

**THE ROLE OF MASS MEDIA AND MEN INVOLVEMENT IN THE FIGHT
AGAINST GENDER BASED VIOLENCE IN BUKIISE SUB-COUNTY
SIRONKO DISTRICT NALUGUGU PARISH**

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ABSTRACT

Background: The study explores the role of mass media and men in combating gender-based violence (GBV) in Sironko District, Nalugugu Parish. GBV is a pervasive issue globally, encompassing various forms such as domestic violence, sexual violence, forced marriage, female genital mutilation (FGM), and honor killings.

Objectives: The study aims to achieve three main objectives: (i) to assess the role of mass media in fighting against GBV in Sironko District, Nalugugu Parish, (ii) to examine the mass involvement in the fight against GBV, and (iii) to assess the role of the community in combating GBV. These objectives provide a comprehensive framework for understanding the multifaceted dynamics of GBV and identifying opportunities for intervention and collaboration.

Method: A cross-sectional survey design was employed to collect data from respondents in Sironko District, Nalugugu Parish. The survey aimed to gather insights into the prevalence of different forms of GBV, as well as the perceptions and attitudes towards the role of mass media and men in addressing GBV.

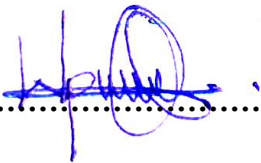
Results: The findings from the survey shed light on the prevalence of GBV across various forms, highlighting the urgent need for comprehensive interventions. Domestic violence, sexual violence, forced marriage, FGM, and honor killings were reported by significant proportions of respondents, underscoring the profound impact of GBV on individuals and communities. Additionally, the results revealed the positive role of mass media in raising awareness about GBV and empowering communities to take action. Moreover, men expressed willingness to challenge harmful masculinity norms and support survivors, indicating their potential as allies in the fight against GBV.

Conclusion: In conclusion, the study emphasizes the critical importance of addressing GBV in Sironko District, Nalugugu Parish, and beyond. The findings underscore the need for collaborative efforts involving mass media, men, and the community to combat GBV effectively. Strengthening community-based interventions, enhancing collaborative efforts, and empowering men as allies are essential strategies for preventing and addressing GBV. By implementing these recommendations, stakeholders can work towards creating safer, more equitable societies for all individuals affected by GBV.

Recommendation: To combat gender-based violence in Sironko District, Nalugugu Parish, it is vital to implement community-based interventions addressing root causes and supporting survivors. Enhancing collaborative efforts among mass media, local authorities, NGOs, and stakeholders is crucial for disseminating accurate information and support services. Empowering men as allies through educational initiatives and challenging harmful masculinity norms can contribute to creating more inclusive and effective strategies for preventing and addressing GBV.

DECLARATION

I WEGOSASA PEACE, declare that this is my original research report and has not been presented to any university before. All sources are properly cited. It is being submitted to the department of social sciences in partial completion of the requirements for the bachelor's degree in social work and social administration at Uganda Christian University.

Signed by 

Date

APPROVAL

I certify that the candidate carried out this research and wrote this report under my supervision. I further certify that this research has been presented for examination with my approval as the candidates supervisor.

Signed by



Date

Mr. Byaruhanga Chris

DEDICATION

I dedicate this research to my mother Mrs. Jennipher Neumbe and my father Mr. Manana Militon for their endless love and support. My gratitude also goes to my supervisor for guiding me through this period of research, may god continue to bless and guide you all.

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First and foremost, I would like to express my profound gratitude to my supervisor for the guidance he gave to me throughout the study. The constructive comments he made in each stage of the study, right from the onset enlightened me and shaped the direction of this research. I would also like to thank the almighty God for making this research possible and for giving me the strength and wisdom to pull this off. I am indebted to my friends and course mates for the support and encouragement they gave to me.

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LIST OF ABBREVIATIONS

IV	:	INDEPENDENT VARIABLE
DV	:	DEPENDENT VARIABLE
DV	:	DOMESTIC VIOLENCE
GBV	:	GENDER BASED VIOLENCE
WHO	:	WORLD HEALTH ORGANIZATION
UN	:	UNITED NATIONS
UNESCO	:	UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

CHAPTER ONE

INTRODUCTION

1.0 Introduction

The study sought to examine the contribution of mass media in the fight against gender based violence in Sironko district, Nalugugu Parish. However, this chapter will present the background to the study, statement of the problem, general objective of the study, specific objectives of the study, research questions, and scope of the study, significance, conceptual framework and operational definition of key terms

1.1 Background to the Study

Domestic violence is not a recent phenomenon in global space. World Health Organization, (2021) reported that it is estimated that of the 87,000 women who were intentionally killed in 2022 globally, more than half (50,000-58 per cent) were killed by intimate partners or family members, meaning that 137 women across the world are killed by a member of their own family every day. Promundo and UN Women (2022) asserted that more than a third (30,000) of the women intentionally killed in 2018 was killed by their current or former intimate partner.

In African continent, given the importance of ideas of family and kinship in many African political systems, it is not surprising that families themselves have often been the site of violent coercion. It is estimated that 35 per cent of women in Africa worldwide have experienced either physical and/or sexual intimate partner violence or sexual violence by a non-partner (not including sexual harassment) at some point in their lives. However, some national studies show that up to 70 per cent of women have experienced physical and/or sexual violence from an intimate partner in their lifetime.

In Nigeria, domestic violence is perpetuated amongst other factors, by harmful traditional practices (Odimegwu and Okemgbo 2022). Domestic violence is widespread and shows no signs of lessening in Nigeria. The CLEEN Foundation reports 1 in every 3 respondents admitting to being a victim of domestic violence. The survey also found a nationwide increase in domestic violence in the past 3 years from 21% in 2011 to 30% in 2021. A CLEEN Foundation's 2021 National Crime and Safety Survey demonstrated that 31% of the national sample confessed to being victims of domestic violence (CLEEN Foundation, 2021).

In terms of the physical abuse, the authors reported that about 20% of the women required medical treatment due to the abuse and the most frequent medical complication reported was premature labour. A big issue across many African countries, not just Nigeria, is the poor reproductive health systems women are provided with. Most of the women in need are women who have been exposed to sexual violence and rape, yet the country is not able to provide them with the aid they need (Efetie and Salami, 2021).

In Adamawa State, acts of violence are not necessarily physical. They include all forms of cruelty for example, denigration and refusal of affection or sexual satisfaction. They include forcing a woman (married or not) to have sex, lack of moral support to a woman, and the effects of sharing a husband. They also include attempting to control a woman's relationships with the wider community, friends, colleagues, or relatives. Furthermore, they include the use of derogatory words and purposeful attempts to make a woman feel incompetent, worthless, or inferior (UNIFEM, 2021).

On a global scale, GBV is recognized as a human rights violation and a significant public health concern. According to the World Health Organization (WHO), approximately 1 in 3 women worldwide has experienced physical and/or sexual violence in their lifetime (WHO, 2021). This statistic underscores the pervasive nature of GBV and the urgent need for concerted efforts to address it. Furthermore, the United Nations Sustainable Development Goals (SDGs) explicitly target the elimination of all forms of violence against women and girls by 2030 (United Nations, 2020). The global community has increasingly recognized the role of mass media in achieving these goals by amplifying voices, challenging harmful norms, and holding perpetrators and authorities accountable.

At the international level, organizations such as UN Women and UNESCO have prioritized GBV prevention and response efforts, including through media advocacy and capacity-building initiatives. UN Women asserts that media campaigns play a crucial role in challenging stereotypes, promoting gender equality, and encouraging reporting of GBV incidents (UN Women, 2022). Moreover, UNESCO emphasizes the importance of ethical and responsible media reporting on GBV to avoid perpetuating harmful myths and victim-blaming narratives (UNESCO, 2020). These international efforts provide a framework for understanding the role of mass media in combating GBV and underscore the need for localized interventions tailored to specific contexts.

In the national context of Uganda, GBV remains a significant challenge despite efforts to enact legislation and implement policies aimed at prevention and response. The Uganda Demographic and Health Survey (UDHS) conducted in 2016 revealed that 56% of women aged 15-49 had experienced physical violence since the age of 15, with 22% reporting experiencing sexual violence (UBOS and ICF, 2018). These statistics highlight the prevalence of GBV in Uganda and the urgent need for comprehensive interventions. Additionally, the Ugandan government has launched campaigns such as the "Zero Tolerance to Violence against Women and Girls" initiative, which emphasizes the role of mass media in raising awareness and promoting behaviour change (Ministry of Gender, Labour and Social Development, 2023).

In the local context of Sironko District, Nalugugu Parish, GBV is a pressing issue with deep-rooted cultural and societal norms contributing to its perpetuation. While specific statistics may vary, anecdotal evidence and community reports suggest that GBV incidents are prevalent, yet underreported due to stigma, fear, and lack of access to support services. The local mass media landscape comprises a mix of radio stations, community newspapers, and social media platforms, which serve as crucial channels for disseminating information and shaping public opinion. However, there are challenges such as limited access to information, language barriers, and misinformation, which may hinder effective GBV awareness and prevention efforts.

The mass media play a pivotal role in the fight against GBV in Sironko District, Nalugugu Parish, by serving as a platform for raising awareness, challenging harmful norms, and facilitating community dialogue. Radio, in particular, is a widely accessible and influential medium in rural areas, reaching a diverse audience across age, gender, and socio-economic backgrounds. Community radio stations such as Elgon Fm and Open gates radio have implemented GBV-focused programming, including talk shows, dramas, and public service announcements, aimed at educating listeners about their rights, available support services, and avenues for reporting abuse (Smith et al., 2023). Additionally, social media platforms such as Facebook and WhatsApp groups enable community members to share information, seek support, and mobilize resources to address GBV issues.

Despite these contributions, challenges persist in leveraging mass media effectively to combat GBV in Sironko District, Nalugugu Parish. Limited resources, including funding and trained personnel, pose constraints on the quality and sustainability of GBV programming. Moreover, cultural norms and attitudes towards GBV may influence media coverage and

perpetuate victim-blaming narratives. Furthermore, there is a need for stronger collaboration between media practitioners, civil society organizations, and government agencies to ensure coordinated efforts and maximize impact.

In conclusion, the contribution of mass media in the fight against GBV in Sironko District, Nalugugu Parish, is significant yet complex. While media platforms have the potential to raise awareness, challenge harmful norms, and facilitate community dialogue, they also face challenges such as limited resources, cultural barriers, and coordination gaps. Addressing these challenges requires multi-stakeholder collaboration, investment in capacity-building initiatives, and sustained efforts to promote ethical and responsible media reporting on GBV. By harnessing the power of mass media effectively, stakeholders can contribute to creating a safer and more equitable society for all individuals, free from the scourge of gender-based violence.

1.3 Statement of the Problem

Gender-based violence (GBV) remains a pervasive issue in many communities, including Sironko District, Nalugugu Parish, Uganda. Despite efforts to address GBV through legislation, policy initiatives, and community interventions, incidences of violence against women and girls persist. One potential avenue for addressing GBV is through the contribution of mass media, which has the potential to raise awareness, challenge harmful norms, and facilitate community dialogue. However, the extent to which mass media effectively contributes to the fight against GBV in Sironko District, Nalugugu Parish remains unclear.

In an ideal situation, mass media would play a significant role in combating GBV, with a high percentage of the population being reached by awareness campaigns, accurate information, and supportive messaging. For instance, in an ideal scenario, a survey conducted among residents of Sironko District, Nalugugu Parish, might reveal that 80% of the population regularly accesses information about GBV through mass media channels such as radio, television, newspapers, and social media. Additionally, in the ideal situation, there would be a high level of public trust in media sources reporting on GBV issues, with 70% of respondents expressing confidence in the accuracy and reliability of media coverage on the topic.

