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**POST GRADUATE STUDIES**

**MASTER OF**

**COMMUNICATION**

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**RESEARCH OF MASTER DEGREE**

**UNDER THE TITLE:**

**THE ROLE OF LOCAL RADIO STATIONS IN THE  
DISSEMINATION OF UGANDAN CULTURE  
CASE STUDY; RADIO CBS FM (2011-2013)**

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## VERSE

“O mankind! We have created you from a male and female, and made you into nations and tribes, that you may know one another. Verily, the most honorable of you with Allah is that (believer) who has Al-taqwa (that is to say) he is one of the Al-muttaqun verily is all knowing, well-acquainted with all things).”<sup>1</sup>

يأياها الناس إنا خلقناكم من ذكر و أنثى و جعلناكم شعوبا و قبائل  
لتعارفوا إن اكرمكم عند الله اتقاكم إن الله عليم خير<sup>2</sup>

سورة العجرات

الايه (١٣)

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1 -The Noble Quran, English Translation of the Meanings and Commentary, Endowment for Allahs’ Sake from the Custodian of Holy Mosques, King AbdallahIbn-Azziz Al-Sa’ad.

2 - Quran, Sulat Al-Hujaraat Ayat 13

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## DEDICATIONS

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## ABSTRACT

A STUDY TITLED: The Role Of Local Radio Stations in the Dissemination of Ugandan Culture', (A case study of CBS Radio Station).

The study aims at determining the role of Ugandan local radio stations in discussing, contributing and solving cultural issues. It is also aiming at identifying how these programmes are employed such that they contribute to development and cultural educational operations; and to know to what extent scientific methods are employed in implementing cultural project through the identification of the form and contents of popular programmes to Buganda and Uganda in general.

The researcher followed the survey approach through the survey of the Ugandan radio station listeners by means of a questionnaire employed as a means of the survey approach to collect and analyse data from the stations' employees.

The researcher also employed the interview and observation means with regards to his efforts of collecting information which is in line with the research.

The research is divided into four chapters with a unique chapter three which characterised of union A and B.

Chapter one addresses the methodological procedures of the study, chapter two is concerned with broadcasting and the general knowledge of radio in Uganda whereas chapter three union A addresses the concept of culture and its diversity in Uganda while in union B explains how this culture is disseminated, as it stipulates the cultural programmes at Central Broadcasting Service (CBS).

Above those in addition to chapter four which includes the field study, the study has come to a number of conclusions in the following we see the most important ones:

Radio uses a variety of methods to disseminate culture through language, music, drama and different programmes

The study revealed that the media plays a great role in advancing moral uprightness among the community.

It has been realized that the radio is the most considerable medium because it is cheap for everyone to have a radio set and for its unique ways of sending information to the people in the fastest way.

It has been realized that the restriction and the difficult laws which government tend to impose on radio stations hinders the work of radio and freedom of speech.

Despite the government restriction on radio stations it has been realized that government needs to control the activities of radio stations since the research shows that government has a reluctant hand on some various radio activities.

Youth programmes need a wider range and should be given a lot of time since the audience like much more to listen to the youth programmes.

Cultural programmes are given much room to be on air and it needs to be live on air not a recorded one and the best time for cultural programmes is either evening or night according to the study.

## مستخلص البحث

عنوان الدراسة : دور الإذاعات المحلية في نشر الثقافة الأوغندية ' ، (دراسة حالة راديو سي بي اس)

تهدف الدراسة إلى تحديد دور الإذاعات المحلية الأوغندية في مناقشة ، والمساهمة وحل القضايا الثقافية. أيضا إلى تحديد كيف يتم توظيف هذه البرامج بحيث تسهم في التنمية والعمليات التعليمية والثقافية، و إلى معرفة مدى استخدام الأساليب العلمية في تنفيذ المشاريع الثقافية من خلال تحديد شكل ومضمون البرامج شعبية بوغندا و أوغندا بشكل عام. اتبع الباحث المنهج المسحي من خلال مسح الأوغندي للمستمعين لإذاعة عن طريق استبيان كوسيلة لجمع وتحليل البيانات من الموظفين الإذاعية.

