

**Mass Media Welfare And Its Influence On The Effectiveness Of Journalism. A Case Study Of UBC
Mirembe Suzan¹, Nakibugwe Sophie²**

1, 2 Metropolitan International University

ABSTRACT.

Mass media welfare and effective journalism in Uganda look into the problems Ugandan media houses and journalist face as they carry out their duties. The results of the methodology shows that the media houses and their staffs are not given the best care. The journalism in Uganda based on what is obtainable and the proper welfare of Ugandan journalists. Journalists also should be objective and honest so as to bring journalism in Uganda back to her former honor. The government should allow journalists and the media houses to function freely without disturbance of any kind. These caused Ugandan mass media to be what it ought to be. The researcher used a case study of Uganda broadcasting cooperation Nakasero hill, Kampala. I found out what can make for the welfare of the media staff and how effectiveness can be achieved in the discharge of their duties. The area the researcher covered the media houses and media staff welfare of Uganda and journalist of Uganda broadcasting cooperation Kampala. The population for the study was comprised of the media house, staffs and journalists of Uganda Broadcasting Corporation Kampala and all the practitioners within the area. The researcher used members of Uganda Broadcasting Corporation in media houses and newspaper including staff and the journalists. From the findings, the number of respondents who Strongly agreed that, “Mass media helps in sensitizing the community / nation about the important information which needs to be disseminated “were 96% which was more than those who Agreed with 4% and none of the respondents disagreed, strongly disagreed or were not sure. Upon the findings, the government should also allow the journalists to practice freely in disseminating information to the Public. And the journalists should also try as much as possible to be fearless and objective as they carry out their duties hence following the ethics of their profession.

Keywords: mass media, welfare and journalism

Background of the study

Mass media have served as carriers of information and have the ability to shape public perception of important issues. Nwagabra (2010) affirmed that journalism in Uganda has been described as a “bastion of nations” agitation that impacts the public on the public sphere, an area where private individuals come together to address social issues with gusto” Job satisfaction is a complex phenomenon because it is related with various random factors such as personal,

social, cultural, environmental and financial (T. Christopher, 2022). The nature of the job is an important factor in determining the level of job satisfaction of an employee. More important is the long-term perspective of employment in an organization that has created a sense of involvement and commitment to work among employees (F. Christopher et al., 2022). Employee job satisfaction is influenced by several factors such as promotion,

Received: 01.12.2023

Accepted: 10.12.2023

Published on: 30.12.2023

salary, training, employee welfare (Ntirandekura et al., 2022). Without a competent workforce that is well motivated, organizations will either pursue undirected goals or find it very difficult to realize actual goals once they have been set (Ogbozor 2009). Employee satisfaction and commitment have become more

important to organizational success in recent years. Solving the problem will lead to an organization that is efficient and profitable and employees that are happier and more productive (Kazaara & Kazaara, 2023).

Statement of the problem

To sustain development and sustain good governance, the media is a necessary powerful tool. The media is considered the mouthpiece of the common man (Filstar, 2023). It criticized the government when it takes wrong actions, exposes the government when it mismanages public funds and in the same vein, the media comes to the aid of a person or group when their rights are violated (Phionah et al., 2023). Effective media is needed to bring about positive change and the employees who make this happen are journalists and media houses. Despite these enviable contributions of media houses and journalists to national development, the mass media in Uganda has faced a number of challenges. Chief among these problems is the poor welfare of Ugandan journalists. Journalists working for both private and state media are poorly compensated (Shakilah & Kazaara, 2023). Taking a journalist home is not comparable to the risk associated with the job. For example, the mass media in Uganda has been the target of police brutality, as have both print and electronic media, adverse laws governing media houses. In addition, hostility also comes from the government (Flavia et al., 2023). There have been situations where journalists have been harassed and harassed. Despite the trauma that Ugandan journalists are exposed to, media owners and staff are sensitive to the well-being of journalists. It is therefore glaring that there is a need to conduct a study on the perception of the well-being of media personnel on effective journalism in Uganda (Kazaara et al., 2023).

