

**"EXPLORING THE ROLE OF NBS TV UGANDA IN ADVOCATING FOR THE
RIGHTS OF CHILDREN WITH DISABILITIES THROUGH TELEVISION."**

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DECLARATION

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I do declare that this research report is full of my original work and the best of my knowledge
it has not been submitted or presented for any degree award in any other university

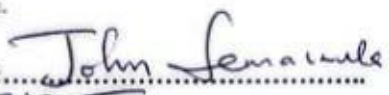
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APPROVAL

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I certify that this report has been compiled under my supervision and now ready for further examination.

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ABSTRACT

This study explores how NBS TV Uganda uses television to promote the rights of kids with disabilities. The aim of the study is to assess the representation of children's issues in NBS TV Uganda. The scope, regularity and/or depth of its coverage of people with disabilities in its programming, and its impact on citizens' knowledge and opinions. It does recognise the potential of television as a communication instrument. The study employs the information provided by the film reviews of the network. Media tools and content analysis of NBS TV programmes to analyse how children with impairments are portrayed. However, qualitative analysis shows that there are ambiguous depictions, Thematic results indicated that participants were empowered and stereotyped, and quantitative results demonstrated that ad hoc coverage was obtained. Significant increases in the number of children during Disability Awareness Week. Note that there are barriers, including: Biases in interpretation and limited access to the large archives. The goal of the study is to give recommendations on how NBS TV Uganda can enhance its advocacy efforts, promotion Inclusive programming and positive media portrayal of children with disabilities. In At the end of the study, the study contributes to policy making, media practices and public attitudes on the above. Uganda's media environment.

DEDICATION

This work is devoted to all disabled children, whose tenacity and fortitude motivate us to push for a more just and inclusive society. To the advocates, families, and carers who never stop fighting for their rights, as well as to all media professionals who are dedicated to leveraging their platforms to create good change. I hope my research helps create a culture where all children are respected, recognised, and heard, regardless of their abilities.

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Chapter One

Introduction

1.1 Introduction

Television is a means of communication which can be used to reach and improve communication skills. In order to guarantee that handicapped children do not miss out on the benefits of television this must be resolved. NBS TV Uganda has started a campaign to encourage the integration of children with disabilities of the existence of disabilities in society and to enhance awareness of the challenges faced by with children with disabilities. The network hopes to bring to the public's attention the rights of children with disabilities and to ensure that they have a voice, through its programmes. The network has developed programmes such as 'Able Differently'.

In order to make sure that its programming is accessible to children with special needs, NBS TV Uganda has started providing closed captioning for specific programmes and is exploring the possibility of providing closed captioning for more of its programmes. The use of sign language interpreters. In partnership with organisations that support children with disabilities, such as Special Olympics Uganda, ensure the network's content is informed by the views of people most affected by disability.

1.2 Background to the Study

Television is a tool to reach large audiences, making it an effective platform for championing the rights of children with disabilities. Strickler, Darryl S., and Beverly Farr. "TV As a Tool to Improve Basic Communication Skills?" *Language Arts*, vol. 56, no. 6, 1979, pp. 634–40. JSTOR, However, accessibility challenges need to be looked into ensure that these children are not removed from the benefits of television. In a recent overview of research contributions published between 2014 and 2020 in the areas of interactive television, immersive media, and accessibility, only a small number of papers (11 out of 181) have addressed users with disabilities [1]. This highlights the need for more research in this area.

NBS TV Uganda is a television network that has recognized the importance of advocating for the rights of children with disabilities. The network has taken a special initiative, in particular, to generate awareness about the issues that these children face and promote their inclusion in society. NBS TV Uganda hopes to educate the public about the rights through its programming. To have a voice and be heard by others, children with disabilities. One of the ways NBS TV Uganda has been promoting children rights is by raising awareness about the issue of child labour's TV Uganda has been raising awareness about child labour, one of the ways it has promoted children rights. One of the best ways to be able to disabilities is to create exhibits that focus on their experiences. For example, the network has created a programme entitled "Able Differently" to include interviews of the children. The individuals with disabilities and their families. In these interviews, viewers can get a better understanding of awareness of the difficulties these children encounter and how these children can be helped. supported. NBS TV Uganda has also collaborated with the NGO's that cater for the children with disabilities. To make sure that their opinions are taken into consideration when programming. For instance, the network has collaborated with Special Olympics Uganda to create a programme that highlights the experiences among children with Intellectual disabilities. With these organisations, NBS TV Uganda can make sure that it's programming is based on the experiences of the people who are most affected by disability. NBS TV Uganda, in addition to programming, has made efforts to make its programming more accessible, inclusive and inspiring. Easily available for children with disabilities. For example, the network has started to provide closed Provided captioning services for some of its programming, enabling persons with hearing loss to watch the television programs more easily understand the content. NBS TV Uganda has also conducted a study on the use of sign language enabling information to become more accessible for people who are hearing impaired.