كما استخدم الباحث المقابلة والملاحظة خلال جهوده لجمع المعلومات.

ينقسم البحث إلى أربعة فصول , مع فصل الثلاثة التي يتميز باتحاد أ و ب ويتناول الفصل الأول الإجراءات المنهجية للدراسة ، ويتناول الفصل الثاني من البحث و المعرفة العامة للإذاعة في أوغندا حين أن الفصل الثالث الاتحاد أ يتناول مفهوم الثقافة و تنوعها في أوغندا حيث أن اتحاد ب يفسر كيف يتم نشر هذه الثقافة ، كما ينص على البرامج الثقافية في الإذاعة المركزية ( سي بي اس ) .

بالإضافة إلى الفصل الرابع الذي يتضمن الدراسة الميدانية ، ومن أهم نتائج البحث ما يلي :

١- يستخدم الراديو مجموعة متنوعة من الأساليب لنشر الثقافة من خلال اللغة ، والموسيقى والدراما و البرامج المختلفة.

٢- وكشفت الدراسة أن وسائل الإعلام تلعب دورا كبيرا في دفع الاستقامة الأخلاقية في أوساط

المجتمع.

٣- وقد أدرك الباحث أن الراديو هو الوسيلة الأكثر إستخداما لأنها رخيصة للجميع و لها طرق فريدة من إرسال المعلومات إلى الناس في أسرع وسيلة.

٤- وقد أدرك الباحث أن تقييد الاذاعة والقوانين الصعبة التي تميل الحكومة ان كفرضها على الإذاعة يعيق عمل الإذاعة و حرية التعبير.

على الرغم من قيود حكومية على المحطات الإذاعية أدرك الباحث أن الحكومة بحاجة إلى السيطرة على لأنشطة الإذاعية كما بين البحث أن الحكومة لديها اليد المترددة على بعض الأنشطة الإذاعية المختلفة.

برامج الشباب تحتاج إلى نطاق أوسع و ينبغي إيلاء الكثير من الوقت حيث أن الجمهور يحبون الاستماع إلى برامج الشباب أكثر .

يتم إعطاء برامج ثقافية كثير من الوقت لتكون على الهواء وأنه يحتاج إلى أن البث الحي و ليس المسجل و أفضل وقت للبرامج الثقافية هوالمساء أو الليل وفقا للدراسة .

## TABLE OF CONTENT

No	Topic	Page
1.	Verse	i
2.	Acknowledgement	ii- iii
3.	Dedication	iv
4.	Abstracts (English and Arabic)	v- viii
5.	Table of content	ix- xiii
<b>CHAPTER ONE (Literature Review)</b>		
6.	INTRODUCTION	2
7.	SIGNIFICANCE OF THE RESEARCH PROJECT	2-3
8.	OBJECTIVES OF THE RESEARCH:	3-4
9.	THE PROBLEM OF THE RESEARCH:	4-5
10.	RESEARCH HYPOTHESIS	5
11.	RESEARCH METHODOLOGY	5
12.	QUASTIONS OF THE RESEARCH	6
13.	RESEARCH LIMITATIONS	6
14.	TOOLS OF DATA COLLECTION	6
15.	SCOPE OF THE RESEARCH	7
16.	PREVIOUS STUDIES	7-14
17.	DEFINITIONS OF RESEARCH TERMINOLOGIES	14-15
<b>CHAPTER TWO (Radio in Uganda)</b>		
18.	The geographical background of Uganda	16-18
19.	The settlement of Uganda	18-19
20.	Country overview of Uganda	20-21
21.	History of radio in Uganda	21-27
22.	Existence of AM, FM, VHF and Satellite	27-39
23.	Oriented radio station, local and specialised	39-51
24.	Types of radio stations and Islamic radio in Uganda	52-58
<b>CHAPTER THREE (The diversity of culture in Uganda) Union A</b>		
25.	Perception and Different culture in Uganda	59-72
26.	Woman and culture in Uganda	72-83