Specific objectives of the study.

1. To identify the roles mass media plays in Uganda
2. To find out the importance of press freedom
3. To identify how mass media can achieve effectiveness in the profession of journalism

Methodology

The researcher used a case study of Uganda broadcasting cooperation Nakasero hill, Kampala. I found out what can make for the welfare of the media staff and how effectiveness can be achieved in the discharge of their duties. The area the researcher

covered the media houses and media staff welfare of Uganda and journalist of Uganda broadcasting cooperation Kampala. The population for the study was comprised of the media house, staffs and journalists of Uganda Broadcasting Corporation

Kampala and all the practitioners within the area. The researcher used members of Uganda Broadcasting Corporation in media houses and newspaper including staff and the journalists. The researcher sampled six Uganda Broadcasting Corporation Executives, three from radio and five journalists from Uganda Broadcasting Corporation. The researcher used questionnaire and interview schedules in order to collect the relevant information as outlined below: The questionnaire was completed by literate respondents from among target population. This tool was preferred for such group because it ensured secrecy and anonymity on the parts of respondent. It was also ideal for such group since they were literate and thus took little time to read, understand and fill the questionnaires. The researcher used questionnaire method in collecting information needed for research and it has twenty items. This study was primarily based on data from questionnaire and other research tools that were standardized to most likely analyze correctly. The data were coded and classified to generate normal and linear information. According to (Muganda O.M & Mugenda, A.G, 2009) validity is the accuracy and meaningfulness of in fences, hence validity refers to the degree to which results obtained from the analysis of the data actually represents the variable under study. In this research, the instrument

used was validated in terms of content validity. The content related techniques was measure the degree to which the question items reflect the specific area covered. The questionnaire used and the interview used in line with the questionnaire proved valid. According to (Muganda O.M & Mugenda, A.G, 2009), reliability is the degree to which a research instrument yields consistent results or data after repeated trials. To test the reliability of research instrument used, test and re-test techniques will be used. The reliability of the questionnaire was computed using SPSS to determine Cronbach's reliability coefficient. The questionnaire method was very reliable as respondents supply the information needed for the completion of the project. Analysis was based on data gathered from the questionnaires filled by the respondents. The questionnaires were read through and comparisons were made between answers given by each respondent. The answers are keyed in basing on the research questions, then clustered together in order to tabulate or present in graphical manner whichever find fit by the researcher. The distributed questionnaires were later collected from the respondent for analysis. The copies were decoded, analyzed, grouped into frequencies and percentages and finally computed using SPSS and STATA (Nelson et al., 2022).

RESULTS

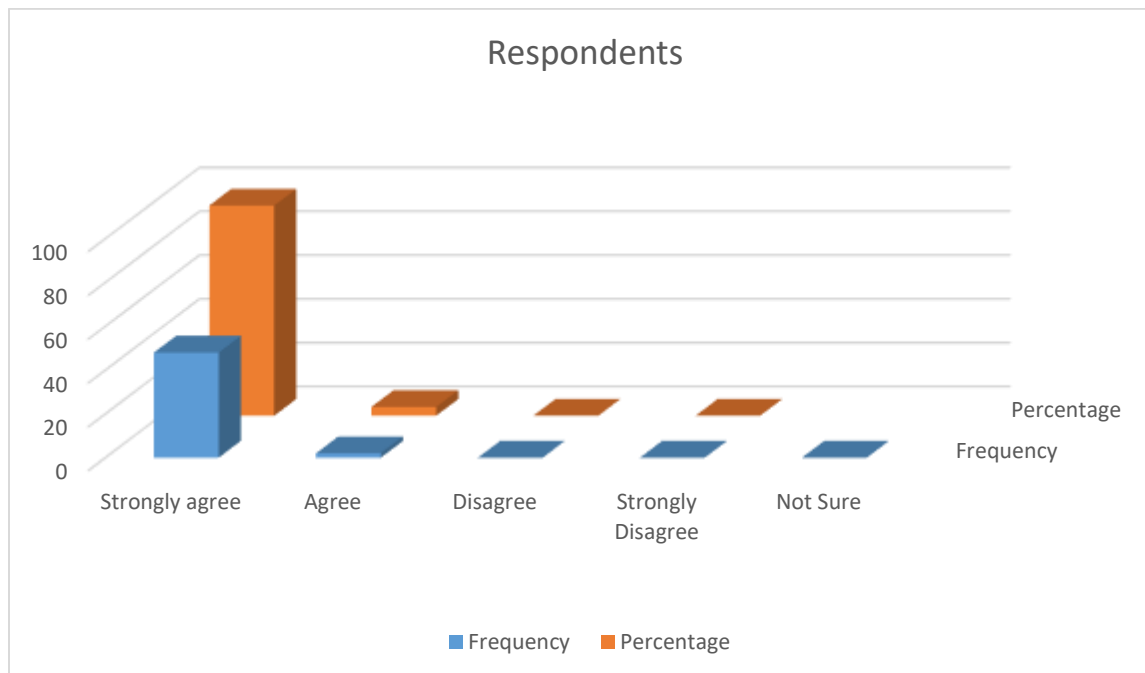
Table 1: A table showing the answers of respondents on the statement “Mass media helps in sensitizing the community / nation about the important information which needs to be disseminated”

