampala is declining mortality – the incidence of mortality is the crude death rate –the number of death per 1000 in the population in a given year. Mortality rates have declined dramatically in the last 100 years. In 1867, the crude death rate in Uganda was 21 deaths per 1000-half what had been one hundred years earlier. By 1995, the death rate had dropped to 7 per 1000. The decline has been due to the fact that infectious diseases such as malaria, polio, cholera, tetanus, typhoid, and measles have been virtually been reduced

by improved nutrition-sanitation and personal hygiene and by vaccination. As the burden of communicable diseases has steadily reduced the major cause of death in Uganda are now chronic and degenerative disease such as heart disease and cancer. In addition to crude death rate, demographers measure the infant mortality rate-the number of death of infants under one year of age per 1000 live births in a given year. The infant mortality rate is an important reflection of the society's level of productive (prenatal) medical care, maternal nutrition child, birth procedures, and neonatal care for infants, and it is often used by sociologists as the measure of the level of a country's development.

2.2.2 Migration

Migration is the movement of people from one geographic area for another for the purpose of changing residence. Migration affects the size and distribution of population in a given area. In Uganda, people are not evenly distributed through out the country; most Uganda's live in densely populated areas while much of the country is sparsely populated. *Density* is the number of people living in a specific geographic area. Density may be measured by the number of people who live per room, per block, or per square mile. Migration may either be international (movement between two nations) or internal (movement within national boundaries). When people migrate internally, demographers refer to the country they leave as their *country of origin*, the country they enter is known as their *country of destination*. (Uganda Bureau of Statistics 2000). Migration involves two types of movement; immigration and emigration. *Immigration* is the movement of people into a geographic area to take up residency while *emigration* is the movement of people out of a geographic area to take up residence else where.

2.2.3 High life expectancy

Uganda's life expectancy at birth, which is estimated to have risen from 46 years in 1950-1955 to 65 years in 2000-2005, is expected to keep on rising to reach 75 years in 2045-2050. In the more developed regions, the projected increase is from 75 years today to 82 years by mid-century.

Among the least developed countries, where life expectancy today is just under 50 years, it is expected to be 66 years in 2045-2050. Because many of these countries are highly affected by the HIV/AIDS epidemic, the projected increase in life expectancy is dependent on the implementation of effective Programmes to prevent and treat HIV infection. In the rest of the developing world, under similar conditional ties, life expectancy is projected to rise from just under 66 years today to 76 years by mid-century.

2.2.4 Political influence

Political ideologies and influence by the political leaders especially of the NRM government of Uganda is blamed for having a hand in the current population increase. But a number of African leaders, including Uganda's president, Yoweri Museveni, believe that their countries are under populated, and that a bigger internal market and workforce will boost their economic prospects. In a speech to MPs in July Mr. Museveni said: "I am not one of those worried about the 'population explosion'. This is a great resource."

Studies across Uganda have shown that the desire for large families remains powerful. In Uganda a recent survey revealed that only 4% of women with two children said they wanted no more. Part of the reason is cultural, with bigger families seen as a sign of security. It is also because of fears of high levels of infant mortality.

2.3 Effects of a high population growth

By 2025, the population will almost double to 58 million. Uganda is one of the 191 nations that in September 2000 became a signatory to the Millennium Declaration which was launched at a UN summit in New York.

The declaration outlines eight Millennium Development goals (MDGs), which countries are aiming to achieve by 2015. The attainment of these goals will certainly translate into a better life for each and every Ugandan.

Much as the Ugandan economy continues to register impressive growth rates, it is quite obvious that the critical goals to development will not be easy to attain by 2015. The rapid population growth poses a unique challenge to the attainment of most MDGs within the next seven years. Even with impressive economic performance, Uganda still faces several challenges in relation to meeting its targets of the key economic and social indicators.

The 2007 Uganda Progress Report on the MDGs for instance indicates that Uganda's average growth rate has been at about 5.6 percent over the past five years and this is below the 7 percent target that is required to reduce absolute poverty to below 10 percent of the population by 2017.

Goal 5 for instance aims to improve maternal health by reducing the maternal mortality rate by three quarters between 1990 and 2005. It is however unlikely that this target will be achieved by 2015. Estimated maternal mortality from the Uganda Demographic survey is 435 per 100,000 live births.

