

THE ROLE OF ELECTRONIC MEDIA IN PROMOTING HUMAN RIGHTS IN UGANDA

A CASE STUDY OF NTV UGANDA

BY

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DECLARATION

I hereby declare that this report own work and that, to the best of our knowledge and belief, it contains no material previously published by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due, acknowledgement has been made in the text and reference list.

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Sign

Date:

APPROVAL

This is to certify that this research report entitled the “**Role to television in promoting Human Rights in Uganda using NTV as a case study**” has been under my supervision and it is now ready for submission.

SUPERVISOR: SSEKUWANDA HENRY

Signature

Date

DEDICATION

I dedicate this report to my parents, sister and brothers who have contributed wholly and entirely to my education and who have tirelessly supported us in all aspects. May the Lord bless them.

ACKNOWLEDGEMENT

I acknowledge the good works of our supervisor who has guided assisted and enabled us to come up with a wonderful work.

I also take this opportunity to thank the Almighty God for the wisdom, among so many others that has enabled our group to complete this proposal.

TABLE OF CONTENTS

DECLARATION	i
APPROVAL	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
LIST OF ABBREVIATION	viii
ABSTRACT	x
CHAPTER ONE	1
INTRODUCTION	1
1.0 Introduction	1
1.1 Background to the Study	1
1.2 Statement of the Problem	2
1.3 Purpose of the Study	3
1.4 Specific Objectives	3
1.5 Research Questions	3
1.6 Scope of the Study	3
1.6.2 Geographical scope	3
1.6.2 Content Scope	3
1.6.3 Time scope	4
1.7 Significance of the Study	4
1.8 Conceptual Framework	5
CHAPTER TWO	6
LITERATURE REVIEW	6
2.0 Introduction	6
2.1 The Historical Approach to the Mass Media	6
2.2 The Concept of Human Rights Promotion	7
2.3 The Roles and Responsibilities of Media in the Promotion of Human Rights in Uganda	9

2.4 Importance of promoting Human Rights	11
2.5 Challenges on the Media Role in the Promotion of Human Rights in Uganda	
Media as an institution and journalists face several challenges both from the government of the country where they functions and from their own organizational system on their effort in the promotion of human rights (Hunt, P 1990).....	14
CHAPTER THREE	17
RESEARCH METHODOLOGY	17
3.0 Introduction.....	17
3.1 Research design.....	17
3.2 Study Population.....	17
3.3 Sample Size	17
Table 3.1 showing sample size	18
3.4 Sampling Procedure.....	18
3.5 Data Collection Methods and instruments	18
Interview guide.....	18
Questionnaires	18
3. 9 Data Analysis.....	19
3.10. Ethical Consideration	19
3.12. Limitations of the Study	19
CHAPTER FOUR.....	20
ANALYSIS, PRESENTATION AND INTERPRETATION OF RESEARCH FINDINGS	20
4.0 Introduction.....	20
4.1 Findings on the demographic characteristics of the respondents.	20
4.1.1 Findings on the gender of respondents.	20
Figure 1: showing gender of respondents	20
Table 1: Showing the gender of the respondents	20
4.1.2 Findings on the marital status of respondents.	21
Table 2 showing marital status of respondents	21

4.1.3 Findings on the age group of respondents.....	21
Table 3 showing the age group of respondents	21
4.1.4 Findings on the level of education of respondents.	22
Table 4 showing the level of education of respondents.....	22
4.2 Findings on the roles of Electronic Media in promoting Human Rights.....	23
Table 5 showing the roles of Electronic Media in promoting Human Rights	23
4.3 Findings on the challenges facing media in human right situations	25
Table 6 showing the challenges facing media in human right situations.....	25
CHAPTER FIVE	27
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS	27
5.0 Introduction.....	27
5.1 Summary of Findings	27
5.1.1 Findings on the roles of Electronic Media in promoting Human Rights.....	27
5.1.3 Findings on the challenges facing media in human right situations	27
5.1.3 Findings on the means through which media can be used to promote human rights in Uganda	28
5.2 Conclusion	28
5.3 Recommendations	28
REFERENCES.....	30
QUESTIONNAIRE	31

LIST OF TABLES

Table 1: Showing the gender of the respondents	20
Table 2 showing marital status of respondents	21
Table 3 showing the age group of respondents	21
Table 4 showing the level of education of respondents.....	22
Table 5 showing the roles of Electronic Media in promoting Human Rights	23
Table 6 showing the challenges facing media in human right situations.....	25

LIST OF FIGURES

Figure 1: showing gender of respondents	20
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ABSTRACT

The study was conducted on the topic entitled the role of electronic media in promoting human rights in Uganda, a case study of NTV Uganda; it was later guided by the following objectives; to find out the role of electronic media in promoting Human Rights, to find out the challenges facing electronic media in human right situations and to establish the means through which media can be used to promote human rights

The research strategy utilized a case study design. A case study research intends to present facts concerning the nature and the status of the situation, as it exists at a time of the study and to describe the present conditions, events or systems based on impressions or reactions of the respondents of the research. The study used a sample size of 50 respondents that were selected from staff members of NTV Uganda which include, news reporters, news anchors, news editors, presenters, camera men, departmental heads among others

Questionnaires; This method was applied to the journalists who are accessible and nearer to researchers. The questionnaires were designed in strategic way comprising of both open and close ended questions. Open ended questions required the respondents to write responses they want

According to table 5, findings showed that most of the total respondents strongly agreed that Electronic media hosts human rights activists, findings showed that most of the total respondents strongly agreed that electronic runs video advertisement fighting for human rights, findings showed that most of the total respondents strongly agreed that electronic media has programmes that fight for and promotes human rights, The studies concluded that ways of media at NTV Uganda include; provision of press release advertising different brands, airing political and social talk shows etc. this study leaves among other tools, holding workshops, workers retreats, training workers, provision of leave days. Promotion, timely appraisal and use of thanks to well performers at the organization especially during every year end.

It is recommended that legislative review is taken in to consideration. Especially, the Mass Media and Access to Freedom of Information Proclamation and Antiterrorism Proclamation imposes an excessive fines and rigorous punishment on journalists and media institution owners for minor violations of the provisions

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter presents the background of the study, problem statement, objectives of the study, research questions, scope of the study, justifications and significance of the study and conceptual framework.

1.1 Background to the Study

Advocates of human rights firmly believed that the vision proclaimed in the Universal Declaration of Human Rights and subsequent human rights treaties could never be realized in practice without widespread knowledge and popular support. The idea is that abuse can only be overcome by information made possible through freedom of expression, freedom of the press and the rights of members of the society to seek receive and impart information (Bagala, 2012).

Promotion of human rights, however, is habitually associated with the effort of some countries and the UN to create awareness about human rights through different means. The methods include diplomacy, publishing reports and statements, conditioning access to trade or aid on human right improvements, economic sanctions, and military intervention. These efforts add a real power to the international human right system. However, to the ordinary people of the world these efforts do not provide adequate personal information to human rights (Donald, 2003).

