

DECLARATION

I Ntambi Hasifah, declare that, this research report on “influence of mass media on agricultural development in Uganda, a case study of **OMULIMI ASINGA, BUKEDDE TV** is my entire effort and has not been submitted to any other institution of learning for any form of award.

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29th -09-2016

APPROVAL

This is to certify that this dissertation is submitted for examination with my approval as a university lecturer and supervisor

Name: 

Date: 30th / 09 / 2020

**MR. WATENYERA RICHARD
SUPERVISOR**

DEDICATION

I dedicate this research to my beloved parents and my supervisor for all the love, understanding, encouragement, material and moral support, without them my studies would not have been a success. To my dear brothers and sisters together with my colleagues and friends, I love you all.

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I thank the Almighty God for enabling me maneuver through all the tough, hard times and trying moments I have had in life. My dream of this award would not have become true without His guidance, protection and assurance that all things are possible if u believe in him.

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Special regards to my family, whó have always supported, protected and wished me all the best for life. I don't have enough words to thank you but all I can say is that I will always be grateful for everything you have done for me and pray to the Lord to grant each one of you all your wishes.

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ABSTRACT

The study sought to assess the role of media on agricultural development in Uganda, a case study of Omulimi Asinga, Bukedde TV. The study was guided by three specific objectives, that included To identify the major source of agricultural information to farmers through mass media, Omulimi Asinga, Bukedde, to analyze the effectiveness of mass media in the dissemination of agricultural technologies among the respondents on Omulimi Asinga, Bukedde TV and determining the challenges met from the utilization of mass media as sources of agricultural technologies in Uganda. This research employed descriptive design. It meant that the researcher described what practices exist in current situation according to level of study. This deals with the relationship between variables, testing of objectives and development of generalizations and used the theories that have universal validity. Findings showed that the majority of respondents (90%) claimed that mass media was effective in the dissemination of agricultural information while only 9.3% affirmed that mass media was not effective. The findings agreed with that of Ani et. al. (1997) which stated that mass media methods in agricultural information dissemination generally, are useful in reaching a wide audience at a very fast rate. The calculated chi square value of 48 (X^2 statistics) was greater than the tabulated value of 16.27 (X^2 critical) at 0.01 percent level of probability. Thus, the null hypothesis (H_0) which says the use of mass media is not effective in the dissemination of agricultural technology among the respondents is hereby rejected and the alternative hypothesis (H_A) accepted. This showed that mass media is effective in the dissemination of agricultural technologies to farmers in the study area. The researcher concluded that concluding that radio, television, telephone, print media and internet are available mass media in the study area, but radio and television were more available and accessible, hence serves as the major sources of agricultural innovation to the respondents. Thus, the researcher recommended that Agricultural extension services particularly the Uganda Agricultural Development program and Ministry of Agriculture should strengthen the use of radio and television in information dissemination to farmers in the study area, there is a need for more competent presenters who are knowledgeable in agriculture to handle agricultural programs

CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

It is clear that the continued expansion of networks and interactive applications, together with the falling cost of access and devices, are enabling millions of people in the developing world to become producers of media 'content. These new "voices" serve people's needs for entertainment, cultural enlightenment, and human contact, and provide readily accessible and meaningful content in local languages. The "voices" give feedback to businesses and governments and thereby promote responsiveness and accountability. The new voices are also being projected onto the global media space linking groups with shared interests and concerns from different countries and continents. In this context, this part of the research work will help us summarizing the background of the study, Statement of the study, General objective, Specific objectives, research questions, scope of the study, significance of the study and conceptual frameworks.

1.1 Background of the study

In developing countries, latest mass media have made their place for backing up agricultural sector through extension activities (Qamar,2006).Mass media have the capacity to uplift the knowledge and having impact on behaviour(NazariandHassan,2011).The potency of modern electronic technology can be exploited for infotainment of farming community (Guenthner and Swan,2011).The cost of extension advice through mass media comes to be considerably low as compared to individual and group methods (Oakley&Garforth,1985). However, the mass media involve one-way communication from information source to the receivers. They permit limited and delayed feedback, which ofcourse is essential for effective communication (Muhammad, 2005). Mahmood and Sheikh(2005)stated that creation of awareness is the first step towards the adoption process (Suman,2003;Yawsonet.al.,2010).

Mass media (electronic & print media) are playing very important role in creating awareness about new agricultural technologies among farmers. Mass media are spreading agricultural technologies to the farmers at a faster rate than personal contacts. Khushkand Memon (2004) stated that production and distribution of printed material helps farmers in the transfer of

new information and technologies. Printing helps in preserving the technologies in the shape of books/booklets, magazines, newspapers and brochures. According to a study conducted in the central Punjab, majority of the farmers consulted pamphlets, magazines, and newspapers forgetting the information regarding sugarcane production technologies. These were regarded as the most suitable forms of print media for adoption of sugarcane production technologies (Abbaset.al.,2003).Farm publications have proved to be effective means for dissemination of information, especially to introduce new technologies. Farm publications are also useful for disseminating information among literate farmers (Singh,2001).

In Uganda, various communication media are being used to transmit agricultural information to farmers in line with national policy on agriculture. The communication media include farm magazine, leaflets, news letters, newspapers, pamphlets, radio and television, among others (Dare, 1990). Among other sources of information, radio and TV also depicted value for information dissemination (Okwuand Daudu, 2011). Radio is a popular medium for infotainment as well as attitude change (Ray,2003). It plays a peculiar role in technology dissemination (Ejembiet.al.,2006;PrathapandPonnusamy,2006).Similarly, Television(TV)is also a vital electronic medium in this dimension(Bhattacharjee,2005).The potential of TV for dissemination of information should be harnessed for the benefit of farmers(NazariandHassan,2011).

With a population of over 800,000 and about 176,000 households. According to the Uganda Local Government Council (MDLGC, 2008), about 75 per cent of the households (132,000) are agricultural based.