Uganda will need to reduce its mortality rate from 435 to 131 deaths per 100,000 if it is to meet this particular MDG by 2015. A high fertility rate at 6.7 births per woman is given as a contributing factor to Uganda's maternal mortality rate.

The high fertility rates that normally translate into an overwhelming population cause other challenges which make access to quality maternal care difficult besides straining the capacity of health facilities to manage various health complications.

2.3.2 Stigmas about birth control

Reproductive health experts say that a lack of information and of availability of female contraceptives plays a major role. In Ethiopia only 8% of married women use contraceptives. In Uganda more than a third of all women say they would like to stop - or at least stall - having children.

For that, donors must share the blame, said Steven Sinding, director-general of the International Planned Parenthood Federation. He said the world had declared premature victory in the battle to cut fertility rates. Curbing population growth is not one of the UN's Millennium Development Goals, which aim to halve poverty by 2015, and barely features in the Commission for Africa report championed by Tony Blair.

"In Uganda, population remains a very serious problem," said Mr Sinding. "Yet donors have completely shifted their focus to HIV/Aids and nobody is talking about it any more." Elly Mugumya, head of the Family Planning Association of Uganda, agreed. Cost is not the problem in Uganda, he explained: a three-month supply of birth-control pills costs about 25 cents; condoms are free for the men. The problem is access - in most parts of Uganda clinics simply do not exist.

2.4 Theoretical framework

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

The theory also states that most of our information, behavior, perceptions, and attitudes are formed through what we get from the media. So there is evidence that the media influences a lot of people's perceptions and their world at large.

People also often talk of what is in the media, so the media indirectly influences the direction of people's thoughts and attention. Therefore, the media sets the agenda for the public to focus upon. It is also stated that the powers to determine news values on different issues entice them and influence public interest and opinion on issues (Dennis Mc Quails, 1994).

It is also argued that people turn to the media for interpretation of issues (Okiybo, 1997).

The media gives the public what it wants, therefore setting the agenda (Lazarsfeld, et. al 1971).

The media holds a high potential in influencing awareness levels (Okigbo, 1997).

So due to the agenda setting role of the media, it can easily disseminate and promote population issues to the public and sensitize them on the way forward to determine national development.

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

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

3.1 Research Design

This research was intended to use descriptive and analytical research design. These are selected because they are effective ways of research presentation. It will be survey-based on quantitative and qualitative data analysis.

3.2 Area and Population of Study

The research was conducted in one area that is Kampala District which is the capital city of Uganda in Central Uganda. Kampala District has an approximate population of 3 million people. The most spoken languages are: Luganda, English and Kiswahili. The respondents will consist of local population especially adults, opinion leaders. The area has been basically chosen because the researcher is familiar with the area and is able to speak Luganda, English and Kiswahili which are the most dominant languages and also because the District is facing high population increase.

3.3 Sample Design

The researcher used purposive sampling technique since it ensures that the only predetermined and chosen respondents are approached, hence getting relevant, correct and adequate information. However, through this sampling technique is chosen, it has a weakness that inadequate information can sometimes be given because the selected respondents were less informed on the topic of research.

The sample size of 70 respondents was chosen and this was arrived at as:-

Category	Number of Respondents
Political leaders	20
Population analysts	10
Media officials	10
Community inhabitants	30
Total	70

3.4 DATA COLLECTION METHODS AND INSTRUMENTS

3.4.1 Method

The researcher collected/got data from both primary and secondary sources.

(a) Primary Data

This was sourced by physical and visiting of the files and collecting data through variable tools.

(b) Secondary data

This was sourced by reviewing of documented resources as newspapers, journalists, reports, presentations, magazines and online publications.

3.4.2 INSTRUMENTS

The following data collection instruments were used:-

(a) Questionnaire

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

(b) Focus Group Discussions

The instrument was chosen because the respondents give instant answers and the data collected can easily be edited since the researcher heard when the respondent is communicating (answering) the question. The researcher was saved from misinterpretation of questions since he can rephrase the question if not fully heard or answered so that he can get the relevant information wanted.

(c) Documentary Review

This included detailed review of already existing literature. The tool is selected because it gives accurate, correct and historical data, which may be used for future aspects.

3.5 DATA ANALYSIS

3.5.1 Quantitative Data Analysis

Editing of the information from the respondents was done. This is before leaving the respondent purposely to avoid the loss of material, misinformation and also to check for uniformity, consistency, accuracy and comprehensibility.