Without freedom of information and active involvement of the electronic media, which considered to be the primary sources of information for the majority of ordinary people in the world, these actions of the international community are less understood or known by the society (Lyengar, 2007).

The electronic media plays a significant role in order to steer governments on the right path on effort to protect, enforce and promote human rights. Sometimes, traditional free speech or freedom of expression arguments assume that the main concern is an individual in particular the 'of speakers to express their opinion to others. However, there are overwhelming

arguments to extend freedom of speech to the mass the Electronic Media (Kahnand Cannell 2007).

The electronic media provides readers, listeners, viewers with information and the range of ideas and opinions which enable them to participate actively in a political democracy and educate them about their basic human rights.

The relationship between press freedom and freedom of speech is even sometimes considered to be equivalent. They have broadly the same meaning. Freedom of speech can simply refer to the speech freedoms of the electronic media owners, journalists and editors (Kahnand Cannel, 2007)

The incontestable power of the electronic media and its watchdog position as a fourth branch of government has been proved in many instances (Kro snick, J., 2010). Numerous human rights isolations have been revealed by the electronic media and the concepts of human rights have had the public through the electronic media which in return informed many to promote and change information's about international human rights law.

Ugandan the electronic media endeavor to inform Ugandans on political, economic, social, health, cultural, educational, scientific, religious, ecological, and sporting events in the country and abroad. Occasionally, the electronic media outlets try to encourage open and free discussion by allowing citizens to express their viewpoints (Lugalambi, 2010). But in general, news the electronic media organizations are mismanaged and overwhelmed by cronyism and bribery, and used by accusations of inciting violence.

1.2 Statement of the Problem

Journalists often fail to adopt a comprehensive approach in reporting human rights abuses. Even in The absence of such abuses, the media often fail to formulate their broadcast policy to incorporate human rights programmes. The prioritization of profit-making over societal wellbeing dominates media agenda. For instance, Lustgarten and Debix (2015:364)

Journalists, particularly those reporters in the conflict are such Uganda especially Kampala are of the most poorly paid professionals in the country. Most journalists do not have an employment contract, and many work under a “name for work” policy receiving only a byline as pension. Some the electronic media houses employ relatives or prefer to recruit unqualified in order to pay low salaries,

taking advantage of a labor market with no standard minimum level wage. The low wages partly explain the poor performance and incessant disregard of journalism ethics. The electronic media workers are killed in Kampala in most cases they are killed in bomb car accidents (Hammersley, 2007).

Therefore, the researchers puts the issue of promoting human rights in Uganda especially Kampala and how Ugandan the electronic media can show their towards promotion of human rights with the help of NTV Uganda.

1.3 Purpose of the Study

Purpose of this study was to establish the role of the Electronic Media in promoting Human Rights in Uganda.

1.4 Specific Objectives

- i. To find out the role of electronic media in promoting Human Rights.
- ii. To find out the challenges facing electronic media in human right situations
- iii. To establish the means through which media can be used to promote human rights.

1.5 Research Questions

- i. What are the roles of electronic media in promoting Human Rights?
- ii. What are the challenges facing electronic media in human right situations?
- iii. What are the means through which media can be used to promote human rights in Uganda?

1.6 Scope of the Study

1.6.2 Geographical scope

The study covered NTV Uganda which is one leading TV stations in Uganda, located on Kintu in Central Division, Kampala District.

1.6.2 Content Scope

The study helped to identify the role of Media taking NTV Uganda as the case study, and use to show the importance of promoting human rights and the relationship between NTV and Human rights in Uganda.

16.3 Time scope

The study was carried out for a period of three months from October to January, 2021

1.7 Significance of the Study

Academicians

The field of Mass Communication will educate and inform the public and also perform the role of agenda setting which makes mass media audience to consider as important any issue which the media concentrate on.

This research will make a contribution by highlighting the intricacies of media's involvement in promoting human rights.

Media houses and NTV

This study will be hopefully, demonstrated the role of NTV in the promotion, protection and enforcement of human rights in Uganda. This way, the research will reveal the flaws and weaknesses of NTV and the government towards the full realization of human rights in Uganda. The NTV organization and other concerned bodies to take corrective measures will assist in encouraging and strengthening the electronic media to play effective role in the promotion rights in Uganda.

The measures will be taken in this regard will ultimately to benefit individual citizens and the public at large in building an informed society that has a strong human rights culture and respect for one another.

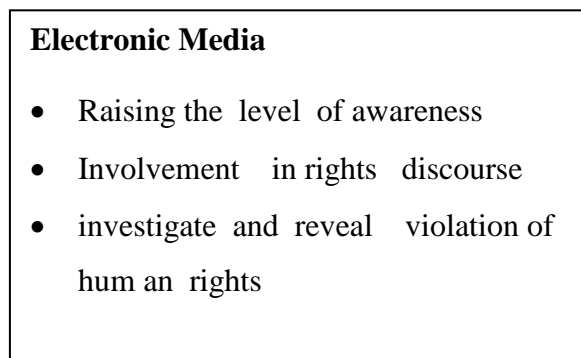
Human Rights Commission and NGOS

This study will be importance to the field of human rights because it will help in proposing a strategy for human rights programmes to stand a chance of being given priority in an era when different media programmes are vying for attention.

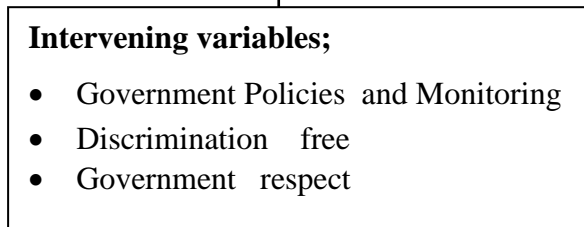
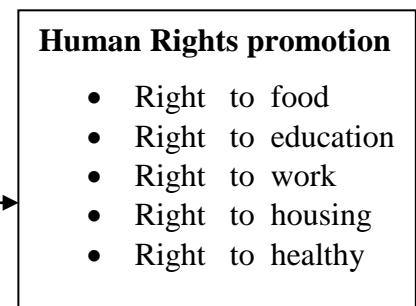
The study will also provide a viable strategy for engaging in human rights activism through the act of reporting on human rights issues.

1.8 Conceptual Framework

INDEPENDENT VARIABLE



DEPENDENT VARIABLE



Source: Kylene (2013) and modified by the researchers

Independent variable in this case is the role of media in Human Right Promoting taking Uganda as our case study and these include; raising the level of awareness on issues which impact the livelihoods of individuals, involvement in rights discourse due to serious rights violations taking place in the context of armed conflicts, investigates and reveal violation of human rights, it does not prioritize or to privilege human rights issues of others. The dependent variables are; right to food, right to education, right to work, right to society security, right to housing and right to healthy; this measures the rights of people that have to be practiced by the authorized organization however these attributes are influence by government policy monitoring, discrimination free Government respect which are referred to as intervening variables. Both the variables are, however, intervened by factors like; government policy, monitoring discrimination free, government respect and many others.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter focuses on what scholars have written in the field of mass Media, it discusses the communication theory and NTV-Uganda from the historical perspective. It then looks at mass Media as an agent of power and concludes by looking at human rights and Media while focusing on national and international legislations and how freedom of expression is guaranteed legally by these instruments; limitation clauses are pointed out in this chapter as well.

