
Broadcast Media And It's Effect On The Promotion Of Human Rights In Uganda. A Case Study Bushenyi District

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ABSTRACT

Broadcast Medias are in an effort to disseminate information towards the goodness of the society. The purpose of this study was to investigate the effect of broadcast media in dissemination of information on the promotion of human rights in Uganda, to investigate the Factors militating broad cast Medias against human rights coverage in Uganda and to examine the relationship between broadcast media and the promotion of human rights in Kashenshero town council Bushenyi district. The study adopted a media systems dependency theory which suggests, information resources lead to changes in individuals' cognition, emotions and behavior.

The study population was 178 who included 8 Sub County administrators, 14 Politicians, 8 Parish chives, 40 village leaders, 82 local masses, 6 journalists of Ruhinda FM and 20 officials of the civil society organization. Purposive sampling was used to collect data from Kashenshero sub county officials, civil organizations, political leaders and cluster sampling on journalist of Ruhinda fm. sampling on the. Data collected was analyzed and recorded using statistical packages and reported in form of tables and indicated as frequencies and percentage. The study findings indicated that broadcast media effects the promotion of human rights in Uganda and the study findings revealed that there was a negative correlation between the variable. The study recommends that total freedom of the press is a fundamental human right. Authoritarian of the media seems to hinder the operations of the press to, mass media should be objective, fair and accurate for these are the ethical issues in their operations of which they should abide, by these the credibility and confidentiality in the media will be enhanced.

Key words: Broadcast Media, Promotion and Human Rights

Background to the Study

With the advent of the United Nations (UN) and the subsequent adoption of the Universal Declaration of Human Rights (UDHR) in 1948, the concept of human rights emerged as one of the most topical issues worldwide (Flavia et al., 2023). Adopted in 1945, the UN Charter was the first international document to recognize the protection and promotion of human rights as an obligation to be carried out by individual and collective states (Langley, 1999). According to Smith (2007), the main reason for adopting the charter was to prevent the recurrence of the terrible events caused by the two devastating world wars, which were caused by massive human rights violations and unbridled violations of territorial integrity (Shakilah & Kazaara, 2023).

On the global stage, the United Nations (UN) has for years played a leading role in the promotion and protection of human rights with the support of international non-governmental organizations (Kazaara & Kazaara, 2023).

In addition to the efforts of the UN, the state is generally perceived as the main actor in the promotion and protection of human rights². Unfortunately, according to Hakemulder et al (1998), states are often the violators of the rights of citizens they are supposed to protect. However, it should be noted that although the state bears the primary responsibility for human rights issues, other organs of society such as corporations are also involved in the protection of human rights (Addo, 1999). As suggested by media system dependency theory, information sources lead to changes in an individual's cognition, emotions, and behavior (Ball Rokeach, (2003). It is clear that media-initiated perceptions lead to problems such as human rights cases in which apparent violations and abuses involve the public being watched and condemned (Kazaara et al., 2023). Broadcast media can influence individuals' attitudes towards the promotion and protection of human rights by contributing to globalized and local movements and conveying messages to a wide audience. This transitional mode of communication improves the social capacity to mobilize people worldwide to condemn human rights violations and abuses (Kazaara et al., 2023). There is no universally accepted definition of human rights. Perhaps this is because human rights, now widely recognized in several parts of the world and human rights violations are reported by journalists (Nickel, 2007).

Problem statement

There are several international human rights instruments that the UN has created to serve as a "common standard of success for all people". However, in the 1990s (Ramos et al., 2000), countless human rights violations occurred around the world. These violations could be committed by non-state actors through direct involvement or indirectly if they consent to such violations. Non-state actors, such as individuals, groups, informal or organized, adhoc or continuous, act as disruptors, protectors or mediators". The media's attention to human rights is remarkable because journalists often fail to take a comprehensive approach when reporting human rights violations. Even when such abuses do not occur, the media often fail to formulate their broadcasting policies to include human rights programming (Mercy et al., 2023). The media agenda is dominated by prioritizing the creation of profit over social well-being. For example, Lustgarten and Debix (2005) argue that the media's preference for "spectacular audiences

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and increasing appreciation of an image or story” makes them nonchalant about matters of public interest due to their inability to follow events in detail. .

