

THE EFFECT OF MASS MEDIA ON PRESERVATION OF AFRICAN MORAL VALUES.

A CASE STUDY OF UBC RADIO KAMPALA-UGANDA.

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ABSTRACT

This research report study aimed to investigate the “The effect of mass media on preservation of African moral values. A case study of UBC radio Kampala-Uganda”. Questionnaires were used to collect data under a case study research design. Qualitative and quantitative means were used to analyze the data. The objectives of the study used were; to examine the role of media on preservation of African moral values, to find out the factors in the media that have contributed to decline and change in moral values, to determine the kinds of programs used in the preservation of African moral values by UBC Radio. From the findings, 47% of the respondents strongly agreed that religious programmes would make the youth in the University get connected to the spirituality that drives one’s morals along the right path and deters evil thoughts. Therefore, through the airing of religious programmes moral decay would be minimized, 41% agreed, none of the respondents while 11% strongly disagreed with the statement. The survey and censorship of existing media facilities should be carried out, the relevance of imported feature films should be studied in addition to their impact on the young community.

Key words: mass media and African moral values.

Background of the study

Historically, the Ugandan media originates from colonial days when Uganda was still a British protectorate; the British colonial master introduced the media industry in Uganda in 1954, aimed at supporting the imperial agenda of the government. The Uganda Broadcasting Cooperation (UBC), State owned rebroadcasted BBC and other local programmes meant to counter anti British pro independent voices by the local

Pan Africanists.

Mass communication institutions must have in their foundations, a system of values which embraces respect for human rights including the rights of every person to free and independent development- whether it is moral or immoral behaviour/actions. According to Sharma (2011) the potential impact of print media as a means of informing the people of India about human rights and good governance which are indicators of democracy is greater than that of any other means of mass communication. Television is the most effective method of mass communication reaching diverse segments of the population, has the added advantage of having a continuous impact on its audience.

A satellite television system together with the ground stations capable of covering all villages and urban population should be installed. Despite the importance of television, it is the combination of various media including radio, films and newspapers which bring about the best results. The media have emerged as powerful tools which effectively influence public opinion, and therefore, the importance of the media is very high in democratic societies. Media literally means all the organizations like radio stations, television and newspapers that provide information for the public. The media has succeeded in educating people about what is happening around the world.

Statement of the problem

Currently in Uganda, a diverse media landscape has led to an undercurrent of tension regarding press freedoms as the media fights for greater press freedom and recognition as a mouthpiece of the public (Uganda web. 2019; 2021). While the development of private broadcasting is welcomed as positive change that is increasing engagement between communities, the government and the media, it may be failing to give social development direction as output is largely

entertainment which attracts audiences but does not sufficiently engage with issues of' social development which has largely led to a huge moral decay in our values especially among the youth being majority users of media.

Specific objectives

This study was specifically guided by the following objectives:

- 1. To examine the role of media on preservation of African moral values.*
- 2. To find out the factors in the media that have contributed to decline and change in moral values.*
- 3. To determine the kinds of programs used in the preservation of African moral values by UBC Radio.*

Research Question

- 1. What is the role of media on preservation of African moral values in Uganda?*
- 2. What are the factors in the media that have contributed to decline and change in moral values?*
- 3. What are the kinds of programs used in the preservation of African moral values by UBC Radio?*

Methodology

Research Design

The study was built on a case study research design since it analyzed the degree of relationship between the variables and is an in-depth investigation of an institution and a case study investigation makes a detailed examination of a single subject. Amin (2005) asserts that a case study provides an in-depth study of the problem

when there is limited time scale. Both qualitative and qualitative approaches was used in this study.

Study Population

The study population total was 50 respondents. These respondents selected were taken as representative sample of the entire population under the area of study. The study population included both male and female staff at UBC Radio. It included Board of Directors, Branch manager, Heads of Department, Banking officials and clients of the bank as indicated in table I. These were believed to be sufficiently informed about the issues considered in the study as well as being accessible.

Sample Size Determination and Selection

The optional sample size for the study was determined from statistical tables derived by Krejcie and Morgan (1970) as recommended by Amin (2005) Sarankakos (2003) since collecting data from the entire accessible population was costly (Mugenda and Mugenda 2003, Sarankakos 2003). The researchers sampled the accessible population. Table 1 shows the proposed distribution.

Table 1: Target population and Sample size and sampling techniques

Category of respondents Target population Sample size sampling technique

Category of respondents	Target population	Sample size	Sampling technique
Board of directors UBC Radio	5	5	Purposive
Branch manager UBC Radio	2	1	Purposive
Heads of department UBC Radio	5	15	Purposive
Government Officials	15	15	Simple random sampling
Producers	11	8	Simple random sampling
Listeners	12	10	Purposive
TOTAL	50	44	

Source: Based on R.V Krejcie TV Uganda Report 2017 and D.W Morgan (2019) cited by Amin 2020 UBC

The respondents were selected using purposive sampling technique. This was because they had information on the effect of mass media on preservation of African moral values considering their positions in UBC Radio. Purposive sampling targets a particular group of people (Amin 2005) with ample information on the subject. The rest of the respondents were selected using simple random sampling technique. According to (Sekaran 2003) simple random sampling technique has got least bias and covers a larger number of individuals.

