

The Impact of Broadcast Media on the Promotion of Human Rights in Uganda A case Study of Kashenshero Sub County Mitoma District

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Abstract: *The goal of broadcast media is to disseminate information that will benefit society. The aim of this study was to look into the role that broadcast media plays in the dissemination of information regarding the development of human rights in Uganda, to look into the factors that prevent broadcast media from trying to report on these issues there, and to look into the connection between broadcast media and the human rights situation in the Kashenshero town council Mitoma district. The study used a media systems interdependence paradigm, which contends that access to information impacts people's cognition, emotions, and behavior. There were 178 participants in the study consisting 8 sub-county administrators, 14 politicians, 8 parish pastors, 40 village leaders, 82 area citizens, 6 Ruhinda FM journalists, and 20 members of the civil society group. Data from Kashenshero sub county officials, civil organizations, political leaders, and cluster sampling on journalists of Ruhinda fm were gathered using purposeful sampling. Data was gathered, analysed, and recorded using statistical software, and the results were displayed as tables with frequency and percentages using SPSS and STATA. The results of the study showed that broadcast media has an impact on the promotion of human rights in Uganda and that there was a negative relationship between the two variables. The study recommends that total freedom of the press is a fundamental human right. Authoritarianism of the media seems to hinder the operations of the press to, mass media should be objective, fair and accurate for these are the ethical issues in their operations of which they should abide, by these the credibility and confidentiality in the media will be enhanced.*

Keywords: broadcast media, human rights and media

Background to the Study

The idea of human rights has developed as one of the world's most current issues since the founding of the United Nations (UN) and the subsequent publication of the Universal Declaration of Human Rights (UDHR) in 1948. The first international instrument to recognise the protection and progress of human rights as a duty to be upheld by both individual and collective states was the UN Charter, which was approved in 1945. (Langley, 1999). According to Smith (2007), the adoption of the charter was largely conducted to prevent a repeat of the terrible incidents that led to the two devastating world wars, which were brought on by egregious violations of human rights and uncontrolled violations of territorial integrity.

The state has generally been viewed as the primary actor in the promotion and preservation of human rights, in addition to the UN's efforts². Unfortunately, states frequently violate the rights of the people whose rights they are supposed to safeguard, according to Hakemulder et al (1998). It should be mentioned, nonetheless, that while the state is primarily accountable for defending human rights, other society elements, such as corporations, are also involved (Addo, 1999).

Information resources alter people's cognition, emotions, and behavior, according to the media systems dependence theory (Ball Rokeach (2003). It is apparent that mainstream press perceptions influence matters like human rights cases, when egregious violations and abuses are noticed and rejected by the public. Deflear (2017). (2017). Broadcast media has influenced people's views toward the promotion and maintenance of human rights through supporting local and global movements and addressing a wide audience with messages. This interim communication channel increases social ability to organize people all through the globe to denounce abuses and transgressions of human rights (Wright. C. 2004).

There is no recognized idea of what constitutes a human right. Perhaps because people are involved

The idea of human rights is now widely accepted around the world, and media report on human rights infractions (Nickel, 2007). Human rights are generally moral rights calmed by everyone and held against everyone, especially against those who run social institutions (Orend,2002)with the advent of the united nations(UN) and subsequent adoption of universal declaration human rights (udhr) in 1948,the concept of human rights has turned out to be one the most contemporary issues across the global. The un charter, which was adopted in 1945, was the first multilateral commitment to recognize that governments individually and together have an obligation to safeguard and advance human rights (Langley, 1999).

According to Smith (2007), the adoption of the charter was mainly accomplished to prevent a repeat of the horrific events that led to the two catastrophic world wars, which were brought on by atrocious infringements of human rights and unrestricted violations of territorial integrity. Thus according Mcquail (2005), mass media is an organized method of communicating to lots of people quickly and openly over great distances. The general public is kept updated about current affairs in society by a collective medium of communication called the media.

Problem statement

The UN has created a number of international human rights agreements to act as "shared standards of success for all people." However, the 1990s saw a widespread rise in the number of violations of human rights (Ramos et al., 2000). Non-state actors may directly participate in these violations or indirectly when they provide their consent to them. Non-state actors, such as individuals, groups, and continuous or intermittent organizations, pretend to be perpetrators, defenders, or intermediaries. Because journalists sometimes do not even take a comprehensive approach when reporting on human rights abuses, it is noteworthy how important it is for the media to pay attention to human rights. The media constantly fails to modify its broadcast policy to include human rights programs, even in the absence of such violations. The media agenda is characterized by the encouragement of financial benefit over societal well-being. For instance, according to Lustgarten and Debix (2005), the media's desire for, flashy attention grabbing and ratings climbing image or story causes them to be interested in topics that are of interest to the wider community because they are unable to follow events in detail.