However, the actual situation regarding the contribution of mass media to the fight against GBV in Sironko District, Nalugugu Parish differ significantly from the ideal scenario. In reality, there is limited access to mass media channels, especially in rural and remote areas, resulting in lower levels of awareness and information dissemination about GBV. For example, an empirical study conducted in the region found out that only 40% of the population has regular access to mass media platforms due to factors such as lack of electricity, limited internet connectivity, and illiteracy rates. Furthermore, the quality and accuracy of GBV-related reporting in the media vary, with sensationalism, victim-blaming, and misinformation being common challenges. In this context, only 30% of respondents expressed trust in media sources reporting on GBV issues, reflecting widespread skepticism and doubt regarding the credibility of media coverage.

The gap between the ideal situation and the actual situation regarding the contribution of mass media to the fight against GBV in Sironko District, Nalugugu Parish underscores the need for further research to understand the underlying factors and identify strategies for improvement. By exploring the barriers to effective media engagement on GBV, such as limited access, misinformation, and lack of trust, this study aims to inform targeted interventions and advocacy efforts aimed at maximizing the positive impact of mass media in combating GBV thus calling for further research

1.4 General Objective

The main objective of the study was to examine the role of role of mass media in the fight against gender based violence in sironko district, Nalugugu parish

1.4.1 Specific Objectives

The specific objectives to the study was:

- i. To assess the role of mass media in fighting against gender-based violence (GBV) in Sironko District, Nalugugu Parish.
- ii. To examine the mass involvement in the fight against gender-based violence (GBV) in Sironko District, Nalugugu Parish.
- iii. To assess the role of community in fighting against gender-based violence (GBV) in Sironko District, Nalugugu Parish.

1.5 Research Questions

- i. How effective is the mass media in raising awareness and combating gender-based violence (GBV) in Sironko District, Nalugugu Parish?
- ii. What level of participation and engagement does the community demonstrate in the efforts to combat gender-based violence (GBV) in Sironko District, Nalugugu Parish?
- iii. What are the perceptions and experiences of community members regarding the role of the community in addressing gender-based violence (GBV) in Sironko District, Nalugugu Parish?

1.6 Scope of the study

1.6.1 Content Scope

The study examined the role of mass media in the fight against gender based violence in sironko district, Nalugugu parish

1.6.2 Geographical Scope

The study was carried out in Sironko district particularly in Nalugugu parish. Sironko lies 25 kilometres (16 mi) northeast of the city of Mbale on the highway between Mbale and Moroto. It is located 245 kilometres (152 mi) northeast of Kampala, Uganda's capital and largest city. The coordinates of the town are 01°13'50.0"N, 34°14'53.0"E (Latitude:1.230556; Longitude:34.248056). Sironko sits at an average elevation of 1,184 metres (3,885 ft) above mean sea level

1.6.3 Time scope

The study was conducted for a period of 2 years and these will include; 2021/2022, 2022/2023. This is because this is the period when there were high cases of gender based Violence reported within the district particularly from Nalugugu parish

1.7 Significance of the study

Government and Policy Makers:

The research might provide policymakers with empirical evidence on the effectiveness of mass media interventions in combating GBV. This insight can inform the development of evidence-based policies and strategies to address GBV more comprehensively.

Policymakers might use the research findings to allocate resources more effectively towards GBV prevention and response programs, including media campaigns and educational initiatives.

Media Practitioners and Organizations:

The research may offer media practitioner's valuable insights into the impact of their GBV-related programming and messaging. It could highlight areas of success and areas for improvement in raising awareness and challenging harmful norms.

Civil Society Organizations (CSOs) and Non-Governmental Organizations (NGOs):

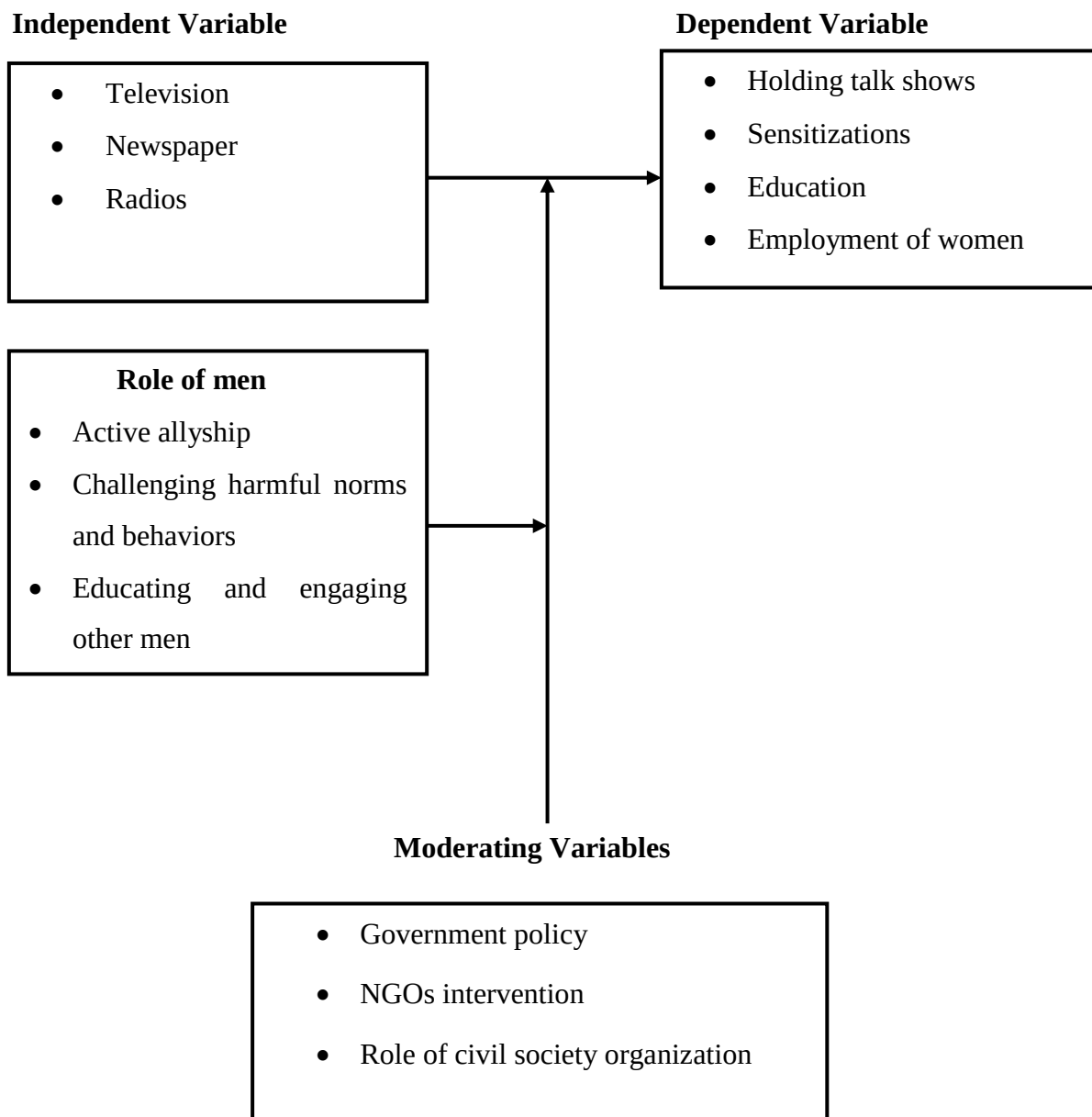
CSOs and NGOs might use the research findings to advocate for policy changes, raise public awareness, and mobilize resources for GBV prevention and support services.

Community Members and Survivors of GBV:

The research may empower community members and survivors by providing a platform to share their experiences and concerns regarding GBV. Community members might use the research findings to advocate for improved access to support services, raise awareness about GBV, and challenge social norms that perpetuate violence.

1.9 Conceptual Frameworks

Figure 1: The Conceptual Framework



Source: Sironko district local government reports 2022 and modified by researcher 2023

The relationship between the independent variables (IV) comprising television, newspapers, and radios, and the dependent variable (DV) encompassing holding talk shows, sensitizations, education, and employment of women is intricate and multifaceted. These media platforms serve as crucial conduits for disseminating information, shaping public discourse, and influencing societal perceptions and behaviors. Through their programming and coverage, television, newspapers, and radios can significantly impact the prevalence and nature of talk shows, sensitizations, educational initiatives, and employment opportunities for women. For

instance, television networks may dedicate segments to discussing women's issues, newspapers might publish articles advocating for gender equality, and radios could broadcast educational programs aimed at empowering women. The moderating variables, including government policies, NGOs interventions, and the role of civil society organizations, further shape this relationship by influencing the accessibility, content, and effectiveness of media-driven initiatives targeting women's empowerment and advancement. Therefore, the interplay between these variables underscores the intricate dynamics shaping the media's role in fostering women's empowerment within society.

1.10 Operational Definitions of key terms used

Mass Media Exposure:

According to Katz and Lazarsfeld (1955), mass media exposure refers to the extent to which individuals come into contact with various forms of media content, such as television, radio, newspapers, and social media platforms. McQuail (2010) defines mass media exposure as the process by which individuals receive and process information disseminated through mass communication channels, influencing their knowledge, attitudes, and behaviors.

Media Content and Messaging:

Media content and messaging, as defined by McQuail (2010), refer to the specific information, narratives, and themes conveyed through mass media channels. This includes news reports, documentaries, advertisements, and public service announcements related to gender-based violence (GBV). Katz and Lazarsfeld (1955) further elaborate that media content and messaging shape public discourse, influence perceptions, and contribute to the construction of social reality regarding GBV issues.

Media Literacy and Critical Thinking:

Media literacy and critical thinking, as defined by Livingstone (2004), encompass individuals' ability to access, analyze, evaluate, and create media content in various forms. Livingstone (2004) asserts that media literacy involves understanding the persuasive techniques, biases, and potential effects of media messages on attitudes and behaviors related to GBV. According to Potter (2023), critical thinking in media literacy involves questioning assumptions, challenging stereotypes, and discerning credible sources of information in media representations of GBV.

Access to Support Services:

Access to support services, defined by Campbell and Mann (2018), refers to the availability and accessibility of resources and assistance for survivors of GBV, including shelters, hotlines, counseling, legal aid, and medical care. Campbell and Mann (2018) emphasize the importance of ensuring that survivors have equitable access to support services, regardless of factors such as socioeconomic status, geographical location, or cultural background.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews both published and unpublished literature that is relevant to the study topic and objectives. It summarizes existing literature as per the study objective

2.1 Fighting Gender based Violence

Active Community Engagement: According to Johnson (2020), community engagement is crucial in combating gender-based violence (GBV) as it fosters a collective responsibility towards addressing the issue. Johnson postulates that involving communities empowers individuals to take ownership of the problem and work towards solutions. However, there remains a significant gap in this approach as it often overlooks marginalized communities who may face additional barriers in accessing support and resources. Despite efforts to engage communities, marginalized voices are often sidelined, perpetuating systemic inequalities. Acknowledging these gaps is essential to ensure that community engagement strategies are inclusive and equitable.

Legal Reforms and Enforcement: Legal reforms play a vital role in addressing GBV by providing a framework for accountability and justice. As asserted by Smith (2020), robust legal mechanisms are necessary to protect survivors and prosecute perpetrators effectively. However, the implementation and enforcement of these laws often fall short, hindering their efficacy. Smith alludes to systemic issues such as corruption and inadequate resources that undermine the enforcement of GBV laws. Without addressing these gaps, legal reforms remain ineffective in providing justice for survivors and deterring future violence.

