

**ASSESSMENT OF THE IMPACT OF POLITICAL ENVIRONMENT ON THE
PERFORMANCE OF JOURNALIST IN UGANDA,
A CASE STUDY OF NTV UGANDA.**

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ABSTRACT: There have been discussions concerning the media's role in social instability all over the world. Scholars continue to dispute on the impact of politics on reporting, despite the significant increase in media manipulation over the previous 10 years. The Kampala District setting of the political analysis of the media's productive economic that the media could have twin sharp edges. The study examined numerous scholarly articles on hate speech and message, political participation and bloodshed, social protest groups, and challenges in presenting for Usually provocation creates discomfort in the majority of people (76.7%), which results in societal unrest (53.5%) meant to sway political decisions. Although the majority of the populace (>50%) expressed dissatisfaction with the administration (53.5%), this was related to the wave of killing and kidnappings.

Key words: political environment and performance of journalist

Background to the study

The writer Ralph (2006) claimed that the media has played a significant role and function in enabling this flow of ideas. He noted that the problems that have been global have become concentrated and the reverse is also true. The world is in an era of globalization where the exchange of thoughts has become a common characteristic of the 21st century. This study evaluates how politics affect media performance, with a focus

on Uganda's NTV. Information has always played a significant role in the start of hostilities all over the world. The media serves as a vital watchdog in society, revealing to the public what is important yet concealed, but it can also be used to incite violence and/or hatred. There are traditional media, also referred to as mainstream media, and social media. Now a day, social media can be used as a tool for extending the democratic space, but it can also cause peace to become unstable and violence to erupt. Messaging service and information sharing have replaced newsrooms as the primary locations for editing news, and anyone can send unedited raw information to anyone. Theft of journalism has occurred! Information is released without restriction, whether it would incite hatred or promote peace. (1991 Oliver). The most controversial example of media incitement to violence involves newspaper owner William Randolph Hearst's calls for William McKinley's murder during the 1900 US presidential race. McKinley was running for reelection for a second term and had a new vice chancellor (Theodore Roosevelt). Hearst's New York Herald and other publications set up a drumbeat of harsh political criticism during the campaign. At one point the Journal branded McKinley "the most loathed creature on the American continent" and said: The New York Times reported that a similar plea for McKinley's killing was seen in a doggerel poem authored by an after which writer named Ambrose Bierce. So, President Theodore Roosevelt and his cabinet were present when McKinley was actually slain in September of 1901.

Even though it is expected that media will increase democratic freedoms and advance peace, forgiveness, and prosperity, recent international events have shown that social media, like traditional media, can have a double-edged impact. On the one hand, the media can be a tool for increasing democratic space, yet it may additionally result in unrest (Varghese, 2011). The administration let various parties to get involved in politics in that year. Media has been used to spread politics, which has resulted in violence. Since the 2005 election campaigns, at least 40 criminal charges have been leveled against the media. A surge in the amount of socially divisive content available

in Ugandan media has raised concerns. In Uganda on September 10 and 11, 2009, regime forces used excessive amounts of fatal force in reaction to rioters' masonry, carriageway, and fire-starting. This resulted in at least 40 deaths. Three regional FM stations—CBS, Suubi FM, Radio Sapienta, and Akaboozi—were shut down as a result of the Broadcast Television Council postponing certain reports it determined to have sparked violent conduct. Photographers who endeavored to capture and report upon that events that unfolded were likewise discouraged by police and troops.

Problem statement

The political climate in Uganda is well recognized for being volatile and erratic, which can have a big impact on how well journalists function there. The goal of this study is to evaluate how the political climate affects the work of the reporters at NTV Uganda. Using a case study methodology, this study looked at how the political climate affects the effectiveness of journalists at NTV Uganda, along with their capacity to report on political issues accurately and objectively, their availability of knowledge, and their capacity to work without being intimidated or subjected to retaliation. The study looked at the tactics used by NTV Uganda to lessen the effect of the political climate on the work of its correspondents.

Research Objectives

1. To examine the nature of media political incitement in Uganda.
2. To document the different types of social unrest that have been caused by politics on the performance of media in Uganda.
3. To assess the challenges facing media in reporting on political issues in Uganda.

Research Questions

1. What is the nature /forms of media political Environment in Uganda?
2. What are the different types of social unrest that have been caused by politics on the performance of media in Uganda?
3. What are the challenges facing media in reporting on political issues in Uganda?