Specific Objectives

1. To investigate the effect of broadcast media in dissemination of information on the promotion of human rights in Uganda.
2. To investigate the Factors militating broad cast Medias against human rights coverage in Uganda.
3. To examine the relationship between broadcast media and the promotion of human rights in Kashenshero town council Mitoma district.

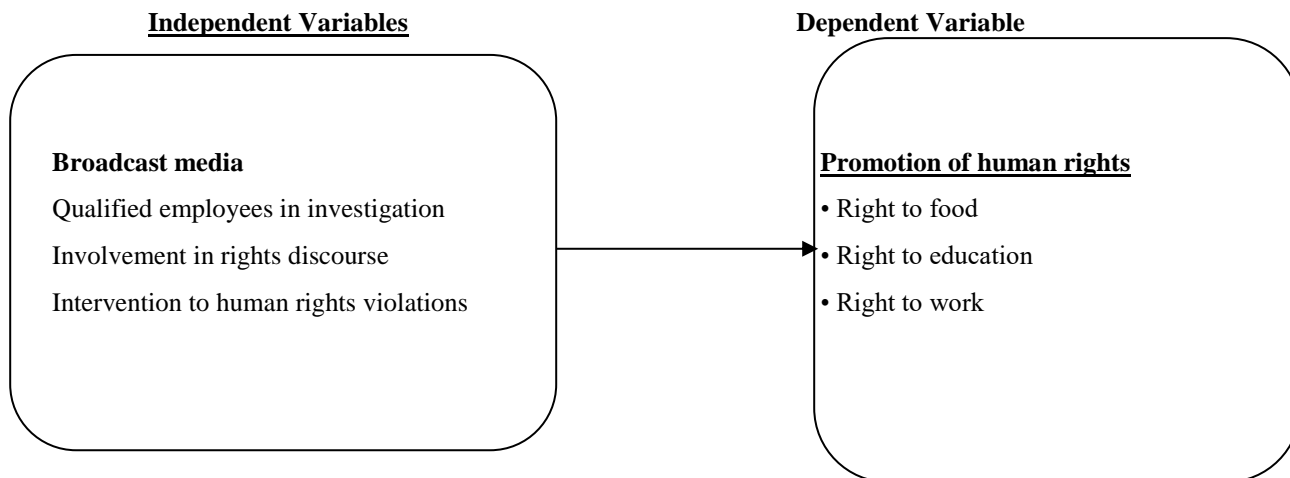
Research questions

1. What is the effect of broadcast media in dissemination of information on the promotion of human rights in Kashenshero town council Mitoma district?
2. What are the factors militating broadcast Medias against human rights coverage in Kashenshero town council Mitoma district?
3. What is the relationship between broadcast media and the promotion of human rights in Kashenshero town council Mitoma district?

The Conceptual Framework

The conceptual Framework shows the Interconnection between the studies of research variables which are indeed the research objectives For the purpose of this research, the independent variable are the Activities of broadcast medias in Uganda whereas the independent variable of the study are the activities in promotion of Human Rights.

Figure 1 conceptual frame work



METHODOLOGY**Research design.**

A study design is a blueprint for the prosecution's technique (Kothair2004). Both qualitative and quantitative research techniques were utilized in the cross-sectional research design that the researcher employed. The cross sectional design was adopted because it was less expensive, took less time, and collected data at a single moment in time compared to other methods. It permits the gathering of data from a large group of individuals and compares variances between them. It snaps a picture of a condition at a particular point in time (Elliot 1996). **Sample size Determination**

Sampling is the process of choosing a sample of the population to represent the full population (Lo Biondo-Wood and Haber 1998: Polit and Hungler 1999: 95). There have been 178 respondents in the sample, comprising 8 sub county administrators, 20 civil society organization officials from the sub county, 8 parish chiefs, 40 village leaders, 6 reporters from Ruhinda FM, 11 sub county political figures, and 110 members of the local populace. As the sample volume increases indefinitely, the sample mean converged into a genuine population parameter, though originally the sample size was biased. As the sample size increased more and more, the bias began to decrease, and this was known as asymptotic biasness.