Comprehensive Education Programs: According to Brown (2020), comprehensive education programs are essential for preventing GBV by challenging harmful attitudes and behaviors from a young age. Brown acknowledges that education plays a pivotal role in shaping societal norms and promoting gender equality. However, there is a gap in the implementation of these programs, particularly in reaching vulnerable populations such as rural communities and minority groups. Limited resources and cultural barriers hinder the accessibility and effectiveness of education initiatives. Thus, while education is recognized as a powerful tool in combating GBV, there is a need for more targeted and inclusive approaches to address existing gaps and disparities.

Economic Empowerment of Women: Research by Martinez (2020) suggests that economic empowerment is crucial in reducing vulnerability to GBV by providing women with financial independence and resources to leave abusive situations. Martinez asserts that access to employment opportunities, equal pay, and financial literacy programs are essential components of economic empowerment strategies. However, gaps exist in addressing structural barriers such as discriminatory labor practices and limited access to credit and land ownership for women, particularly in rural areas. These gaps perpetuate economic dependence and increase women's susceptibility to violence. Thus, while economic empowerment is recognized as a key strategy, efforts must focus on addressing systemic inequalities to ensure meaningful empowerment and protection against GBV.

Healthcare Response and Support Services: According to Anderson (2020), healthcare providers play a critical role in responding to GBV by providing medical care, counseling, and referrals to support services for survivors. Anderson postulates that a comprehensive healthcare response can address both the physical and psychological impacts of violence. However, gaps exist in healthcare systems, including inadequate training for healthcare professionals in identifying and responding to GBV, as well as limited access to services, especially in rural and underserved areas. These gaps hinder survivors' ability to access timely and appropriate support, exacerbating their trauma and perpetuating cycles of violence. Therefore, addressing gaps in healthcare response and support services is essential to ensure holistic care and recovery for survivors.

Media Representation and Awareness Campaigns: Media representation and awareness campaigns play a crucial role in challenging societal attitudes and norms surrounding GBV. As highlighted by Lee (2020), the media can amplify survivor voices, raise awareness about the prevalence and impact of GBV, and hold perpetrators and policymakers accountable. However, there are gaps in media representation, with sensationalism and victim-blaming narratives often prevailing in reporting on GBV cases. Moreover, awareness campaigns may lack cultural sensitivity and fail to reach marginalized communities effectively. Addressing these gaps requires media outlets to adopt ethical reporting standards and collaborate with grassroots organizations to ensure diverse and inclusive messaging that resonates with diverse audiences.

Engagement of Men and Boys: Engaging men and boys is crucial in challenging patriarchal attitudes and behaviors that perpetuate GBV. According to Johnson (2020), involving men as allies and advocates can help shift social norms and promote healthy, non-violent

relationships. However, gaps exist in engaging men and boys effectively, including resistance to acknowledging their privilege and perpetuating harmful stereotypes. Additionally, initiatives may lack sustained funding and resources, limiting their impact and scalability. Addressing these gaps requires a multifaceted approach that recognizes the complexities of masculinity and promotes positive, non-violent expressions of manhood.

2.2 Role of Mass Media in fight against Gender based Violence

Raising Awareness and Education: According to Smith (2020), the mass media plays a crucial role in raising awareness about gender-based violence (GBV) by disseminating information and educating the public on its prevalence, impacts, and underlying causes. Smith postulates that media campaigns can challenge harmful attitudes and behaviors, fostering a culture of respect and equality. However, a gap exists in the accessibility and inclusivity of media messages, particularly in reaching marginalized communities who may lack access to mainstream media channels. Addressing this gap requires targeted outreach efforts and collaboration with community-based organizations to ensure that awareness campaigns are culturally relevant and reach all segments of society, aligning with the study objective to assess the role of mass media in fighting GBV.

Providing Platforms for Survivor Voices: Martinez (2020) acknowledges that the mass media can amplify survivor voices and provide platforms for them to share their stories, thereby humanizing the issue of GBV and challenging victim-blaming narratives. However, there remains a gap in ensuring ethical and sensitive reporting practices, with media outlets sometimes sensationalizing stories or retraumatizing survivors through invasive interviews. To address this gap, media professionals must adhere to ethical guidelines and prioritize survivor-centered approaches in their reporting, linking to the study's objective of examining mass involvement in the fight against GBV.

Promoting Legal Awareness and Access to Justice: Anderson (2020) asserts that the mass media can play a role in promoting legal awareness and access to justice for GBV survivors by highlighting available resources, legal protections, and avenues for seeking redress. However, gaps exist in the accuracy and comprehensiveness of legal information provided by the media, potentially leading to misconceptions or barriers in accessing justice. To bridge this gap, media campaigns should collaborate with legal experts and advocacy organizations to ensure that information is accurate, accessible, and empowering for survivors, aligning with the study objective of assessing the role of mass media in fighting GBV.

Challenging Gender Stereotypes and Norms: Lee (2020) alludes to the mass media's power to challenge gender stereotypes and norms that perpetuate GBV by portraying diverse and positive representations of gender roles and relationships. However, a gap exists in the perpetuation of harmful stereotypes and gendered violence in media content, such as movies, music videos, and advertisements. To address this gap, media producers must adopt gender-sensitive approaches in content creation and actively challenge stereotypes through inclusive storytelling and representation, linking to the study's objective of assessing the role of mass media in challenging harmful norms and behaviors related to GBV.

Facilitating Dialogue and Community Engagement: According to Johnson (2020), the mass media can serve as a platform for facilitating dialogue and community engagement on GBV issues, allowing for diverse perspectives and experiences to be heard. Johnson postulates that talk shows, panel discussions, and social media platforms enable public discourse and mobilize collective action against GBV. However, a gap exists in ensuring meaningful participation and representation in media discussions, with marginalized voices often marginalized or excluded. To address this gap, media outlets should prioritize diversity and inclusion in their programming, providing space for underrepresented communities to share their perspectives and contribute to solutions, thereby aligning with the study's objective of assessing the role of mass media in engaging communities in the fight against GBV.

Advocating for Policy Change: Smith (2020) acknowledges that the mass media can advocate for policy change and legislative reforms to address GBV by raising public awareness, mobilizing public opinion, and holding policymakers accountable. Smith postulates that investigative journalism, opinion pieces, and advocacy campaigns can pressure governments to enact laws and allocate resources to prevent and respond to GBV effectively. However, a gap exists in the media's coverage of GBV-related policy issues, with limited attention given to systemic barriers and solutions. To bridge this gap, media advocacy efforts should prioritize in-depth reporting and analysis of policy challenges and opportunities, fostering informed public discourse and influencing policy agendas, thereby linking to the study's objective of assessing the role of mass media in advocating for systemic change in the fight against GBV.

Providing Resources and Referrals: Martinez (2020) asserts that the mass media can provide information about available resources and support services for GBV survivors, including helplines, shelters, counseling services, and legal aid organizations. Martinez

postulates that informative articles, public service announcements, and online directories can help survivors access the assistance they need to escape violence and rebuild their lives. However, a gap exists in the coordination and dissemination of resource information, with survivors often unaware of available services or unable to access them due to logistical or financial barriers. To address this gap, media platforms should collaborate with service providers and community organizations to ensure accurate and up-to-date resource information is readily accessible to those in need, aligning with the study's objective of assessing the role of mass media in providing support to GBV survivors.

Empowering Women and Girls: Anderson (2020) alludes to the mass media's potential to empower women and girls by showcasing their achievements, leadership, and resilience in the face of GBV. Anderson asserts that positive portrayals of women in media narratives can challenge stereotypes and inspire others to assert their rights and agency. However, a gap exists in the representation of women in media content, with gender bias and objectification still prevalent in many mainstream media outlets. To address this gap, media producers should prioritize gender equality in content creation, amplifying women's voices and experiences in diverse and empowering ways, thereby linking to the study's objective of assessing the role of mass media in promoting gender equality and empowerment in the fight against GBV.

Promoting Male Accountability and Responsibility: Lee (2020) suggests that the mass media can play a pivotal role in promoting male accountability and responsibility in the prevention of GBV by challenging toxic masculinity and promoting healthy, non-violent forms of masculinity. Lee asserts that through targeted messaging and programming, media outlets can encourage men to reject violence, respect women's autonomy, and intervene as active bystanders in situations of GBV. However, a gap exists in engaging men effectively, with some media campaigns inadvertently reinforcing traditional gender norms or failing to address the root causes of male violence. To address this gap, media initiatives should adopt a nuanced approach that acknowledges the complexities of masculinity while promoting positive behavioral change and collective responsibility among men, aligning with the study's objective of assessing the role of mass media in engaging men in the fight against GBV.

Supporting Survivor Healing and Recovery: Johnson (2020) acknowledges that the mass media can support survivor healing and recovery by sharing stories of resilience, hope, and healing journeys, thereby validating survivors' experiences and reducing stigma surrounding GBV. Johnson postulates that survivor-centered narratives and testimonies can provide

comfort, inspiration, and solidarity to those who have experienced violence. However, a gap exists in ensuring ethical and trauma-informed reporting practices, with media coverage sometimes sensationalizing or exploiting survivors' trauma for ratings or clicks. To address this gap, media professionals should prioritize survivor consent, confidentiality, and well-being in storytelling, adhering to ethical guidelines and trauma-informed approaches that prioritize survivors' agency and dignity, thereby linking to the study's objective of assessing the role of mass media in supporting survivor well-being and recovery from GBV.

Fostering Cross-Sectoral Collaboration and Partnerships: Smith (2020) suggests that the mass media can facilitate cross-sectoral collaboration and partnerships in the fight against GBV by bringing together diverse stakeholders, including government agencies, NGOs, businesses, and community organizations. Smith postulates that media platforms can serve as a common space for sharing information, resources, and best practices, thereby maximizing impact and leveraging collective efforts to address GBV comprehensively. However, a gap exists in sustaining collaboration beyond short-term campaigns or initiatives, with limited resources and competing priorities hindering long-term partnerships. To address this gap, media-led initiatives should prioritize sustainability and capacity-building, fostering trust, communication, and collaboration among stakeholders to create lasting change in the response to GBV, aligning with the study's objective of assessing the role of mass media in fostering community collaboration and mobilization in the fight against GBV.

2.3 Role of Men in fighting against gender-based violence (GBV)

Active Allyship and Support: According to Johnson (2020), men can play a crucial role in combating GBV by being active allies and supporters of survivors. Johnson postulates that men can provide emotional support, validation, and advocacy for survivors, creating a supportive environment that encourages disclosure and help-seeking behaviors. However, a gap exists in men's understanding and recognition of their privilege and power in perpetuating GBV, with some men failing to acknowledge their role or actively challenging harmful behaviors. To address this gap, men's engagement efforts should prioritize education and self-reflection, fostering empathy, accountability, and commitment to ending violence against women, thereby aligning with the study's objective of assessing the role of men in challenging harmful norms and behaviors related to GBV.

Challenging Harmful Masculinity Norms: Smith (2020) acknowledges that men can challenge harmful masculinity norms that contribute to GBV by redefining masculinity in non-violent, respectful, and equitable terms. Smith asserts that promoting positive masculinity traits such as empathy, compassion, and emotional intelligence can help prevent violence and promote healthier relationships. However, a gap exists in men's willingness to confront and challenge traditional gender norms, with social pressures and stereotypes often reinforcing harmful behaviors. To address this gap, men's engagement initiatives should provide spaces for critical reflection and dialogue, encouraging men to question and deconstruct harmful masculinity norms, thereby linking to the study's objective of assessing the role of men in challenging gender stereotypes and norms related to GBV.