Many farmers grow Matooke, the most important food crop that is usually inter-cropped with coffee, the most important cash crop in the area. In the early 1990's coffee production suffered greatly from the wilt disease that wiped out entire gardens. But this has been reversed in the recent years and coffee has re-emerged as the single most important cash crop for most households. There are about 200 formal groups and associations in Uganda (MDLGC, 2008). The most prominent organisations include; production and marketing organisations; non-governmental organisations; and faith-based organisations. These groups engage in activities such as; trading of goods, credit services, prayer, marriages, funerals and other social events.

The production and marketing groups are the most common type. Households may pool resources and labor to engage in common activities that require more capital, labour or they engage in activities that are more risky for a single household. This highlights the resource and income smoothing importance of social network capital. There are potential scale economies, information sharing, market access and insurance advantages that poor people can benefit from. For example, people can produce more and if they market their produce jointly, they may obtain better prices or at least ensure that they have access to markets (Coulter, 2007).

The influx of the formal non-governmental organizations' activities in the area can be traced back to the emergency due to the spread of the HIV/AIDS virus. Because of the disease, both crop and animal production reduced substantially due to loss of productive labour. Many organisations started their operations in Masaka and neighboring districts mainly to offer awareness, support and counseling services to the affected families and to help them start a new life (Barr et al., 2005).

Faith-based organisations prominent in Masaka include; The World Vision; Caritas Maddo; and the Lutheran World Federation. They help to improve the livelihoods of the poor by providing access to farm inputs and livestock, provision of clean water, education and health services, among others.

These organisations have helped to organise people into self-help groups and continue to support the activities of these groups. Such activities range from agricultural, vocational and commercial ventures in the form of small businesses and management. Most organizations will target particular groups, for example women, farmers, traders and others. Caritas Maddo, for example, helped to set up a dairy processing plant that relies on small holder farmers for milk supply.

1.2 Statement of the study

Agricultural extension is a service which helps or assists people, particularly farm families through educational procedures in promoting their farming practices and techniques, increasing their production efficiency and income, bettering their levels of living and lifting their social, economic and educational standards of rural life (Ogunbameru, 2001). Food

and Agricultural Organisation (FAO2001) reported that in many developing countries, wide adoption of research results by majority of farmers remains quite limited. This therefore, calls for a system which allows adequate information flow from researchers to farmers and vice-versa. Hence, Agricultural extension agencies have central role in facilitating the flow of a variety of information to offer the needed exposure of farmer to innovation for overall development. However, Omenesa (1997) observed that radio programmes are usually timely and capable of extending messages to the audience no matter where they may be as long as they have a receiver with adequate supply of power. The absence of such facilities as road, light and water are no hindrance to radio. Similarly, such obstacles as difficult topography, distance, time and socio-political exigencies do not hinder the performance of radio. He further observed, that illiteracy is no barrier to radio messages since such messages can be passed in the audience own language. The study therefore will look at how mass media influences on agricultural development in Uganda, by considering Omulimi Asinga emission on Bukedde TV.

1.3 General objective

The present study was conducted with a major objective of assessing the influence of mass media on agricultural development in Uganda, a case study of Omulimi Asinga, Bukedde TV among farmers so that the outcome of the study will help the extension agents and various stakeholders to strengthen and having better use of mass media for agricultural information dissemination and for the development of farmers.

1.4 Specific objectives

Thus the specific objectives of the study will be:

- i. To identify the major source of agricultural information to farmers through mass media, Omulimi Asinga, Bukedde TV
- ii. To analyze the effectiveness of mass media in the dissemination of agricultural technologies among the respondents on Omulimi Asinga, Bukedde TV
- iii. To determine the challenges met from the utilization of mass media as sources of agricultural technologies in Uganda?

1.5 Research questions

- i. What is the major source of agricultural information to farmers through mass media on Omulimi Asinga, Bukedde TV?
- ii. What is the level of the effectiveness of mass media in the dissemination of agricultural technologies among the respondents on Omulimi Asinga, Bukedde TV?
- iii. What are the challenges met from the utilization of mass media as sources of agricultural technologies in Uganda?

1.6 Scope of the study

1.6.1 Content scope

Information and communication are essential ingredients needed for effective transfer of technologies that are designed to boost agricultural production. For farmers to benefit from such technologies, they must first have access to them and learn how to effectively utilize them in their farming systems and practices.

This should be the function of agricultural extension agencies all over the world. These extension agencies make use of different approaches, means and media in transferring improved agricultural technologies to the end users (farmers). Mass media methods in agricultural information dissemination generally, are useful in reaching a wide audience at a very fast rate. They are useful as sources of agricultural information to farmers and as well constitute methods of notifying farmers of new developments and emergencies.

They could equally be important in stimulating farmers' interest in new ideas and practices (Aniet. *al.* 1997). Mass media are important in providing information for enabling the rural community to make informed decision regarding their farming activities, especially in the rural areas of developing countries (Lwoga, 2010). Information, as we know is the key for success in the operation and management process of the agriculture activities. To a large extent, mass media serve as a veritable instrument for information dissemination in agriculture.

1.6.2 Theoretical frame work

Development communicational theories

1.6.3 Geographical scope

1.6.4 Time scope

The study will be carried out within a period of six months from January 2016 to June 2016.

1.7 Significance of the study

The production and distribution of digital content over electronic communications networks to a wide range of digital devices is experiencing exponential growth. This global media phenomenon has significant ramifications for development but there is insufficient understanding about the dynamics of the process, and uncertainty about many outcomes.