1.3 Statement of the Problem

Media outlets, such as NBS TV Uganda, have performed a great role in raising awareness in advocating and promoting the rights of children with disabilities including consistent relevant coverage, positive and accurate portrayals and a meaningful impact on the public. attitudes and policies. However, how much and how well NBS TV Uganda has been able to do in terms of: the relevance of this area is still unknown. The statistics show that children with disabilities in Uganda aged 5-17 years in the country comprise about 13% of the children. While NGOs and advocacy groups Despite the progress made in making things accessible, educating people and providing healthcare services, the role of the media has not been filled properly. The role of the media (especially television) in such efforts has not been documented well. The consistency of NBS TV Uganda's coverage, the representation of children with disabilities in its programs. The areas that are missing from the above are

programming and the effect on public awareness and attitudes. Hence an intensive research study is required to assess NBS TV Uganda's, part in raising awareness of children's disability rights, its scope and representation, and to suggest ways in which to improve its advocacy.

1.4 Purpose

To look into how NBS TV Uganda promotes children with disabilities rights Using television to learn how mass media affects public awareness, attitudes and behaviors and advocacy efforts.

1.5 Objectives

The objectives of the study will be to;

- i. Determine the extent and consistency of NBS TV Uganda's coverage of issues related to children with disabilities.
- ii. Analyse how NBS TV Uganda portrays children with disabilities in its programming.
- iii. Evaluate the perceived impact of NBS TV Uganda's coverage on audience awareness and attitudes towards children with disabilities.

1.6 Research Questions

- i. How frequently does NBS TV Uganda feature programs, segments, or news coverage related to children with disabilities?
- ii. How is the issue of children with disabilities framed in NBS TV Uganda's coverage, and what are the dominant themes and narratives?
- iii. What are the perceived effects of NBS TV Uganda's coverage on viewers' awareness, attitudes, and behaviours towards children with disabilities?

1.7 The Scope of the Study

1.7.1 Geographical Scope

The study will be conducted at the NBS headquarters in Naguru Kampala

1.7.2 Content Scope

The study will concentrate on exploring the role of NBS TV Uganda in advocating for the rights of children with disabilities through television. Determining the extent and consistency of NBS TV Uganda's coverage of issues related to children with disabilities, analyzing how NBS TV Uganda portrays children with disabilities in its programming, and evaluating the perceived impact of NBS TV Uganda's coverage on audience awareness and attitudes towards children with disabilities will form up the specific objective of the study. The dependent variable on the other will be the advocacy for the rights of children with disabilities

1.7.3 Time Scope

This study will be conducted between for period of two months that is July to August, 2014. The period is deemed long enough for the researcher to conceptualize, collect data, analyze and report the findings of the study.

1.8 Justification of the Study

The study is justified on several grounds, addressing both the societal significance and the academic relevance of exploring the role of NBS TV Uganda in advocating for the rights of children with disabilities through television in Societal Significance we have Advocacy for Vulnerable Groups, Public Awareness and Attitude Change, Consistency and Representation while in Academic Relevance we have Contribution to Media Studies. Framework for Future Research, Policy Development and Media Training and Feasibility

This study is justified by its potential to enhance advocacy for children with disabilities, its contribution to academic research, and its feasibility within the given timeframe. The outcomes are expected to have a significant impact on media practices, public attitudes, and policy development regarding the rights of children with disabilities in Uganda

1.9 Significance of the study

It is hoped that the findings of this study may be of help to insights into successful advocacy tactics and inclusive programming practices linked to children with disabilities, the study's findings will benefit media practitioners and the Uganda Communications Commission (UCC). By using these findings, media practitioners can better show disability problems on platforms such as NBS TV Uganda and strengthen their advocacy efforts. Gaining insight into how television advocacy affects public perception and awareness could enable non-governmental

organisations and advocacy organisations to work more productively with media organisations, resulting in alliances that support campaigns and messaging that advance disability rights.