Sampling Technique and Procedure

The Researcher used either probability sampling methods to select sample of the Study, probability sampling was used where elements in the population had the same chance of being selected as subject where as non-probability sampling was used when the elements don't have a known chance of being selected as subject (Sekaran, 2018) in accordance with the Fore going, the researcher used probability and non-probability sampling methods to select the subject of the study.

Non-Probability Sampling

The researcher used purposive sampling to select subjects under the key informant category. According to Saunder (2015) purposive or judgmental sampling enabled a researcher to use judgment to select cases that best enable him answer the research questions. This form of sampling was used when working with very small samples such as in case study research and when the researchers wish to select cases that are particularly informative. The former informs the main reason this form of sampling was used (Mugenda and Mugenda 2003).

Data Collection Instruments

The data Collection Instruments were used to collect data and these included; interview guide, documentary check list and questionnaire.

Questionnaire

A structured questionnaire was used to collect primary data from the respondents on the views and evaluation of the role of mass media in promoting community

development This contained a list of possible alternatives from which respondents selected answers that best suite situations as recommended by Mugenda & Mugenda (2003 page 71 - 72).

Interview guide

In-depth interview guide with structured and semi- structured questions were used to collect data from the Board of Directors, Branch manager and Heads of Departments (Sections) through asking probing questions, more revealing information which might be obtained from the questionnaires was collected. An interview is where the researchers use a face-to-face interaction to exchange views (Amin 2005) by the use of an interview guide, data was collected from Key informants.

Data Analysis

Data collected was harmonized or any missing or insufficient information, quantitative data was sorted, edited and coded using editor of SPSS. (Statistical package of social scientists) Descriptive statistical data was presented in frequency tables, cross tabulations and graphs to explain the behaviour of data. The degree of relationship the dependent and independent variables were tested.

RESULTS

*Role of media on preservation of African moral values**Table 1: Role of media on preservation of African moral values*

<i>Statement</i>	<i>F</i>	<i>SA</i>	<i>F</i>	<i>A</i>	<i>F</i>	<i>NS</i>	<i>F</i>	<i>D</i>	<i>F</i>	<i>SD</i>
<i>Media contributes on how people think about African moral values like cultural practices such as</i>	<i>18</i>	<i>41%</i>	<i>13</i>	<i>30%</i>	<i>1</i>	<i>2%</i>	<i>7</i>	<i>16%</i>	<i>5</i>	<i>11%</i>
<i>Media influences on the way people act or behave in the community</i>	<i>12</i>	<i>27%</i>	<i>19</i>	<i>43%</i>	<i>0</i>	<i>0.0%</i>	<i>10</i>	<i>23%</i>	<i>3</i>	<i>7%</i>
<i>Media contributes to local culture in local society in Uganda</i>	<i>11</i>	<i>25%</i>	<i>15</i>	<i>34%</i>	<i>2</i>	<i>5%</i>	<i>9</i>	<i>20%</i>	<i>7</i>	<i>16%</i>
<i>Media changes community social behavior and development through</i>	<i>18</i>	<i>41%</i>	<i>12</i>	<i>27%</i>	<i>1</i>	<i>2%</i>	<i>10</i>	<i>23%</i>	<i>3</i>	<i>7%</i>
<i>Sets guidelines on how station should operate in order to preserve and promote community moral values.</i>	<i>17</i>	<i>38%</i>	<i>10</i>	<i>23%</i>	<i>3</i>	<i>7%</i>	<i>14</i>	<i>32%</i>	<i>0</i>	<i>0.0%</i>

*Source: field data 2022**The table 1 above indicates that 41% strongly agree, 30% agree, 2% of the*

respondents are not sure, 16% disagree while 11% strongly disagreed with the point that Media contributes on how people think about African moral values like cultural practices such as marriage, good behavior and transparency., the table also indicates that Media influences on the way people act or behave in the community with the following statistics 27% strongly agreed, 43% agreed, 0.0% not sure, 23% disagreed and 7% of the respondents strongly disagreed. Further still, the table above indicated that 25% strongly agreed, 34% agreed, 5% are not sure, 20% disagreed and 16% strongly disagreed that Media contributes to local culture in local society in Uganda.