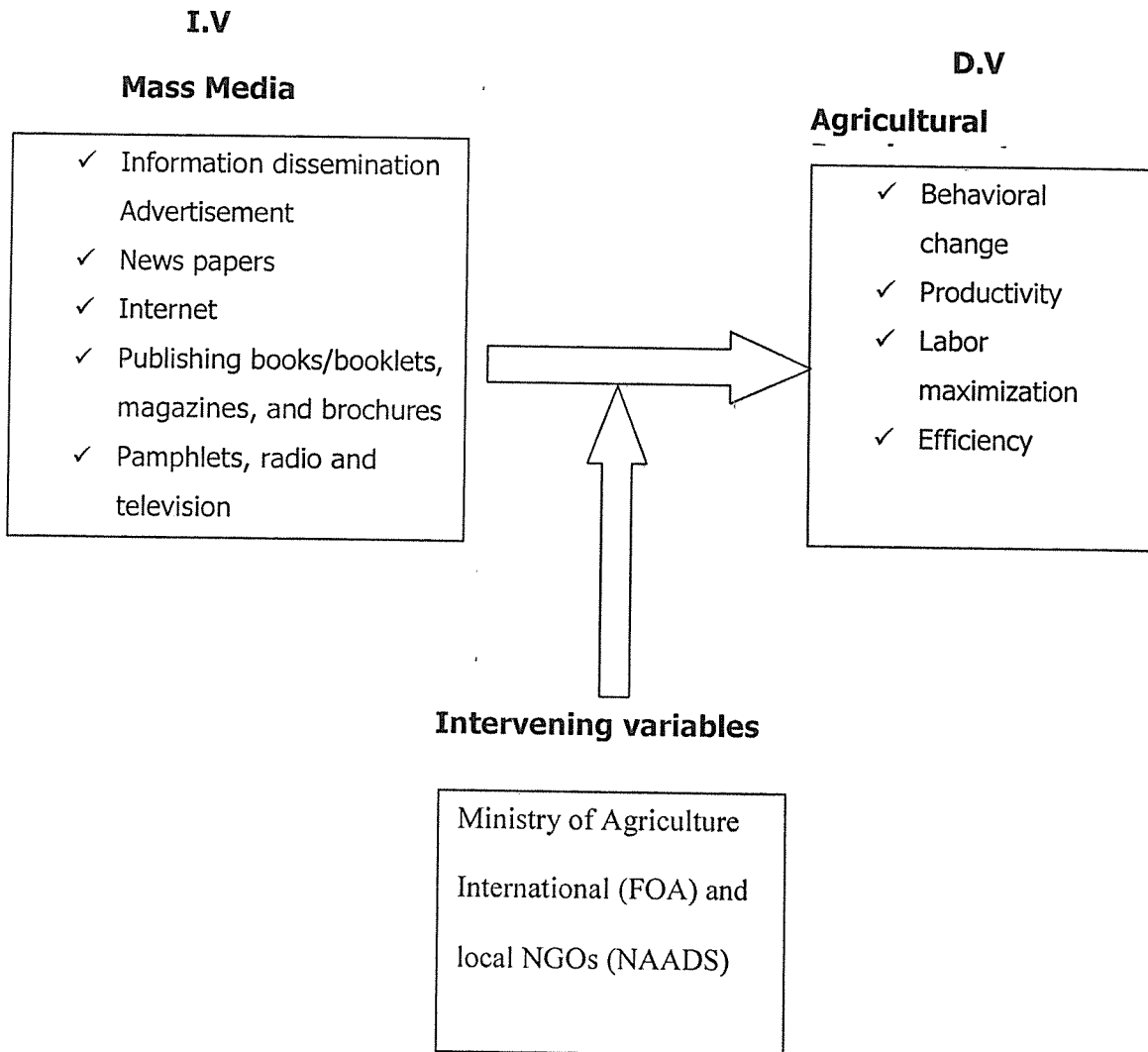
It is also clear that the mass media production sector has a substantial and growing economic presence, including a high proportion of micro, small, and medium enterprises, employing skilled workers.

Digital media is a major driver of investment in broadband infrastructure and e-commerce, both of which can transform the development process.

Additionally, with the explosion of mass media opportunities, entirely new business models are being applied by unexpected new entrants who are challenging traditional businesses and their methods. What is unknown is how this interplay will unfold and what business models will eventually dominate.

Furthermore, we can observe that the contribution of the mass media to agricultural development has not achieved yet the degree of recognition that it deserves. It is our hope that this research work will assist in raising awareness, understanding, and visibility of the mass media on agricultural development in Masaka district.

1.8 Conceptual frameworks



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

2.1 Agricultural information to farmers through mass media

The concept of participatory communication here means the process by which people within a particular community “create and share information with one another in order to reach a mutual understanding” (Waisbord, 2001: 5). In the case of radios, it means debates or other active forms of participation in the decision-making, production and the thrashing out numerous diverse ideas over radio. This can be on any pertinent issue affecting the community’s welfare. Hendy (2000: 195) quotes German playwright, Bertolt Brecht to have once urged against radio being a channel through which homes passively received information and entertainment: If listeners could transmit as well as receive, he argued, then they would become producers of radio as well as consumers, and it would become a truly public, two-way forum of communication.

Scholars have particularly singled out the power of the FM radio, which brings the radio station closer to a small, local audience. This is certainly significant for the grassroots masses, which hardly ever had a chance to express their views on centralized AM radios based in the capital cities (Kivikuru, 2006; Streeten, 2002). The closer the radio is to the audience, the easier it is for the social and environmental needs of the masses to be considered during programme production and feedback – hence dialogical communication which is crucial for development. In fact, some scholars have argued that radio is part of the society itself, and the way radio works in any society reflects that society’s context.

Starting from the 1970s, scholars have been laying greater emphasis on grassroots participation, more equality in the distribution of the benefits of development, more inputs by recipient nations and local communities, and enhancing the quality of life in developing countries (Fisher, 2001: 55; White, 2001). The theory of participation is linked with the democratic participant theory of media functions and operation. McQuail (2000: 160) writes thus: This theory found expression in the 1960s and 1970s in pressure for local and community radio and television. It challenged the dominance of centralized, commercialized, state-controlled and even professionalized media. It favoured media that would be small in

scale, non-commercial and often committed to a cause. Participation and interaction are key concepts. (cited in Kivikuru, 2006: 8) According to the dialogical pedagogy, developed by Paulo Freire, the 'subjugated' peoples must be treated as full human subjects in any political process (Servaes et al., 1996: 7). This idea of participatory and self-management relationship between radio stations and the local audience was also the main concern of United Nations Educational, Scientific and Cultural Organization (UNESCO) during the NWICO debates in the 1970s. UNESCO, just like many development communication scholars and development agencies, believes that participation by, or consultation of, the masses is key to bringing any change to society. Participatory theorists criticized the earlier top-down paradigm for having "ethnocentric and paternalistic view of development" (Waisbord, 2001: 17). This lack of respect for local views, as noted in the preceding pages, hampered success of many development projects.

