The Impact Of Government Regulations On The Media Performance In Uganda. A Case Study Of Nbs Television

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Abstract: The study was done to identify the actual involvement of media in the policy making process in Uganda. It was motivated by the need to assess the efficiency of Uganda's media strategy procedure, gauge raising attention of government media legislation, and determine the role of the media in the process. The research utilized a descriptive design and 150 participants who were carefully chosen from the original study target market as a sample. The major findings of the study were that, most of the regulations were compatible to satisfy diverse goals but the policies had a symbolic value and lack funds for implementation, the awareness level was low among the respondents, it was also found out that the contribution of the media in policy making process was low. Based on the research, it was advised that the government educate the public about the value of taking part in governance and that media owners ought to boost the time they spend discussing it in their shows. Government should provide advantages to those media proprietors who are making a commitment to the policy-making procedure. Government shouldn't meddle too much in the media's operations.

Keywords: **government regulation and media performance**

BACKGROUND OF THE STUDY

Journalism, according to Diksha Nautiyal (2020), is the process of obtaining, arranging, and disseminating through a number of venues. Journalism is regarded as a crucial component of the media sector. The history of journalism begins in Rome around 59 B.C. Communication has advanced significantly with the passage of time, from the distribution of news in various media to the covering of a wide range of topics and fields.

The Bengal Gazette, which was released on January 29, 1780, marked the official opening of journalism in India, according to Nautiyal (2020). Journalism in India began under colonisation. In the 19th century states with representational systems of government, Cooks (1998) recognised that the profession of journalism has been tightly linked to politics. Parties would frequently control the press. When the appropriate party came into power, a newspaper either directly represented that party or, in order to be financially viable, depended on the legal government printing and advertisement agreements of the local, state, and national gov't.

The distinction among market and condition company of media, or between private and public forms of broadcast television, according to Skogerbo (1997), conceals significant differences inside every category. For instance, due to the first amendment heritage, government interference in the news media is more constrained in the United States than in European democracies. Governments have been directly funding publications in Norway, Sweden, France, and Austria for a number of decades, particularly to support publications that provide in-depth political reporting but have limited brand knowledge. These regulations aimed to enhance public access to a variety of political opinions by halting the fall in newspaper circulation. There is no proof that news organizations receiving government funding are more inclined to refrain from criticizing the administration.

Statement of the problem

The majority of news and media coverage in Uganda is decided by the institutions' owners and administrators. These proprietors are in charge of the government's operations, and just like the ruling government, the keepers follow their orders. The administration of radio stations, as well as the numerous news editors and news program producers, may be among their rank and file. Any media outlet in Uganda must adhere to the policies of the current administration in order to safeguard its political objectives. Everyone has the right to liberty of expression and thought, including "press freedom" and other media," according to both national and international law. In a free and democratic society, restrictions on the aforementioned human rights are only permissible and objectively legitimate under specific conditions, such as threats to the government's safety or health (ICCPR, article 19(3); Article 43 of the 1995 Constitution of Uganda).

Research objectives.

1. To examine the effectiveness of media regulations making process in Uganda
2. To examine the level of awareness of government media regulations in Uganda.
3. To establish the contribution of media in regulations making process.

Research questions.

The relevant research questions related to this study are;

1. How effective is the policy making process in Uganda?
2. What is the level of awareness of government policies in Uganda?
3. What is the contribution of media on policy making process in Uganda?

Methodology

Research design

A case study design was applied to the first investigation. A case study research aims to offer facts about the nature and state of the scenario as it is at the point in time in order to characterize the current circumstances, events, or processes based on perceptions or reactions of the research respondents. The connections and behaviors that already exist, the ongoing attitudes and procedures, the repercussions that are already apparent, or the emerging trends related to improper disposal of waste were the focus of this study. A cross-sectional study was used in the research, and mixed methodologies (i.e., qualitative and quantitative designs) were employed. Both approaches were used in this research, for example, the qualitative research data were supported by statistical data.

Study Population
The study conducted in NBS TV Uganda located in Kampala District. The study population targeted complies of 150 respondents to whom the Sloven's formula was used to get the sample size.