3.5.2 Qualitative Data Analysis

Data was analyzed before, during and after collection. Before data collection, tentative themes will be identified. The tentative themes are social, economic and political factors associated with high population. After data collection, information of the same code was assembled together and a report will be written.

3.6 Limitations of the study

The study was hindered by the following factors;

Refusal of the respondents to effectively respond to the questions was one of the most notable problems that the researcher is most likely to face while conducting the research.

Financial constraints were also seen as another possible factor to limit the study. Transport costs are so high to be met by the researcher and this fully contributed to the delay of the research because it may be hard for the researcher to continue with the tight budget.

Rudeness and hostility among some respondents are also seen as other limitations of the study in the sense that the researcher might find that there are rude and hostile respondents who in the long run may turn down the request of the researcher to answer the questions. Many of

such respondents may walk away despite of the fact that the researcher may try to plead for their attention.

Shyness of the respondents is sensed as another limitation of the study.

The researcher was affected by the prevailing weather conditions i.e. the rain. It is true that the researcher was conducted during rainy season and it became so hard for the researcher to find the respondents since they were in doors.

However, these problems were overcome by the researcher in the following ways;

Strict adherences to the tight budget were the solution to the problem of lack of finance.

Humble talk and convincing of respondents was the ways employed by the respondents to overcome the problem of unwilling and shy respondents to answer the questions.

CHAPTER FOUR

FINDINGS, PRESENTATION AND ANALYSIS

4.0 Introduction

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

4.1 Causes of a high population growth in Kampala

Table 1: Table showing respondents views on the causes of high population growth in Kampala

Answer	Population analysts	Community members	Political leaders	Media officials	Number of respondents	%
High birth rates	3	7	6	4	20	28.5
Low death rates	1	4	5	2	12	17.1
Improved medical facilities	0	5	3	1	9	12.8
Migration	4	10	5	3	22	31.4
Government policy	2	4	1	0	7	10
Total	10	30	20	10	70	100

Source: primary data

High birth rates

High birth rate has been identified as one of the causes of a high population growth in Kampala city. It has been reported that the number of people in Uganda and Kampala in particular is growing at a very high rate. This rate has been attributed to high sexual desires of many of the people in the city and the result of which is the high population in the city as many of the people have many children. The ratio of this has been estimated to seven (7) children per woman-the highest rate in East Africa and the second in Africa after Senegal. 28.5% of the respondents noted this increase and this was noted as the major cause of a high population growth.

Low death rates

Low death rates have also been cited as another cause of a dense population in Kampala city and Uganda in general. It has been said by the respondents that the death rates in the city is very low as compared to the past when people used to die so much. This is because many of the diseases have been tamed and many people no longer die any how. This has been associated with high life expectancy in the country due to good feeding, improved health among other factors. 17.1% of the respondents noted that a low death rate is one of the causes of a high population growth because more people are born than they die.

Improved medical facilities

Presence of improved medical facilities was also given as a factor responsible for the increase of population in the city of Kampala today and it was found that there are indeed a great number of people who have survived killer diseases due improved medical facilities. 12.8% of the respondents noted that this point is also responsible for a high population growth in the city today. Diseases like malaria, tuberculosis and other which used to be the major killer diseases in Uganda are no

longer threats as they can be treated nowadays. This is due to new innovations in the field of science and these diseases do not threaten the population today since their cure has been found already.

Migration

Migration has also been given by respondents as another cause of a high population growth in Kampala. Migration is the movement of people from one geographic area for another for the purpose of changing residence. Migration affects the size and distribution of population in a given area. In Uganda, people are not evenly distributed through out the country; most Uganda's live in densely populated areas while much of the country is sparsely populated. 31.4% of the respondents pointed that this point is very vital for many population increase in an area. Density may be measured by the number of people who live per room, per block, or per square mile. Migration may either be international (movement between two nations) or internal (movement within national boundaries). When people migrate internally, demographers refer to the country they leave as their country of origin, the country they enter is known as their country of destination. Migration involves two types of movement; immigration and emigration. Immigration is the movement of people into a geographic area to take up residency while emigration is the movement of people out of a geographic area to take up residence else where as per their choices.