The other discourse about participatory communication was formulated by UNESCO during the 1977 meeting of communication experts from different countries, who met in the Yugoslav capital, Belgrade to chart out solutions to the information-divide between the North and South.

According to Servaes et al. (1996: 18), the Belgrade meeting laid down three key points about access to the media in rural areas, and participation by the ordinary people:

- Access refers to use of media for public service. It may be defined in terms of the opportunities available to the public to choose varied and relevant programmes, and to have a means of feedback to transmit its reactions and demands to production organizations.
- Participation implies a higher level of public involvement in communication systems. It includes the involvement of the public in the production process and also in the management and planning of communication systems.
- Participation may be no more than representation and consultation of the public in characterized the mass media as a 'mobility multiplier', which "enables individuals to experience events in far-off places, forcing them to reassess their traditional way of life" (Thussu, 2000: 56).

Twenty years after the Lerner study, in the early 1970s Professor Kenneth Eapen, a mass communication scholar, conducted an intensive field study of media effects and potential for development in Zambia and Indonesia. He concluded that mass media may “create general awareness and facilitate development of appropriate attitudes” (Fisher, 2001: 54). Eapen’s position, however, was that mass media need to be augmented by ‘human interaction’ for the full impact to be realized decision-making.

2.2. Effectiveness of mass media in agricultural technologies

In 2003, three researchers, Chris Garforth, Yadar Khatiwada and David Campbell conducted a study on communicating research to support knowledge interventions in agricultural development: case studies from Eritrea and Uganda. Using questionnaires and household surveys with farmers in eastern Uganda, the researchers found out that 63 percent of subsistence and 80 percent of semi-commercial farmers have heard information on improved agricultural technologies on radio. They concluded that the Plan for Modernization of Agriculture (PMA) messages had sank to the rural areas because of radios, which have helped to change people’s attitudes about the technologies to adopt and new crop varieties to grow. The study, however, did not specify whether the media was the only factor that influenced farmers’ decisions.

Emphasizing the importance of knowledge transfer via radio, Garforth et al. concluded: “Information and knowledge from outside a social system can make an important contribution to agricultural and rural development...Information coming from outside the area can bring fresh ideas, awareness of new opportunities” (Garforth et al., 2003: 1). Their findings were presented at the Development Studies Association Conference in Glasgow, September 10 – 12, 2003.

The findings by Garforth et al. corroborate an early 1950s study by Daniel Lerner, a political science professor at the Massachusetts Institute of Technology, in the US. In that first major comprehensive survey titled *The passing of traditional society*, Lerner examined the degree to which people in the Middle East (Turkey, Jordan, Syria, Lebanon, Iran and Egypt) were exposed to national and international media, especially radio. The study concluded that contact with the media helped the process of transition from a ‘traditional’ to a ‘modernized’ state.

In rural development, information and knowledge are two significant factors. Local knowledge provides different ideas for agricultural as well as other changes. The information brought to the area contains fresh ideas, and introduces new opportunities. Knowledge obtained from a specific research can motivate thinking and practices. All the five external and one internal catalyst of social change, which were identified by Figueroa *et al.* (2002) have the stimulus of new information or knowledge at their core. Neither knowledge is being “transferred” to potential users, nor are the outputs of specific research being “taken up” by farmers and other land managers (Garforth and Usher, 1997; Garforth *et al.*, 2003). Among the mass media, informal education, radio and television have a specific value. Due to their vast use, the media are among the best educational and cultural instruments. Based on their educational requirements different countries can take advantage of radio and television in terms of informal education. On the other hand, the lack of specific research in this field as well as the obligation and commitment of Iran to the World Session of Information Society (WSIS, 2005), which aims at applying information and communication technology in all parts and areas including villages and agricultural affairs, makes conducting this study inevitable.

Nowadays, access to education, information, knowledge, and communication plays a vital role in the individual and social life as well as human development and inclination towards growth. As a pre-requisite of knowledge, information, recognition and awareness are among the most efficient factors in reaching human development (WSIS, 2005).

Ekoja (2003) has mentioned that the information sources in different aspects of agriculture for the farmers are radio and television, propaganda publication, daily farm newspapers, agriculture exhibitions, practical education, and consultation services, respectively. Jenkins and his colleagues (2003) have conducted a study about the information technology used by the farmers of North California. Based on this research, newsletters were found to be the most important way of collecting information about major issues in agriculture.

In Uganda, the studies conducted by Arokoyo (2003) showed that although video, radio, and television are the major sources of information for the farmers of this country, in the case of establishing the foundations, it is also possible to use other developed equipment.

Canada as an advanced country, considers radio as a noticeable medium in parallel with its technological improvements in the field of agriculture. The production of radio programmes

on agriculture has been the prime concern of Canadian radio and television organization (CBS) for about half a century (Khatoonabadi,1995).

Those village dwellers in USA who have little or no participation in social meetings and rarely use mass media, will meet their information needs through radio programmes (Kelsey and Hearne, 1955). In Sri Lanka, under the supervision of a common programme between UNESCO and the government, radio is used as a link between people and the Internet. In this activity, in addition to gaining information from various sources, such information is broadcasted for those who do not know English. They provide the information requested by people and deliver to them.

There are also rural information banks that provide requested information to those who need them (Emadi,2003).

Radioprogrammesincludeawidediversityofmiscellaneousprogrammes.Oneofthe most popular programmes is “At the Service of the Fatherland” embodying music, news and debates on rural issues (Khatoonabadi,1995).

