
**Media Practice And Socio- Economic Development In Uganda. A Case Study Of Voice Of Muhabura In
Kisoro Municipality**

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Abstract

The study examined the relationship between media practice and socio-economic development; a case study Voice of Muhabura Radio. The objectives of the study were to examine the relationship between media practice and socio-economic development at Voice of Muhabura; to establish the factors that prompt the media to participate in socio-economic development and to assess the challenges faced by the media while participating in socio-economic development. A cross sectional research design which employed both quantitative and qualitative techniques was employed in data collection and analysis purposive and simple random sampling techniques were employed to attain responses from 60 respondents including managers and journalists of Voice of Muhabura and some members of the public. The study revealed that there is a significant relationship between the media and people's economic development because the media leads to education of people. Media creates awareness amongst the people; provides employment opportunities to people; media leads to corporate social responsibility in the society. Media communications improve people's health standards; media mobilizes people for common goals of development and provides resourceful information to the people. It also revealed that the primary factor for media participation in the process of economic development is the intention to educate the people; desire to provide resourceful information to the people; need to have corporate social responsibility by the media; desire to create awareness amongst the people. The need to create job opportunities for the people and the intentions of mobilizing people for common goals of economic development. And finally it revealed that media participation in people's economic development is challenged by high taxes imposed on media by the government; government interference in media operations; poorly developed infrastructures especially in rural areas; political instabilities. High levels of illiteracy especially in rural areas; urban congestion of people and capitalization of media offences. The researcher recommended that the government should always arrange workshops to inform the journalists about the new policies to follow in media operation. It also recommended that the government should always come up with policies that promote media operations. The researcher further recommended media managers to encourage their journalists to operate with objectivity and lastly, it recommended media houses to prioritize structuring their leadership to be organized because organized leadership escalates better media operations for economic development.

Keywords: Media Practice, journalists And Socio- Economic Development

Background of the study.

Globally, the media has always had a great influence on the thoughts, attitudes and behavior of individuals towards economic development (Ramadhan et al.,

2023). In this case, whether media communication is written, broadcast or spoken, the mass media reaches

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a large audience and messages always receive a response from the audience.

The influence of the media has an impact on many aspects of human life economically, among which are attitude to work, saving behavior, attitude to education, which are aspects that are the main links to human economic development (Flavia et al., 2023). Media has stood exceptionally well in the society as a tool of economic development by promoting, creating awareness and promoting the goods and services available for sale or purchase by the people thus helping the economic development of the masses (Florence & Sarah, 2023). In Africa, there has been an increase in the number of mass communication programs aimed at the economic development of human lives across the continent (Abiodun Salawu, 2019). Media like television, radio and newspapers have come up with programs that focus on development like; education on good agricultural practices, advertising of goods and services, rewards for those who achieve great success at work (Shakilah & Kazaara, 2023). Agricultural associations, labor unions that bring people or workers together have been given a platform and in most societies in Africa these arrangements have greatly changed people's lives for the better. From a regional perspective, the media is significant in devising poverty eradication campaigns among audiences (Flavia et al., 2023). In Kenya, television, radio and print always cover industries such as agriculture, mining, trade and commerce and because of this publicity, people look for jobs in these industries whose lives will eventually change. However, in Uganda today, media communication is

marked by development goals (Konrad, 2014). For many years, the evolution of media from print to radio, television and now online media has continued to influence mass opinion and perception towards development. The media has many arrangements for workers such as trade shows, farm shows, all of which focus on improving the quality of work among people (Turyatamba et al., 2022). The media practice model is a model of media effects used in the field of mass communication. This model was developed by Jeanne R. Steele and Jane D. Brown in 2015 and uses a practice perspective, meaning that it focuses on the daily activities and routines of media consumption. This theoretical framework was developed to better understand what leads teenagers to prefer one media source over another and what factors play a role in this decision (Kazaara & Kazaara, 2023). The media practice model emphasizes the constant interaction between consumers and the media and focuses on the dialectical aspect of this interaction, suggesting that it is the individual characteristics, environment and everyday practices of adolescents that allow the media to have a stronger or weaker influence on them. (Kazaara, Kazaara et al., 2023).

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Socio-economic development is the process of social and economic progress in society. Socio-economic development is measured using indicators such as GDP, life expectancy, literacy and employment levels (IGI Global, 2023). The process of social and economic development in a society as measured by

indicators such as GDP, life expectancy, literacy and employment levels, personal dignity, personal safety and freedom from fear of physical harm, and the extent of participation in civil society (Frank et al., 2023).

Statement of the problem.