Methodology

Research Design

Using a bridge survey approach, the study was conducted. This scheme was selected because it allowed in-depth analysis of how a population's traits were manifested at a specific period. Data on attitudes, beliefs, views, practices, and perceptions relating to the topic of interest were collected (Leedy, 1985), as referenced in (Odiya, 2009). This layout was also discovered to be appropriate for giving quantitative evaluation of some of the selected respondents.

Target Population

The target population was the total population of the Kampala district (209,500 as of the 2014 census). Media outlets, NGOs, and CSOs were targeted in Kawempe, Lubaga, central, and Nakawa, totaling 8442, of which 1% (84) of the populace was taken into account for the study. Due to time and resource limitations, in addition to the researcher's inability to contact the entire community, the target demographic was selected.

Sample size Determination

The study took a sample of 84 participants determined using (Morgan, 1970) table of sample size determination.

Sampling Techniques

The study's subjects were selected by straightforward random sampling. Male and female participants were included in the study sample on purpose. By using this strategy, each person in the selected group will be given an equal and independent chance of being included in the sample. The lottery approach, often known as simple random sampling, was used. A single paper was chosen at random and not replaced. The name of a media source representative who was published in the chosen newspaper was included in the study.

As they are the ones that write and report on topics, it was decided purposely to include media representatives in the study.

Data Collection Techniques

Self-report approaches were more suitable than any other for gathering the data because it was perceptual and attitudinal in character. Hence, surveys, interviews, and document analysis were the main research techniques selected.

A questionnaire survey was used to gather information. To gather information from the respondents, the researcher employed a person being interviewed tractor trailer survey.

Data collection instruments

The instruments that was used for data collection are questionnaires and interview guides. Questionnaires were used because the study was concerned with variables that could not be directly observed such as views, opinions, perceptions and feelings of the respondents. Such information is best collected through questionnaires (Oso & Onen, 2009).

Interview guides was used for interviewing the key informants as detailed above. This was enabled the researcher to gather first-hand information from the respondents over their perceptions about the study variables. The two instruments were able to collect very essential and consistent data.

RESULTS

Socio-Demographic data

Table 1: Socio-Demographic data

Sex/gender	Frequency n=56	Percent 100%
Male	36	64.3
Female	20	35.7
Age bracket (years)	Frequency n=56	Percent 100%
Below 18	0	0
18-29	17	30.4
30-39	24	42.9
40-49	10	17.9
50-59	5	8.9
60 and above	0	0
Marital status	Frequency n=56	Percent 100%
Divorced	17	30.4
Married	24	42.9
Single	10	17.9
Widowed/Separated	5	8.9
Highest level of education attained	Frequency n=56	Percent 100%
Ordinary level certificate	10	18
Advanced level certificate	8	14.4
Tertiary	15	26.5
University	23	41.1
Length of stay in Kampala	Frequency n=56	Percent 100%
1year back	7	12.5
2years back	28	50.0
3years back		28.6
Above 3years back		7.1

Source: Field data, 2022

The results shown in table 1 demonstrate that men made up the majority of responders, with a respondent representing of 64.3% as opposed to 35.7% of the females. Males were considered to be more active in terms of protests, strikes, and other forms of organized activity because they were more motivated to protect their viewpoints in connection to nature.

Table 1 reveals that the majority of participants were under the age of 50, with a startling cumulative percentage of 91.1%, while only 8.9% comprised those between the ages of 50 and 59. This suggests that, in the event that they were displeased about their current job situation, the majority of the participants were in an age range that could be described as active in terms of career mobility. Table 1 shows that of the participants, 42.9% were married, 30.4% were cohabiting, 17.9% experienced single, and 8.9% were deceased. Because some respondents were married while others were not, the dispersion of marriage status also had an effect on the study's findings because different marital positions had various reasons for taking part in protests and strikes.

According to Table 1, the plurality of respondents (41.1%) had a degree, followed by 18.0% by a diploma, 14.4% by a certificate with an expert stage in addition to their regular certificate, and 8.5% by a master's degree. 3.6% had a certificate for the primary level. The bulk of the participants had some level of education; therefore, it was determined that their views were generally valuable to the study. The majority of respondents, especially those seeking for media employment, had the requisite educational qualifications for the positions they were applying for.

12.5% of the respondents had rented an apartment in Kampala for one year, 50.0% had rented an apartment there for two years, 28.6% had previously lived there for three years, and 7.1% had lived for many years there for more than three years. This implies that most participants had at least adequate exposure to media articles and transmissions to be aware of political provocation and the resulting civil upheaval in Kampala.