Radio is a powerful communication tool (Chapman*etal.*,2003) that has also proved to be the most effective media in promoting agriculture and development in rural areas (Nakabugu,2001). Radio and television are the most effective tools in communication for the support of development (Hussain,1997).Radio is acknowledged as the most important medium for communicating with the rural populations of developing countries(FAO,2001). The purpose of the current study is to determine the role of radio on the enhancement of farmers’ agricultural knowledge.

2.3 Challenges

Since the mid-20th century, ‘development’ has become a term synonymous with ‘growth’, ‘modernisation’, and ‘social change’ (Mattelart & Mattelart, 1998: 36). These concepts, which are most often applied to the ‘Third World’, have been at the centre of many scholarly studies. But researchers have not been able to agree on a single definition of development – perhaps because of the diverse nature of the notion (Fisher, 2001; Sparks, 2001; Waisbord, 2001).

I agree with some scholars who contend that the meaning of development in one part of the world may be different from that of another area. This is because each country is considered peculiar in its own physical environment, culture, natural resources, and general way of life (Fisher, 2001; Servaes et al., 1996). Of course there are some similarities (common features) here and there, but each country remains unique in its own setting.

The best definition of development, for this thesis, is taken from Servaes et al. (1996), who see development as “a multidimensional process that involves change in social structures, attitudes, institutions, economic growth, reduction of inequality, and the eradication of poverty” (Servaes et al., 1996: 82-83). In olden fashion, development meant the poor countries imitating the ‘developed West’, and abandoning ‘traditional’, ‘barbaric’ or ‘uncivilized’ technologies and cultures in favour of the ‘modern’ Westernised ones (Thussu, 2000). Latter scholars coined the term ‘another development’, which calls for satisfaction of needs, endogenous self-reliance, participatory democracy and life in harmony with the environment – now popularly known as sustainable development (Servaes, 1999; Servaes et al., 1996; Waisbord, 2001).

One agrees with Servaes (1999) that ‘development’ is one of the oldest and most powerful of all Western ideas about social progress or lack of it. It can be traced to as far back as the works of 19th century philosophers such as Condorcet, Comte, Durkheim, Saint-Simon, Spencer and even Karl Marx (Servaes, 1999: 19).

During the late 1940s and 1950s, development thinkers viewed the problem of ‘underdevelopment’ or ‘backwardness’ in the ‘Third World’ as something that could be solved by importing the technologies, and mechanical or human skills from the West – mainly Europe and the United States of America – to the ‘poor’, ‘undeveloped’ countries (Mattelart&Mattelart, 1998: 36; Sparks, 2001; Thussu, 2000). This approach, which became the dominant paradigm until the 1970s, looked at development as a linear top-down process (Mattelart&Matterlart, 1998). So the opinion and knowledge of the local people from areas where such ‘developmental’ programmes were channeled, were hardly sought, especially during design or planning stage of such projects. Soon such programmes failed or had minimal success. This prompted the development implementers to realize the need to gather local views because, as noted earlier in the opening paragraphs of this chapter, an outside view of a society’s ‘development’ may be very different from an assessment done by the

society itself; and different parts of the world were/are endowed with different cultures and natural resources (Servaes, 2001; Thussu, 2000).

Fisher (2001: 52) looks at development as “the material and spiritual quality of human life.” Most modern-day scholars and development agencies concur that for whatever type of development to be achieved, all aspects that affect the welfare of human beings must be taken into consideration (Sparks, 2001). Many development theorists now look at it from the point of view of the universal human rights benchmark, as enshrined in the United Nations (UN) Universal Declaration of Human Rights (UDHR), which was adopted on December 10, 1948 by the UN General Assembly. This covers everything that is good for the life of a human being.

In summary, despite all the different definitions, development must be viewed as any ‘good’ change for a better life of any human being. We look at the different faces of development in the following sub-themes.

Development and Culture

The concept of culture has a very broad meaning. Just like the disagreement over what development itself means, scholars have often come up with different definitions of culture (Fisher, 2001). However, there is a common thread that runs through all the different definitions of culture, which is that culture is viewed as the deposit of knowledge, beliefs, experiences or shared meanings about symbols, signs, values, attitudes, hierarchies, religion, timing, roles, concepts of the universe, and material objects and possessions through individual and group striving (Hyde-Clarke, 2006; McQuail, 2001; Servaes et al., 1996; Sparks, 2001).

It includes the way we eat, live or dress. In general, culture is the social setting in which a certain ‘reference framework’ has found its basis or is ‘institutionalised.’ This then becomes the determinant of the way people within a particular community interact or communicate with each other, or with people from a different setting (Hyde-Clarke, 2006; Waisbord, 2001). Culture is not static; it can change over time. That is why some scholars, like McQuail (2005) view it as a process, and believe that passing on of “cultural heritage is one of the main functions of mass media” (McQuail, 2005: 97). Culture also can refer to “texts and symbolic artifacts that are encoded with particular meanings by and for people with particular identifications” (McQuail, 2005: 113). Servaes et al. (1996) elaborate: Under the concept of

culture, we mean material and immaterial aspects of a certain way of life, passed on and corroborated via socialization processes (e.g. schools, media, church) to the members of this society. This process is never linear...it is sporadic and ubiquitous and transcends geographical and 'cultural' boundaries. (Servaes et al., 1996: 87).

The cultural context of a given place is very important during communication or information for development. Change within any society depends in part on the members' willingness to abandon certain cultural traits in favour of new ideas or ways of life (Hendy, 2000). That is why scholars view culture as a significant factor in any process of development, and the media as agents of cultural evolution. There is an obvious correlation between the media and culture, and as McQuail puts it, "every aspect of the production and use of mass media has a cultural dimension" (McQuail, 2005: 113).

Capital Development

Almost all human beings need money, jobs, cars, bicycles, household utensils, food, houses, roads, telephones, radios, hospitals, and other tangible goods and services to make life better. In the development discourse, increase or growth in any, or all, of the physical things that boost the human living standard and interactions among people, is given a generic term of 'capital development' (Servaes et al., 1996).