Statement	Frequency	Percentage (%)
Strongly agree	48	96

Agree	2	4
Disagree	0	00
Strongly disagree	0	00
Not sure	0	00
Total	50	100

Source: Primary data.

Figure 1: A graph showing the answers of respondents on the statement “Mass media helps in sensitizing the community / nation about the important information which needs to be disseminated”



Source: Primary data.

It finally emerged that the number of respondents who Strongly agreed that, “Mass media helps in sensitizing the community / nation about the important information which needs to be disseminated “were 96% which was more than those who Agreed with 4% and none of the respondents disagreed, strongly disagreed or were not sure.

Mass media helps in conveying relevant information to different stakeholders

Out of 50 (100%) respondents, 15(30%) strongly agree, 35(70%) of them agree of the respondents who took part in the exercise 0(00%) of the respondents disagree, 0(00%) strongly disagree and 0(00%) were not sure.

Received: 01.12.2023

Accepted: 10.12.2023

Published on: 30.12.2023

Answers relevant to research statement one is treated in table 6

Table 2: A table showing the answers of respondents on the statement “Mass media helps in conveying relevant information to different stakeholders”

Statement	Frequency	Percentage (%)
Strongly agree	15	30
Agree	35	70
Disagree	0	00
Strongly disagree	0	00
Not sure	0	00
Total	50	100

Source: Primary data.

It finally emerged that the number of respondents who agreed that, “Mass media helps in conveying relevant information to different stakeholders “were 70% which was more than those who Strongly Agreed with 30% and none of the respondents disagreed, strongly disagreed or were not sure.

Mass media acts as a watchdog in the society

Out of 50 (100%) respondents, 10(20%) strongly agree, 34(68%) of them agree of the respondents who took part in the exercise 0(00%) of the respondents disagree, 0(00%) strongly disagree and 6(12%) were not sure. Answers relevant to research statement one are treated in table 7

Table 3: A table showing the answers of respondents on the statement “Mass media acts as a watchdog in the society”

Statement	Frequency	Percentage (%)
Strongly agree	10	20
Agree	34	68
Disagree	0	00
Strongly disagree	0	00
Not sure	6	12
Total	50	100

Source: Primary data.

It finally emerged that the number of respondents who agreed that, “Mass media acts as a watchdog in the society “were 68% which was more than those who Strongly Agreed with 20% ,12% of respondents were not sure and none of the respondents disagreed or strongly disagreed.

Presentation of findings

Out of 50 (100%) respondents, 38(76%) strongly agree, 2(4%) of them agree of the respondents who took part in the exercise 5(10%) of the respondents disagree, 0(00%) strongly disagree and 5(10%) were not sure

Table 4: A table showing the answers of respondents on the statement “The effect of government pressure is felt here in the developing countries and that the stations and publishing houses are supposed to be free from governmental pressure.”