2.1 The Historical Approach to the Mass Media

Rostow and Hagen modernization theorists in historical times argue that the Media is a powerful channel of diffusion and powerful tool for political, economic and social development. In another perspective, Schramm view Media 'to create the empathetic mobile personality and promote economic consumption and political participation that development required' (Lerner, 1958 in Mohammad. di et al (1995). Lerner saw that Media development was a secular trend of global importance, the assumption being that traditional societies did not possess distinct or elaborate systems of communication (p.29). His argument puts in context, another theoretical lens that had been developed by the colonialist where instead of focusing on independences of most African states, modernization and technology was reshaped to create dependency syndrome. Therefore, more efforts were put towards Media imperialism and cultural synchronization in most African states. Uganda situation with the Media provides an illustration that is derived from Lerner's perspective of Media development (Lerner, 1958 in Mohammadi 1995).

Scholars Mohammad et al (1995) put this in context when he looks at Media nas part of the structures of any government that is in power; he points out that, this can be authoritarian or democratic states, developed or underdeveloped. Perhaps, Ugandan government attempts to control NTV Uganda through ownership either directly or through politicians, businessmen and private individuals who subscribes to the ideology of the ruling party exemplifies Mohanimadi's view.

In a separate spectrum, Altschull reinforces the historical view through his four theories of press in his book 'Agents of Power' (1984). Most notably that, Media can be looked at as a mechanism of resistance to the government that is in power. An illustration of how the Ugandans are using the

Media to resist what is termed as 'bad governance and policies' by the ruling government. The Opposition and the Civil Society Organizations (CSO) are on the fore front of this while the ruling government does it in counteraction way.

Studies point out that the current Media environment in developing countries are far better than in 1960s; almost every rural Community is accessing at least one form of Media as a way of accessing information. Media has therefore remained central in informing people about the socio economic and political development in all countries around the globe.

Harold Lasswell (1948, 1950), a Professor of Communication at Yale University argues that Media plays an important role in modern society; he mentions 'surveillance of the environment, correlation of part of society to respond to environment, and transmission of social heritage from one generation to the next' (cited in Severin J.W. and J.W. Tankaro 1997:355). While, Charles Wright (1959) adds on entertainment as the fourth (ibid) while, Smith adds on dissemination of government policies and providing information to the people (2010:292). Mass Media therefore informs and provide news and information to the people (p. 16). In Uganda all the functions are carried out well with the exception of functions related to reporting political issues. Attempts by Media to report on critical political development in Uganda has always met stiff censorship by way of harassment, intimidation and threats (HRNJ, 2010).

To relate further the issue of Media and power, Altschull (1984) in his book 'Agent of Power' looks at Media as an agent of power by arguing that an independence Media cannot exist and that the press and Media are agents of those who hold social, political and economic power (cited in Severin et al 1997). He looks at the three models of press to include the market (capitalist) model, the communitarian (social) model and the advancing (less accurately, developing countries) model. He concludes by saying that the content of the news in the Media always reflect the interest of the donors who fund it and therefore, the press practices always differ from theories (Altschull 1984, p.440-441). This view is relevant in Ugandan situation because, the ownership has always determined the content of the news just like this theory and scholar puts it.

2.2 The Concept of Human Rights Promotion

The promotion of human rights can be defined as education, training and information aiming at building a universal culture of human rights through the sharing of knowledge, imparting of skills and molding of attitudes directed to (Amnesty International, 2011):

The strengthening of respect for human rights and fundamental freedoms; The full development of the human personality and the sense of its dignity;

The promotion of understanding, tolerance, gender equality and friendship among all nations, indigenous peoples and racial, national, ethnic, religious and linguistic groups;

The enabling of all persons to participate effectively in a free and democratic society governed by the rule of law; The building and maintenance of peace; The promotion of people-centered sustainable development and social justice.” Creating awareness about the existence and the promises of international human rights law

The obligation to promote and ensure the enjoyment of human rights is the prime responsibility of States, thereby conferring on states responsibility for the human rights of individuals. Many human rights are owed by States to all people within their territories. Basically, under international human rights law, states have specific obligations to respect, protect, and fulfill the rights contained in the different human rights treaties.

Failure to perform these obligations constitutes a violation of such rights. A UNDP practice note details these obligations, which help understand the obligation of States in the protection of human rights (Human Rights House Network, 2010):

NGOs are commonly known for their activities on the education and training human rights. They usually, among other activities, train the society on human rights issues, orientation and training courses for civil servants, including judges, prosecutors, lawyers, Media professionals, prison staff, police and security personnel. In addition, NGOs are known for their approach for using the Media to get their message across. Mostly, they sponsor human rights programs, train Media professionals and support the Media in logistic and expertise for human rights advocacy works (Human Rights House Network, 2010).

In addition, to its partnership with NGOs, the Media itself is known for its activities in the promotion of human rights. The activities of the Media in circulating human rights and related information on the radio, newspapers, television and other mass Media; drama, sports, artistic and cultural events has proved to be effective way of reaching the population often cut off from human rights discourse. This activity of the Media facilitates efforts of the state to promote values, beliefs and attitudes that encourage individuals to uphold their rights and those of others. Promotion of human rights makes an

essential contribution to the prevention of abuses and conflict and helps create a society in which all persons are valued and respected just because of their humanity (Sekaggya 2010).

Without a widespread culture of human rights, even democracy is not by itself guarantee of respect of human rights. It is a general agreement that abuse can only be overcome by information made possible through freedom of expression. As observed by many writers, governments move slowly except under the pressure of opinion or events and that without an informed public the effort on behalf of human rights would lose its most important factor. This observation concludes that the only way governments was to pressured to fulfill their obligations under human rights instruments is when they have inhabitants informed about the existence of human rights and the promises it held for everyone (UBOS, 2012).

Indeed, an essential prerequisite for the realization of human rights is popular awareness and support for the universally accepted human rights norms and standards by each and every individual. Therefore, promoting human rights at a national level is the most effective option to the full realization of international human rights law. One of the greatest paradoxes of the progress of human rights thinking is that many prominent governments, who adopt human rights treaties basically, consider human rights as only relevant for other countries. The promotion of rights by superpower, mostly, is a mere formality and poor member states have shown the inability to implement the rights of its people (Hannah Arendt, 2009).