The level of capital development in any given village, country, region or society determines to what extent that community's way of life changes (Norris & Zinnbauer, 2002; UNDP, 2005). The type of food they eat, the standard of schools their children go to (if any), the quality of water they drink, their dressing styles, medical services, life expectancy at birth, the level of 'access to the outside world', and so on, are all determined by the amount of goods and services available to them (Servaes et al., 1996). At the same time, capital development itself may be heavily determined by the cultural attitudes of a group of people within a particular region. Cultural and capital development is thus closely knit.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter is focused on the procedures that followed in conducting the study. It gives details regarding research design, population of the study area, sample and sampling techniques, a description of data collection instruments used, as well as the techniques that were used to analyze data.

3.1. Research Design (change sense from present to past tenses)

The design was flowed from the objectives, questions or hypothesis being addressed by the researcher and the methods used to collect data were those which have the greatest practical utility in obtaining the information required. The research design was descriptive. It means that the researcher described what practices exist in current situation according to level of study. Descriptive studies are non-experimental researches that describe the characteristics of a particular individual, or of a group. This deals with the relationship between variables, testing of hypothesis and development of generalizations and used the theories that have universal validity.

3.2 Data collection

The primary data that were used for this study was collected from the respondents through the administration of a well-structured questionnaires. The questionnaire was structured in line with the objectives of the study such that it contains open ended and closed ended questions.

3.3. Population of the study

Ten farmers were selected randomly from each of the 12 wards in the study are to make up a total number of 148 (persons considered as a targeting population) farmers as sample size.

3.4. Sample size determination

Descriptive statistics such as frequency, tables, percentage, mean, rating of effectiveness (effectiveness index) and Chi-square was employed for the analysis. Rating was done by

means of ranking of the mass media by the respondents on a scale of 1-4 with 1=most effective, 2=effective, 3=less effective and 4=not effective. Effectiveness is the extent to which the respondents have benefitted immensely from mass media in terms of agricultural technology. Effectiveness in this context of study is the ability of mass media in relating the agricultural innovations to farmers. Chi-square analysis was used to test the hypothesis.

This sample size were determined using Slovine's formula. The formula takes into account the amount an error that can be tolerated by the study; the aim is to maintain sufficient scientific rigor, reduce sampling errors and increase the possibility of drawing generalizations from the findings as stated below:

$$n = \frac{N}{1 + N(e)^2}$$

Where; n = sample size number
 N = total population
 e = constant of 0.05

$$n = \frac{148}{1 + 148(0.05)^2}$$

$$n = \frac{148}{1 + 0.37} = 108.02 = 108 \text{ respondents}$$

3.5. Data Collection Instruments

3.5.1 Questionnaires

The researcher used questionnaires while in the field. The questionnaires are advantageous because the respondents would fill them at their own convenience and were of appropriated simple procedures. Semi- structured questionnaires were developed and pre-tested prior to final sampling. According to Amin (2005), questionnaires are advantageous for researchers because information can be obtained fairly, easily and the questionnaire responses are easily coded.

b. Reliability:

According to (Mugenda, 1999); reliability; is a measure of the degree to which a research instrument yields consistent results or data after repeated trials. To ensure reliability of the research instrument, a Cronbach alpha test were computed as a measure of scale reliability to determine the consistency. 30% of the questionnaires were used to measure scale reliability and consistency.

3.8. Ethical considerations

Permission to conduct the study was sought from the department of social science and humanities of Kampala International University which was accompanied by letter of introduction. Also permission were provided from the local authorities where the study was conducted. All the data were handled with confidentiality and only codes were used instead of names to ensure anonymity. During the interviews with the respondents, the research assistants would ensure that there is adequate privacy to allow the respondents express their opinions without fear.

CHAPTER FOUR

DATA PRESENTATION, DISCUSSION AND INTERPRETATION

4.0 Introduction

The focus of this chapter is the presentation and description of the findings of the study under the role of media on agricultural development in Uganda, a case study of OmulimiAsinga, Bukedde TV. The Bio-data responses were analysed using frequencies and percentage distributions as indicated in table1 and data got from the objectives were analysed by using SPSS between the variables.

4.1 Socio-economic characteristics of the respondents

Table1: Socio economic Characteristics of the Respondents

Socio economics characteristics	Frequency	Percentage
Sex	64	59.3
Female	44	40.7
Age		
41-60	36	33.33
61-80	18	16.67
Marital status		
Single	41	38
Married	67	62.03
Household size		
2-5	27	25
6-9	66	61.1
10-13	15	13.8
Level of education		
Secondary	45	41.67
Tertiary	35	32.41
Arabic	14	12.96
Religion		
Christianity	31	28.7
Farming experience (years)		
11-15	34	31.5

16-20	16	14.8
21-25	7	6.5

Source: Primary data, 2016

The variables considered under the socio economics characteristics of the respondent as presented on table1 are sex, age, marital status, house hold size, level of education, farming experience and religion. The result showed that 59.3% of the respondents are male while 40.7% are female. This implies that men were more into farming business than female in the study area. This could be due to the fact that majority of the respondents are Muslims (71.3%) where the religion restrict women only to household jobs. The practice of “purdah” (women seclusion) is a common practice in the study area. The table further revealed that most of the respondents (83.33%) fall between 20 and 60years of age. The mean age was 38 years. This indicates that most of the respondents were adults and fall within economically active age group.

Besides, most of the respondents were within the age defined by FAO (1992) as economically productive in population (16-64years).Such group is most likely active in farming and tends to develop more interest in sourcing for agricultural technology through the mass media. 62.03% of the respondents are married while 38% are single. Adamu (2005) had reported that about 90% of Ugandan populations are engaged in agricultural production processes of various types regardless of their marital status.

However, it could be deduced that since majority of the respondents were married, it is expected that they will source for agricultural technologies through the mass media to increase their productivity and enhance their income. In term of educational level, 41.67% and 32.41% had secondary and tertiary education while equal number of respondents (12.96%) had primary and Arabic education. Farmers’ education generally has been found to enhance production among food crop farmers, apparently resulting from their efficiency in using new production technologies(Ani, 2006).