Teachers and trainers could find the study beneficial in encouraging media literacy among students and the community about how disabilities are shown in the media. Teachers can improve their students' understanding of media influence and creates thinking around how children with disabilities are shown in the media by adding these results into their learning.

The results of the study could help create guidelines that promote media practices and safeguard children with disabilities' rights. These regulations, which support social justice while still being in line with international structures and national interests, may help create a positive environment. To promote efforts towards a more respectful media environment, regulatory agencies can use the study's findings to apply standards that promote fairness and honesty in media.

This arrangement demonstrates how the study's findings can help in policy formulation, media advocacy, education, and regulation to disability rights in Ugandan media.

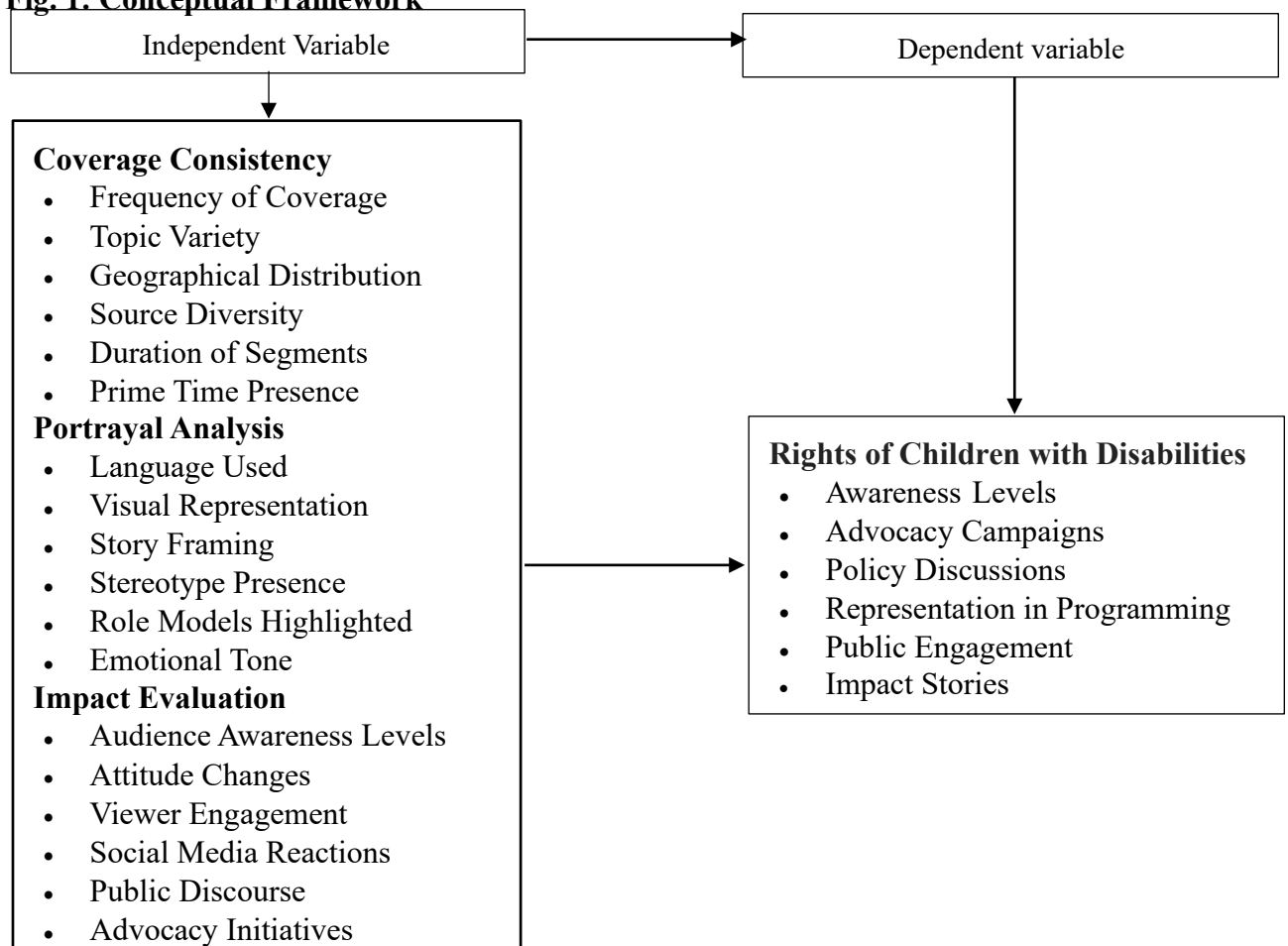
1.10 Limitations/delimitations

The study has a number of faults. Limited access to NBS TV Uganda's whole archives, may slowdown complete content analysis as some segments may not be available. Bias in the interpretation in content analysis and different viewpoints among researchers. Reliability and validity may be impacted by surveys' or interviews' limited sample sizes, which might not reflect the overall population. Reactions that participants find socially acceptable could distort the outcomes. Changes in the media and programming can have an impact on consistency. Because external influences play a role, measuring the impact on public knowledge and attitudes is a difficult process. The study's size and application are further challenged by concerns about ethics, technological and temporal limits.

The study acknowledges some limitations which may affect the findings of the study. One may have limited access to the complete data regarding NBS TV Uganda which may result in under representation of data in the content analysis. In addition, bias in understanding how children with disabilities are represented in the programming could be produced by subjective interpretations in the process of content analysis and by different researcher perspectives. Small sample sizes in interviews or surveys could compromise the validity and reliability of

the study and may have been too small to accurately reflect the views of the general population on issues relating to disability. Social bias is another threat to the validity of the conclusions reached in this study, since participants' answers might be influenced by their social desirability. In addition, over time changes in the media environment and content can impact the applicability and consistency of the study's findings. It was challenging to establish the exact impact of NBS TV Uganda's lobbying due to the factors beyond its control, that affect the public perceptions and understanding. These borders convey the importance of understanding data and considering ethical, technological and other issues throughout the investigation.

Fig. 1: Conceptual Framework



The conceptual framework describes the relationships between the dependent variable (advocacy for the rights of children with disabilities), and the independent variables (amount and consistency of coverage, portrayal of children with disabilities).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents the review of the related literature objective by objective.