2.3 The Roles and Responsibilities of Media in the Promotion of Human Rights in Uganda

Media, while playing its role as the agent of information shares information at broader level that actually raises the level of awareness on issues which impact the livelihoods of individuals and their role in society. In recent years, it has become visible that Media is considering human rights news and coverage worthy. The Media has become interested not only in violation of human rights but also in the institutional apparatus that has been designed to protect and to promote human rights (Shafqat, 2010).

The primary reason, for the growing interest of the Media on human rights is because many governments and international institutions have integrated human rights principles in to their policy frame work. Consequently, the human rights discourse and the human rights law influence directly public policy and diplomatic relations in a ways not the case until the end of the cold war. As Media is interested in such matters, human rights have become frequent topics of Media coverage (Shafqat, 2010).

The Media got involved more and more in human rights discourse because of some of the most serious human rights violations taken place in the context of armed conflict or have been an immediate cause of conflict erupting. The Media, throughout its history, has paid its close attention to war and internal armed conflict. With the concept of human rights more familiar, the Media has found it interesting to investigate and reveal violation of Human Rights (John H., 2008).

The question that occurs repeatedly is, if human rights are news in their own terms or whether they are news only when they are associated with other news. Media professionals always claim they do not have inherent obligation to prioritize or to privilege human rights issues over others. The question for them is always, whether or not human rights issues are newsworthy that will interest their audiences. The decision of whether or not to go with a story may define an attitude of the Media organization towards human rights.

Though, the Media is always digging human right violations and covering activities in relation to human rights, this does not lead to the conclusion that Media have a legal obligation to cover and report or promote human rights to the public. This is because, international human rights law places all the legal duties on states and creates few or no private duties. In other words human rights are drawn vertically, not horizontally (John, 2008).

Therefore, there is no legal ground to argue that the Media has an obligation to promote human rights. Accordingly, as practice shows, the Media mostly involve in human rights and related issues when they are associated to other factors, like internal conflict, war or diplomatic and political matters. However, there are two main points that are worth mentioning in at this point. First of all, at the international level, most large Media organizations are government owned. This means, states, as duty bearers of international human rights instruments have the obligation and the opportunity to use the Media as a vehicle in their effort to the promotion and protection of human rights.

Second, it is important to note that everyone has a moral responsibility to engage actively in the enforcement, protection and promotion of human rights.

The preamble of UDHR, for instance, claims this moral obligation by stating that every individual and every organ of society has to keep the declaration in mind and shall strive by teaching and education to promote respect for the rights and freedoms provided under the declaration.

2.4 Importance of promoting Human Rights

The protection of fundamental human rights was a foundation stone in the establishment of the United States over 200 years ago. Since then, a central goal of U.S. foreign policy has been the promotion of respect for human rights, as embodied in the Universal Declaration of Human Rights. The United States understands that the existence of human rights helps secure the peace, better aggression, promote the rule of law, combat crime and corruption, strengthen democracies, and prevent humanitarian crises.

Makes people aware of their rights, expose its violations and focus attention on people and areas in need of the protection of human rights and pursue their case till they achieve them.

Working in public interest, a sensitised, independent and responsible media helps develop a real democratic and responsive society through public awareness for promoting a culture free of religious intolerance, sectarian and ethnic divide, insecurities, injustices, economic deprivation, discrimination against women, children, minorities, farmers, consumers and other disadvantaged factions of society. In a conflict zone such as the North East Region of India, the role of media as an upholder of human rights cannot be over-emphasised when various forces inimical to the nation's interest are in operation here. In public interest and in the spirit of democracy the media is honour-bound to bring to the people and uphold their right to information the thought process of those inimical forces trying to destabilize the country (Ansah, P.A.W. 1985). Doing this it is no easy balancing job to be at the same time being also cautious in reporting information that could incite violence and excite people to support those forces. A journalist community sensitized on democracy and human rights strives to create a social order which prohibits killings, mutilation, kidnappings, torture, humiliating and degrading treatment either by the outside forces or the administration (Balikuddembe, B. K. 1992).

In a conflict zone, however, insensitivity to human dignity on the part of both the electronic or print media is occasionally noticed often in their urgency to report incidents of bomb blasts by insurgents, communal or any other violence as they happen. Commercial considerations for attracting more viewers to the TV channels or readers to newspapers also cannot be ruled out for sensational visual presentations ignoring the dignity of the dead. Visuals of gory dismembered victims of the explosions or riots with close ups are shown repeatedly not only offending the sensibility of the viewers, but also more so violating the dignity of the victims and the privacy of their families. The visuals possibly are shown with the good intention of arousing public protest and revulsion for such senseless violence, but the truth when shown insensitively loses its impact. Restrain and caution are

the watch words here when showing such visuals as absence of warning about them offend and shock the viewers.

Such visuals particularly have a negative Impact on children often confusing them, rob them of their innocence and create a fear psychosis Among them that their village, town or state is an unsafe place to live in (Barker, J, M. 2000).

Violent visuals have a further dangerous consequence of giving an unnecessary sense of bravado to the perpetrators of violence for continuing with their attacks as a show of strength. In the case of communal tension, violent visuals run the risk of instigating the base instincts even of the moderates in the warring communities to participate in violence against each other.

As journalists of both the print and electronic media have a social responsibility to maintain social order even as they report on issues of public interest, scribes have to be vigilant against themselves so that they do not instead become a cause of further violence or even spark discord among different communities through their irresponsible reporting (Blumler J, O. 1992). Though media is doing its job of bringing to light any violation of human rights and individual freedom, yet it can focus and be sensitised on the rights of the people taking up the cause of Protecting their Right to Know”.

Journalists being the most effective individuals to promote democratic norms and protect the right to know of the people, it is a sensitised journalistic community that can also monitor, report and help protect human rights (Donnelly J., 1999).

The media puts international and national human rights standards to practice by telling people everywhere what democratic and basic rights they have and how to claim and defend them (Heyns, C & Killander, M (eds) 2007). Well-informed and vigilant people insist on the effective measures to enjoy their basic rights of equality of status, opportunity, equality before law, social, economic and political justice and freedom of thoughts, expression, belief and faith. The media, whether electronic, print or on-line, as a public interest Entity helps people in attaining such rights by exposing all sorts of human rights violations (Hunter, D 'Life after Hardwick' 1992).

The Universal Declaration of Human Rights is the basic international manifesto that guarantees inalienable and inviolable rights of all members of human family. Countries that agree to this Declaration and other legal instruments on human rights are legally bound to bring national legislation, policy and practice in line

with the provisions set forth in these international instruments and to respect and ensure the rights and freedom of individual citizens (Stoddard, Tl 1992).