Sample size and sampling design

The sample size included 150 respondents (locals) who were asked about a range of problems that the area faces. Purposive and quota sampling methods were used in the author's non-probability sampling procedure. This is due to the fact that the investigator purposefully selected respondents for purposeful sampling who, in his judgement, are regarded to be relevant to the research issue. Because the issue of conflict is not a modern development, the researcher is persuaded that his assessment is more crucial in this situation than generating a probability sampling method. As a result, in order to gather appropriate data, relevant participants must be chosen.

Research instruments

Questionnaire
Questionnaires were chosen because of its ability to reduce any bias and the collection of authentic data important for data analysis. The researcher used both closed ended and open- ended questionnaires aiming at getting underlying causes of poor waste management and seeks the local people's opinions on how the problem would be handled.

Data Analysis and interpretation
It should be highlighted that unprocessed field data is challenging to interpret. To ensure that the recordings were made accurately and with few errors, the preliminary information was submitted to quality evaluation. This involved editing, repeating interviews as required, coding, summarizing, classifying, and grouping related information, as well as analyzing data in accordance with the study's main concept. It was crucial to record quotes and observations made during the interviews, along with their sources or the interviewee's name. Whether they were filled out or not, every questionnaire needs to be examined.

Demographics of the emergent concerns were then determined, and it was displayed in a tabular format. Data processing and examination were ongoing, and descriptive statistics was to be done manually and, whenever feasible, using Microsoft Excel Spreadsheets.

RESULTS

Table 2: Sex of respondents.

Sex	Frequency	Percentage
Male	113	75
Female	37	25

Source; Primary data

The table 2 above shows the classification of respondents by sex. It reveals that a large number of the respondents 113 (75%) are male, 37 (25%) are female, this clearly shows that there is gender bias towards men in the study are. and also it is because men are easily accessible by the researcher.

Table 3: Age bracket of respondents.

Age bracket	Frequency	Percentage
19-27yrs	23	15
28-36yrs	27	18
37-45yrs	46	29
46-54yrs	52	35
55+yrs	2	1

Source; Primary data

The table 3 shows that the majority of the respondents belong to the age group of 46-54 constituting 35% it is followed by those in the age of 37-45 with 29%, followed by 28-36 with 18%, those in the group of 19-27 with 15% and then those in group of 50 and above with l%. This implies that most of the respondents are mature enough to make decisions regarding the government regulations which affect them.

Table 4: Marital status.

Marital status	Frequency	Percentage
Single	41	27
Married	98	65
Separated	6	4
Widow	5	3
Widower	0	0

Source; Primary data

Table 4 above shows that the majority of the respondents 98(65%) are married followed by 41 respondents constituting 27%. This implies that the majority mind about family and they were interested on those regulations which will help them to meet their ends.

Table 5. Educational level & of respondents.

Education level	Frequency	Percentage
Primary level	25	17
Ordinary level	27	18
Advanced level	54	36
Diploma	23	15
Graduate	21	14

Source; Primary data

The table 5 above gives the classification of respondents by level of education. A number of respondents 54 (36%) had completed advanced level, 27 (18%) respondents had completed ordinary level of education, It is observed from the above table that the distribution of respondents in terms of education is more or less evenly distributed implying that they should be interested to know the regulations of the government and how it affect them.

Table 5 EFFECTIVENESS OF THE MEDIA.

S/No.	Effectiveness of Media	Mean	Interpretation	Rank
5	Goals are compatible to satisfy very diverse groups	3.93	Very satisfactory	1
6	Many regulations have primarily symbolic value	3.8O	Very satisfactory	2

7	Government agencies have a strong vested interest in "proving" that their programmes have positive impact.	3.62	Very satisfactory	3
8	Heavy investments on regulations which do not work.	3.40	Satisfactory	4
9	Any serious study on regulations impact undertaken by a government agency would involve some interference with ongoing programmer's activities.	2.05	Fair	10
10	Lack of funds, facilities, time and personnel for implementations hinder procuress.	3.02	Satisfactory	5
11	Legislative and bureaucratic interests resist the effectiveness of regulations	2.07	Fair	9
12	Concentrated benefit with dispersed costs	3.05	Satisfactory	6
13	Incrementalism at work	2.09	Fair	8
	Average total	3.00	Satisfactory	7