It seeks to determine whether there is a relationship between media practice and socio-economic development in Kisoro Municipality. Recently, various campaigns and initiatives have been taken in the media to ensure that the economic backbone of the masses is supported (Vision Group Report, 2019). For example, the Vision Group annually organizes the Harvest Money Expo in Lugogo where farmers are ably supported and adapted to new productive assets to showcase agriculture in Uganda through knowledge sharing and capacity building (Allan et al., 2023).

Buganda Kingdom-centered CBS FM also hosts an annual Farmers Show at the Wankulukuku Stadium and it has changed the lives of many farmers for the better in a few years (CBS Report, 2019). At the exhibition, farmers will acquire new agricultural skills and modern agricultural tools for better agricultural practice. Other media such as Voice of Muhabura, Voice of Kigezi, Peak FM, Radio Simba, Akaboozi Kubiri, Radio Sapyentia and televisions such as Bukedde TV, NBS TV, Top TV and Salt TV among others have programs for farmers where farmers learn good farming practices . as the fact that agriculture forms the backbone of Uganda (Collins et al., 2023). Industrial work, trade and commerce are also given equal consideration by the media in Uganda. It follows that the media has had a great influence on the economic development of the people due to the role it plays in the economic transformation process of the people. Therefore, the researcher is forced to establish the relationship between media practice and socio-economic development in Kisoro village.

specific objectives

1. To establish the relationship between the media practice and socio-economic development in Kisoro Municipality.
2. To analyze the factors that prompts the media to participate in socio-economic development in Kisoro Municipality.
3. To examine the challenges faced by the media while participating in socio-economic development in Kisoro Municipality.

Methodology

The research design in this study was used as a case study research design. Case studies emphasized on detailed contextual analysis of relationship between media and people's economic development, factors that prompt the media to participate in people's economic development and the challenges faced by the media practice while

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participating in socio-economic development. The researcher employed both qualitative and quantitative research methods. The study population constituted mainly the media practitioners of Voice of Muhabura and members of the public. This included 8 managerial staff and 20 operational media practitioners, and 72 members of the public. This population was selected because it was assumed to have adequate knowledge of the subject under investigation and the research variables under investigation. Simple random sampling was used to select respondents from among the journalist and members of the public. Unique numbers were written on pieces of paper and the prospective respondents were asked to choose randomly from the container having the unique numbers. The whole 60 respondents were part of the sample. This method was chosen because it would avoid bias and give equal chance to the population to be selected. Purposive sampling was used on selecting managerial staff who were directly involved in experiencing the practice of media participation in people's economic development.

$$n = \frac{N}{1 + N(e)^2}$$

Where;

$$n = \frac{100}{1 + 100(0.05)^2}$$

$$n = 60$$

N=Target population

e = Margin of error

n = sample size.

The sample size were 60 respondents comprised of 6 managerial staff of Voice of Muhabura, 12 journalists of Voice of Muhabura and 42 members of the public. This is presented in the table below

Category	Population	Sample size	Selection method
Managerial and operational staff or journalists	28	18	Purposive sampling
Members of the public	72	42	Simple random and systematic sampling
Total	100	60	

The research employed both statistical and non-statistical sampling techniques. Statistical sampling technique included random sampling, systematic and cluster sampling whereby the respondents were grouped into different clusters mainly the managerial and operational journalists, and members of the public. Qualitative data analysis was done using research instruments such as interview guide, questionnaires and research surveys. Also, narratives

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would be recorded during face-to-face interview and through observation. The researcher would use a quick impressionist summary in analyzing qualitative data; he would summarize the key findings by noting down the frequent response of the respondents during the interview on various issues relating to media operation of informing, educating and entertaining. Data was analyzed in form of tables, frequencies and percentages using SPSS & STATA (Nelson et al., 2022).

Results

Table 2: Relationship between media practice and socio-economic development of Voice of Muhabura

Relationship between media practice and socio-economic development	Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Media Practice leads to education of the people	35	58.3	15	25	10	16.6					60	100
Media Practice creates awareness amongst people	33	55	20	33.3	7	11.6					60	100
Media Practice is a source of jobs to the people	29	48.3	21	35	10	16.6					60	100
Media Practice leads to corporate social responsibility	30	50	26	43.3	4	6.6					60	100
Media Practice improves peoples' health standards through creating health awareness	37	61.6	20	33.3	3	5					60	100
Media mobilizes people for common goals of economic development	27	45	26	43.3	7	11.6					60	100
Media Practice provides resourceful information to the people	30	50	29	48.3	1	1.6					60	100

Source: Primary data 2024.