Though media is doing its job of bringing to light any violation of human rights and individual freedom, yet it can focus and be sensitised on the rights of the people taking up the cause of "Protecting their Right to Know". Working in public interest, it is only a sensitized, independent and responsible media that can help develop a real democratic and responsive society through public awareness for promoting a culture free of religious intolerance, sectarian and ethnic divide, insecurities, injustices, economic deprivation, discrimination against women, children, minorities, farmers, consumers and other disadvantaged factions of society (Fernand-Laurent, J 1988). Working journalists also need to ensure prompt, genuine and fair reporting on other thorny issues such as illiteracy, child labour, oppressive socio-cultural norms and lack of access to equal opportunities for all, besides environmental degradation (Heinze, E 1995).

Striving for prompt reporting and monitoring of the issues relating to democracy and human rights by enhancing extensive coverage on the two issues, the journalists are encouraged to raise voice against the atrocities and human right violations taking place anywhere. The newsmen reporting violations not only to their respective media be print, electronic or online should also report them to local administrations and the Human Rights Commissions for their onward submission to the high-ups to seek justice for victims (Ambert, et al. 1995).

Training on how to deal with news items of victims of rights violations would further go a long way in developing a sensitised journalist community on democracy and human rights related issues, particularly reporting on transparent election process, on HIV and AIDS issues, violence against women, commercial sexual exploitation and abuse of children, exploitation of farmers, minorities and consumers (Ankumah, E 1996).

Instances of violation of human rights is noticed in reportings about rape and molestation cases. By mentioning the name of the victim in the news copy adversely affects her dignity and future by the unwanted negative publicity. The name of the rapist

or aggressor, however, should by no means be left out as this is a deterrent for future aggressors (Herman, D., 2004).

Print or TV advertisements showing women as objects also covertly violate the human rights of women to dignity and honour. We often don't realise this. In an advertisement for a car what is the role of a female model seductively lying on the vehicle? The media here can help change the social mindset that objectifies the female gender and also remove the prevailing perspective of women as mere objects of male desire. .

Journalist associations and journalism schools can take proactive action by training and motivating journalists to deal with human rights and poverty related issues and help the people organize themselves so that they may work to develop their areas on self-help basis and attain the empowerment they need. Being relentless observers and monitors of human rights and democracy, journalists need to take care to ensure a rights based approach to reduce vulnerabilities, ensure fundamental rights of the people are promoted for peace, well-being and social justice of current and future generations. A media that reflects and shares the concern of society and the country on the important issues of the civil society and public interest also ensures protection of human rights and promotion of democratic norms. (Gloucester J., 1979)

2.5 Challenges on the Media Role in the Promotion of Human Rights in Uganda

Media as an institution and journalists face several challenges both from the government of the country where they function and from their own organizational system on their effort in the promotion of human rights (Hunt, P 1990).

Media's new role today is reporting, analyzing and commenting. It faces a challenge in playing the role in protecting human rights in the world. While playing this new role, there is risk of its misuse. For that self-regulation is the need of the hour. Journalists should set 'Laksbman Rekha' while reporting human rights violations. The main aim before the journalists should be to give facts but not in a maimer and with the purpose to create sensation and to arouse the sentiments of the people. Projection and language should be decent and civilised. Journalists should not add insult to inquiry. Media should refrain from giving statements and pictures that are flaring. Since media is the mirror of the society, care should be taken that the mirror is not hazy (Hunter, N; Michaelson 1992). For in instance in Uganda Kampala, 20th /September/2017; Police in Wadegeya

arrested and detained five journalists who were covering a press conference at Mulago Kubiri- a Kampala suburb, organized by youth activists-Youth Against Dictatorship protesting the constitutional amendment of the presidential age limit clause.

The journalists included, Akatuhurira Nelson and Livingstone Matovu both of 824 Television, Bulegeya Ronnie of Dream Television, Kyambadde Lawrence of Salt Media and Titus Jjemba of BBS Television "We were arrested and bundled onto the police pickup truck by officers under the command of a one Kasembeza and taken to Wandegaya Police Station," said Akatuhurira Nelson.

He further told HRNJ-Uganda that while at the police station, they were interrogated for about twenty minutes on who mobilized them to cover the press conference and why they give coverage to such people. The journalists were released without recording any statement.

"The police officers confiscated our gadgets but they were returned without deleting any information upon our release," Bulegeya informed HRNJ-Uganda. Adding that the Officer in Charge Wandegaya Police Station Assistant Superintendent of Police (ASP) Abwang Samuel warned them against covering such people and in the alternative inform them if they are to give coverage to such activities.

When HRNJ-Uganda contacted the Police Spokesperson Kampala Metropolitan Police Emilian Kayima, he confirmed the arrest but attributed it to an operational mishap by the field officers contending that the journalists were unconditionally released by the police when they identified themselves.

Article 102(b) of the 1995 Constitution of Uganda that is being sought to be amended is to the effect that a person does not qualify to contest for presidency if he/she is less than thirty five years (35) or above seventy five (75) years)

Those arrested include Abel Mucunguzi, Eddy Atwin, Mushinguzi, Johab Agaba, Eria Musoke, Nasser Nsereeko, Jackson Ssemwanga, Edward Luta, Edris Mutebi and Robert Ntambi, among others.

Journalists are often criticized to confuse issues on human rights because of inadequate understanding of the material they are covering. They have a

superficial grasp of the institutional apparatus of human rights. In addition, as evidenced by what they write or present, many journalists would be hard pressed to explain the specific human rights let alone the difference between the diverse mechanisms that exist to monitor adherence to human right treaties or even distinguish between humanitarian and human right law (Article 19, of the Media Law Act in the Ug Constitution, 2011).

Regrettably, especially in countries where the culture of democracy and human rights is young, only few journalists are able to identify with confidence even half a dozen of the basic rights supported by UDHR. Media is also considered to be less sensitive on specific human rights and, as a result, miss stories or dimensions of stories. Especially, economic, social and cultural rights, which are less visible and slow process by nature, are largely underreported because the Media still understand human rights synonym with civil and political rights. The importance of economic, social and cultural rights, including the international economy, poverty, inequality and social and economic discrimination is relatively ignored. This criticism applies particularly to Media coverage of issues that relate to their own governments or other powerful interests in their own societies.

Media is also held responsible not only for underreporting human rights issue but also for lack of an actual impact on human rights (Freedom House, 2011). In protecting and promoting human rights, the question is not only whether the public has the information but also to figure out what is done with this information. Media professionals claim that, it is not up to them to make sure what is done with the information circulated by them and argue that their only role is to obtain, verify and make news known (De Vos, P 1996).

The other main problem of the Media is lack of retroactive report especially when covering human rights violation. This is particularly true of covering conduct during wars.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The chapter will present the methods employed in data collection and analysis. It describes the research design, study population, sampling method, sample size, data collection tools, and data processing and analysis.

3.1 Research design

The research strategy utilized a case study design. A case study research intends to present facts concerning the nature and the status of the situation, as it exists at a time of the study and to describe the present conditions, events or systems based on impressions or reactions of the respondents of the research. This study was concerned with the relationships and practices that exist, beliefs and processes that are ongoing, effects that are being felt or trends that are developing about poor waste management. Finally, the study used in-depth interviews, observations (qualitative) as well as survey and statistical records like graphs, pie-charts and tables (Quantitative).