To examine the nature of media political incitement in Kampala.

Table 2: Showing responses on whether the media in Kampala publishes content that comprises hate speeches.

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Strongly Disagree</i>	0	0	0	
<i>Disagree</i>	0	0	0	0
<i>Not Sure Agree</i>	3	5.4	5.4	5.4
<i>strongly agree</i>	10	17.9	17.9	
<i>Total</i>	43	76.7	76.7	94.6
	56	100.0	100.0	

Source: Field data, 2022

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Table 3: Showing responses on whether the media publishes/broadcasts messages of hatred and intolerance

	Frequency	Percent	Valid Percent	Cumulative Percent

Strongly	0	0	0	
Disagree	2	3.6	3.6	3.6
Disagree	4	7.2	7.2	7.2
Not Sure	16	28.8	28.8	39.6
Agree	34	60.4	60.4	100
Strongly agree	56	100.0	100.0	
Total				

Source: Field data, 2022

Respondents' responses to the question of whether the media disseminates or broadcasts notions of prejudice and prejudice are shown in Table 3. 60.4% of them agreed with the statement, and 28.8% agreed. Nonetheless, 3.6% were in disagreement, and 7.2% were unsure. This proved that the media actively promotes and disseminates bigoted and intolerant notions. It's possible that some who were unsure or opposed didn't understand what tolerance or hate speech constituted. These conclusions show that Kampala was one location with a lot of media and insufficient media control because disseminating thoughts of intolerance and hatred could lead to social unrest. Understanding media content was essential for comprehending people's viewpoints and, consequently, societal discontent.

Table 4: Showing responses on whether Media platforms such as Twitter, and Facebook propagate issues of hate in Kampala

		FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
VALID	Strongly	0	0	0	
	Disagree	0	0	0	0
	Disagree	7	12.6 18	12.6	12.6
	Not Sure	10			30.6

	Agree	39	69.4	18	100.0
	Strongly agree	56	100.0	69.4	
	Total			100.0	

Source: Field data, 2022

Table 4 indicates the responses as to whether Media platforms such as Twitter, and face book propagate issues of hate in Kampala, 69.4% of the respondents strongly agreed while 18% agreed. The finding simply indicated that in Kampala, Media platforms such as Twitter, and Facebook propagate issues of hate in Kampala and therefore knowledge of the contributions of Media platforms such as Twitter, and Facebook to political incitement was important.

Table 5: Showing responses on whether Social Networking Sites (SNS) communicate hate messages that are spread via different media are in different forms.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0
	Not Sure	6	10.8	10.8	10.8
	Agree	20	35.7	35.7	46.5
	strongly agree	30	53.5	53.5	100.0
	Total	56	100.0	100.0	

Source: Field data, 2022

53.5% of the participants agreed, opposed to 35.7% who agreed, that hate messages are sent on social networking sites (SNS) and are distributed via various media and in many formats. 10.8% of people were unsure, nevertheless. It was found that social networking websites (SNS) spread hate speech that is disseminated through various media and in various formats.

Table 6: Showing responses on whether in the last one month, you shared, tagged someone, forwarded, or reposted any hate content on social media.

		Frequency	Percent	Valid Percent
Valid	Strongly Disagree	0	0	0
	Disagree	0	0	0
	Not Sure	7	12.6	12.6
	Agree	10	18	18
	Strongly agree	39	69.4	69.4
	Total	56	100.0	100.0

Source: Field data, 2022

Table 6 indicates the responses as to whether in the last one month; you shared, tagged someone, forwarded, or reposted any hate content on social media, 69.4% of the respondents strongly agreed while 18% agreed. However, 12.6% were not sure.

The findings pointed out that hate messages are always shared on social media. This was justified by a respondent who stated that “the recipients of these messages and forward them, share them sometimes unconscious of the repercussions”.

Table 7: Showing responses on whether in the last one month you received hate content messages on social media.

	Frequency	Percent	Valid Percent
Valid Strongly Disagree	0	0	0
Disagree	0	0	0
Not Sure	0	0	0
Agree	25	44.6	44.6
Strongly agree	31	55.4	55.4
Total	56	100.0	100.0

Source: Field data, 2022

Table 7 indicates that 55.4% of the respondents strongly agreed that in the last one month they received hate content messages on social media, while 44.6% agreed. This implied that in the last one-month people on social media received hate content messages.