Many studies on media and human rights are mostly concerned with analyzing the frequency of human rights terms, especially in print media such as newspapers and magazines. Few or none focus on in-depth analysis of broadcast media to determine the impact of broadcast media on the promotion of human rights (Davids et al., 2023). The researcher therefore intends to examine the influence of broadcast media on the promotion of human rights.

General objective

The main objective of the study was to examine the impact of broadcast media on the on the promotion of human rights in Uganda.

Specific Objectives

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

Methodology

A study design is a plan of how the researcher will conduct the study (Kothair2004). The researcher used a cross sectional research design where by both qualitative and quantitative research methods were used. Cross sectional design was used because it collected data at a single point in time and it was relatively cheap and less time-consuming than other type of research. It allows the collection of data from a large pool of subjects and compares differences between them. It captures a specific moment in time like it snapshots a condition in the time (Elliot 1996). The process of selecting apportion of the population to represent the entire population is known as sampling (Lo Biondo-Wood and Haber 1998: Polit and Hungler 1999: 95). The sample size was 178 respondents these included 8 sub county administrators, 20 officials of the civil society organizations in the sub county, 8 parish chiefs, 40 village leaders, 6 journalist from Ruhinda FM and 11 Political leaders in the sub county and 110 sub county local masses. Such respondents were representative enough and had reliable and credible information about the topic.

Sample size and sampling techniques

Table 1 showing sample size and sampling technique

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

The researcher used both open-ended questions to get relevant information about broad cast media and human rights promotion at Bushenyi district. For open-ended questions, citizens were given freedom to express their opinions on the questions and for the closed ended questions the researcher intended to get specific answers to the questions. For the purpose of the research, questionnaire focusing on the way of dealing with human rights were designed in two parts. The first part was to collect information about political leaders, civil society organizations, and village leaders concerning their Age group, departments, position, and gender, level of education and duration of employment. The questions were important in understanding the demographic characteristic that influences human rights promotion at Bushenyi district. Data collected was coded and tabulated. Data was analyzed qualitatively, frequencies and use of percentage (%) this was simplified by use of computer packages particularly SPSS (Nelson et al., 2022).

RESULTS

Table 2 response on the agreement of dissemination of information toward human rights promotion.

Statement	Strongly agree		Agree		Neither agree nor disagree		disagree		Strongly disagree		Total
	f	%	f	%	f	%	f	%	f	%	

Younger children with the ability to distinguish fiction from reality.	79	58	38	28	19	14					
Freedom of expression	54	40	17	13	65	48					
Public opinion by setting the agenda in public	34	19	59	33.2	68	38.2	11	6.2	6	3.4	
Publishing or broadcasting human rights programs	124	91	12	9							

Source: primary source

Table 2 shows that broadcast media influences Publishing or broadcasting human rights programs at strongly agree rate of 124 (91%) responses while 12 (9%) still agreed. The study still found that broadcast media influences younger children with the ability to distinguish fiction from reality at a strongly agree rate of 79(58%) and agree at 38 (28%) and it received 19 (14%) response of neither-agree nor disagree. Freedom of expression got the third place where it had 54 (40%) at strongly agreed 17 (13%) at agree and 65 (48%) neither agreed nor disagreed (Racheal et al., 2023).

However, on public opinion by setting the agenda to the public 34 (19%) of the respondents strongly agreed, 59 (33.2%) agreed however 68 (38.2%) Neither agreed nor disagreed and 11 (6.2%) disagreed while 6 (3.4%) strongly disagreed to the statement.