3.2 Study Population

In this research, the study population comprised of staff members of NTV Uganda which include, news reporters, news anchors, news editors, presenters, camera men, departmental heads among others

3.3 Sample Size

The study used a sample size of 50 respondents that were selected from staff members of NTV Uganda which include, news reporters, news anchors, news editors, presenters, camera men, departmental heads among others

Table 3.1 showing sample size

Respondents	Sample size
News reporters	15
News anchors	5
News editors	5
Presenters	10
Camera men	10
departmental heads	5
Total	50

3.4 Sampling Procedure

According to Matthew (2012), sampling is the process of selecting a number of people or objects from a population such that the selected group contains elements representative of the characteristics found in the entire group. The researcher used simple random sampling technique in all units because she had to select the best samples that would provide the most relevant information. The technique helped the researcher to decide the useful respondents out of the total population to be included in the study without involving everyone.

3.5 Data Collection Methods and instruments

Interview guide

This is face to face interview where the researcher directly asks the respondent different questions. The researchers conducted both phone interviews and face to face interviews, the researchers used telephone interviews because some respondents may be hard to get due to busy schedules and ongoing corona virus pandemic where social distancing is a key and yet face to face interviews include being near the respondent.

Questionnaires

This method was applied to the journalists who are accessible and nearer to researchers. The questionnaires were designed in strategic way comprising of both open and close ended questions. Open ended questions required the respondents to write responses they want. This type of questionnaire shall be used because it allowed respondents to freely respond to their opinions and close ended questions shall require straight forward answers in order to save the researcher's time during research process.

3. 9 Data Analysis

After collecting the responses from the field, the researcher embarked on data processing and data analysis. Data collected was carefully edited centrally for completeness, accuracy, explained for easy presentation and understanding.

3.10 Data Presentation

Data editing involved thorough checking to establish errors and gaps. This was useful because it enables the researchers to eliminate errors detected in the data that was collected. For instance, questionnaires were thoroughly checked before and after being dismissed from the respondents that were in the field and away from the field.

3.10. Ethical Consideration

Ethics in this study were adhered to by the following processes;

The researcher attained an introductory letter from the University to be used for accessing different targeted respondents.

The researcher also obtained informed consent of the respondents on the arrival at the data collection sites.

The researcher observed and respected the privacy, confidentiality and anonymity of all the participants and respondents in this study.

3.12. Limitations of the Study

In conducting the research, the researcher might face a number of methodological and practical problems as highlighted below:

Respondents might be unwilling to give the researcher required information due to a defensive attitude and lack of time to meet the researcher. In this case the researcher will explain the importance of the study to the respondent.

The researchers may also face financial problems in terms of secretarial services, transport costs, however this will be addressed through acquiring more funds for the study and also spend

Limited time to conduct research yet it takes time to seek appointments to journalists for interviews but the researcher will use a time frame and schedule accordingly.

CHAPTER FOUR

ANALYSIS, PRESENTATION AND INTERPRETATION OF RESEARCH FINDINGS

4.0 Introduction

This chapter presents and discusses the implications of the results of the findings. The findings are presented in a tabular form, which was analyzed using frequencies and percentages.

4.1 Findings on the demographic characteristics of the respondents.

4.1.1 Findings on the gender of respondents.

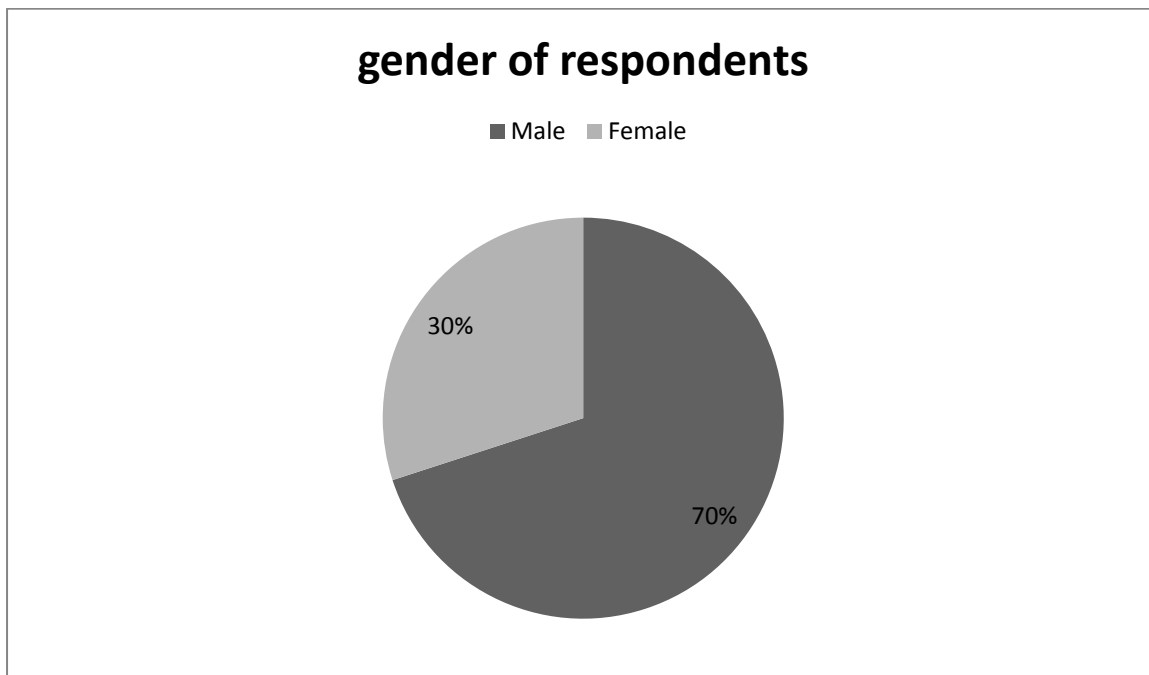


Figure 1: showing gender of respondents

Table 1: Showing the gender of the respondents

Gender of respondents	Frequency	Percentage
Male	35	70
Female	15	30
Total	50	100

Source: Primary Data

The findings from table 1 above show that 70% of the total respondents were males and 30% of the respondents were female, and this shows that study was dominated by males than females.

4.1.2 Findings on the marital status of respondents.

Table 2 showing marital status of respondents

Marital Status	Frequency	Percentage
Married	30	60
Single	20	40
Total	50	100

Source: Primary data

From table 2 it was revealed that 60% of the total respondents were married and 40% of the respondents were single. This implies that most of the respondents in the study were married and shows that they were well versed with the study questions and therefore findings can be relied on.