Table 8: Showing responses on whether a big percentage of your friends on social media post hate content.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	0	0	0	
Disagree	2	3.6	3.6	3.6
Not Sure	4	7.2	7.2	7.2
Agree	16	28.8	28.8	39.6
	34	60.4		100

Strongly agree	56	100.0	60.4	
Total			100.0	

Source: Field data, 2022

Table 8 shows the responses on whether a big percentage of friends on social media posted hate content, 60.4% of the respondents strongly agreed while 28.8% agreed. However, 7.2% were not sure and 3.6 disagreed. This confirms that hate messages were always posted on social media.

Table 9: Showing responses on whether the media prints/ publishes content that makes people might feel uneasy and intimidated

		Frequency	Percent	Valid Percent
Valid	Strongly Disagree	0	0	0
	Disagree	0	0	0
	Not Sure	3	5.4	5.4
	Agree	10	17.9	17.9
	strongly agree	43	76.7	76.7
	Total	56	100.0	100.0

Source: Field data, 2022

76.7% of respondents strongly agreed that the media prints or publishes material that could make readers feel uneasy or frightened, compared to 17.9% who also strongly agreed and 5.4% who were unsure.

The different types of social unrest that have been caused by media political incitement in Kampala.

The respondents were asked questions regarding the types of social unrest in Kampala caused by media political incitement. The findings were presented in the tables below:

Table 10: Showing responses on whether there has been demonstrations and political violence in Kampala as a result of media incitement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0
	Not Sure	22	39.3	39.3	39.3
	Agree	4	7.2	7.2	
	Strongly agree	30	53.5	53.5	60.7
	Total	56	100.0	100.0	

Source: Field data, 2022

Table 10 indicates that 53.5% of the respondents strongly agreed that there has been demonstrations and political violence as a result of media incitement in Kampala, while 7.2% agreed with the statement. The findings indicated that media political incitement was one of the causes of social unrest and political violence in Kampala.

Table 11: Showing responses on whether demonstrations and political violence in Kampala have been aimed at influencing collective decisions by government

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	0	0	0	0
Disagree	0	0	0	0
Not Sure	17	30.4	30.4	
Agree	39	69.6	69.6	100.0
Strongly agree				
Total	56	100.0	100.0	

Source: Field data, 2022

The findings in table 11 shows responses to whether the demonstrations and political violence in Kampala have been aimed at influencing collective decisions by government, 69.6% of the respondents strongly agreed with the statement while 30.4% agreed. It was concluded that demonstrations and political violence in Kampala have been aimed at influencing collective decisions by government.

Table 12: Showing responses on whether demonstrations activities have involved signing petitions, boycotts, traffic blockades and wild strikes

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0
	Not Sure	0	0	0	0
	Agree	22	39.3	39.3	
	Strongly agree	34	60.7	60.7	100.0
	Total	56	100.0	100.0	

Source: Field data, 2022

Table 12 indicates that 60.7% of the respondents strongly agreed with the statement that demonstration activities in Kampala have involved signing of petitions, boycotts, traffic blockades and wild strikes, while 39.3% agreed.

Table 13: Showing responses on whether there have been incidences of lynching or waves of murders in Kampala

		Frequency	Percent	Valid Percent	Cumulative Percent
Val	Strongly Disagree	2	3.4	3.4	
id	Disagree	1	1.6	1.6	5.0
	Not Sure	13	23.5	23.5	23.5
	Agree	10	18	18	
	Strongly agree	30	53.5	53.5	71.5
	Total	56	100.0	100.0	

Source: Field data, 2022

Results in table 13 indicate responses on whether there have been incidences of lynching or waves of murders in Kampala. 53.5% strongly agreed while 18% agreed. It was concluded that there has been lynching and a wave of murders in Kampala.

However, 23.5% of the respondents were not sure that in Kampala there have been incidents of lynching and a wave of murders.

Table 14: Showing responses on whether Kampala has of late experienced regional endangerment of security and criminal violence in the form of criminal youth gangs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	0	0	0	
Disagree	0	0	0	0
Not Sure	0	0	0	0
Agree	18	32.1	32.1	
Strongly agree	38	67.9	67.9	100.0
Total	56	100.0	100.0	

Source: Field data, 2022

The findings in table 14 indicate that 67.9% of the respondents strongly agreed with the statement that Kampala has of late experienced regional endangerment of security and criminal violence in the form of criminal youth gangs; while 32.1% agreed.