Government policy

Government policy has also been noted as one of the causes of a high population increase in Kampala city and this is because many of the people give birth because there is no restriction on the number of births per couple in the city and the country in general. People are left to give birth the way they desire with out any limitation. This has been worsened by the public bale of the president of the republic of Uganda H.E Yoweri Museveni-who fro long has been heard in the media supporting a high population, arguing that a high population is necessary for development. 10% of the respondents were skeptical of this point and they pointed out that the government policy is quite responsible for a high population growth.

Table: 4.2 Media challenges in reporting population issues

Table 2: Respondents' views on the challenges faced by the media in reporting population issues in Kampala

Answer	Populati on analysts	Communi ty members	Political leaders	Media officials	Number of respon den ts	%
Lack of finance	1	6	6	7	20	28.5
Poor media programming	4	10	3	0	17	24.2
Illiteracy	0	4	8	1	13	18.5
Poor birth registration	3	6	2	1	12	17.1
Inaccessibility	2	4	1	1	8	11.4
Total	10	30	20	10	70	100

Source: primary data

Lack of finance

Lack of finance was one of the reasons given by the respondents on this research question of the challenges faced by the media in reporting population issues. This is because the media needs to have bought air time in the program to be aired out to the public. The media is a profit making venture especially the private media, hence meaning that they have to be financed for any program aired because the media workers have to be paid and facilitated for all the work done or handled at any time. 28.7% of the respondents noted that it is necessary for the media to be effectively funded and this is why they said that finance is a big problem, with 7% of the media officials noting that finance is the problem.

Poor media programming

Poor media programming is yet another reason advanced by the respondents as another problem faced by the media in its attempt to report on population issues. It was noted that the timing of the media in its casting of the population issues are not well planned. The print media for example has been cited as the poorest in reporting about population issues because few people access it. The electronic media has also been cited as not effective in the reporting of population issues in the. 24.2% of the respondents noted that there is quite poor media programming in the reportage of population issues. Zero percent of the media officials answered this and majority of the respondents were from the community members.

Illiteracy

Illiteracy of the people in the city could not go unmentioned as another factor responsible for the poor media reportage of population issues in Kampala city. It was noted that illiteracy contributed equally to the problem of the population reportage by the media. Many of the people

have been found to be illiterate to the extent that many of the government plans to educate the people about population issues proved to be failures as many of the people would not understand the role and the general need for the control or regulation of population. 18.5% of the respondents noted that illiteracy is quite a problem faced by the in reporting population issues in Kampala city.

Poor birth registration

Poor birth registration has also been pointed as another challenge that the media faces in r on population issues. It has been believed by the public that the media does a great role in informing the people about the current number of birth rates so as to tally them with the death rates in the city. The media is expected to update the public on the daily increase and decrease on the population size so that the public can be informed about their current population stand in the city. 17.1% of the respondents noted that poor birth registration is one of the challenges faced by the media in reporting on population issues since the media can not report on what is not registered.

Inaccessibility

Inaccessibility of the people is also another challenge mentioned as a factor responsible for the media failure to effectively report on population issues. Many of the people are inaccessible in the way that many of them are not found to be asked about any problem faced by the current population increase in the city. Many of the people are pre occupied by their activities and work and they can not be accessed for questions and comments on population. 11.4% of the respondents noted this problem and hence cited this as a problem that the media faces in reporting about population issues in Kampala city,

Table 4.3 Table showing respondents' views on the effects of a high population growth in Kampala

Answer	Populatio n analysts	Communit y members	Political leaders	Media officials	Total	%
Poor housing	2	5	3	1	11	15.7
Congestion	1	3	2	3	9	12.8
Unemploym ent	2	6	5	4	17	24.2
Poor sanitation	1	7	1	0	9	12.8
Solid waste accumulatio n	2	1	0	0	3	4.2
Wetland degradation	0	2	2	0	4	5.7
Poor sewerage disposal	2	4	3	2	11	15.7
water pollution	0	2	4	0	6	8.5
Total	10	30	20	10	70	100

Source: primary source

Poor housing

Poor housing is one of the answers given by respondents as the effects of the increased population in the city today. The respondents identified that the population increase is really associated with poor housing as many of the houses in the city are in poor shapes yet they are located in

the heart of the city. 15.7% of the respondents confessed that the situation in the city is quite poor because of poor housing, many of which are not worth to be stayed. On the respondents stressed that “the houses in Kampala city are even worth to be in the villages and that many them are not in good shapes for settlement by city dwellers.