4.1.3 Findings on the age group of respondents.

Table 3 showing the age group of respondents

Age group	Frequency	Percentage
20-29	10	20
30-39	5	10
40-49	20	40
50-59	15	30
Above 60 years	-	-
Total	50	100

Source: Primary Data

From table 3 findings show that 20% of the total respondents were between 20 to 29 years old, 10% of the respondents were between 30-39 years, 40% of the total respondents were between 40-49 years, 30% of the respondents were between 50 – 59 years.

4.1.4 Findings on the level of education of respondents.

Table 4 showing the level of education of respondents

Level of education	Frequency	Percentage
Certificate	8	16
Diploma	12	24
Bachelor's degree	30	60
Master's degree	-	-
Total	50	100

Source: Primary data

From table 4 it was revealed that 16% of the total respondents were having certificates, 24% of the respondents were having diploma, 60% of the respondents were holding degree and this implies that most of the respondents were educated and this make the study to be reliable.

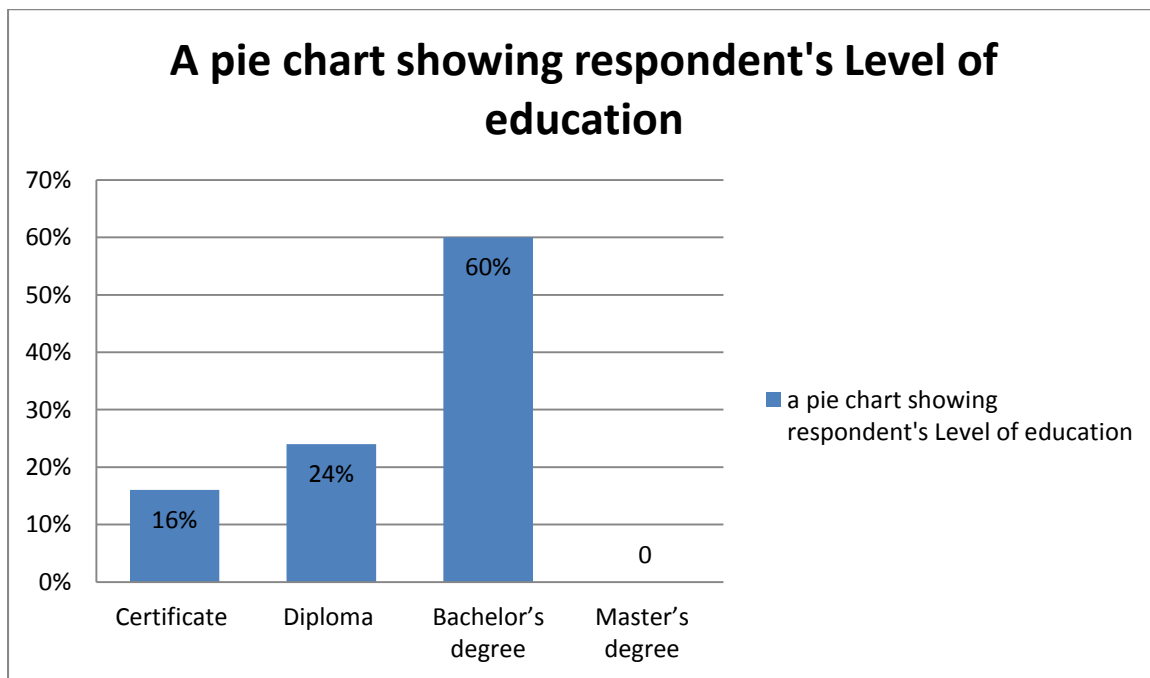


FIG. 2: A pie chart showing respondent's Level of education

4.2 Findings on the roles of Electronic Media in promoting Human Rights

Table 5 showing the roles of Electronic Media in promoting Human Rights

	Strongly Agree	Agree	Not sure	Disagree	Strongly disagree	Total
Electronic media hosts human rights activists	28(56%)	22(44%)	-	-	-	50(100%)
Electronic runs video advertisement fighting for human rights.	32(64%)	18(36%)	-	-	-	50(100%)
Electronic media has programmes that fight for and promotes human rights.	43(86%)	7(14%)	-	-	-	50(100%)
Electronic media plays a role in helping organizations to perform well.	12(24%)	23(46%)	15(30%)	-	-	50(100%)
Electronic media help in solving employees personal problems in their homes.	29(58%)	21(42%)	-	-	-	50(100%)
Electronic media makes people aware of their rights.	38(76%)	12(24%)	-	-	-	50(100%)
Electronic media expose its violations and focus attention on people and areas in need of the protection of human rights.	18(36%)	32(64%)	-	-	-	50(100%)

Source; Primary Data, 2020

According to table 5, findings showed that 28(56%) of the total respondents strongly agreed that Electronic media hosts human rights activists, 22(44%) of the total respondents agreed, this implies that electronic media hosts human rights activists.

According to table 5, findings showed that 32(64%) of the total respondents strongly agreed that electronic runs video advertisement fighting for human rights, 18(36%) of the total respondents agreed, this implies that electronic runs video advertisement fighting for human rights.

According to table 5, findings showed that 43(86%) of the total respondents strongly agreed that electronic media has programmes that fight for and promotes human rights, 7(14%) of the total respondents agreed, this implies that electronic media has programmes that fight for and promotes human rights.

According to table 5, findings showed that 12(24%) of the total respondents strongly agreed that Electronic media plays a role in helping organizations to perform well, 23(46%) of the total respondents agreed, 15(30%) were not sure, this implies that Electronic media plays a role in helping organizations to perform well.

According to table 5, findings showed that 29(58%) of the total respondents strongly agreed that Electronic media help in solving employees personal problems in their homes, 21(42%) of the total respondents agreed, this implies that Electronic media help in solving employees personal problems in their homes.

According to table, findings showed that 38(76%) of the total respondents strongly agreed that Electronic media makes people aware of their rights, 12(24%) of the total respondents agreed, this implies that Electronic media makes people aware of their rights.

According to table 5, findings showed that 18(36%) of the total respondents strongly agreed that Electronic media expose its violations and focus attention on people and areas in need of the protection of human rights, 32(64%) of the total respondents agreed, this implies that Electronic media expose its violations and focus attention on people and areas in need of the protection of human rights

4.3 Findings on the challenges facing media in human right situations

Table 6 showing the challenges facing media in human right situations

	Strongly Agree	Agree	Not sure	Disagree	Strongly disagree	Total
Corruption	39(88%)	11(22%)	-	-	-	50(100%)
Inadequate and unavailability of Resources	23(46%)	25(50%)	2(4%)	-	-	50(100%)
Lack of available Human Resources	1(2%)	2(4%)	5(10%)	30(60%)	12(24%)	50(100%)
Police intervention	45(90%)	5(10%)	-	-	-	50(100%)
Arresting of journalists	43(96%)	7(14%)	-	-	-	50(100%)
Brutality on journalists covering human rights activists.	35(70%)	16(32%)	-	-	-	50(100%)

Source; Primary Data, 2020

From findings in table 6, it was revealed that 39(88%) of the total respondents strongly agreed that Corruption is among the challenges facing media in human right situations, 11(22%) of the total respondents agreed, this implies that Corruption is among the challenges facing media in human right situations.