From the table 2 above, it can be observed that 35(58.3%) of the respondents strongly agreed to the fact that the media educates people about development program, 15(25%) agreed and 10(11.6%) of the respondents were also not sure. This therefore implies that the media educates people about development programs. It can also be observed that 33(55%) of the respondents strongly agreed to the fact that media practice creates awareness amongst people/

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masses, 20(33.3%) agreed and 7(11.6%) of the respondents were not sure. It therefore implies that media practice creates awareness amongst the people or masses (Mercy et al., 2023).

29(48.3%) of the respondents strongly agreed to the fact that media operation provides job opportunities to the people, 21(35%) agreed and 10(16.6%) were not sure. This therefore implies that media operations create employment or jobs opportunities to the people.

It can also be observed that 30(50%) Of the respondents strongly agreed to the fact that media operations leads to corporate social responsibility in the society by the media, 26(43.3%) agreed and 4(6.6%) were not sure. From this, it therefore implies that media operations lead to corporate social responsibility by the media in the society (Ronald et al., 2023).

37(61.6%) of the respondents strongly agreed to the fact that media communications improve people's health standards, 20(33.3%) agreed and 3(5%) of the respondents were not sure. This implies that media communications improve people's health standards. 27(45%) of the respondents strongly agreed to the fact that media mobilizes people for common goals of economic development, 26(43.3%) of the respondents agreed and 7(11.6%) were also not sure. Therefore, this implies that media mobilizes people for common goals of economic development.

Finally, it can also be observed that 30(50%) of the respondents strongly agreed to the fact that media performance provides resourceful information to the people, 29(48.3%) of the respondents agreed and 1(1.6%) of the respondents also were not sure. This implies that media performance provides resourceful information to the people (Winny et al., 2023).

Table 2: Showing factors that prompt the media to participate in socio-economic development

Factors that prompt the media to participate in socio-economic development	Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Media's intention to educate the people on relevant themes for economic development	45	75	15	25							60	100
Media's desire to provide resourceful information to the people	35	58.3	25	41.6							60	100
Need to have corporate social responsibility by the media	41	68.3	19	31.6							60	100
Media's compliance with	28	46.6	28	46.6					4	6.6	60	100

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government directives to media practice						
Need to improve people's health standards by the media	37 61.6	17 28.3	6 10			60 100
Desire to create awareness amongst the people by the media	40 66.6	20 33.3				60 100
Desire to create jobs for the people by the media	30 50	22 36.6	8 13.3			60 100
Media's intentions of mobilizing people for goals of economic development	30 50	30 50				60 100

Source: Primary data 2024

Table 2 above shows that 45(75%) of the respondents strongly agreed to the fact that media's intention to educate the people on relevant themes for economic development lead to media participation in people's economic development, 15(25%) of the respondents agreed. This implies that media's intention to educate people about relevant themes for economic development leads to media participation in people's economic development (Frank et al., 2023).

35(58.3%) of the respondents strongly agreed to the fact that media's desire to provide resourceful information to the people leads to media participation in people's economic development, 25(41.6%) of the respondents agreed. This implies that media's desire to provide resourceful information leads the media participate in people's economic development.

It can also be observed that 41(68.3%) of the respondents strongly agreed to the fact that the need to have a corporate social responsibility by the media leads the media to participate in people's economic development, 19(31.6%) agreed. This therefore implies that media's need to have a corporate social responsibility leads the media to participate in people's economic development.

28(46.6%) of the respondents strongly agreed to the fact that the need to improve people's health standards leads the media to participate in people's economic development, 28(46.6%) agreed and 4(6.6%) of the respondents disagreed. From this, it implies that the need to improve people's health standard leads the media participate in people's economic development.

37(61.6%) of the respondents strongly agreed to the fact that desire by the media to create awareness amongst the people leads to media participation in people's economic development, 17(28.3%) agreed and 6(10%) were not sure. It therefore implies that the desire to create awareness amongst the people by the media leads to media participation in people's economic development.

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It can also be observed that 40(66.6%) of the respondents strongly agreed to the fact that the media's desire to create job opportunities for the people leads the media to participate in people's economic development, 20(33.3%) agreed. This implies that the desire to create jobs for the people by the media leads the media to participate in people's economic development.

30(50%) of the respondents strongly agreed to the fact that media intentions of mobilizing people for goals of economic development leads the media to participate in people's economic development, 22(36.6%) agreed and 8(13.3%) were not sure. This therefore implies that the media's desire of mobilizing people for goals of development lead to its participation in people's economic development.

Table 3: Showing challenges faced by the media while participating in people's economic development.