Methods of using these new production technologies are demonstrated through the use of mass media. More educated farmers are typically assumed to be better able to process information and search for appropriate technologies to alleviate their production constraints.

The belief is that education gives farmers the ability to perceive, interpret and respond to new information much faster than their counterparts without education. The farming experience

showed most of the respondents had farmed for a reasonable number of years as would enable them to be a breast with the use of mass media as sources of agricultural information. The farming experience of farmers to a large extent affects their managerial know-how as well as the use of various extension methods including mass media methods (Ani,2006).

4.2 Available mass media and their accessibility to the respondents in the study area

Table 2: Distribution of respondents according to available mass media and their accessibility to the respondents

Mass Media	Frequency	Percentage(%)
Radio	50	46.3
Television	32	29.6
Telephone	12	11.1
Internet	8	7.4
Print media	6	5.6
Total	108	100

Source: Primary data, 2016

The availability of mass media and their accessibility to the respondents determine the extent to which the farmers obtained agricultural technology through the mass media. Table two showed that five mass media such as radio, television, telephone, print media and internet are available in the study area. Radio and Television with 46.3% and 29.6% were found to be more available and accessible to the respondents, followed by telephone (11.1%). Internet and print media were found to be less available and accessible to the respondents with 7.4% and 5.6% respectively.

4.3 Sources of agricultural information through mass media

The major source of agricultural innovation to the respondents through the mass media was radio (Table 3).

Table3: Distribution of respondents based on major sources of Agricultural information through different mass media

Sources of Agric. Information	Frequency	Percentage(%)
Radio	65	60.19
Television	30	27.78
Telephone	7	6.48
Internet	6	5.57
Total	108	100

This accounted for 60.19% of the respondents. This result agree with the findings of Ani (2004); Buba (2003); Fadama (2005), Ogunbameru (2001),Aniand Baba (2009) who expressed that radio cuts across the literacy barriers required in books, newspapers, journals, bulletins, pamphlets etc. Radio in essence of ten does not require higher educational qualification or back-ground to be effective. Even the pastoralists who are often physically inaccessible (to many other mass media, including electronic media) and who live in low population densities can be mobilized at the same time with radio any where without necessarily interfering with their daily activities at homes or in fields. Hanif (1992) and Ali (1994) also found that radio was the major source of information in educating farmers regarding recommended agricultural practices. Also, Munyua (2000); and Craig (2001) found that rural radio was successful in delivering agricultural information to a target groups.

The table also showed that 27.78% of the respondents got their agricultural innovation through Television. This also agrees with Muhammad and Garforth (2001)findings that interpersonal communication among farmers was extremely lacking and radio was the major source of agricultural information followed by television. Nwachukwu and Odoemelam (2004) had found in their study that television viewing in developing countries is growing rapidly and has great scope for timely research and action.

Telephone and Internet served as source of agricultural information to about 6.48% and 5.57% of the respondents respectively. Abu Hassan et.al., (2009) found that people in the rural areas still hesitant to use the advance technology that are available to them. For example, in term of agriculture website surfing, Shaffrilet.al. (2009)haveconcludedthattheagro-basedwebsitessurfingamongtheruralcommunityisatalow level.

Rural community seems reluctant to use the advance technology such as internet to receive agriculture information. Results of this study is not surprising as it is in tandem with what have been done by Abu Hassanet.al.(2009); and Samahet. al. (2011).Abu Hassanetal. (2009) for example have demonstrated a few reasons why people are reluctant to use advance technology such as internet and among the reasons are do not know the benefits of the advance technology, do not have skills or expertise in using the advance technology, lack of time spent on ICT and difficulties in using ICT.

4.4 Effectiveness of mass media to the respondents

Effectiveness is the extent to which the respondents have benefitted immensely from mass media in terms of agricultural technology. Effectiveness in this context of study is the ability of mass media in relating the agricultural innovations to farmers.

Table4: Distribution according to the effectiveness of mass media by the respondents

Effectiveness of mass media	Frequency	Percentage
Most effective	28	25.9
Effective	36	33.3
Less effective	34	31.5
Not effective	10	9.3
Total	108	100

Source: primary data, 2016

Table 4 showed that 90.7% of the respondents claimed that mass media was effective in the dissemination of agricultural information while only 9.3% affirmed that mass media was not effective. The findings agreed with that of Aniet. al. (1997) which stated that mass media methods in agricultural information dissemination generally, are useful in reaching a wide audience at a very fast rate. They are useful as sources of agricultural information to farmers and as well constitute methods of notifying farmers of new developments and emergencies. They could equally be important in stimulating farmers' interest in new ideas and practices (Aniet.al.1997).Mass media are important in providing information for enabling the rural community to make informed decision regarding their farming activities, especially in the rural areas of developing countries (Lwoga,2010).

Table5:Chi-square test of significance of the effectiveness of mass media

Rating	Rank	F _o	R+f _o	Tot.o	F _e	f _e -f _o	(f _e -f _o) ²	(f _e -	Tab.value@1%
Most effective	1	28	29	57	52.2	24.2	585.64	11.0	
Effective	2	36	38	74	67.7	31.7	1004.89	15.0	
Less effective	3	34	37	71	65.0	31.0	961	15.0	
Not effective	4	10	14	24	22.0	12	144	7.0	
Total		108	118					48	16.64

Statistical analysis

The Chi square test of significance of the effectiveness of mass media on table 5 showed that the calculated chi square value of 48(X^2 statistics) was greater than the tabulated value of 16.27(X^2 critical) at 0.01 percent level of probability. Thus, the null hypothesis (H_0) which says the use of mass media is not effective in the dissemination of agricultural technology among the respondents is hereby rejected and the alternative hypothesis (H_A) accepted. This showed that mass media is effective in the dissemination of agricultural technologies to farmers in the study area.

