

**Media And It's Impact on people's way of living in Uganda.**

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**Abstract**

The impact of media on people's way of living 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 will cause Ugandan mass media to be what it ought to be. 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. It finally emerged that the number of respondents who Strongly agreed that, "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. 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.

**Keywords: media, Journalists, SPSS & STATA**

**Background of the study**

In recent years, people have become much more familiar with social media (Kazaara, Charles et al., 2023). People have started using social media as a new method to learn information about the things they are most interested in, which are very popular in society, and even use it to relax and waste time (Frank et al., 2023) . Because of the efficiency that social media has bought us, the ways people communicate has changed dramatically (Davids et al., 2023). Moreover, social media has not only brought changes to human society but also caused several psychological problems. The World Health Organization estimates that about 10 to 20 percent of children and adolescents worldwide have mental health problems (Kazaara & Kazaara, 2023). According to the data, 75% of mental health problems are discovered by the age of 18 and 50% are discovered by the age of 14. Social media has also made people addicted to it, grabbing their attention and taking over their lives. Social media addiction can be seen as internet addiction and often manifests as an obsession and excessive use of social media. People can no longer control their time with social media and realize its bad side (Turyatamba, 2023). Despite the mental health issues social media buys, social media

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has also changed the way people live, including consumer decision-making behavior and political influence. Social media represents a new way of communication between consumers and marketers (Shakilah & Kazaara, 2023).

The degree to which the media is a factor in the way people live has been a subject of discourse in the communication literature. However, before delving into the discourse, it is necessary to define the phrase “people's way of life” in order to understand and appreciate the issues surrounding the relationship between the media and national development (Shakilah & Kazaara, 2023).

To evolve is to become more advanced. In the context of a nation, (Eapen) postulated that in any discussion of development, three main factors need to be considered – economic growth, self-sufficiency and social justice (Phionah et al., 2023). The way people live includes political, economic and social factors. The way of life (development) is a qualitative change that entails changes in the structure of the economy, the social environment and the political mood. The way of life (development) is aimed at people because it is aimed at the human population (Kazaara, Kazaara, et al., 2023). The overall purpose of people's way of life is human development, the purpose of which is to expand people's choices for: “greater access to knowledge; better nutrition and health services; more secure living; security against crime and physical violence; political and cultural freedoms; and a sense of participation in community activities.” (Kazaara & Kazaara, 2023). Described as a watchdog, the media is a recognition of its vigilant and critical role against the bad practices of government and private individuals that the media is responsible for while holding citizens, especially political leaders in Uganda, to account. Job satisfaction is a complex phenomenon because it is related to various contingent factors such as personal, social, cultural, environmental and financial (Deus, 2023). The nature of work is an important factor in deciding the level employee's job satisfaction. More important is the long-term perspective of employment in an organization that has created a sense of commitment and dedication to work among employees (Alex & Kazaara, 2023). Employee's job satisfaction is influenced by several factors such as promotion, salary, training, employee welfare (Emmanuel et al., 2023). 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 (Paul & Kazaara, 2023). 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 (Annet et al., 2023).

#### Statement of the problem

The media has been variously described as the fourth estate, agenda setter, watchdog, force multiplier and gatekeeper, all in an attempt to demonstrate its influence on society. On the contrary, the media was perceived as an avenue for sensationalism, propaganda and bias, factors unfavorable to national development (Flavia et al., 2023). Given this perception of media, to what extent does it contribute to a way of life? This is one of the main issues to be addressed in this research project (Mercy et al., 2023). The relationship between media and people's lifestyle will be tested in this study and it will be positive. This will be achieved through an in-depth comparative analysis of the role of media

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in different societies towards the way of life. The researcher will indicate this positive relationship in these societies at different times. The available data will enable statistical analysis, on the basis of which conclusions will be drawn (Kazaara, Kazaara, et al., 2023). So there is no doubt that media plays a vital role in the way of life. They represent a tool for shaping public opinion; promoting democracy and good governance, influencing behaviour; facilitating nation building; and promoting policies that guarantee a high quality of life. As the vanguard of political, economic and social development, the media represent a functional organism that fulfills a specific role in society (Shakilah & Kazaara, 2023). And we focus on how much influence the media has on the way people live in Uganda.

**Specific objectives of the study.**

1. To examine the roles played by media in Uganda
2. To find out the importance of media on people's way of living in Uganda
3. To identify how mass media can achieve effectiveness in the profession of journalism

**Methodology**

The researcher used a case study of Kampala Central Division. I found out what can contribute to the well-being of media workers and how to achieve efficiency in the performance of their duties. The area covered by the researcher is the impact of media on the way of life of people in Kampala Central Division. The population for the study consisted of media house, staff and people from Kampala Central Division and all practitioners in the area. The questionnaire was filled out by literate respondents from among the target population. This tool was preferred for this group because it ensured confidentiality and anonymity on the part of the respondents. It was also ideal for such a group as they were literate and therefore took little time to read, understand and complete the questionnaires. The researcher used the questionnaire method, which has twenty items, in collecting the information needed for the research. This study was primarily based on data from questionnaires and other research instruments that were standardized to be most likely to 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 in fences, i.e. validity refers to the extent to which the results obtained through data analysis really represent the variable under investigation. In this research, the instrument used was validated in terms of content validity. Content-related techniques measured the extent to which question items reflected the specific area covered. The questionnaire used and the interview used in accordance with the questionnaire proved to be valid. Questionnaires were distributed to members, people from Kampala Central Division using the media. The analysis was based on the data obtained from the questionnaires filled in by the respondents. The questionnaires were read and the answers of individual respondents were compared. The responses are based on the research questions and then grouped to be tabulated or graphically presented, as the researcher deems appropriate. The distributed questionnaires were later collected from the respondent for analysis. Copies were decoded, analyzed, grouped into frequencies and percentages, and finally calculated using SPSS and STATA (Nelson et al., 2022).