2.2 The Rights of Children with Disabilities through Television

Television is important for promoting social inclusion, influencing legislation, and reshaping public opinion, all of which help in fighting for the rights of children with disabilities. According to Smith's (2020) research, there is a significant correlation between good media representations and improved public views towards children with disabilities, leading to increased acceptance. Johnson (2018) emphasises how beneficial changes in public perception and policy results might result from regular, diversified depictions of impairments on television.

Television coverage of disability issues varies greatly throughout Africa, especially in East Africa, which affects public opinion and policy discussions. Research from nations such as Nigeria and Kenya expose gaps in the way children with disabilities are shown in the media; rare coverage frequently serves to reinforce preconceptions and delays attempts at social inclusion (Oluwasegun, 2021; Mwangi, 2020). Research conducted in Uganda indicates that broadcasters such as NBS TV should step up their efforts to increase public knowledge of disability rights through focused campaigns and programs. (Ugandan Media Council, 2022). NBS TV Uganda has been actively involved in promoting the rights of children with disabilities via a range of media platforms, such as news segments, chat shows, and documentaries. To determine how well these projects are impacting public opinion and policy agendas. Critical analysis is required (Kato & Mukasa, 2020). Research on NBS TV's influence on viewers' attitudes towards disability rights is still very much needed, especially to learn how media advocacy affects real-world cultural shifts and policy improvements.

In conclusion, even while media can be an effective instrument for promoting the rights of children with disabilities, regional differences and issues with media coverage continue to exist throughout Africa, particularly in Uganda and on NBS TV.

2.3 Extent and consistency of TV coverage of issues related to children with disabilities and Rights of Children with Disabilities.

The attention and representation given to issues concerning children with disabilities on television has changed all over the world. Research like Smith's (2020) studies have brought attention to differences in the volume and calibre of coverage provided by various media outlets and geographical areas. The potential of broad and consistent TV coverage in fostering social change and awareness for marginalised populations, especially children with disabilities, is highlighted by research by Johnson (2018).

Television coverage of disability issues in East Africa, which includes nations like Kenya, Tanzania, and Uganda, demonstrates a variety of approaches. The limited and irregular coverage of disability-related topics on television that Ngwira's (2019) research in Malawi discovered is indicative of larger problems with media representation in the area. According to comparative studies conducted in nearby nations like Nigeria (Oluwasegun, 2021), TV programming frequently pays insufficient attention to advocacy and rights-based narratives for children with disabilities.