On media changes community social behavior and development through programming the statistics show that 41% strongly agreed, 27% agreed, only 2% were not sure, 23% disagree and 7% strongly disagree with the statement. The table also indicated that 38% of the respondents strongly agreed that media sets guidelines on how station should operate in order to preserve and promote community moral values, 23% agreed, 7% were not sure, 32% disagreed while none of the respondents strongly disagreed with the statement.

Presentation on the Factors in the media that have contributed to decline and change in moral values.

Table 2: Factors in the media that have contributed to decline and change in moral values.

Statement	F	SA	F	A	F	NS	F	D	F	SD
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<i>Televisions show immoral films which has contributed to decline of moral values</i>	25	57%	18	41%	1	2%	0	0.0%	0	0.0%
<i>Unregulated media landscape</i>	18	41%	19	43%	0	0.0%	5	11%	2	5%
<i>Mass media provides easy access to inappropriate content in the form of</i>	20	45%	15	34%	0	0.0%	4	9%	5	11%
<i>which affects the behaviour of</i>										
<i>Mass media has contributed largely to decadence of morality due to its role in lowering religious tolerance</i>	14	32%	10	23%	0	0.0%	17	38%	3	7%
<i>Mass media presents strong content relating to violence and aggressive behaviour thus affecting the development and control of emotions in people which leads to moral</i>	20	45%	12	27%	1	2%	7	16%	4	9%

Source: field data 2022

According to the table 2 above shows that 57 % of the respondents strongly agreed that televisions show immoral films which has contributed to decline of moral values, 41% agreed, 2% were not sure while none of the respondents neither agreed nor disagreed with the statement which shows that majority of the respondents 98% of the respondents were in agreement that many televisions in Uganda show immoral films which leads to moral decay. 41% strongly agreed that unregulated media landscape where media content is not censored has led to decline in moral values, 43% agreed, none were sure, 11% disagreed with the statement while 5% strongly disagreed with the statement.

45% of the respondents agreed that mass media provides easy access to inappropriate content in the form of pornography which affects the behaviour of the people especially the youth, 34% agreed, none were not sure, 9% disagreed while 11% of the respondents strongly disagreed with the statement. 32% of the respondents strongly agreed that mass media has contributed largely to decadence of morality due to its role in lowering religious tolerance, 23% agreed, none were not sure, 38% disagreed with the statement while 7% strongly disagreed with the statement.

On mass media presents strong content relating to violence and aggressive behaviour thus affecting the development and control of emotions in people which leads to moral decadence
45%

Presentation on the Programs used in the preservation of African moral values by UBC Radio.

Table 3: Programs used in the preservation of African moral values by UBC Radio

Statement	F	SA	F	A	F	NS	F	D	F	SD
Religious programmes	21	47%	18	41%	0	0.0%	0	0.0%	5	11%
Educative programmes	12	27%	19	43%	0	0.0%	10	23%	3	7%
Real life programmes	15	34%	30	34%	2	5%	23	20%	4	9%
Community based	19	43%	15	34%	1	2%	5	11%	4	9%

Source: field data 2022

From table 3 above 47% of the respondents strongly agreed that religious programmes would make the youth in the University get connected to the spirituality that drives one's morals along the right path and deters evil thoughts. Therefore, through the airing of religious programmes moral decay would be minimized, 41% agreed, none of the respondents while 11% strongly disagreed with the statement.

70% of the respondents were in agreement that Educative programmes, like inter-university quizzes or games aired on radio or television with prizes to be won, would minimize moral decay as the students adopted the spirit of competition for positive reasons, while 37% were not in agreement with the statement.

Also 34% of the respondents strongly agreed that, real life programmes are usually made to achieve a special message delivery. And when the media attempts to do this to all the people or audience, it pleased them and it was not be a cost failure thus people who view such programmes, affect their lives in a positive way as they would know what would happen to them if they strayed. Therefore, moral decay would be avoided if the media adopted real life programmes that are a part of people's lives, 34% agreed, 5% were not sure, 20% disagreed while 9% strongly disagreed with the statement.

43% of the respondents strongly agreed that community-based programmes would encourage people to participate in cleaning exercises that would minimize their being derailed into matters pertaining to immorality, 34% agreed with the statement, 2% were not sure, 11% disagreed while 9% strongly disagreed with the statement.

Conclusion

In conclusion within the effect of mass media on African Moral values, the results of this study show wider implications for development in moral values: With the country having embraced high television coverage, the media and entertainment industry stand to gain from it as there was multiple frequencies and channels to be consumed on less bandwidth: ultimately benefitting from increased viewership by media consumers and creating jobs for those are interested in the media industry. However, the war of numbers amongst the various stations is a drawn battle line as moist stations are turning away to focusing on intellectual groups to appealing to the most local.

Recommendations

The government adopts a national information and communication policy aimed at strengthening information institutions while considering journalism as a

profession.

The survey and censorship of existing media facilities should be carried out, the relevance of imported feature films should be studied in addition to their impact on the young community.

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