Statement 4	Frequency	Percentage (%)
Strongly agree	38	76
Agree	2	4
Disagree	5	10
Strongly disagree	0	00
Not sure	5	10
Total	50	100

Source: Primary data.

It finally emerged that the number of respondents who Strongly agreed that, “The effect of government pressure is felt here in the developing countries and that the stations and publishing houses are supposed to be free from governmental pressure. “Were 76% which was more than those where not sure with 10%, 4% of respondents Agreed and none of the respondents disagreed or strongly disagreed.

The absence of press freedom can highly affect effectiveness**Presentation of findings**

Out of 50 (100%) respondents, 27(54%) strongly agree, 13(26%) of them agree of the respondents who took part in the exercise 6(12%) of the respondents disagree, 0(00%) strongly disagree and 4(8%) were not sure

Table 5: A table showing the answers of respondents on the statement “The absence of press freedom can highly affect effectiveness.”

Statement	Frequency	Percentage (%)
Strongly agree	27	54
Agree	13	26
Disagree	6	12
Strongly disagree	0	00
Not sure	4	8
Total	50	100

Received: 01.12.2023

Accepted: 10.12.2023

Published on: 30.12.2023

Source: Primary data.

It finally emerged that the number of respondents who strongly agreed that, “The absence of press freedom can highly affect effectiveness. “ Were 54% which was more than those who agreed with 26%, 12% of respondents disagreed, 8% where not sure and none of the respondents strongly disagreed.

The media are turned into indispensable tools for retaining power by those controlling them. Journalists just follow the owner’s direction and sometimes a news item becomes killed.

Presentation of findings

Out of 50 (100%) respondents, 10(20%) strongly agree, 21(42%) of them agree of the respondents who took part in the exercise 0(00%) of the respondents disagree, 0(00%) strongly disagree and 19(38%) were not sure.

Table 6: A table showing the answers of respondents on the statement “The media are turned into indispensable tools for retaining power by those controlling them. Journalists just follow the owner’s direction and sometimes a news item becomes killed.”

Statement	Frequency	Percentage (%)
Strongly agree	10	20
Agree	21	42
Disagree	0	00
Strongly disagree	0	00
Not sure	19	38
Total	50	100

Source: Primary data.

It finally emerged that the number of respondents who agreed that, “The media are turned into indispensable tools for retaining power by those controlling them. Journalists just follow the owner’s direction and sometimes a news item becomes killed. “Were 42% which was more than those who were not sure with 38%, 20% of respondents strongly agreed and none of the respondents disagreed or strongly disagreed

How mass media can achieve effectiveness in the profession of journalism.

Presentation of findings

Out of 50 (100%) respondents, 38(76%) strongly agree, 2(4%) of them agree of the respondents who took part in the exercise 5(10%) of the respondents disagree, 0(00%) strongly disagree and 5(10%) were not sure

Table 7: A table showing the answers of respondents on the statement “To meet the challenges of the future, the journalist must develop a sense of professionalism.”

Statement 7	Frequency	Percentage (%)
Strongly agree	38	76
Agree	2	4
Disagree	5	10
Strongly disagree	0	00
Not sure	5	10
Total	50	100

Source: Primary data.

It finally emerged that the number of respondents who strongly agreed that, “To meet the challenges of the future, the journalist must develop a sense of professionalism.” Were 76% which was more than those where not sure with 10%, 4% of respondents Agreed and none of the respondents disagreed or strongly disagreed.

Competent staff is needed to produce better attractive and readable newspapers.

Presentation of findings

Out of 50 (100%) respondents, 27(54%) strongly agree, 13(26%) of them agree of the respondents who took part in the exercise 6(12%) of the respondents disagree, 0(00%) strongly disagree and 4(8%) were not sure

Table 8: A table showing the answers of respondents on the statement “Competent staff is needed to produce better attractive and readable newspapers.”

Statement 8	Frequency	Percentage (%)
Strongly agree	27	54
Agree	13	26
Disagree	6	12
Strongly disagree	0	00
Not sure	4	8
Total	50	100

Source: Primary data.