Unemployment

Unemployment has also been noted by the respondents as another effect associated with a high population growth in the city of Kampala and it was reported that the level of population increase in not compatible with the current jobs available in the market. This therefore shows that many of the people have been jobless and many are yet slated to be more jobless because the population is in the increase beyond the number expected, simply because of many factors-among which are high birth rates, migration and so on. 24.2 % of the respondents here noted with concern that the population and this been the highest figure given by the respondents on the effects of population growth.

Congestion

Another answer given by the respondents on the effects of a high population growth is congestion-which means concentration of a large number of people in an area beyond the natural carrying capacity. It has been noted that there are quite many people in Kampala beyond the carrying capacity and this has levied pressure on land as it can not carry on with the high number of people. 12.8% of the respondents said that congestion is as a result of a high population growth in Kampala. Out of the 12.8% of the respondents, 3% were media officials from the New Vision Newspaper.

Poor sanitation

“Sanitation is a very important component in human settlement in an area” said a new vision news paper journalist who felt so concerned with the appearance of the environment in Kampala city. Sanitation in Kampala city for this case is very poor in that nothing the whole atmosphere in the city is very poor. 12.8% of the respondents said that the city has poor sanitation in the sense that rubbish has no clear disposal, mud, and the general atmosphere is in poor state of life. Sanitation in the city is in the state of regret as many 76 of the respondents noted because many of them are in state which is not worth in the city.

Wetland degradation

Wetland degradation has also been pointed out as one of the effects on a high population increase in the city. It was identified that many of the people have resorted to settle in wetlands of the city because there are no enough land of settlement of the high population in the city of Kampala. Many of the areas of settlement in the city bare wet lands which many of the people have settled in. such areas include Kawempe slums, Bwaise, Kalerwe, Banda among other areas that have been encroached for settlement. 5.7% of the respondents noted that wetland degradation is one of the effects associated with a high population growth in the city.

Poor sewage disposal

Water supply and sewage disposal, which are important in influencing sanitary conditions of an area are inappropriately distributed and poorly managed in Kampala. 15.7% of the respondents noted tat poor sewerage disposal is associated with a high population. The distribution of sewage and toilet facilities in Kampala is uneven and varies in quality and cleanliness. The majority of the households 83% use pit latrines and only 6% have water borne toilets in their houses, 2% have no toilets, 14%

have no bath rooms, 60% and 12% share outside and inside bathrooms respectively and 11% use unshared outside bathrooms. The poor maintenance of the distribution system, sewer, storm water networks has created avenues for contamination in the supply network from the wide spread pit latrines and open disposal of human wastes in high density areas. Though the contamination may not be at alarming levels, the slow upgrading of the network may imply future high levels of contamination.

Also contaminated from underground seepage of pit latrines are the alternative water sources including; streams, rivers, lakes, ponds and boreholes. The non-piped water supplies which are located in the high-density areas are prone to contamination from human activities which include poor disposal of domestic wastes, sewage and construction of pit latrines on upper slopes. Due to the unavailability of toilet facilities some households have improvised “mobile” toilets in form of plastic bags which are disposed off at night either in the open or flowing water. The poor sanitary conditions in Kampala are manifested in the frequent outbreaks of cholera, water borne and related epidemics like dysentery, bloody diarrhea. People are in constant contact with pathogens especially in the poor neighborhoods.

Water pollution

Water is by no doubt essential for life and health. Therefore the quality and quantity consumed are significant factors for the well-being of the urban population. According to estimates from the National Water and Sewerage Cooperation (NWSC), 55% of Kampala's population has access to piped water, while only 8% has running water in their houses. 8.5% of the respondents said that water population is associated with a high population growth. Kampala has its raw water intake in Murchison Bay, where there is increasing pollution from the city. NWSC is spending more

on water treatment. Water leaving the plant at Ggaba is of international standard but it may become contaminated on the way, due to poor maintenance, leakages of the sewer and waste water system. The problem of leakages is not primarily loss of water, but that loss in pressure may allow contamination to enter the pipes. It is relatively easy for sewage and household wastewater to enter the water distribution mains. The other water sources namely protected and unprotected springs, rain water are all polluted.