Table 15: Showing responses on whether there have been incidents of kidnapping of political leaders and demanding for ransom in Kampala

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly	0	0	0	
	Disagree	0	0	0	0
	Disagree	1	1.8	1.8	1.8
	Not Sure				
	Agree	18	32.1	32.1	
	Strongly agree	37	66.1	66.1	98.2
	Total	56	100.0	100.0	

Source: Field data, 2022

Table 15 indicates that there have been incidences of kidnapping of political leaders and demanding for ransom in Kampala. This was represented by 66.1% of the respondents who strongly agreed while 32.1% agreed. Only 1.8% of the respondents were not sure. This showed the level of concern people have over the security of their leaders, while the leaders themselves lived in fear.

Table 16: Showing responses on whether in Kampala we have spontaneous expressions of dissatisfaction, frustration of government leadership

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	0	0	0	
Disagree	0	0	0	0
Not Sure	4	7.2	7.2	7.2
Agree	22	39.3	39.3	
Strongly agree	30	53.5	53.5	92.8

Total	56	100.0	100.0	
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Source: Field data, 2022

Table 16 indicates that 53.5% of the respondents strongly agreed that in Kampala there have been spontaneous expressions of dissatisfaction and frustration of government leadership, while 39.3% agreed with the statement. However, 7.2% were not sure. The foundations of a good government some intimated is satisfaction among the population. When the people feel dissatisfied, they are compelled to react negatively towards the leadership of government.

Establish the challenges facing media in reporting on political

Issues in Kampala

Table 17: Showing responses on whether journalists face personal safety and security risks in the course of their work in Kampala

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	
	Disagree	0	0	0	0
	Not Sure	30	53.5	53.5	53.5
	Agree	1	1.8	1.8	55.3
	strongly agree	25	44.7	44.7	100.0
	Total	56	100.0	100.0	

Source: Field data, 2022

44.7% of respondents strongly agreed, compared to 1.8% who agreed, when asked if working in Kampala exposes journalists to individual security and safety threats.

Nonetheless, the majority of respondents (53.5%) said they were unsure about whether journalists took many risks at work and whether this had an impact on their coverage during political times.

Table 18: Showing whether Police harass journalists during political periods/ times

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	0	0	0	
Disagree	0	0	0	0
Not Sure	6	1.8	1.8	1.8
Agree	30	53.5	53.5	55.3
strongly agree	20	42.8	42.8	100.0
Total	56	100.0	100.0	

Source: Field data, 2022

The respondents were asked to indicate whether police harass journalists in Kampala during political periods and 42.8% of the respondents strongly agreed while 53.5% agreed.

Table 19: Showing responses on whether the public is uncomfortable talking to journalists on political issues

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly				
	Disagree	0	0	0	0
	Disagree	0	0	0	0
	Not Sure	0	0	0	0
	Agree	33	58.9	58.9	58.9
	strongly agree	23	41.1	41.1	41.1
	Total	56	100.0	100.0	100.0

Source: Field data, 2022

Table 19 indicates that 41.1% of the respondents strongly agreed that the public in Kampala fear to talk to journalists on political issues. While 58.9% agreed.

Table 20: Showing responses on whether the media law in Uganda is rigid

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	0	0	0	
d Disagree	0	0	0	0
Not Sure	1	1.8	1.8	1.8
Agree	29	51.8	51.8	
strongly agree	26	46.4	46.4	98.2
Total	56	100.0	100.0	

Source: Field data, 2022

Table 20 shows that cumulatively, 98.2% of the respondents agreed with the statement that the media law in Uganda is rigid. While only 1.8% were not sure.

Conclusions

The investigation inquiries were centered on the research authors, and the investigator came to the following results.

The media in Kampala frequently disseminates hate speech and encourages bigotry, which has frequently sparked social unrest. On social networking platforms like Facebook, Twitter, and WhatsApp, many people still share abusive messages without ever giving the messages' contents or possible consequences any thought. Via the media, hate speech is extensively disseminated, stirring the public and causing social unrest in Kampala.

The social unrest in Kampala has been characterized by, among other things, protests, petitions, traffic restrictions, and wild strikes. On April 18, 2011, demonstrators demonstrated against the incarceration of political opponents in Kireka, a Kampala suburb.

Recommendations

According to the report, the press should inform the people truthfully and impartially. They should abstain from spreading hate speech and discrimination, which can lead to political destabilization, genocide, and other negative outcomes as well as public turmoil.

To prevent the mayhem and instability that come from violent strikes or demonstrations, the public would protest via nonviolent methods.

Media outlets in Kampala should give their employees enough resources so they can give their audience members accurate and dependable news.

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