Table 3 showing factors mitigating broadcast media against human rights coverage

Factor	Strongly agree		Agree		Neither agree nor disagree		disagree		Strongly disagree		Total
	f	%	f	%	f	%	f	%	f	%	
Inability of journalist to comprehend human rights	125	70	38	22	15	8					
Pressure to attract reader interests	78	44	51	29	32	18	17	9			

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Inherent obligation to report every aspect of human rights	169	95	9	5							
Under reporting of human rights	111	62	63	35	1	0.5	3	1.5			

Source: primary source

Information in table 3 Shows that 169 (95%) of the respondents strongly agreed that broadcast media's inherent obligation to report every aspect of human rights the, 9 (5%) agreed. 120 (75%) strongly agreed to the inability of journalist to comprehend human rights, 38 (22%) agreed and 15 (8%) neither agree nor disagreed while 111 (62%) strongly agreed that under reporting of human rights, 63 (35%) agreed, 1 (0.5%) agreed nor disagree and 3 (1.5%) disagreed. However, on pressure to attract reader interests 78 (44%) strongly agreed, 51 (29%) agreed, 32 (18%) agreed nor disagreed and 17 (9%) of the respondents disagreed (Mercy et al., 2023).

Table: Relationship between broadcast media and human rights promotion in Bushenyi district.

		Broadcast media	Human rights promotion
Broadcast media	Pearson Correlation	1	.606**
	Sig. (2-tailed)		.000
	N	113	113
Human rights promotion	Pearson Correlation	.606**	1
	Sig. (2-tailed)	.000	
	N	113	113
**. Correlation is significant at the 0.01 level (2-tailed).			

Source; Primary Data, 2022

The information in table 13 above illustrates the relationship between Broadcast media (an independent variable) and Human rights promotion (a dependent variable). By employing bivariate means, it reveals that there is a connection between the Broadcast media and consumer conduct of $(r) = 0.606$ (Nelson et al., 2023). The fact that the p-value is 0.000, which is less than 0.05 ($p < 0.05$), and the p-value is significant enough to lead to the conclusion that the two parameters may be slightly positively correlated. The relationship between an enhancement in the Broadcast media and a corresponding change in Human rights promotion appears to be reciprocal, as indicated by the beneficial r value.

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Discussion of findings

To investigate the effect of broadcast media in dissemination of information on the promotion of human rights in Uganda

The first objective explored the effect of broadcast media in dissemination of information on the promotion of human rights in Bushenyi District. The study revealed that broadcast media influences publishing of broadcasting human rights programs and younger children with the ability to distinguish fiction from reality. The study is in relation to Bushman, (2001) who assert that exposure to violent media programs induces violent behavior and distinguishes fiction from reality.

The study further revealed that broadcast media influence's public opinion by setting the agenda to the public. This finding is related to Shafqat, (2010) who asserts that the media plays its role as agent of information shares information at broader level and influences public discourse.

Factors militating broadcast Medias against human rights coverage in Uganda

This was the second objective which explored the factors mitigating broadcast media against human right promotion and the study revealed that the broadcast medias inherent obligation to report every aspect of human rights mitigate its role in promotion of human rights and the to the inability of journalist to comprehend human rights promotion. This study finding is in relation to ICHRP (2002). Who argued that the inability of journalists to comprehend what human rights as well as the content of human rights instrument results in seeing prospective war?

Furthermore, the study revealed that pressure to attract reader interests made broadcast Medias to fail to perform their role against human rights abuses. This finding is related to Heinze and Freedman (2010) who found out that the pressure within the broadcast medias to attract readers interest and to respond to topical controversial issues overpower any priority that might be placed on comprehensive human rights coverage.

Conclusions

The findings of the study revealed that broadcast media can affect the promotion of human rights according to the findings from the study. There is a no relation between broadcast media and the promotion of human rights in Bushenyi District.

The study acknowledges the contribution of broadcast media toward the promotion of human rights in Bushenyi District.

Recommendations

The world cannot survive without the Medias, in other for the media to play its watchdog role effectively, here are some recommendations

The Medias should be given total freedom as freedom of the press is also a fundamental human right. Authoritarian of the media seems to hinder the operations of the press to.

Mass media should be objective, fair and accurate for these are the ethical issues in their operations of which they should abide, by these the credibility and confidentiality in the media will be enhanced.

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