The participants' perceptions on the press's efficacy in the regulatory process are shown in Table 5. It demonstrates that the government is making an attempt to create good rules, but the administration is ineffective. The mean ratings for adaptability of requirements to achieve various purposes and symbolic value of regulations were scored highly, with mean scores of 3.93 and 3.80, correspondingly. The participants provided low ratings to the statements that administrative interests have controlled the process of creating legislation and instrumentalism. With a mean score of 3, the efficiency of the strategy process was acceptable overall. To get the desired results, the government must make sure that the rules are properly applied.

Table 6 AWARENESS LEVEL.
Source of information

TYPE OF MADIA	FREQUENCY	PERCENTAGE
News paper	25	17
Radio	43	29
Television	23	15
Both	59	39

Source; Primary data

Table 6 shows the opinion of respondents regarding their source of information. It is observed that 39% of the total respondents get to know about the regulations through both the media, 29% through radio, 17°k through reading newspaper and television constitute only 15% of respondents. This implies that access to the media is not a problem to most of the respondents only that the media is not providing coverage for government regulations.

Table 7 awareness of government regulations

	Frequency	Percentage
Yes	82	55
No	68	45

Source; Primary data

According to the table above, 55% of people agree that they are knowledgeable of federal restrictions, while just 45% disagreed. This suggests that there is still much work to be done to educate people about the value of their input during the regulation process. It was also mentioned from the survey participants that only a small number of regulations, such as instructional and agribusiness policy initiatives, were known to them, while many other regulations either were revealed to them or discussed in the media. The majority of those surveyed also used FM radio and their leaders to express their ideas.

Table 8 has the media contributed on disseminating information regarding government regulations

	Frequency	Percentage
Yes	56	37
No	94	63

Source; Primary data

Table 8 above shows that majority of the respondents 63% disagreed with the statement that media has contributed in disseminating information regarding government regulations, other than news, much of the programs are just for entertainment.37% agreed that media has made a contribution in disseminating information regarding government regulations.

Table 10 CONTRIBUTION OF THE MEDIA

.SN0	Contribution of the Media		Interpretation	Rank
24	Enabled citizen to monitor and hold government to account for its action	1.90	Fair	7
25	Encouraged government responsibilities to citizen's demands	2.01	Fair	6
26	Raised awareness of social problems	2.50	Fair	3
27	Improved understanding of and support for government regulations and encourages citizen ownership of reform	2.10	Fair	5
28	Influenced political outcomes	3.07	satisfactory	2
29	Led to rapid and fairer economic growth	2.25	Fair	4
30	Led to better governance and dynamic civil society	3.40	Very satisfactory	1
	Average total	2.46	Fair	

Table 10 examines the role played by the media in the formulation of public policy. The respondents were given an argument to agree or disagree with, and the mean responses were calculated. Although the outcome reveals an average mean rate of 2.47, which was considered to be fair, it is obvious from the above table that the role of the media is extremely little. It has contributed more to influencing political results and administration (3.40), but not much to observing government functions and holding the government accountable (1.90). This is mostly due to the lack of media coverage of government rules and people's fear of being victimized by the administration.

Conclusion

authorities in Although media represents a pretty modest priority sector of the so-called "responsible government" agenda, the significance of media in the regulation process is becoming more widely acknowledged in international policy declarations. The function of the media in government is dispersed throughout a number of fields and frequently involves competing interests (including political science, communication, media studies, and development studies). Few contest the media's influence on governance connections and procedures, particularly their catalytic role in doing so, notwithstanding the relative undervaluation of this influence in development assistance: The deliberate use of political communication tools and procedures can help connect states with society, facilitate inclusive political systems, give "voice" to impoverished and marginalized communities, and enable citizen involvement and accountability mechanisms.

Recommendations for improving performance

If the guidelines created are to be of any use to the administration, citizens must actively participate in the overall process.

Due to either a lack of understanding or a lack of media involvement, it was revealed during this investigation that the regulation process has not been sufficient to address the needs of the population. The report offered the following suggestions in light of its findings;

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