Sample size and sampling techniques**Table 1** showing sample size and sampling technique

CATEGORY	SAMPLE SIZE	SAMPLE TECHNIQUE
Political leaders of the sub county	14	Purposive sampling
Official of the civil society organization	45	Purposive sampling
Citizens of the sub county	110	Simple random sampling
Journalists of Ruhinda FM	10	Cluster sampling
Village leaders	55	Cluster
Sub county administrators	8	Purposive sampling
Parish chiefs	8	Purposive sampling
Total	250	

Source and method of data collection

Sources include both primary and secondary source.

Primary source of data

The primary sources of data were the questionnaires given to respondents.

In terms of oral verbal answers, this was presented as oral verbal stimulus. To gather as much data as possible, both formal and unstructured interviews were used.

Second-hand information

This data was obtained from internal sources within the sub-county, including Ruhinda FM, the Human Rights Commission, the Kashenshero Town Council, the Mitoma District, police records that were made straight from records kept, management reports, operational manuals from the sub-county, and external sources like text books, research reports, newspapers, and internet research, as well as from policies and laws.

Data Collection methods

These included both primary and secondary methods

Primary method

Primary method included interviews, questionnaires and discussions.

Interviews

A person or a group of people are interviewed at a time throughout interviews, which are forms of person-to-person verbal contact. Interviews were employed because they have the benefit of ensuring more information, clarification, and the capability to record respondents' facial expressions (Amin 2005). Additionally, they allow a researcher the chance to examine some of the problems that were overlooked by other instruments but were still deemed important for the study. The sub county officials, civil organization officers, local leaders, and inhabitants were the main groups to be questioned.

Questionnaire.

Both open-ended questions were used by the researcher to gather relevant information about the improvement of human rights at Kashenshero Town Council Mitoma District.

Citizens were free to express their viewpoints in reaction to open-ended questions, while the researcher aimed to elicit particular responses in reaction to closed-ended ones. Two pieces of an originally meant on how human rights are managed were prepared for the research's objectives. The first step was to gather data on the age groups, departments, positions, genders, levels of education, and lengths of employment of political leaders, civil society organizations, and village leaders. Understanding the demographic factor that affects the promotion of human rights at Kashenshero Town Council was facilitated by the questions, according to Mitoma district.

DATA ANALYSIS

Introduction

This section presents and discusses the findings on the effect of broadcast media on the promotion of human rights using a case study of Kashenshero town council Mitoma district. The first part discusses the background information of the respondents however the guiding objectives of the study were: to investigate the effect of broadcast media in dissemination of information on the promotion of human rights in Uganda, to investigate the Factors militating broad cast Medias against human rights coverage in Uganda and to examine the relationship between broadcast media and the promotion of human rights in Kashenshero town council Mitoma district.

The study targeted 148 Kashenshero sub county Mitoma district. The main respondents were Kashenshero sub county administrators, politicians, and parish chiefs. The study used questionnaires to collect empirical data from the obtained sample size. This chapter presents the instrument return rate, demographic information of the respondents and findings to the research questions.

Findings from questionnaire data

This section presents the data obtained through questionnaires. The data consist of both quantitative and qualitative aspects as described earlier. Quantitative data is obtained from closed-ended questions while qualitative data is obtained from open-ended substantiations of selected responses. Quantitative data were analyzed statistically using tables and data recorded as frequencies and percentages.

Instrument return rate

The researcher administered 148 questionnaires to the respondents. During data collection, a researcher collected 138 (93%) questionnaires as a response rate. A response rate of 50% is adequate for analysis and reporting, a response rate of 60% is good and

a response rate of 70% and above is excellent (Mugenda and Mugenda 1999). However on the collection of data a researcher obtained an excellent response rate.

Table 2 showing return response rate

participants	Questionnaires administered		Questionnaire returned	
	Frequency	Percentage	Frequency	Percentage
Sub county administrators	8	100	8	100
Politicians	14	100	14	100
Parish chives	8	100	8	100
Village leaders	55	100	40	73
Local masses	110	100	82	75
Journalists of Ruhinda FM	10	100	6	60
Official of the civil society organization	45	100	20	44
Total	250	100	178	

Source: primary source

From table 2, the response rate was excellent for the study (Mugenda 1999). This response rate was realized since the researcher personally visited and collected questionnaires herself from the respondent and build confidence with the respondents on the purpose of the study.