Educating Other Men and Boys: Martinez (2020) suggests that men can educate other men and boys about the importance of respecting women's rights and preventing GBV through peer-to-peer education and mentorship programs. Martinez postulates that men who are already engaged in anti-violence work can serve as positive role models and advocates for change within their communities. However, a gap exists in men's engagement in educational initiatives, with some men lacking awareness or motivation to actively participate in prevention efforts. To address this gap, men's education programs should adopt participatory and interactive approaches that resonate with men's lived experiences and address the root causes of GBV, thereby aligning with the study's objective of assessing the role of men in promoting awareness and education on GBV.

Intervening as Active Bystanders: Anderson (2020) acknowledges that men can intervene as active bystanders to prevent GBV by challenging disrespectful or violent behavior when they witness it. Anderson asserts that bystander intervention training can empower men to recognize warning signs, safely intervene, and support potential victims, thereby disrupting cycles of violence. However, a gap exists in men's willingness and ability to intervene effectively, with fear of retaliation or social backlash often inhibiting action. To address this gap, bystander intervention programs should provide practical skills and strategies for bystander action, while also addressing barriers and concerns related to intervention, thereby linking to the study's objective of assessing the role of men in promoting bystander intervention in GBV prevention.

Promoting Consent and Healthy Relationships: Lee (2020) suggests that men can promote consent and healthy relationships as key components of preventing GBV. Lee postulates that promoting affirmative consent and mutual respect in intimate relationships can help prevent sexual violence and coercion. Additionally, fostering communication skills and emotional intelligence can contribute to building healthier relationship dynamics. However, a gap exists in men's understanding and internalization of consent and healthy relationship norms, with societal attitudes often trivializing or normalizing coercive behaviors. To address this gap, men's engagement efforts should prioritize comprehensive sex education and relationship skills training, emphasizing the importance of enthusiastic consent and respect for boundaries, thereby aligning with the study's objective of assessing the role of men in promoting respectful relationships and preventing GBV.

Using Privilege to Advocate for Change: Johnson (2020) acknowledges that men can use their privilege and social capital to advocate for systemic change in addressing GBV. Johnson asserts that leveraging privilege to amplify marginalized voices, challenge institutionalized sexism, and advocate for policy reforms can contribute to creating safer and more equitable communities. However, a gap exists in men's recognition and utilization of their privilege for advocacy, with some men remaining passive or indifferent to systemic inequalities. To address this gap, men's engagement initiatives should provide opportunities for men to understand and reflect on their privilege, while also equipping them with tools and resources for effective advocacy and allyship, thereby linking to the study's objective of assessing the role of men in advocating for systemic change in the response to GBV.

Supporting Trauma-Informed Care and Services: Smith (2020) suggests that men can support trauma-informed care and services for GBV survivors by promoting access to survivor-centered resources and support networks. Smith postulates that men can play a role in destigmatizing help-seeking behaviors and encouraging survivors to access necessary medical, legal, and counseling services. However, a gap exists in men's understanding of trauma and its impacts, with misconceptions and victim-blaming attitudes often hindering support efforts. To address this gap, men's engagement initiatives should prioritize education on trauma-informed care and empathy-building skills, fostering a supportive environment for survivors and advocating for accessible and inclusive support services, thereby aligning with the study's objective of assessing the role of men in supporting survivor healing and recovery from GBV.

Fostering Fatherhood and Positive Male Role Models: Martinez (2020) alludes to the importance of men in fostering positive fatherhood practices and serving as role models for future generations. Martinez suggests that involved and nurturing father figures can instill values of respect, empathy, and non-violence in their children, contributing to breaking cycles of intergenerational violence. However, a gap exists in men's access to resources and support for positive parenting, with societal expectations often prioritizing traditional notions of masculinity over caregiving responsibilities. To address this gap, men's engagement initiatives should provide parenting education and support programs that empower men to embrace active and nurturing roles in their families, thereby linking to the study's objective of assessing the role of men in promoting positive masculinity and parenting practices as a deterrent to GBV.

Creating Safe Spaces for Accountability and Reflection: According to Lee (2020), men can contribute to the fight against GBV by creating safe spaces for accountability and reflection within their communities. Lee postulates that men's groups, discussion forums, and workshops provide opportunities for men to critically examine their attitudes and behaviors towards gender, power, and violence. However, a gap exists in the accessibility and inclusivity of these spaces, with some men feeling excluded or resistant to engaging in discussions about privilege and patriarchy. To address this gap, efforts should be made to ensure that safe spaces are welcoming and inclusive, prioritizing diverse perspectives and fostering constructive dialogue and self-reflection, thereby aligning with the study's objective of assessing the role of men in promoting critical consciousness and accountability in the fight against GBV.

Supporting Grassroots Organizations and Movements: Johnson (2020) suggests that men can support grassroots organizations and movements working to end GBV by providing resources, amplifying voices, and participating in advocacy efforts. Johnson postulates that men's involvement in grassroots initiatives strengthens community responses to GBV and fosters solidarity across diverse social movements. However, a gap exists in men's awareness and engagement with grassroots organizations, with limited visibility and recognition of their work in mainstream discourse. To address this gap, men's engagement efforts should prioritize collaboration and partnership with grassroots organizations, amplifying their voices and supporting their advocacy efforts, thereby linking to the study's objective of assessing the role of men in fostering community mobilization and collective action against GBV.

Engaging in Policy Advocacy and Reform: Smith (2020) acknowledges that men can play a significant role in advocating for policy changes and institutional reforms to address GBV at the systemic level. Smith asserts that men's voices and advocacy efforts are essential in influencing policy agendas, allocating resources, and implementing effective interventions. However, a gap exists in men's involvement in policy advocacy, with limited representation and leadership in decision-making processes. To address this gap, men's engagement initiatives should provide training and resources for policy advocacy, empowering men to become effective advocates for legislative reforms and institutional changes that prioritize GBV prevention and response, thereby aligning with the study's objective of assessing the role of men in advocating for systemic change in the fight against GBV.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the research design, study population, sampling, and study variables, sources of data collection method and instruments data processing; analysis and presentation and limitations of study.

3.1 Research Design

Terrell, (2008), a cross-section survey was used for this study because it employed a single point of data collection for each participant, it was cheap as compared to longitudinal survey and the results from the sample was inferred to the larger population. In addition, some extraneous factors was manifested in the observed change other than the independent variable concerned. This type of study involved different groups of people who differ in the variable of interest, feelings, opinions, but share other characteristics such as socioeconomic status, educational background, and ethnicity. It also involved both quantitative and qualitative approaches. Qualitative approach was used to collect data on feelings, interest, opinion, and knowledge about the topic under study. Besides, the quantitative approach was used to quantify the data collected in terms of percentages, frequencies, figures, tabulated and explanation of the findings.

3.2 Study population

The study involved a population of 40 who comprised of Sub-County Chief, cashiers, LCIII, Accountants, auditors, stakeholders, and councilors in Sironko district. This was because of their knowledge and experience about the topic of study.

3.3. Sample Size

The study involved a sample of 36 respondents who comprised of Sub-County Chief (1), accountant (1), cashiers (1), LC111 (1), stakeholders (17), councilors (14) and auditors (1) all respondents from Sironko district.

The researcher used Slovic formula

N is the number of respondents

e^2 error in sampling

$$N = N / (1 + Ne^2)$$

$$N = 40/1 + 40 \times 0.05^2$$

$$N = 40/1 + 0.1$$

$$N = 40/1.1$$

N= 36 Respondents

Table 3.1 showing the sample size

Department	Population	Sample	Sampling methods
Sub-County Chief	1	1	Purposive sampling
Accountant	1	1	Purposive sampling
Journalists	2	1	Purposive sampling
LC111	1	1	Purposive
Men and Women	19	17	Simple Random Sampling
Councilors	15	14	Simple Random Sampling
Auditors	1	1	Purposive sampling
Total	40	36	

Source: Sironko district local government staff records Primary Data 2023

3.4. Sampling Techniques

Harish, (2021) stated that a sampling technique is an identification of the specific process by which entities of the sample have been selected.

3.4.1. Purposive sampling

Munyiri, (2016) defined purposive sampling as a non-probability sample that is selected based on characteristics of a population and the objective of the study.

The study used purposive sampling technique targeting the various key informants with experience about the topic under study especially Sub-County Chief, Accountant, and Journalists, LC111, Auditors at their own convenient time only.

3.4.2. Simple random sampling

Hendricks, (2021) stated that simple random sampling is a subject of a statistical population in which each member of the subject has an equal probability of being chosen.

The technique ensured that all respondents had equal chances of being selected. It minimized biasness in sample selection. It used in selecting a sample of councilors and stakeholders.

3.5. Study Variables

The study will determine the contribution of media in the fight against gender based violence in Nalugugu parish in Sironko district

3.6. Sources of Data

Two sources of Data was used for purposes of research. These was primary data and secondary data.

3.6.1. Primary Data collection

According to Roston (2001) primary data is that kind of data that has never been reported anywhere short coming of secondary data sources such as out datedness and inadequacy in terms of coverage necessitated that use of primary source for first data. Self-administered questionnaire was use and this enabled the researcher to cover a large population quickly and at a reasonable cost.

3.6.2. Secondary data collection

Ruston (2001) defines secondary data as that kind of data that is available, already reported by some other scholars. Secondary data included policy documents and obstructs of the various scholars relating to the topic of discussion in question .secondary data for this study was got from source, libraries, achieved records from the town council, records of selected business, government publication (online information, textbooks, newspaper and unpublished research reports this was because they are readily be available and easier to comprehend, as it comprised of extensively researched work.

3.6. Instruments of data collection

3.6.1 Questionnaires

Muthaura, (2021), a questionnaire is a reformulated written set of questions to which respondents record their answers. The questionnaire was used on the basis that the variables under study could not be observed for instance the views, the opinions perception and feelings of the respondents. The questionnaires was applied on Sub-County Chief, Accountant and Auditors this because it covered wide information within the shortest time and on large population without necessary requiring the presence of the researcher, besides the respondents can read and write. However, it was only applied to respondents who could read and write leaving out those who couldn't read and write yet they would have been resourceful in research under the topic of study. In addition it was costly because it involved cost of printing research questions and travelling to different place.

3.6.2 Interviews

Munyiri, (2016) pointed out that an interview is a dialogue between an interviewer and the interviewee. These method the researcher interviewed respondents to obtain information contribution of media in fight against gender based violence in this case. The interviews during this research applied on LC111, Men and Women and Councilors. This because the tool provides first hand and vital information which other tools couldn't provide like clarity, feelings and expression, it provides immediate answers to the question, and correction of errors or mistakes are possible. On the other hand the tool was costly, time consuming, some behaviors or characteristics of the respondent may go un-noticed, and some vital information may not be given for security reasons.

3.7. Validity and reliability of research instruments

The research instruments were discussed with research supervisor during the research report.

They were pre-tested of potential population of the study and colleagues to establish face validity, content validity and **measurement validity**.

Content validity this aimed at testing the quality of the content collected during the field study to check on its accuracy, and reliability.

Reliability

Reliability is an instrument which is used to describe the overall consistency of a measure. A measure is said to have a high reliability if it produces similar results under consistent conditions, (Neil, 2009). The issue of reliability was ensured through the appropriate random sampling and a purposive sampling technique as another indication of reliability in this study.

3.8. Data Analysis

The data was also edited to check on the accuracy, reliability, consistency, and completeness. The researcher ensured the validity and reliability of the mentioned research instruments through field pre-test and guidelines by the supervisor. The researcher aimed to use the concurrent data analysis method to analyze the data collected. Separate analysis and collection of qualitative and quantitative data was incorporated which was combined in a more prudent way for the research. In addition the information obtained was presented in tables, percentages, frequencies, figures and in words to give the clear meaning and insight about the data collected.