Solid Waste Accumulation

Kampala like many other major cities in the developing countries is faced with rapid urbanization and along with the associated coping (survival) strategies are excessively straining the existing socio-economic facilities and under-investment in new ones. One of the environmental consequences of rapid urbanization that has been neglected in planning is the amount of solid waste that is generated. The solid wastes generated in Kampala are from diverse sources that include; Domestic , Commercial activities , Industrial activities, Hospital, Clinics, Maternity Centers , Offices, Building Contractors, Schools and Colleges.

Kampala generates an estimated 30,000 tones of waste per month, with a composition of vegetable matter 73.8%, paper 5.4%, saw dust 1.7%, plastic 1.6% metals 3.1%, glass and porcelain 0.9%, tree cutting wood 0.7%, miscellaneous 5.5%. The average per capita solid waste generation rate is 0.6-kg/per person/per day with a high organic content and bulky density.

Table 4. Domestic waste generated in Kampala

Area	Estimated population	Per capita waste	Daily waste	Annual total in (tons)
High income	5.3%	0.6 kg	27.62 (15.9%)	10.081
Medium income	16.8%	0.3 kg	43.78	15.980
Low income	77.9%	0.15 kg	101.50	37.041
Total	100%		172.9 (58.7%)	63.103

Source: Primary data

Solid waste management is one of the serious problems in Kampala that has undermined the council's capacity for proper management and efficient disposal. Kampala enjoyed the urban administration monopolistic statutory requirement of collection, storage and disposal of waste. With inadequate supply of skips and trucks, it has led to accumulation and overflowing of garbage as well as emergence of illegal dumping sites (Plates 3 and 4). Realizing the daunting challenge of keeping the city free of accumulating rotting garbage, KCC embarked on a policy reform to revise the solid waste management ordinances. In 2004, this ushered in private involvement in collection and transportation of wastes to the landfill. KCC is only remaining with disposal while collection and transportation is fully privatized and households pay between 10,000/= -15,000/= per month for door - to - door emptying of their waste storage facilities.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

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

5.1 Summary of the study

The major objective was to examine the role of the media in reporting population issues in Kampala district. The study was conducted in, Kampala-Uganda. Community members, political leaders, media officials, population analysts were involved in the study.

A total of 70 (seventy) participants, 30 community members, 10 political leaders, 10 media officials, and were involved in the study. The study question was investigated in line with the research questions of the study.

The first research question was “What are the causes of a high population growth in Kampala?” The study discovered that; high birth rates, low death rates, improved medical facilities, migration and government policy were the factors given by the respondents.

The second research question was “What challenges do the media face in reporting population issues?” The study findings revealed that; lack of finance, poor media programming illiteracy, poor birth registration, and inaccessibility were the answers given here by the respondents.

The third research question was “What are the impacts of a high population growth in Kampala?” The answers given by respondents to this researcher question were therefore as follows; poor housing, unemployment, congestion, poor sanitation, solid waste accumulation,

wetland degradation, poor sewerage disposal and water pollution were the answers given.

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

5.2 CONCLUSION

The conclusion was made in line with the various themes of the study and was based on the findings of the study

The physical environment is a significant factor on the well being of people as it determines the quality and quantity of resources to be harnessed for national socio-economic development. However, sustainable development depends on planned use of the resources.

This is true for both rural and urban areas. As a primate city, Kampala is faced with rapid population growth, which is unevenly distributed among the administrative divisions. The population surpasses the available infrastructure (housing and social services), employment opportunities as the administration is under funded and economy growing slowly. This has resulted in many people adopting various coping (survival) strategies. Unfortunately these strategies are not planned for and this has resulted in congestion, informal housing, solid waste accumulation, irresponsible solid waste disposal, poor sanitation wetland degradation and water pollution. The appearance of the city clearly indicated that the rapid population growth and the associated developments through provisioning of housing, industries and the associated economic activities in a situation of failed implementation of urban structural plans impacts negatively on the environment. The negative impacts are felt through poor sanitary conditions, crowded/unplanned housing, floods, wetland alteration/degradation, inappropriate solid waste management practices,

water and soil pollution. All these need to be addressed if Kampala and Uganda in general is to sustain her economic development. This can be done through the enactment and implementation of policies and laws, which address the issues revealed through this study.

5.3

RECOMMENDATIONS

The recommendations were made in relation to the findings and conclusions. The researcher therefore came up with the following recommendations in an attempt lift address the problems related with dense population in Kampala city. While it is difficult to measure the needs of future generations, it's important to reflect on how the ecosystems have provided regulated and supported societies sustainable. Thus policies are needed that address social well-being but maintains the basic services from the ecosystems. This section builds on the discourse in previous sections to derive policy recommendations for sustainable urban development.