Respondent’s demographic data

The researcher sought to get an insight on the respondents’ characteristics. These characteristics include gender, age group, marital status and education back ground.

Gender distribution of respondents

The researcher sought to establish the gender of the respondents for effective understanding of the respondents and to avoid miss interpretation of the results by the single sex. This is represented in table 3 below.

Table 3 showing respondent’s gender

Gender	Sub county administrators		Politicians		Parish chiefs		L.C 1 leaders		Kashenshero town council local masses	
	f	%	f	%	f	%	f	%	f	%
Male	6	75	9	64	7	88	32	80	51	64
Female	2	25	5	36	1	12	8	20	29	36
Total	8	100	14	100	8	100	40	100	80	100

Source: primary source

According to table 3, the male response rate was high, and a good response rate was reported. 8 (67%) of the male participants from the sub-county were politicians, 6 (60%) parish chiefs, 19 (61%) LC. 1 leaders, and 49 (63% of the local populations). This response rate indicates that men make up a majority of leaders and participants in developmental activities in Kashenshero Sub County. According to the response rate, there is more gender inequality when parish chives are elected when no female response is received.

Response on the age group

The researcher sought to establish the age group of the sub county administrators, politicians, parish chiefs, village leaders and local masses. The results are shown the table 4 below

Table 4 showing age gap of respondents

Age group	Frequency	Percentage
18-30	14	8
31-40	42	23
41-50	89	50
51-60	14	8
61 and above	19	11
Total	178	100

Source: Primary Source

Table 4's age demographics of respondents reveals that in Kashenshero, sub county leaders, lawmakers, village leaders, and locals are in the 41–50 age group (or 50%), followed by the 31–40 age range (or 23%), and the 61–plus age range (or 11%). This indicates that material about authentic and confidential social elements of the respondent's age is anticipated. The results include factor related to all age groups as each age group was represented.

Answer regarding educational level

The researcher aimed to determine the education level of the respondents among the Kashenshero sub county local populace, parish chiefs, village leaders, Kashenshero sub county politicians, and administrative officials. The results are shown in table 5 below.

Table 5 showing respondent’s education level

Educational level	Frequency	Percentage %
O Level certificate	27	15
A Level certificate	35	20
Tertiary certificate	20	11
Diploma	45	25.3
Degree	47	26.4
Masters and above	3	1.7
No response	1	0.561
Total	178	100

Source: primary source

From table 5 above, degree is presented as an important factor since it is presented with the highest frequency 47 (26.4%). This is followed by the diploma presenting 45 (25.3). This is followed by A level certificate holders with 35 (20%). From the above it proves that Kashenshero sub county considers education in most of the activities conducted in the sub county.

Respondents by Marital Status

The marital status of the respondents was analyzed and findings presented in 6

Table 6 presenting marital status of respondents

Marital status	Frequency	Percentage
Married	132	74.2
Single	41	23
Divorced	4	2.2
Widowed	1	0.6
Total	178	100

Source: primary source

In relation to educational level, It was revealed that the majority of the respondents were married 132 (74.2%) followed by those who were single 41 (23%). The number of those who were divorced stood at 4 (2.2%) while the widowed were 1 (0.6%). From the above it proves that Kashenshero sub county considers education in most of the activities conducted in the sub county.

Effects of broadcast media on dissemination as information in promoting human rights

This was the first objective of the study. This objective gives results about the effects of broadcast media on dissemination of information in promoting human rights in Kashenshero Sub County. The researcher sought to establish the extent at which broadcast media disseminate information in regards to the promotion of human rights in Kashenshero Sub County. Their responses were as shown in table 7.

Table 7 response on the agreement of dissemination of information toward human rights promotion.

Broad cast media influences:-

Statement	Strongly agree		Agree		Neither agree nor disagree		disagree		Strongly disagree		Total
	f	%	f	%	f	%	F	%	f	%	
Younger children with the ability to distinguish fiction from reality.	79	58	38	28	19	14					
Freedom of expression	54	40	17	13	65	48					
Public opinion by setting the agenda in public	34	19	59	33.2	68	38.2	11	6.2	6	3.4	
Publishing or broadcasting human rights programs	124	91	12	9							

Source: primary source

Table 7 shows that 124 (91%) participants strongly agreed that broadcast media has an influence on publishing or transmitting human rights programs, whereas 12 (9%) participants disapproved. With a strongly agree rate of 79 (58%) and an agree rate of 38 (28%) and 19 (14%) answers of neither-agree nor disagree, the study nevertheless showed that broadcast media effects younger children's ability to distinguish fiction from reality. The third place belonged to freedom of expression, with 54 (40%) strongly agreeing, 17 (13%) agreeing, and 65 (48%) neither consented nor disapproving.