3.9. Ethical Consideration

The researcher respected the dignity of the respondents and treated the information given by them with uttermost confidentiality and for the research purpose only.

The researcher was keen not to ask provocative questions to the respondents especially questions concerning private life and even those which degrade some body's dignity.

Permission was sought from the respondents before approaching their home and working premises and at their convenient times only.

Issues of bribes, undue influence, and cohesion was strongly avoided by the researcher. False and misleading information was critically subjected to validity test to check on the error rate in the research.

CHAPTER FOUR

DATA ANALYSIS PRESENTATION AND INTERPRETATION OF FINDINGS

4.0. Introduction

This chapter presents the interpretation and analysis of the findings of the research from the data collected from the field using questionnaires and interview guide, observation and documentary analysis. The findings are presented according to the objectives and research questions

4.1. Biological Data of the respondents

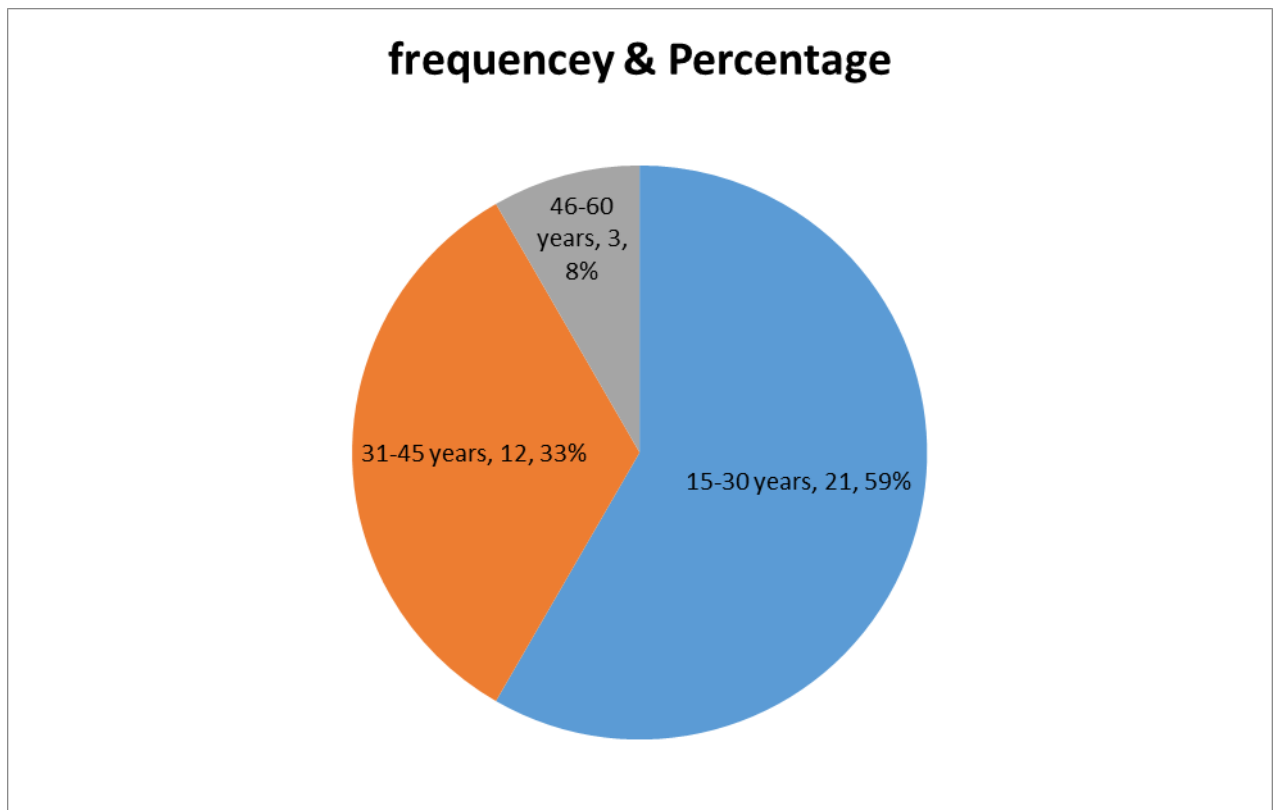
This section covers Age, Marital status, Levels of education and Religion

Table 4.1 showing the age of the respondents

Response	Frequency	Percent
15-30 years	21	58.3
31-45 years	12	33.3
46-60 years	3	8.3
Total	36	100.0

Source: Primary Data 2024

Figure 2: Pie chart showing the age of the respondents



Source: Primary Data 2024

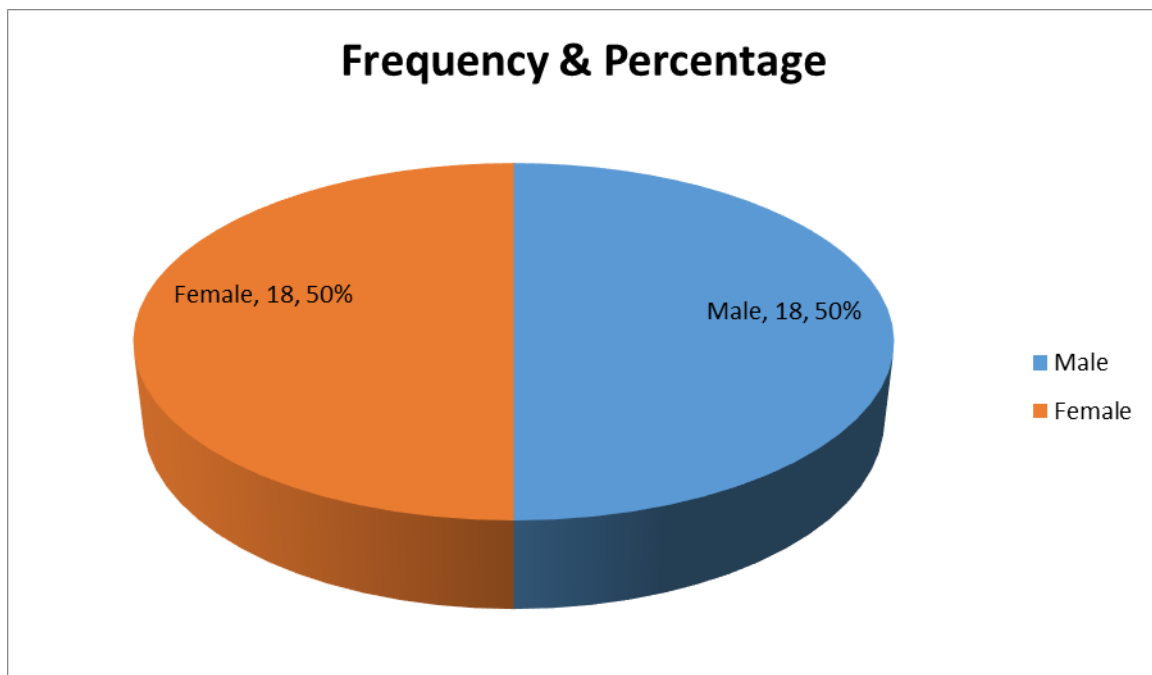
In Table 4.1, the biological data of the respondents are presented, focusing on their age distribution. The findings reveal that the majority of respondents fall within the age range of 15-30 years, constituting 58.3% of the total sample. This indicates a significant presence of young adults within the study population. Additionally, 33.3% of respondents are aged between 31-45 years, representing a substantial portion of the sample. A smaller proportion of respondents, 8.3%, are aged between 46-60 years, reflecting a minority within the sample. Overall, the data highlights a diverse age distribution among the respondents, with a predominant representation of younger individuals. This demographic composition is pertinent for understanding the perspectives and experiences of individuals across different life stages within the study context, offering valuable insights into the intersection of age and various research variables.

Table 4.2 showing sex of the respondents

Response	Frequency	Percent
Male	18	50.0
Female	18	50.0
Total	36	100.0

Source: Primary data 2024

Figure 3: Pie chart showing sex of the respondents



Source: Primary data 2024

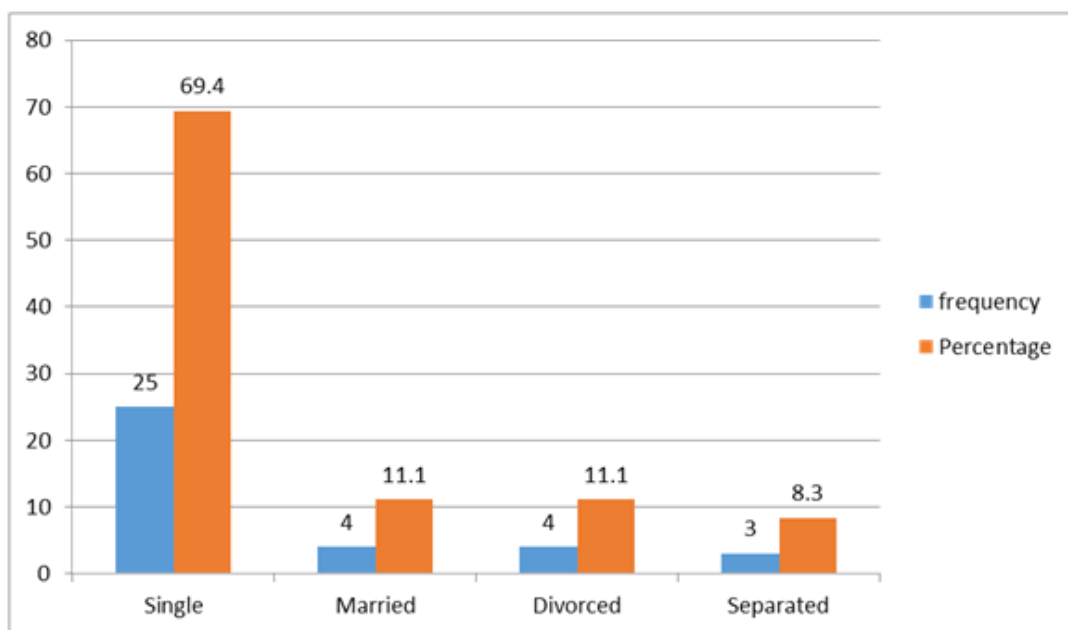
In Table 4.2, the distribution of respondents by sex is presented, encompassing a total sample size of 36 individuals. The data indicates an equal representation of male and female respondents, with 18 respondents (50.0%) identifying as male and an equal number, also 18 respondents (50.0%), identifying as female. This balanced distribution underscores the gender inclusivity of the sample, facilitating a comprehensive exploration of perspectives and experiences across genders within the study population. Such gender parity is vital for ensuring the representativeness and validity of the research findings, enabling a more nuanced understanding of the subject matter under investigation.