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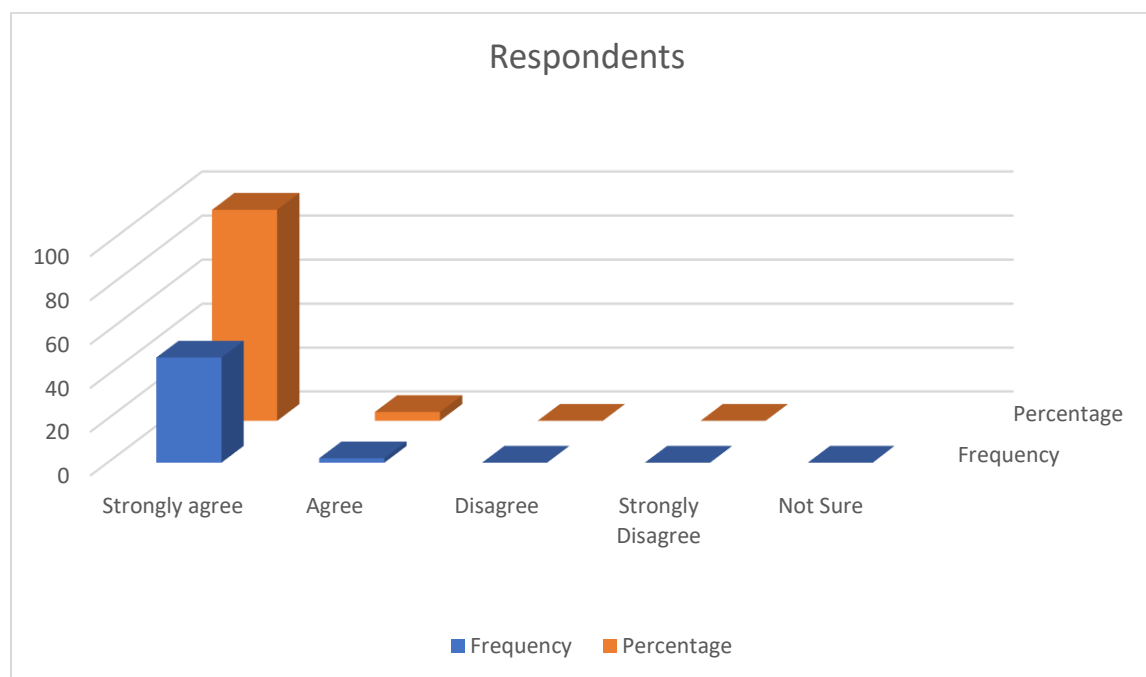
## **RESULTS**

**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”

| <b>Statement</b>  | <b>Frequency</b> | <b>Percentage (%)</b> |
|-------------------|------------------|-----------------------|
| 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, “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 (Shakilah & Kazaara, 2023).

### Media helps in conveying relevant information to different stakeholders

#### Presentation of findings

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. 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             |

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|-------------------|----|-----|
| 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 (Kazaara, Kazaara, et al., 2023).

#### **Mass media acts as a watchdog in the society**

##### **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. 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”

| <b>Statement</b>  | <b>Frequency</b> | <b>Percentage (%)</b> |
|-------------------|------------------|-----------------------|
| 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 (Phionah et al., 2023).

**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.”

| <b>Statement</b> | <b>Frequency</b> | <b>Percentage (%)</b> |
|------------------|------------------|-----------------------|
| Strongly agree   | 38               | 76                    |
| Agree            | 2                | 4                     |

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|-------------------|----|-----|
| 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 (Victoria et al., 2023).

#### **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.”**

| <b>Statement</b>  | <b>Frequency</b> | <b>Percentage (%)</b> |
|-------------------|------------------|-----------------------|
| 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, “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 (Kazaara, Charles, et al., 2023).

**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.”**

| <b>Statement</b> | <b>Frequency</b> | <b>Percentage (%)</b> |
|------------------|------------------|-----------------------|
| Strongly agree   | 10               | 20                    |
| Agree            | 21               | 42                    |

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|-------------------|----|-----|
| 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 (Kazaara, Charles, et al., 2023).

**How Media can achieve effectiveness in the profession of journalism.**

To meet the challenges of the future, the journalist must develop a sense of professionalism.

**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         | 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 (Kazaara, Charles, et al., 2023).

### **Conclusion**

From the conducted this conclusion was derived, if the media staff are given good way of living 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 people become professionals and eliminate quacks from the profession, there will be effective journalism. And if they should be fearless, shun brown envelopes and be objective in their report the prestige of Ugandan journalists will be restored.

### **Recommendations.**

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.

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