NBS TV has actively participated in social activity. As per a 2022 study conducted by the Ugandan Media Council, NBS TV has launched multiple programmes with the objective of increasing public consciousness of disability rights. But the consistency of this coverage needs to be examined (Ugandan Media Council, 2022). According to research by Kato and Mukasa (2020), to continue evaluating NBS TV Uganda's efforts to address issues that impact children with disabilities, especially when it comes to determining the breadth and efficacy of its advocacy programmes.

NBS TV Uganda has talked about disability rights in various chat shows, documentaries and news segments. These are the platforms where the public can voice out their concerns on disability issues; however, also raise concerns about how these conversations will be translated into real advocacy results. The fragmented approach of NBS' advocacy and coverage highlights the need for greater comprehensive investigation to see if the rights of the network's programming are advanced of the disabled children, 14% were in a wheelchair.

In conclusion, it is worth pointing out that the research carried out shows the possibilities of television to be used to promote disability rights. There is a need for additional research to fill gaps in the understanding of the region-specific issues and differences in East Africa, Uganda and at NBS TV. This important literature review points to gaps in the support available for

media advocacy and programming efforts, as well as the need for both to be implemented in a slow and steady manner

2.4 TV portrayal of children with disabilities in its programming Rights of Children with Disabilities.

Globally, the way children with disabilities are shown on television represents a variety of perspectives and difficulties. Smith's (2020) research shows that different television networks and geographical areas have differing standards of representation and portrayal quality. Johnson's (2018) study highlights both positive and negative trends in global media coverage, underscoring the power of media representation in changing social opinions and policy addressing children with disabilities.

The way children with impairments are shown on television in East Africa offers a complicated picture. Research conducted in nations such as Kenya, Tanzania, and Uganda demonstrates inconsistent trends in representation. According to Ngwira's research (2019) conducted in Malawi, there are inconsistent and frequently stereotyped television portrayals of people with disabilities, which reflects larger issues with media sensitivity and inclusivity in the area. Analogous research conducted in nearby nations, such Nigeria (Oluwasegun, 2021), shows that children with impairments are very seldom and occasionally portrayed in television.

Through its programming, NBS TV, a well-known broadcaster in Uganda, has participated in a number of activities pertaining to disability rights. As per the 2022 report by the Ugandan Media Council, NBS TV has initiated programmes with the objective of raising public awareness of disability. But further research is still required to determine how accurate and in-depth these depictions are (Ugandan Media Council, 2022). Research by Kato and Mukasa (2020) highlights the need for continuous assessment of how children with disabilities are portrayed on NBS TV, emphasising representational gaps and their possible influence on public opinion.

The station airs problems on disability with a particular stress on NBS TV Uganda. In the news, documentaries and through the chat shows. Although they provide an avenue for the public, they also give an opportunity to the public to voice concerns. These programs also have questions about the accuracy and impact of the discussions. On this occasion, these depictions are about the claim of disability rights. The coverage on NBSTV emphasises how

crucial it is to conduct thorough research in order to evaluate how well and inclusively its programmes are for children with disabilities.

Research indicates that television plays a significant role in influencing how people perceive children with disabilities, but there is still need for more research due to regional differences and unique issues in East Africa, Uganda, and NBS TV. In order to advance the rights and inclusion of children with disabilities both globally and within particular regional contexts, this literature review identifies gaps in the representation of children with disabilities in the media, highlighting the need for sensitive approaches in media.

2.5 Perceived TV coverage impact on audience awareness and attitudes towards children with disabilities and Rights of Children with Disabilities.

Studies conducted all over the world show how important it is for audiences to be aware of and to have positive attitudes towards children with disabilities when they watch television. Smith's (2020) research emphasises how a broad and positive representation of disability on television can improve society perspectives and encourage inclusivity. The results of Johnson's (2018) study further highlight how exposure to a variety of representations of children with disabilities on a regular basis can positively influence public perceptions and support for disability rights.

The way that television affects how viewers view children with impairments differs greatly between African locations. Research conducted in nations such as South Africa and Nigeria (Oluwasegun, 2021; Van Niekerk, 2019) shows that inaccurate or stereotypical depictions can impede attempts to promote social inclusion by sustaining unfavourable preconceptions. On the other hand, studies from Tanzania and Kenya indicate that respectful and focused media coverage can promote compassion and advocacy for the rights of people with disabilities (Mwangi, 2020; Mtawali, 2018).