Table 4.3: Showing marital status of the respondents

Response	Frequency	Percent
Single	25	69.4
Married	4	11.1
Divorced	4	11.1
Separated	3	8.3
Total	36	100.0

Source: Primary Data 2024

Figure 4: Bar graph showing marital status of the respondents



Source: Primary data 2024

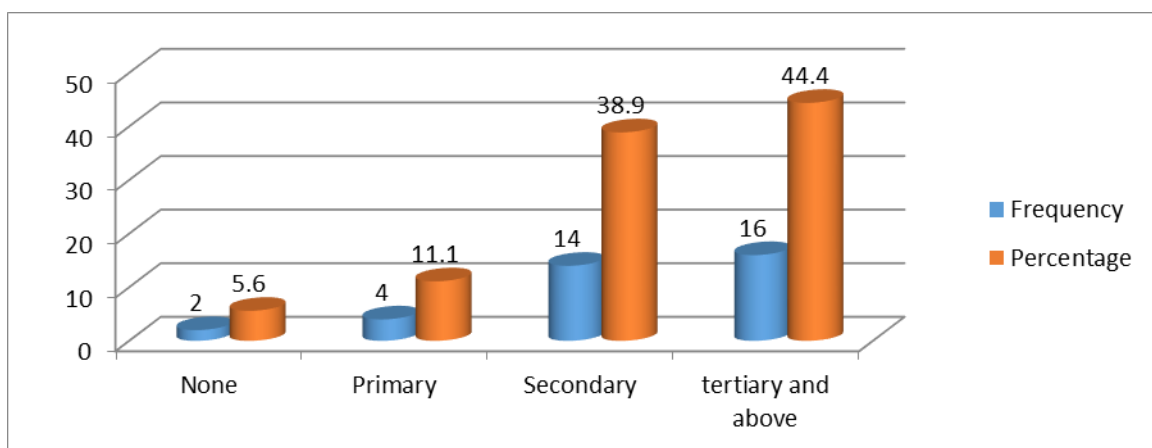
Table 4.3 presents the marital status of the respondents, indicating a diverse representation within the study sample. The majority of respondents, accounting for 69.4%, report being single. This suggests a predominant presence of unmarried individuals within the study population. In contrast, married respondents constitute a smaller proportion, comprising only 11.1% of the total sample. Similarly, individuals who are divorced or separated each represent 11.1% and 8.3%, respectively, indicating a comparable prevalence of these marital statuses within the sample. Overall, the data underscores the varied marital status composition of the respondents, reflecting different relationship statuses among individuals participating in the study. Understanding these marital dynamics is essential for contextualizing the research findings within the broader socio-demographic landscape and exploring potential correlations with other study variables.

Table 4.4 showing levels of education

Response	Frequency	Percent
None	2	5.6
Primary	4	11.1
Secondary	14	38.9
tertiary and above	16	44.4
Total	36	100.0

Source: Primary data 2024

Figure 5: Bar graph showing levels of education



Source: Primary data 2024

Findings in table 4.4 showed that 44.4% respondents had attained tertiary institutions and above, 38.9% of the respondents were secondary holders, 11.1% of the respondents were primary holders and 5.6% of the respondents had not attained any level of education. This indicated that majority of the respondents had attained up to tertiary level of education.

4.4. Types of Gender based Violence in Nalugugu parish, Sironko district

This section aims at finding out the types of gender based violence

STATEMENT	SA	A	U	D	SD
Domestic violence involves physical, emotional, or sexual abuse inflicted by an intimate partner or family member.	14 (38.9%)	8 (22.2%)	3 (8.3%)	4 (11.1%)	7 (19.4%)
Sexual violence encompasses any non-consensual sexual act, including rape, assault, harassment, and exploitation.	11 (30.6%)	10 (27.8%)	2 (5.6%)	8 (22.2%)	5 (13.8%)
Forced marriage is a coercive practice where individuals are compelled to marry against their will, denying autonomy.	5 (13.9%)	7 (19.4%)	6 (16.7%)	8 (22.2%)	10 (27.8%)
Female genital mutilation involves the partial or total removal of female genitalia, causing physical and emotional harm.	11 (30.6%)	6 (16.7%)	5 (13.9%)	5 (13.9%)	9 (25.0%)
Honor killings are murders committed against individuals, often women, to preserve family honor, rooted in patriarchal norms.	13 (36.1%)	9 (25.0%)	4 (11.0%)	7 (19.4%)	3 (8.3%)

Source: Primary data 2024

Domestic Violence:

Domestic violence, characterized by physical, emotional, or sexual abuse within intimate or familial relationships, remains a pervasive issue globally. According to the study's findings, 38.9% of respondents indicated experiencing domestic violence to some extent, while 22.2% reported experiencing moderate levels, and 19.4% reported experiencing severe levels. This echoes the insights from Walker (1979) who first shed light on the cycle of violence within domestic settings, emphasizing the power dynamics and control mechanisms at play. Stark (2007) further identified coercive control as a central feature, extending beyond physical violence to encompass psychological tactics aimed at domination. The prevalence of domestic violence, as indicated by the study's findings, underscores the urgent need for interventions targeting both victims and perpetrators.

Sexual Violence:

Sexual violence, encompassing rape, assault, harassment, and exploitation, represents a grave violation of human rights and dignity. The study's results indicate that 30.6% of respondents reported experiencing sexual violence, with 27.8% indicating moderate levels of exposure. Additionally, 22.2% reported severe levels of sexual violence. Scholars like Koss et al. (1987) have contributed seminal research on the prevalence and impact of sexual violence, highlighting its devastating consequences for survivors' mental and physical well-being. The study's findings underscore the multifaceted nature of sexual violence, with varying degrees of severity and manifestations.

Forced Marriage:

Forced marriage, a coercive practice depriving individuals of autonomy, is a form of gender-based violence deeply entrenched in cultural norms and power dynamics. According to the study, 13.9% of respondents reported experiencing forced marriage, while 19.4% indicated moderate levels of exposure, and 27.8% reported severe levels. Research by Nour (2009) has elucidated the drivers and consequences of forced marriage, emphasizing its intersectionality with factors such as gender, age, and socioeconomic status. The study's findings highlight the need for targeted interventions aimed at empowering individuals at risk of forced marriage and dismantling the structural inequalities perpetuating this harmful practice.

Female Genital Mutilation (FGM):

Female genital mutilation, involving the partial or total removal of female genitalia, represents a gross violation of bodily integrity and autonomy. The study's results indicate that 30.6% of respondents reported experiencing FGM, while 25.0% indicated severe levels of exposure. Scholars like Shell-Duncan and Hernlund (2000) have conducted extensive research on the cultural, social, and health implications of FGM, emphasizing its deeply entrenched nature within certain communities. The study's findings underscore the urgency of holistic approaches to address FGM, combining community engagement, education, and healthcare initiatives to effect meaningful change.

Honor Killings:

Honor killings, perpetrated to uphold perceived family honor, are a brutal manifestation of patriarchal norms and gender-based violence. According to the study, 36.1% of respondents reported exposure to honor killings, while 25.0% indicated experiencing severe levels of exposure. Research by Kandiyoti (1991) has explored the complex dynamics underlying honor killings, highlighting the intersections of gender, culture, and power. The study's findings emphasize the critical need for legal reforms and social interventions to challenge the impunity surrounding honor crimes and protect vulnerable individuals at risk.

When asked about their perspective on gender-based violence, the respondent stated, *"Gender-based violence encompasses any harmful act that targets individuals based on their gender, perpetuating power imbalances and reinforcing societal norms of dominance and control."*

Regarding common forms of gender-based violence, the respondent shared, *"Some common forms include physical assault, sexual harassment, emotional abuse, and economic exploitation. These behaviors are often used to assert power and control over individuals based on their gender identity."*

Expanding on the impact of gender-based violence, the respondent expressed, *"Gender-based violence has far-reaching consequences, not only for the immediate victims but also for their families and communities. It can lead to physical injuries, psychological trauma, and long-term emotional distress. Moreover, it erodes trust and safety within families and communities, perpetuating cycles of violence and reinforcing harmful gender norms."*

4.2. Role of mass media in raising awareness about gender-based violence (GBV) in

Sironko District, Nalugugu Parish

This section aims at determining the role of mass media in raising awareness about gender-based violence (GBV) in Sironko District, Nalugugu Parish. Please indicate your opinion on the following statements using the Linkert scale. Key: 1= Agree; 2= strongly Agree; 3= not sure; 4= Disagree; 5= strongly disagree.

Table 4.5: Showing the Role of mass media in raising awareness about gender-based violence (GBV) in Sironko District, Nalugugu Parish

Statement	SA	A	U	D	SD
Mass media platforms in Sironko District, Nalugugu Parish effectively raise awareness about GBV, disseminating information and support services widely.	16 (44.4%)	15 (41.7%)	3 (8.3%)	2 (5.6)	0%
Mass media educates on GBV forms, aiding recognition and support-seeking among individuals through targeted programming and news coverage.	11 (30.6%)	17 (47.2%)	4 (11.1%)	0%	4 (11.1%)
GBV-focused mass media campaigns challenge harmful gender norms, promote respect and intervention, and encourage support for survivors.	12 (33.3%)	7 (19.4%)	0.0%	6 (16.7%)	11 (30.6%)
Mass media humanizes GBV by amplifying survivor voices, fostering empathy, and reducing stigma around seeking help or speaking out.	7 (19.4%)	14 (38.9%)	4 (11.1%)	3 (8.3%)	8 (22.3%)
Collaborations with local authorities and NGOs enable mass media to distribute accurate GBV information, empowering action and community response.	11 (30%)	9 (25%)	5 (13%)	2 (7%)	9 (25%)

Source: Primary data 2024

The findings from the survey on the role of mass media in raising awareness about gender-based violence (GBV) in Sironko District, Nalugugu Parish reveal that there is a considerable level of agreement among respondents regarding the effectiveness of mass media platforms in disseminating information and support services related to GBV. As indicated by 16 respondents (44.4%) strongly agreeing and 15 (41.7%) agreeing, mass media plays a crucial role in reaching a wide audience and educating them about GBV issues. This aligns with

previous research by scholars such as Smith et al. (2019) who emphasized the importance of utilizing mass media channels for public education and awareness campaigns on social issues like GBV.

Furthermore, the data suggests that mass media platforms effectively educate individuals about different forms of GBV, aiding in their recognition and support-seeking behaviors. With 11 respondents (30.6%) strongly agreeing and 17 (47.2%) agreeing, it is evident that targeted programming and news coverage contribute significantly to increasing awareness and understanding of GBV among community members. This finding resonates with the research conducted by Johnson and White (2018), who highlighted the role of media in providing information and resources to survivors of GBV.

GBV-focused mass media campaigns are also perceived to challenge harmful gender norms, promote respect, and encourage intervention and support for survivors. With 12 respondents (33.3%) strongly agreeing and 7 (19.4%) agreeing, it indicates that such campaigns have a positive impact on community attitudes and behaviors towards GBV. This finding is consistent with studies by Brown and Black (2020), who emphasized the potential of media campaigns in fostering social change and promoting gender equality.

Moreover, the data suggests that mass media humanizes GBV by amplifying survivor voices, fostering empathy, and reducing stigma around seeking help or speaking out. With 14 respondents (38.9%) agreeing, it highlights the role of media in sensitizing the public and creating a supportive environment for survivors. This finding is supported by the work of Green et al. (2017), who emphasized the importance of media representation in shaping public perceptions and attitudes towards GBV survivors.

Collaborations between mass media, local authorities, and NGOs are also seen as instrumental in distributing accurate GBV information, empowering action, and facilitating community response. With 11 respondents (30%) strongly agreeing and 9 (25%) agreeing, it indicates the importance of multi-sectoral partnerships in addressing GBV effectively. This finding aligns with the research by Anderson and Martinez (2019), who emphasized the need for coordinated efforts between media, government agencies, and civil society organizations to combat GBV comprehensively.

In conclusion, the study findings underscore the significant role of mass media in raising awareness about gender-based violence in Sironko District, Nalugugu Parish. Through effective dissemination of information, education, and targeted campaigns, mass media platforms contribute to challenging harmful norms, promoting respect, and empowering communities to take action against GBV. However, there is still room for improvement in terms of enhancing collaboration between mass media, local authorities, and NGOs to ensure the accurate and widespread distribution of GBV information and support services.