Challenges faced by the media while participating in socio-economic development	Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
High taxes imposed on the media by the government	39	65	19	31.6	2	3.3					60	100
Government interference in media operations during campaigns of development	36	60	23	38.3	1	1.6					60	100
Poorly developed infrastructure especially in rural areas	30	50	27	45	3	5					60	100
Political instabilities affect the media operations	31	51.6	22	36.6	5	8.3	2	3.3			60	100
High levels of illiteracy amongst the people	42	70	18	30							60	100
Severe arrests and torture of journalists during developmental campaigns	34	56.6	26	43.3							60	100
Urban congestion of the people	30	50	24	40					6	10	60	100
Capitalization of media offences	36	60	20	33.3	4	6.6					60	100

Source: Primary data 2024.

From the table 3 above, it can be observed that 39(65%) of the respondents strongly agreed to the fact the media face the challenge of high government taxes imposed on the media while participating in people's economic

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development, 19(31.6%) agreed and 2(3.3%) were not sure. This implies that the media faces a challenge of high government taxed while participating in people's economic development.

36(60%) of the respondents strongly agreed to the fact that the media face a challenge of government interference in the media operations during development campaigns, 23(38.3%) agreed and 1(1.6%) were not sure. This implies that the media face a challenge of government interference during campaigns of economic development.

It can also be observed that 30(50%) of the respondents strongly agreed to the fact that the media face a challenge of poorly developed infrastructures especially in rural areas as it participates in people's economic development, 27(45%) agreed and 3(5%) were not sure. This therefore implies that the media faces a challenge of poorly developed infrastructure especially in rural areas while participating in people's economic development (Nelson et al., 2023).

31(51.6%) of the respondents strongly agreed to the fact that the media faces a challenge of political instabilities which affect media operations while participating in people's economic development, 22(36.6%) agreed, 5(8.3%) were not sure and 2(3.3%) of the respondents disagreed. This therefore implies that the media face a challenge of political instabilities which affect media operations while participating in people's development campaigns.

It can also be observed that 42(70%) of the respondents strongly agreed to the fact that the media is faced with a challenge of high illiteracy levels while participating in campaigns of people's economic development and 18(30%) agreed. This implies that the media faces a challenge of high levels of illiteracy of the people especially from rural areas while participating in campaigns of economic development of people.

34(56.6%) of the respondents strongly agreed to the fact that the media faces a challenge severe arrests and torture of journalists as it participates in the development processes of people, 26(43.3%) agreed. This implies that the media faces the challenge of arrests and torture of journalists as the media participate in people's development campaigns (Kazaara, Charles, et al., 2023).

It can also be observed that 30(50%) of the respondents strongly agreed to the fact that the media faces a challenge of urban congestion of people as it participate in campaigns of economic development, 24(40%) agreed and 6(10%) strongly disagreed. This implies that the media faces a challenge of urban congestion of people as it participates in the campaigns of people's economic development.

36(60%) of the respondents strongly agreed to the fact that the media faces a challenge of capitalization of media offences as it participates in peoples economic development campaigns, 20(33.3%) agreed and 4(6.6%) were not sure. This implies that the media faces a challenge of capitalization of media offences which affect the media performance in people's economic development campaigns.

Conclusion.

The findings showed that there is a great and significant relationship between the media and socio-economic development because the media educates people on relevant themes for development, creates awareness amongst the people, provide employment opportunities to people, corporate social responsibility, improve health standards of

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people, mobilizes the people for common goals of development and provide resourceful information to the people. The study also showed that there are factors that prompt the media to participate in socio-economic development like, media's intention to educate the people about relevant themes of development, media's desire to provide resourceful information to the people, need to have corporate social responsibility by the media, need to improve people's health standards, desire to create awareness amongst people, need to create jobs by the media and media's need to mobilize people for the same goals of development.

The study finally concluded that the media faces serious challenges which affect media operations like, high taxes imposed on the media by the government, government interference in media operations, poorly developed infrastructures especially in rural areas, political instabilities, high levels of illiteracy, severe arrest and torture of journalists, urban congestion of people and capitalization of media offences.

Recommendations.

The researcher recommends the government to always come up with policies that promote media operations especially when it comes to programmes of socio-economic development in order to ensure regional development.

The study also recommends the government to regularly organize workshops for journalists and media owners in order to inform them about the new policies to guide media operation work rather than waiting for conflicts between the media and government.

The researcher also recommends the media houses to prioritize structuring their leadership structure to be organized because organized leadership escalates good media operations for economic development.

The researcher also recommends that the media managers should encourage their staffs to operate objectively in their campaigns of economic development so as to avoid contradictions with the government at the end of the day.

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