It finally emerged that the number of respondents who strongly agreed that, “Competent staff is needed to produce better attractive and readable newspapers.” Were 54% which was more than those who agreed with 26%, 12% of respondents disagreed, 8% where not sure and none of the respondents strongly disagreed.

Experience apart, training is another factor that should be given some attention.

Presentation of findings

Out of 50 (100%) respondents, 10(20%) strongly agree, 34(68%) of them agree of the respondents who took part in the exercise 0(00%) of the respondents disagree, 0(00%) strongly disagree and 6(12%) were not sure.

Table 9: A table showing the answers of respondents on the statement “Experience apart, training is another factor that should be given some attention.”

Statement	Frequency	Percentage (%)
Strongly agree	10	20
Agree	34	68
Disagree	0	00
Strongly disagree	0	00
Not sure	6	12
Total	50	100

Source: Primary data.

It finally emerged that the number of respondents who agreed that, “Experience apart, training is another factor that should be given some attention “were 68% which was more than those who Strongly Agreed with 20% ,12% of respondents were not sure and none of the respondents disagreed or strongly disagreed.

Conclusion

From the conducted this conclusion was derived, if the media staff are given good welfare package, they will do more than when it is not considered.

Again, if the government should give them freedom to operate and free access to information, they will do better.

Also, if journalists should professionals and eliminate quacks from the profession, there will be effective journalism.

Recommendations.

In relation to the discoveries of this study, I hereby recommend the following:

The owners of the media house should ensure that the welfare of their staff is considered favorably. The government should also allow the journalists to practice freely in disseminating information to the Public. And the journalists should also try as much as possible to be fearless and objective as they carry out their duties hence following the ethics of their profession.

References

Received: 01.12.2023

Accepted: 10.12.2023

Published on: 30.12.2023

Christopher, F., Moses, N., Muhindo, M. E., & Komunda, T. R. (2022). Employee Training and Organizational Performance: A Case Study of African College of Commerce and Technology in Kabale District, South Western Uganda. *International Journal of Academic Pedagogical Research*, 6(5), 1–7.

Christopher, T. (2022). *Financial Distress among Manufacturing Companies in*. 6(12), 104–110.

Filstar, U. (2023). *Assessing the Impact of Social Media on the Development of Domestic Tourism in Uganda - A Case Study of Uwec Uganda*. 7(4), 164–169.

Flavia, A., Denis, W., Kazaara, A. G., Nelson, K., Christopher, F., & Alex, K. (2023). *The Impact of Broadcast Media on the Promotion of Human Rights in Uganda A case Study of Kashenshero Sub County Mitoma District*. 7(2), 20–29.

Kazaara, A. G., & Kazaara, A. I. (2023). *Assess The Impacts Of Inflation To The Development Of Societies . A Case Study of Kagadi District*. 7(3), 281–290.

Kazaara, A. G., Kazaara, A. I., & Ismail, L. (2023). *The Impact Of Government Regulations On The Media Performance In Uganda . A Case Study Of Nbs Television*. 7(3), 372–377.

Nelson, K., Christopher, F., & Milton, N. (2022). *Teach Yourself Spss and Stata*. 6(7), 84–122.

Ntirandekura, M., Ainebyoona, A., Registrar, D., District, B., & Commission, E. (2022). *HUMAN RESOURCE MANAGEMENT STRATEGIES AND ENHANCEMENT OF STAFF RETENTION IN PUBLIC SECTOR ORGANISATIONS : AN EMPIRICAL INVESTIGATION IN KABALE*. 6(7), 89–103.

Phionah, N., Kazaara, A. G., Bafaki, G., Ruth, N., & Kazaara, A. I. (2023). *The Role Played By Social Media on Curbing Corruption Practices In Uganda a Case Study of Kawempe Division*. 7(3), 246–250.

Shakilah, K., & Kazaara, A. G. (2023). *Influence Of Mushrooming Media On Journalism Ethics In Uganda A Case Study Of Uganda Broadcasting Corporation (UBC)*. 7(3), 344–351.