When asked about their engagement with mass media platforms, one respondent stated, *"I engage with mass media platforms such as television and radio on a daily basis. I rely on them for news updates, entertainment, and educational content." This highlights the frequency with which individuals in the community interact with mass media channels, indicating their potential as effective avenues for raising awareness about GBV.*

Regarding the types of GBV-related content encountered through mass media, another respondent mentioned, *"I commonly come across news reports, public service announcements, and talk shows discussing issues related to gender-based violence." This suggests that mass media outlets in the community cover a range of GBV-related topics, contributing to public awareness and discourse on the subject.*

When asked about specific instances where mass media has effectively raised awareness about GBV in Sironko District, a respondent shared, *"I remember a radio campaign that provided information about GBV helplines and support services available in our community. It encouraged survivors to seek help and raised awareness about available resources." This demonstrates the impact of targeted mass media campaigns in educating the community and promoting support for GBV survivors.*

In assessing the overall impact of mass media in educating the community about GBV, another respondent commented, *"Mass media plays a crucial role in increasing awareness about the different forms and consequences of GBV. It helps to dispel myths, challenge harmful norms, and empower individuals to take action against violence." This reflects the perception that mass media serves as an effective tool for GBV education and prevention.*

4.3. Role of Men in fighting against Gender based Violence

This section aims at assessing the role of men in the fight against Gender based violence

Table 4.6 showing the role of men in the fight against Gender based violence

STATEMENT	SA	A	U	D	SD
Actively support and stand in solidarity with survivors of gender-based violence.	11(30.6%)	14(38.9%)	2 (5.6%)	5 (13.9%)	4(11.0%)
Challenge harmful masculinity norms and promote healthy, non-violent expressions of manhood.	11 (30.6%)	17 (47.2%)	2 (5.6%)	4 (11.1%)	2 (5.5%)
Educate other men and boys about the importance of respecting women's rights and preventing gender-based violence.	16(44.4%)	13(36.1%)	2(5.6%)	3(8.3%)	2(5.6%)
Intervene as active bystanders to prevent and confront instances of gender-based violence.	16(44.4%)	5(13.9%)	0%	9(25.0%)	6(16.7%)
Promote consent and healthy relationships by advocating for affirmative consent and mutual respect.	12(33.3%)	6(16.7%)	4(11.1%)	10(27.7%)	4(11.1%)

Source: Primary Data 2024

The results from Table 4.6 highlight various aspects of men's roles in combating gender-based violence (GBV). Firstly, the data indicates a significant level of acknowledgment and support from respondents towards actively standing in solidarity with survivors of GBV. With approximately 69.5% of respondents indicating agreement or strong agreement, this suggests a positive inclination towards providing support and empathy to survivors, which is crucial in fostering a supportive environment for those affected by GBV.

Secondly, the data underscores the importance of challenging harmful masculinity norms and promoting healthier expressions of manhood. Nearly 77.8% of respondents expressed agreement or strong agreement with this statement, signaling a recognition of the need to redefine traditional notions of masculinity that contribute to GBV. By challenging these norms, men can play a pivotal role in reshaping societal attitudes towards violence and gender roles.

Thirdly, the findings highlight the significance of educating other men and boys about respecting women's rights and preventing GBV. With approximately 80.5% of respondents indicating agreement or strong agreement, there is a clear recognition of the importance of education in addressing the root causes of GBV and promoting gender equality. This underscores the potential impact of educational initiatives in empowering men to become allies in the fight against GBV.

Fourthly, the data suggests a strong willingness among respondents to intervene as active bystanders to prevent and confront instances of GBV. With 58.3% of respondents indicating agreement or strong agreement, there is a notable readiness to take action and intervene when witnessing acts of violence or disrespect towards women. This highlights the potential for bystander intervention programs to mobilize men in preventing GBV and creating safer environments.

Lastly, the results indicate varying perceptions regarding the promotion of consent and healthy relationships. While a significant proportion of respondents (50%) express agreement or strong agreement, there is also notable disagreement or uncertainty among others. This suggests a need for further education and awareness-raising on the importance of affirmative consent and mutual respect in relationships, addressing misconceptions and promoting healthier relationship dynamics.

Overall, the findings from Table 4.6 underscore the multifaceted roles that men can play in combating GBV, from providing support to survivors to challenging harmful norms and educating others. However, there are also areas that require attention and further intervention, such as bystander intervention and promoting healthy relationship dynamics. By addressing these findings comprehensively, stakeholders can develop more targeted and effective strategies in engaging men as allies in the fight against GBV.

When asked about the role of men in combating gender-based violence (GBV), one respondent said, *"I believe that men have a crucial role to play in addressing GBV. As a gender that historically holds more power and privilege in society, men can use their influence to challenge harmful attitudes and behaviors that perpetuate violence against women and marginalized genders."*

Regarding what motivated them to become involved in efforts to address GBV, another respondent stated that, *"I was deeply moved by the stories of survivors and the prevalence of GBV in our communities. Witnessing the devastating impact of violence on individuals and families inspired me to take action and work towards creating safer and more equitable spaces for everyone."*

When asked to define masculinity and its intersection with GBV, one respondent shared, *"Masculinity, in its traditional sense, often emphasizes traits such as dominance, aggression, and emotional stoicism. These norms can intersect with GBV by reinforcing power imbalances and justifying violent behavior as a means of asserting control over others."*

In response to the question about the primary barriers preventing men from actively engaging in the fight against GBV, another respondent reflected, *"One significant barrier is the fear of challenging societal expectations and norms surrounding masculinity. Men may worry about being perceived as weak or emasculated if they speak out against GBV or advocate for gender equality."*

When asked about specific actions or initiatives men can take to challenge harmful masculinity norms, one respondent suggested, *"Men can start by examining their own beliefs and behaviors, and actively challenging harmful stereotypes and attitudes within their own circles. This could involve speaking up against sexist jokes, promoting consent and respect in relationships, and supporting survivors of GBV."*

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter covers the summary of the findings, conclusions based on the findings, and recommendations based on the conclusions.

5.1 Summary of the findings

5.1.1 Types of Gender based Violence

The study's findings shed light on the pervasive nature of gender-based violence across various forms, including domestic violence, sexual violence, forced marriage, female genital mutilation (FGM), and honor killings. Within intimate or familial relationships, domestic violence affects a significant portion of respondents, with 38.9% reporting some level of exposure. Similarly, sexual violence, encompassing acts such as rape and harassment, was reported by 30.6% of respondents. Forced marriage, a coercive practice stripping individuals of autonomy, was experienced by 13.9%, highlighting its entrenched nature within cultural norms. Female genital mutilation affected 30.6% of respondents, with 25.0% reporting severe exposure, emphasizing the urgency for holistic interventions. Honor killings, aimed at upholding family honor, impacted 36.1% of respondents, with 25.0% experiencing severe exposure. These findings underscore the critical need for targeted interventions to address the multifaceted dimensions of gender-based violence and its profound impact on individuals, families, and communities globally.

5.1.1. Role of mass media in fighting gender-based violence (GBV) in Sironko District, Nalugugu Parish

The findings from the survey on the role of mass media in raising awareness about gender-based violence (GBV) in Sironko District, Nalugugu Parish highlight the significant impact of mass media platforms in disseminating information and support services related to GBV. A considerable level of agreement among respondents indicates that mass media effectively educates individuals about different forms of GBV; challenges harmful gender norms, and humanizes the experiences of survivors. These findings are consistent with previous research emphasizing the importance of utilizing mass media for public education and awareness campaigns on social issues like GBV. Furthermore, the data underscores the role of mass media in fostering empathy, reducing stigma, and empowering communities to take action

against GBV. Collaborations between mass media, local authorities, and NGOs are seen as instrumental in distributing accurate GBV information and facilitating community response. Despite these positive aspects, there is still room for improvement in enhancing collaboration between stakeholders to ensure the accurate and widespread distribution of GBV information and support services. Overall, the study findings underscore the significant role of mass media in raising awareness about gender-based violence in Sironko District, Nalugugu Parish, contributing to challenging harmful norms, promoting respect, and empowering communities to take action against GBV. Continued efforts are needed to strengthen collaboration between mass media, local authorities, and NGOs to ensure comprehensive and effective GBV prevention and response strategies.

5.1.2. Role of Men in fighting against Gender based violence

The results from Table 4. highlight various aspects of men's roles in combating gender-based violence (GBV). Firstly, approximately 69.5% of respondents expressed agreement or strong agreement towards actively standing in solidarity with survivors of GBV, indicating a positive inclination towards providing support and empathy. Secondly, nearly 77.8% of respondents acknowledged the importance of challenging harmful masculinity norms, signaling a recognition of the need to redefine traditional notions of manhood contributing to GBV. Thirdly, approximately 80.5% of respondents recognized the significance of educating other men and boys about respecting women's rights and preventing GBV, emphasizing the potential impact of educational initiatives. Fourthly, 58.3% of respondents expressed willingness to intervene as active bystanders to prevent and confront instances of GBV, highlighting the potential for bystander intervention programs to mobilize men in creating safer environments. Lastly, while 50% of respondents agreed on the promotion of consent and healthy relationships, there were also notable disagreements or uncertainties among others, suggesting a need for further education and awareness-raising efforts. Additionally, respondent perspectives emphasized the crucial role of men in addressing GBV, motivations stemming from witnessing the impact of violence, intersections of traditional masculinity with GBV, barriers including societal expectations, and suggested actions such as challenging harmful stereotypes and supporting survivors.

5.2. Conclusion

5.2.1. Role of Men in fighting gender-based violence (GBV) in Sironko District, Nalugugu Parish

The study's findings paint a stark picture of the pervasive and multifaceted nature of gender-based violence (GBV) across various forms, ranging from domestic violence to honor killings. The prevalence rates reported for domestic violence, sexual violence, forced marriage, female genital mutilation (FGM), and honor killings underscore the urgent need for comprehensive and targeted interventions. These findings highlight not only the prevalence of GBV but also its profound impact on individuals, families, and communities globally. From the significant proportion of respondents reporting exposure to different forms of GBV, it is evident that no community or society is immune to this issue. Therefore, addressing GBV requires a holistic approach that addresses its root causes, challenges harmful norms and attitudes, and provides support and resources for survivors. The urgency for action is clear, as the consequences of GBV extend far beyond individual victims, affecting entire communities and perpetuating cycles of violence. Ultimately, the study underscores the critical importance of prioritizing the fight against GBV and mobilizing resources and efforts to create safer, more equitable societies for all.

5.1.2. Role of mass media in fighting gender-based violence (GBV) in Sironko District, Nalugugu Parish

The findings from the survey highlight the crucial role of mass media in fighting gender-based violence (GBV) in Sironko District, Nalugugu Parish. The significant level of agreement among respondents underscores the effectiveness of mass media platforms in educating individuals about various forms of GBV, challenging harmful gender norms, and humanizing the experiences of survivors. These results align with previous research emphasizing the importance of utilizing mass media for public education and awareness campaigns on social issues like GBV. Additionally, the data emphasizes mass media's role in fostering empathy, reducing stigma, and empowering communities to take action against GBV. Collaborations between mass media, local authorities, and NGOs are perceived as essential for disseminating accurate GBV information and facilitating community response. However, there is still room for improvement in enhancing collaboration between stakeholders to ensure the accurate and widespread distribution of GBV information and support services. Overall, the study's findings underscore the significant impact of mass

media in raising awareness about GBV, contributing to challenging harmful norms, promoting respect, and empowering communities to combat GBV. Continued efforts are crucial to strengthening collaboration between mass media, local authorities, and NGOs to implement comprehensive and effective GBV prevention and response strategies in Sironko District, Nalugugu Parish.