From findings in table 6, it was revealed that 23(46%) of the total respondents strongly agreed that inadequate and unavailability of Resources is among the challenges facing media in human right situations, 25(50%) of the total respondents agreed, 2(4%) were not sure, this implies that inadequate and unavailability of Resources is among the challenges facing media in human right situations

From findings in table 6, it was revealed that 1(2%) of the total respondents strongly agreed that Lack of available Human Resources is among the challenges facing media in human right situations, 2(4%) of the total respondents agreed, 5(10%) were not sure 30(60%) disagreed, 12(24%) strongly disagreed. This implies that Lack of available Human Resources is among the challenges facing media in human right situations.

From findings in table 6, it was revealed that 45(90%) of the total respondents strongly agreed that Police intervention is among the challenges facing media in human right situations, 5(10%) of the total respondents agreed, this implies that Police intervention is among the challenges facing media in human right situations.

From findings in table 6, it was revealed that 43(96%) of the total respondents strongly agreed that Arresting of journalists is among the challenges facing media in human right situations, 7(14%) of the total respondents agreed, this implies that Arresting of journalists is among the challenges facing media in human right situations.

From findings in table 6, it was revealed that 35(70%) of the total respondents strongly agreed that Brutality on journalists covering human rights activists is among the challenges facing media in human right situations, 16(32%) of the total respondents agreed, this implies that Brutality on journalists covering human rights activists is among the challenges facing media in human right situations.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents a summary of the major findings, conclusions reached and the researcher's recommendations derived from the study of the relationship between Electronic Media and promoting of human rights.

5.1 Summary of Findings

5.1.1 Findings on the roles of Electronic Media in promoting Human Rights

According to table 5, findings showed that most of the total respondents strongly agreed that Electronic media hosts human rights activists, findings showed that most of the total respondents strongly agreed that electronic runs video advertisement fighting for human rights, findings showed that most of the total respondents strongly agreed that electronic media has programmes that fight for and promotes human rights, findings showed that most of the total respondents strongly agreed that Electronic media plays a role in helping organizations to perform well most of the total respondents agreed, findings showed that most of the total respondents strongly agreed that Electronic media help in solving employees personal problems in their homes, findings showed that most of the total respondents strongly agreed that Electronic media makes people aware of their rights,. findings showed that most of the total respondents strongly agreed that Electronic media expose its violations and focus attention on people and areas in need of the protection of human rights.

5.1.3 Findings on the challenges facing media in human right situations

It was revealed that most of the total respondents strongly agreed that Corruption is among the challenges facing media in human right situations, it was revealed that most of the total respondents strongly agreed that inadequate and unavailability of Resources is among the challenges facing media in human right situations, it was revealed that 1(2%) of the total respondents strongly agreed that Lack of available Human Resources is among the challenges facing media in human right situations.

5.1.3 Findings on the means through which media can be used to promote human rights in Uganda

It was revealed that most of the respondents strongly agreed that Police intervention is among the challenges facing media in human right situations, it was revealed that most of the total respondents strongly agreed that Arresting of journalists is among the challenges facing media in human right situations, it was revealed that most of the total respondents strongly agreed that Brutality on journalists covering human rights activists is among the challenges facing media in human right situations,.

5.2 Conclusion

The studies concluded that ways of media at NTV Uganda include; provision of press release advertising different brands, airing political and social talk shows. etc. this study leaves among other tools, holding workshops, workers retreats, training workers, provision of leave days. Promotion, timely appraisal and use of thanks to well performers at the organization especially during every year end. However, this Proclamation has several gaps that challenge the effort of the media to engage actively in the promotion of human rights. This created a substantial insecurity among the members of the free press especially with regard to human rights promotion. The reason is that human rights as a subject matter, are mostly related to government organs and this provision creates a possibility for the government and its organs to abuse and oppress the media The study also concluded that there are a number of challenges were faced in NTV Uganda and these challenges include; power problem. high taxation' Lack of enough funds, corruption competition from other media companies

5.3 Recommendations

It is recommended that legislative review is taken in to consideration. Especially, the Mass Media and Access to Freedom of Information Proclamation and Antiterrorism Proclamation imposes an excessive fines and rigorous punishment on journalists and media institution owners for minor violations of the provisions.

Human rights are sensitive issues that possibly might fall in the prohibited areas under the proclamations. The media is not willing to take such risk and chose to avoid issues related to human rights. This is affecting the most important factor in the realization of human rights, which is the creation of popular support and awareness.

National human rights institutions have to strive in assisting the media in its effort to promote and educate human rights. In a country where tolerating Societies and Charities involvement in human rights advocacy is lesser; these institutions have an enormous responsibility in circulating information regarding human rights to the public. The current activities of national human rights institutions compare to the responsibilities they assume, is insignificant.

Therefore they should establish constant relationship with the media through several activities including continuous training to the journalists about human rights, organizing media forums and presenting and sponsoring programs for the purpose of awareness creation to the general public.

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QUESTIONNAIRE

Dear respondent,

I Nalunga Victoria, a student pursuing a diploma in Journalism. I am carrying a research on the topic "**The Role of Electronic Media in promoting Human Rights in Uganda**". The study is conducted in the fulfillment of the requirement in of a Diploma in Journalism. I hereby request for your contribution to the study as this will enable my successful completion of the course. Your response will be treated with confidentiality and will strictly be used for academic purposes.

SECTION A BACKGROUND INFORMATION

(Please tick in the appropriate box as per your response)

1. Gender	Male		Female	
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2. Marital status	Married		Single	
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3. Age group	20-29		30-39		40-49		50-59		Above 60 years	
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4. Level of education	Certificate		Diploma		Bachelors		Masters		Secondary	
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SECTION B: ROLES OF ELECTRONIC MEDIA IN PROMOTING HUMAN RIGHTS

	Strongly Agree	Agree	Not sure	Disagree	Strongly disagree
Electronic media hosts human rights activists					
Electronic runs video advertisement fighting for human rights.					
Electronic media has programmes that fight for and promotes human rights.					
Electronic media plays a role in helping organizations to perform well.					
Electronic media help in solving employees personal problems in their homes.					
Electronic media makes people aware of their rights.					
Electronic media expose its violations and focus attention on people and areas in need of the protection of human rights.					

SECTION C: CHALLENGES FACING MEDIA IN HUMAN RIGHT SITUATIONS

	Strongly Agree	Agree	Not sure	Disagree	Strongly disagree
Corruption					
Inadequate and unavailability of Resources					
Lack of available Human Resources					
Police intervention					
Arresting of journalists					
Brutality on journalists covering human rights activists.					

SECTION D: In your opinion, what are the means through which media can be used to promote human rights in Uganda?

1.
2.
3.
4.
5.

THANKS FOR YOUR PARTICIPATION