Though 68 respondents (38.2%) were neither in agreement nor disagreement, and 11 respondents (6.2%) disagreed, 34 respondents (19%) strongly agreed that the public should decide the agenda.

Factors militating broadcast media against human rights coverage

The second objective was to examine the Factors militating broadcast media against human rights coverage in Kashenshero Sub County. The researcher examined the factors against human rights coverage in Kashenshero sub county Mitoma district. The results are presented in the table 7 below

Table 8 showing factors mitigating broadcast media against human rights coverage

Factor	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Total
	f	%	f	%	f	%	f	%	f	%	
Inability of journalist to comprehend human rights	125	70	38	22	15	8					
Pressure to attract reader interests	78	44	51	29	32	18	17	9			
Inherent obligation to report every aspect of human rights	169	95	9	5							
Under reporting of human rights	111	62	63	35	1	0.5	3	1.5			

Source: primary source

According to data in table 8, 169 respondents (95%) strongly agreed that broadcast media had a responsibility to report all area of human rights; 9 respondents (5%) also highly agreed. While 111 (62%) highly agreed that there is lack of reporting on human rights, 63 (35%) agreed, 1 (0.5%) agreed nor disagreed, and 3 (1.5%) disagreed, 120 (75%) strongly agreed that reporters are unable to understand human rights. 38 (22%) agreed and 15% neither agreed nor disagreed. On the other hand hand, 78 (44%) of the respondents strongly agreed, 51 (29%) agreed, 32 (18%) agreed but did not disagree and 17 (9%) disagreed.

Broadcast media's role in the Kashenshero subcounty's support of human rights.

The third objective was to investigate the relationship between broadcast media and human rights promotion. The researcher sought to establish the relationship between broadcast media and human rights promotion. The respondents were requested to rate the extent of each relating to other. The results are shown in table 9 below.

Table 9 showing relationship between broadcast media and human rights promotion

Statement	Broadcast media	Human rights promotion	<i>d</i>	<i>d</i> ²

Strongly agree	65	64	1	1
Agree	78	76	2	4
Neither agree nor disagree	-	-	-	-
Disagree	35	35	0	-
Strongly disagree	-	-	-	-
Total	178	178	$n = 3$	$\sum d^2 = 5$

Source: Primary source

Table 9, shows the relationship between broadcast media and human rights promotion and the result is calculated using spearman’s rank correlation we get

$$p = 1 - \frac{6 \sum d^2}{n(n^2 - 1)}$$

$$p = 1 - \frac{6(5)}{3(3^2 - 1)}$$

$$p = 1 - \frac{30}{3(9 - 1)}$$

$$p = 1 - \frac{30}{3(8)}$$

$$p = 1 - \frac{30}{24}$$

$$p = 1 - 1.25$$

$$p = -0.25$$

From spearman’s rank coefficient indicates a perfect negative association of ranks.

Conclusions

The findings of the study revealed that broadcast media can affect the promotion of human rights according to the findings from the study. There is a no relation between broadcast media and the promotion of human rights in Kashenshero sub county Mitoma district.

The study acknowledges the contribution of broadcast media toward the promotion of human rights in Kashenshero sub county Mitoma district. The study findings indicated that broadcast media effects the promotion of human rights in Uganda and the study findings revealed that there was a negative correlation between the variable.

Recommendations

Without the media, the world could not exist. In order for the media to effectively perform its job as a watchdog, the following suggestions are made. Because the right to freedom of the press is a fundamental human right, the media should be given complete freedom. The media’s authoritarianism seems to impede press operations as well. The credibility and secrecy of the media will be enhanced by the media’s adherence to the moral standards of impartiality, impartiality, and accuracy in their operations. The analysis suggests that comprehensive press freedom is a fundamental human right. Media dictatorship threatens to impede press operations, therefore mass media should be unbiased, just, and accurate because these the ethical issues in their operations of which they should abide, by these the credibility and confidentiality in the media will be enhanced. Owners of media outlets should not be used as a tool in the hands of political warlords.

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