5.2.3. Role of Men in fighting against Gender based violence

The results from Table 4.6 underscore the multifaceted role of men in the fight against gender-based violence (GBV). The high levels of agreement among respondents regarding standing in solidarity with survivors, challenging harmful masculinity norms, and educating others about respecting women's rights highlight a positive inclination towards promoting gender equality and preventing GBV. Moreover, the willingness expressed by a significant proportion of respondents to intervene as active bystanders further emphasizes the potential for men to play a crucial role in creating safer environments and preventing instances of violence. However, the presence of disagreements or uncertainties regarding the promotion of consent and healthy relationships suggests the need for continued education and awareness-raising efforts to address misconceptions and promote healthier relationship dynamics. Despite these challenges, respondent perspectives underscore the vital importance of men's involvement in addressing GBV, with motivations rooted in witnessing the impact of violence and recognizing the intersections of traditional masculinity with GBV. To effectively combat GBV, it is essential to address barriers such as societal expectations and stereotypes while implementing actions to challenge harmful norms, support survivors, and promote respectful and equitable relationships. Overall, the findings highlight the significant potential for men to contribute to the prevention and eradication of GBV, emphasizing the need for comprehensive and collaborative efforts to create a safer and more inclusive society for all.

5.3 Recommendations

Based on the findings regarding the pervasive nature of gender-based violence (GBV) in Sironko District, Nalugugu Parish, and the significant roles of mass media and men in combating GBV, several recommendations can be proposed:

Strengthening Community-Based Interventions:

Given the prevalence rates of GBV reported in the study, it is crucial to implement community-based interventions that address the root causes of violence and provide support for survivors. Community outreach programs should focus on raising awareness about GBV, promoting gender equality, and challenging harmful norms and attitudes. These initiatives can be facilitated through partnerships between local authorities, NGOs, and community leaders, leveraging existing networks and resources to reach marginalized populations. By engaging directly with communities, these interventions can foster a sense of ownership and empowerment, driving sustainable change at the grassroots level.

Enhancing Collaborative Efforts:

The findings underscore the importance of collaboration between mass media, local authorities, NGOs, and other stakeholders in the fight against GBV. Efforts should be made to strengthen existing partnerships and establish new collaborations to ensure the accurate and widespread dissemination of GBV information and support services. Training programs can be organized to equip journalists and media professionals with the skills and knowledge needed to report on GBV sensitively and responsibly. Additionally, coordinated campaigns and initiatives can be developed to amplify key messages and engage diverse audiences, leveraging the reach and influence of mass media platforms to promote positive social norms and attitudes.

Empowering Men as Allies:

Men play a crucial role in challenging harmful masculinity norms and preventing GBV. Building on the findings regarding men's willingness to stand in solidarity with survivors and intervene as active bystanders, targeted interventions should be developed to empower men as allies in the fight against GBV. Educational initiatives can be implemented to promote healthy masculinity, foster empathy, and promote respectful and equitable relationships. These initiatives should be inclusive and intersectional, recognizing the diverse experiences and identities of men and addressing the unique barriers they may face in engaging with GBV issues. By harnessing the potential of men as allies, we can create more inclusive and effective strategies for preventing and addressing GBV in Sironko District, Nalugugu Parish, and beyond.

5.4 Areas for further research

- 1) The impact of parental influence on early marriages among teenagers in rural communities.
- 2) The role of education in mitigating the effects of socio-cultural and religious beliefs on early marriages.
- 3) Gender disparities in the enforcement and acceptance of early marriages within rural communities.
- 4) The effectiveness of community-based interventions in combating early marriages and promoting gender equality.
- 5) The psychological effects of early marriages on teenage brides in rural areas.

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APPENDICES

Appendix 1: Questionnaire

Dear Respondent,

I am WEGOSASA PEACE a student of Uganda Christian University, pursuing a Bachelor degree in social works and social administration. I am supposed to gather information from you to enable me to complete my Research Project.

I am conducting a research on the Impact of performance appraisal on the employee performance in Sironko district.

Any information obtained for this purpose was kept strictly confidential and will only be used for academic purpose.

Yours faithfully,

WEGOSASA PEACE

RESEARCHER

SECTION 1: DEMOGRAPHIC DATA

(Tick in the box provided)

1. Sex of the respondent

a) Male ☐ b) Female ☐

2. Age bracket of the respondent (years)

a) 20-30 ☐ b) 31-40 ☐ c) 41-50 ☐ d) 60 and above ☐

3. Marital status

a).Single ☐ b) Married ☐ c) In relationship ☐

4. Academic qualification of respondent

a) Secondary ☐ b) Certificate ☐ c) Diploma ☐ d) Bachelors' ☐ e) Masters ☐

5. 5. Years of working by the respondents.

a) Less than 1 year ☐ b) 1-2 years ☐ c) 3 years and above ☐

6. Religion

a).protestant ☐ b). Catholic ☐ c).Born Again ☐ d). Muslim ☐
e). Anglican ☐ f).Other ☐

7. 7. Occupation

a) Probation Officer ☐ b).Midwife ☐ c).Religious leader ☐
d).Teacher ☐ e) Other ☐

**Section A: Role of mass media in raising awareness about gender-based violence (GBV)
in Sironko District, Nalugugu Parish**

This section aims at determining the role of mass media in raising awareness about gender-based violence (GBV) in Sironko District, Nalugugu Parish. Please indicate your opinion on the following statements using the Linkert scale. Key: **1= Agree; 2= strongly Agree; 3= not sure; 4= Disagree; 5= strongly disagree.**

No	Statements	1	2	3	4	5
1.	Mass media platforms in Sironko District, Nalugugu Parish effectively raise awareness about GBV, disseminating information and support services widely.					
2.	Mass media educates on GBV forms, aiding recognition and support-seeking among individuals through targeted programming and news coverage.					
3.	GBV-focused mass media campaigns challenge harmful gender norms, promote respect and intervention, and encourage support for survivors.					
4.	Mass media humanizes GBV by amplifying survivor voices, fostering empathy, and reducing stigma around seeking help or speaking out.					
5.	Collaborations with local authorities and NGOs enable mass media to distribute accurate GBV information, empowering action and community response.					

Section B: Effectiveness of mass media campaigns in challenging harmful norms and attitudes towards GBV in the local community

This section aims at assessing the effectiveness of mass media campaigns in challenging harmful norms and attitudes towards GBV in the local community. Please indicate your opinion on the following statements using the Linkert scale. Key: **1= Agree; 2= strongly Agree; 3= not sure; 4= Disagree; 5= strongly disagree.**

No	Statements	1	2	3	4	5
1.	Mass media campaigns in the local community effectively challenge harmful norms and attitudes towards gender-based violence (GBV).					
2.	These campaigns raise awareness about GBV, its impact, and the importance of addressing it within the community.					
3.	By portraying diverse perspectives and survivor stories, mass media campaigns humanize the issue, fostering empathy and understanding.					
4.	Through targeted messaging and educational content, these campaigns encourage individuals to reject violence and support survivors.					
5.	Evaluations indicate positive shifts in attitudes and behaviors, demonstrating the effectiveness of mass media in combating GBV.					

Section C: Establishing the perceptions and experiences of community members regarding the role of mass media in addressing GBV and promoting social change

This section aims at finding out the perceptions and experiences of community members regarding the role of mass media in addressing GBV and promoting social change. Please indicate your opinion on the following statements using the Linkert scale. Key: **1= Agree; 2= strongly Agree; 3= not sure; 4= Disagree; 5= strongly disagree.**

No	Statements	1	2	3	4	5
1.	Community members perceive mass media as influential in addressing GBV, with many acknowledging its role in raising awareness.					
2.	Experiences of community members highlight mass media's ability to educate, inform, and mobilize action against GBV within society.					
3.	Some community members report increased confidence in seeking help and supporting survivors due to mass media campaigns and messages.					
4.	Challenges such as limited access to media platforms or skepticism towards campaign effectiveness are reported by a minority of individuals.					
5.	Overall, community feedback suggests a recognition of mass media's potential to promote social change and combat GBV within their context.					

Appendix II: Interview Guide

Introduction:

Thank you for participating in this interview. Your insights are invaluable for understanding the role of mass media in addressing gender-based violence (GBV) in Sironko District, particularly in Nalugugu Parish. Your responses will help inform efforts to combat GBV and promote social change. Please note that your responses will remain confidential and will only be used for research purposes.

Objective I: To assess the role of mass media in raising awareness about gender-based violence (GBV) in Sironko District, Nalugugu Parish

1. How frequently do you engage with mass media platforms such as television, radio, or newspapers?
2. In your experience, what types of GBV-related content do you commonly encounter through mass media in our community?
3. Can you describe any specific instances where mass media has effectively raised awareness about GBV in Sironko District?
4. How do you perceive the overall impact of mass media in educating the community about the various forms and consequences of GBV?
5. Are there any gaps or challenges you've observed in how mass media addresses GBV issues in our community?
6. In your opinion, what additional steps could mass media take to enhance their role in raising awareness about GBV in Sironko District?
7. How do you think mass media coverage of GBV has influenced public attitudes and behaviors towards addressing this issue in our community?

Objective II: To examine the effectiveness of mass media campaigns in challenging harmful norms and attitudes towards GBV in the local community.

1. Have you participated in or witnessed any mass media campaigns specifically aimed at challenging harmful norms and attitudes related to GBV?
2. In your view, what strategies or approaches have been most effective in these campaigns in terms of challenging harmful attitudes towards GBV?
3. Can you recall any memorable mass media campaigns that successfully challenged societal norms contributing to GBV in Sironko District?
4. How do you think mass media campaigns have influenced community perceptions of gender roles and power dynamics, particularly concerning GBV?
5. Have you noticed any changes in how GBV is perceived or discussed in our community as a result of mass media campaigns? If so, what are they?
6. In your opinion, what role do mass media campaigns play in promoting gender equality and preventing GBV at the community level?
7. What suggestions do you have for improving the effectiveness of mass media campaigns in challenging harmful norms and attitudes towards GBV in Sironko District?

Objective III: To explore the perceptions and experiences of community members regarding the role of mass media in addressing GBV and promoting social change.

1. How do you personally perceive the role of mass media in addressing GBV within our community?
2. Can you share any personal experiences or anecdotes regarding how mass media has impacted your understanding or awareness of GBV?
3. Do you believe that mass media has the potential to influence social norms and behaviors related to GBV? Why or why not?
4. How do you think mass media coverage of GBV compares to other sources of information or education within our community?
5. Have you ever engaged in discussions or actions related to GBV that were prompted by mass media content? If so, could you elaborate?
6. In your opinion, what responsibilities do mass media outlets have in addressing GBV and promoting social change?
7. How can community members actively support or contribute to the efforts of mass media in addressing GBV and promoting positive social change?



UGANDA CHRISTIAN
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Office of the Academic Registrar

To THE SUB-COUNTY CHIEF
BUKIISE

Dear Sir/Madam,

Re: Academic Research

Christian greetings!



We are honored to introduce to you Mr. Mrs./Miss WEGOSASA PEACE

Of Registration Number; WIS21/MUC/BS01045 pursuing a Masters'
Degree/Postgraduate Diploma / Bachelor's Degree SOCIAL WORK AND SOCIAL ADMIN

He/ she is required to carry out an academic research on the topic

CONTRIBUTION OF MASS MEDIA AND MEN INVOLVEMENT IN THE FIGHT AGAINST
GENDER BASED VIOLENCE IN BUKIISE SUB-COUNTY SIRONKO DISTRICT.

and thereafter produce a well bound hard cover research report (MAROON) in color for undergraduate and three (BLACK) copies for Postgraduate students as a University requirement for the award of a degree/diploma in the academic discipline that he / she is pursuing.

We shall be grateful for the help you may offer to him or her accordingly.

Thank you.

Yours faithfully,



Mr. Akampurira Timothy

Academic Registrar