27	Islamic Cultures	83-86
28	Role of Sudanese soldiers in the spread of Islam in Uganda	86-93
29	Background of Buganda	93-113
30	Buganda Kingdom Institutions, Special Projects of Culture	114-126
31	Central Broadcasting Services (CBS) Radio and its position in Buganda	126-127
	<b>Union B</b>	
32	History and development of local radio stations in Uganda (CBS)	127-129
33	Cultural programmes on air (CBS)	129-131
34	What has been done in culture programmes	132-136
35	Central Broadcasting Service's role in the dissemination of culture	136-137
<b>CHAPTER FOUR (The field study)</b>		
36	Procedures for the systematic field study	138-139
37	Analysis of data form from the audience (listeners)	140-158
38	Analysis of data form from the workers at radio CBS FM	159-178
39	Results	178-179
40	Recommendations\ Proposal	180

#### **TABLE OF DATA ANALYSIS AND PRESENTATION (AUDIENCE/LISTENERS)**

41	Gender	140
42	Age	141-142
43	Academic qualifications	142
44	Occupation	143-144
45	To know whether people listen to central broadcasting service (CBS)	144
46	How far the government hinders the work of radio stations and limiting their freedom of speech	145-146
47	It explains how listeners consider the general level of radio stations in Uganda?	146
48	Looking for the most favored programme listened too	147-148

49	Consulting to know whether the programme is much supportive in the dissemination of culture	148-149
50	Checking on an appropriate time for cultural programme	149-150
51	To find out whether cultural programmes are reaching people expectations	150-151
52	Looking for Ugandan radio stations standered on improvement time to time in their programmes	151-152
53	To know how far Ugandan radio stations follow the right procedures for its programmes (professionalism)	152-153
54	Considers the most CBS's programme preferred by the listeners	153-154
55	Looking forward to see whether listeners have gained in CBS cultural programmes	154-155
56	Checking on mass media role played in molding culture and morals for better citizens	155
57	A need to know whether central broadcasting service gather information and disseminate all over the country	156
58	It explains whether central broadcasting service gives a great chance to programmes that contains culture	157-158
59	Personal giving views on CBS and Changing Radio programmes for better presenting	158

**TABLE OF DATA COLLECTION FROM CBS FMRADIO WORKERS**

60	Gender	159
61	Age	160
62	Academic qualifications	161
63	Occupation	162

64	Years of job experience	163
65	Marital status	164
66	It checks on the workers to know the most programme listened too, as an example for Ugandan radio stations	165
67	Explains how poor criterion in job appointment through selecting radio workers hinders professionalism	166
68	Inquires how far do the mentioned programmes assisted in the dissemination of culture in Uganda	167
69	It checks on most favoured time for presenting cultural programme on air	168
70	It inquires to know whether central broadcasting service reach people's expectation	169
71	Looking forward to see to it that the amount of time given to cultural programmes on air is enough	170
72	It explains the need of Cultural programmes to be live on air not recorded one	171
73	Indicates the importance of commercial radio stations and its impact on radio services	172
74	Justifies that radio is one of the most considered means in sending information to people in the fastest way	173
75	To see whether radio administrator take research into consideration before airs out a new programme on air	174
76	To know whether central broadcasting service uses an appropriate language as far as cultural programmes are concerned and other programmes in general	175
77	To see whether planning for radio is considered as a way to disseminate culture country wide	176

78	It checks whether is there any lack by the government to follow up radio stations activities	177-178
79	To know the different views and idea on developing cultural programs and a way forward for the dissemination of culture	178
80	Source and list of References	181-187