Integrated Urban Development Policy

Following the support available to handle degradation of the environment and the nature and trends of such degradation in Kampala, several policy challenges can be identified. The major policy challenge is the existence and enforcement of contradicting policies as the case of the Town and Country Planning Act 1964 which permits development in wetlands but the National Environmental Management Act 1995 restricts such development. The two are further contradicted by the Land Act of 1998 which stresses the ownership of land to individuals and institutions irrespective of whether such land is a wetland or ecologically sensitive area. These policies and laws need to be harmonized to ensure sustainable management of the urban environment for sustainable urban development. Associated to the need for harmonization is the requirement for urban greening policy, waste management policy and urban agriculture policy which could offer support to urban environmental management through conservation. These policies need to address the sustainable utilization of land especially on hill tops while maintaining land cover that could mitigate flooding in the city. KCC, should study all the policies pertaining to urban development, identify

contradictions propose ways and means to harmonize them. It should then work with urban centers to design a National Integrated Urban Development Policy, which emphasizes sustainable Environmental Management.

Industrialization Policy

In Kampala industrialization has progressed supported by the earlier planning schemes and more recently the Uganda Investment Authority, which acquires land and allocates it to investors as a means of attracting Foreign Direct Investments (FDI's). The organization of an industrialization process needs to take into account transportation, public services, and land issues. Location needs to be compatible with proximate activities and thus industrial complexes, which are planned adjacent to residential neighborhoods, would be unacceptable depending on the type of industries. The industrialization policy, should take into account environmental sustainability, social development and transportation. A less agglomerating industrialization policy would possibly create non-point source pollution but with mitigation measure, it outweighs the problems of agglomeration. Consideration of industrial development in wetlands also needs to be given serious attention. The Ministry of Tourism Trade and Industry should come up with an industrial policy, which address the above issues. KCC as an implementing agent should ensure that developers adhere to the policy.

Urban land use and housing policies

Controlling urban land use and housing are crucial issues of city management. It is the functioning of the real estate and housing markets that make it possible for families to choose their residence according to their needs, thereby becoming members of the city community. Proper control of the use of urban space contributes to the environmental sustainability of cities if land and housing markets are promoted for

efficiency. KCC through the Ministry of Health should improve the housing and physical planning policies to deal with the issues of social and/or ethnic inequalities. The 'enabling housing' policy being pursued by government needs a review to consider more robust mechanisms of dealing with alternative building materials, minimum plot sizes, rental housing markets and semi-regulation of the land market in Kampala.

Social infrastructure and public services policy

Social infrastructure (schools, hospitals, community houses) and municipal services (public utilities, public transport, telecommunication, waste management) are of vital importance for sustainable development of cities. These are essential economic and social factors for attracting production capital. When this capital is lacking, the urban economy translates into social distress. On the other hand due to unreliability of the electricity system, the industrial and commercial businesses are using their own generators, which have significantly increased both their investments, running costs but more importantly pollution through Carbon dioxide deposition. The government should design a policy to address social infrastructure and service provision including an efficient and effective management of human wastes, which pose challenges for the city authorities.

Solid waste management policy

Policy on solid waste management has been inadequate. The law which has been bearing on solid waste management is "The Public Health Act" 1964. It gave urban authorities monopoly over collection and disposal of solid waste generated in their areas of jurisdiction. However the KCC Solid wastes Ordinances which are under implementation is a starting step to proper management of wastes. The government through the Ministry of Local Government should draw up a well defined solid waste management policy. KCC solid waste ordinances need to be dynamic and

all embracing where communities, CBOs, NGOs and private sector involved in solid waste management. User fee should be introduced and enforced.

Population Policy Issues

In Uganda the population policy is an integral part of the national development policy and not a substitute. It complements and promotes the overall development goals of the country and is cognizant of other sectoral policies and programs. Urban population challenges may slightly differ from rural population problems. The policy considerations therefore include; reduction of infant mortality, increased immunization, education, intensified fight against HIV/AIDS epidemic, comprehensive labor and employment policies, concomitant rural development and service provision to reduce migration into cities and gender mainstreaming to enhance the role and position of women, youth and elderly in development. KCC should coordinate the operations of those policy requirements with the relevant ministries. It should involve CBOs, NGOs, and LC 1 – LC3 in implementation.