4.5 Challenges met from the utilization of mass media as sources of agricultural technologies in Uganda

Information contained in table 6 present data on factors that militate against effective utilization of mass media as sources of agricultural technologies in the study area. Table6: Distribution of respondents according to problems encountered in getting information through the mass media

Types of problems	Frequency	Frequency
Illiterate	8	7.41
Low income level	17	15.74
Lack of credit facility	28	25.92
Inadequate/ erratic power supply	55	50.93
Total	108	100.00

Source: primary data, 2011/6

The factors are illiteracy, low income level, lack of credit facilities, and inadequate/erratic power supply. Erratic power supply formed the core constraint in the study area with 50.93%.

However, the erratic power supply to some of the electronic mass media outfits in the study area could be a big handicap to their effective utilization by farmers. Lack of credit facilities accounted for 25.92%.

Shelly and Costa (2000) also indicated lack of credit facility and lack of resource availability as the main constraints which are being faced by rural peoples involved in the agricultural development programme in Bangladesh. More or less similar results were also observed by Raju et.al. (2001), Sadaf et. al. (2005) and FAO (2001). Low level of income constituted 15.74% of the factors. This could be largely attributed to high cost of television sets which may be beyond the reach of the farmers. The percentage of illiterate farmers was very low 7.41%. This category of farmers may not understand most agricultural information through the mass media.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of the study, it can be concluded that majority of the respondents are male, married, age between 20-60 years, possessed secondary and tertiary education and are experienced in farming. The study also concluded that radio, television, telephone, print media and internet are available mass media in the study area, but radio and television were more available and accessible, hence serves as the major sources of agricultural

innovation to the respondents. Mass media offer effective channels for communicating agricultural messages, which can increase knowledge and influence behaviour of the intended audience.

Broadcast media

Have the ability to disseminate information to large audiences efficiently; the radio can be a particularly important channel. Since the radio plays a more important role in public education, producers should be familiar with the latest and newest programme structures to be able to meet the needs of people by employing appealing methods. Based on the research findings, the farmer's literacy level plays an influential role in the extent of his/her use of available media.

The relevant institutes and organisations should provide appropriate opportunities for the development of formal and informal education in a move to decrease illiteracy levels in rural communities. Generally, the use of mass media in the dissemination of agricultural technologies was found to be effective in the study area. Besides, mass media such as Telephone, Internet and print media were not fully utilized by the respondents in the area.

5.1 Recommendations

However, to provide better access and improve the effectiveness of mass media in the dissemination of agricultural technologies for agricultural development in the study area, the following recommendations were made:

- (i) Programs concerning agriculture should be broadcasted in local languages as much as possible and efforts must be taken to guarantee that the airing times are suitable.
- (ii) Adequate announcement of the agricultural programme on the radio and television before the kickoff of the programme will keep the farmers abreast and enable them to plan their time to listen to and watch such programme.
- (iii) Formation of radio rural farmers or listening group among the farmers should be encouraged.
- (iv) The erratic power supply from Power Holding Company of Uganda (PHCU) should be improved significantly if mass media especially electronic mass media is to perform its roles effectively.
- (v) Similarly, there is also a dire need to create awareness on the use of computer to promote computer literacy for uplifting internet use. Governments at all levels and private sectors should provide computer centres where farmers can surf internet to obtain latest agricultural technologies at minimum cost.
- (vi) Finally, the educational level of the study area should be increased and farmers should be encouraged so as to be able to get benefits from printed material.

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APPENDIX I:
QUESTIONNAIRES

Dear respondent,

This questionnaire is intended to explore further findings concerning the role of media on agricultural development in Uganda, a case study of Omulimi Asinga, Bukedde TV, it is for academic purposes only and your assistance will be deeply appreciated.

Instruction

Please tick (✓) in the box that most accurately reflects your view.

SECTION A: DEMOGRAPHIC INFORMATION OF RESPONDENTS

1. Gender

_____ Female

_____ Male

2. Age

_____ 20-25

_____ 26-35

_____ 36-41

_____ 42-56

_____ Above 56

3. Marital Status

_____ Married

_____ Unmarried

_____ Divorced

_____ Widow

4. Level of Education

_____ High School

_____ Diploma

_____ Bachelor

_____ Masters

5. Occupation

_____ Civil Servant

_____ Business person

_____ Private Sector worker

_____ Civil Society worker

_____ Others

6. Employment Status

_____ Full time Job

_____ Part time Job

Notice: These questions are to indicate the extent to which you agree with the following statements. Tick the right number corresponding with each item.

Response Mode	Ranging	Interpretation
Strongly Agree	4	Very Good
Agree	3	Good
Disagree	2	Fair
Strongly Disagree	1	Poor

Section A: themajorsourceofagriculturalinformationtofarmersthroughmassmedia

Distribution of respondents based on major sources of Agricultural information through different mass media				
Radio	1	2	3	4
Television	1	2	3	4
Telephone	1	2	3	4
Internet	1	2	3	4

News paper	1	2	3	4
Community rumors	1	2	3	4

Section B: the effectiveness of mass media in the dissemination of agricultural technologies

Distribution according to the effectiveness of mass media by the respondents				
Most effective	1	2	3	4
Effective	1	2	3	4
Less effective	1	2	3	4
Not effective	1	2	3	4

Section C: factors militating against effective utilization of mass media as sources of agricultural technologies

Distribution of respondents according to problems encountered in getting information through the mass media				
Illiterate	1	2	3	4
Low income level	1	2	3	4
Lack of credit facility	1	2	3	4
Inadequate/ erratic power supply	1	2	3	4

How do the media make campaign on agriculture.....				
Talk show	1	2	3	4
News	1	2	3	4
Documentaries	1	2	3	4
Features (stories)	1	2	3	4
Columns	1	2	3	4

APPENDIX II: TIME FRAME WORK

SCHEDULES	January	FEB.- 16	MARCH 16	APRIL- 16	MAY-16	JUNE-16
Starting writing the proposal						
Doing library research						
Doing field research						
Compiling the data collected						
Editing the report work						
Handing in of the final report						