Planning Policy

Planning as an intervening factor in addressing environmental problems needs attention for sustainable urban development. Planning in Kampala has been in existence since the turn of the 20th Century, but its impact on urban development has not been adequately felt. This is due to several reasons including political interference, inadequate personnel, institutional and legal framework weaknesses. Room for improving planning exists and two issues need to be stressed here. First the move from technocratic to socio-critic type of planning in the city would make headway in addressing the environmental and urban development challenges. The second issue is the need for strategic planning for urban environmental management in metro area of Kampala. KCC should

design an effective planning policy clearly spelling out who should do what and where every activity should be located. The policy should have clear mechanisms for implementation and punishment of those who violate it.

Urban Social Policy

Urban social policy needs to coordinate social capital in making the society function efficiently and requires engaging civic activity through advocacy for the communities to claim their entitlements and requirements. The fact that existing grass-root based organizations are beginning to play advocacy roles implies a policy requirement to support the progress of advocacy and civic engagement. Ministry of Local Government through consultations with the communities, Local Councils, NGOs, CBOs, KCC, and religious institutions should design the urban social policy.

Urban Governance

Urban governance as a policy consideration is an important sphere due to the growing social and environmental conflicts in urban systems. Whereas earlier urban policy and planning used to be the privilege of political decision makers and technocrats, it is generally recognized that the solution of urban social and environmental challenges requires the participation of social groups and their organizations. To achieve sustainable governance urban communities need to be involved in the planning processes moving from technocratic to socio-cratic planning. Massive education and inclusion in decision-making is a requirement for sustainable urban development. In this context, grass-root mobilization is one such policy requirement for improved governance of the urban development process and environmental management. For example greening efforts, waste management alternatives all require grass-root mobilization. Already some grass-root initiatives are showing the means

through which mobilization and influencing change in their communities in regard to environmental management can be achieved. These policy initiatives should be undertaken by KCC and LC3 in collaboration with the relevant ministries.

APPENDIX I

QUESTIONNAIRE

WATAYE BENARD a student of Kampala International University pursuing a Bachelor's Degree of Mass communication Kindly requests you to answer these questions in utmost faith that would really help me successfully finish my course as a partial fulfillment of the award of Bachelor of Mass communication (BMC). I therefore affirm that this information is purely for the academic purpose.

SECTION A

1) Sex

(a) Male (b) Female

2) Age

(a) 20-25 (b) 25-30
(c) 30-40 (d) 41-50
(e) 50-60 (f) 61-70

3) Marital Status

(a) Married (b) Single
(c) Widower (d) Widow

4) Religion

(a) Catholic (b) Protestant
(c) Muslim (d) Others (Specify)

5) Educational Level

(a) None (b) Primary
(c) Secondary (d) P Secondary

SECTION B

1) Do you have children?

(a) Yes (b) No

2) Have you ever heard of high population?

(a) Yes (b) No

(c) If yes, state the characteristic of a high population?

- (a)
- (b)
- (c)
- (d)
- (e)
- (f)

SECTION C

1) What do you think are the major causes of a high population?

- (a)
- (b)
- (c)
- (d)
- (e)
- (f)

2) Of what impact do you think is high population to your society?

- (a)
- (b)
- (c)
- (d)
- (e)
- (f)

3) What do you think are the challenges faced by the media in reporting population issues?

- (a)
- (b)
- (c)
- (d)
- (e)
- (f)

END

THANK YOU

APPENDIX II

BUDGET:

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

ITEM	COST (UGHS)
Stationary and other related costs	100,000
Transport	150,000
Communication	20,000
Photocopy	10,000
Typesetting and binding	30,000
Internet	15,000
Subsistence	25,000
Miscellaneous	35,000
Total	400,000

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FACULTY OF SOCIAL SCIENCES

Date: 25 JUNE, 2008

To: HUMAN RESOURCE MANAGER
NEW VISION NEWS PAPER

This is to introduce to you BERNARD B. WATAYE
who is a bonafide student of Kampala International University. He/she is working on a research project for a dissertation, which is a partial requirement for the award of a degree. I here by request you, in the name of the University, to accord him/her all the necessary assistance he/she may require for this work.

I have the pleasure of thanking you in advance for your cooperation!

Yours sincerely,


Dr. Ongora J.B
Associate Dean