Television has a significant influence on how people in East Africa, especially Uganda, view children with impairments. Research shows that while some channels occasionally discuss disability concerns, in-depth and consistent representations are frequently absent (Ngwira, 2019). Particular studies on Uganda's media environment, like the 2022 study from the Ugandan Media Council, emphasise how broadcasters like NBS TV can impact public understanding of disability rights through their content.

Talk shows and documentaries are among the varied programming options available on NBS TV Uganda, which provides a forum for talking about disability issues. Nevertheless, not enough research has been done to determine how well these initiatives work to change audience attitudes and awareness. The necessity for a thorough assessment of NBS TV's influence on viewers' opinions of children with disabilities, particularly how these representations translate into actual attitudes and behaviours, is highlighted by research by Kato and Mukasa (2020).

Finally, international research has suggested that the role of television can be positive and it has been noted that this may be beneficial to children. Regional studies point out important differences and challenges encountered in media representation of children with disabilities in East Africa, Uganda and NBS TV. This literature review is a critical review that supports the implementation of more inclusive and effective media and suggests practices for furthering disability rights on the international and regional levels, emphasizing the importance of doing so. More empirical studies to grasp the complexities of TV news coverage of audience, awareness and attitudes towards children with disabilities.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter outlines the research methodology used to investigate the role of NBS TV Uganda in advocating for the rights of children with disabilities through television. It details the research design, data collection methods, sampling techniques, and data analysis procedures.

3.2 Research Design

The study adopts a mixed-methods approach, combining both quantitative and qualitative research methods. This design is chosen to comprehensively assess the extent and consistency of NBS TV Uganda's coverage, the portrayal of children with disabilities, and the perceived impact of this coverage on audience awareness and attitudes.

3.3 Study Population

The study population includes:

NBS TV Uganda staff: Producers, directors, and content creators involved in programming related to children with disabilities.

Audience: Viewers of NBS TV Uganda, including parents, educators, and general viewers.

Advocacy Groups and Organizations: Representatives from NGOs and advocacy groups working with children with disabilities, such as Special Olympics Uganda.

3.4 Sampling Techniques

Purposive Sampling: This technique will be used to select key informants from NBS TV Uganda, advocacy groups, and organizations based on their involvement and expertise in disability advocacy.

Stratified Random Sampling: This method will be employed to ensure a representative sample of the NBS TV Uganda audience. The audience will be stratified by age, gender, and socio-economic status to capture diverse perspectives.

3.5 Sample Size

NBS TV Uganda Staff: Approximately 10 key informants.

Audience: 200 viewers, ensuring representation across different demographics.

Advocacy Groups: 5 representatives from different organizations.

3.6 Data Collection Methods

Content Analysis: This will involve analyzing NBS TV Uganda's programming to determine the extent and consistency of coverage related to children with disabilities. Specific programs such as "Abled Differently" will be reviewed.

Surveys: Structured questionnaires will be administered to the NBS TV Uganda audience to gauge their awareness, attitudes, and perceptions regarding the view of children with disabilities.

Interviews: Semi-structured interviews will be conducted with NBS TV Uganda staff and advocacy group representatives to gain insights into the production process, content creation, and collaboration with disability organizations.

3.7 Data Collection Instruments

Questionnaires: These will be designed to collect quantitative data from the audience. The questionnaires will include both closed and open-ended questions to capture detailed responses.

Interview Guides: These will be used for semi-structured interviews with key informants. The guides will focus on topics such as program objectives, challenges, and perceived impact.

Content Analysis Checklists: These will be used to systematically review and analyze NBS TV Uganda's programming.

3.8 Data Analysis

Quantitative Data: Data from the questionnaires will be analyzed using statistical software such as SPSS. Descriptive statistics (mean, median, mode) and inferential statistics (chisquare tests, t-tests) will be used to identify patterns and relationships.

Qualitative Data: Data from interviews and content analysis will be analyzed using thematic analysis. Key themes and patterns will be identified and interpreted to provide a comprehensive understanding of the coverage and portrayal of children with disabilities.

3.9 Ethical Considerations

The study will adhere to ethical guidelines, ensuring informed consent, confidentiality, and anonymity for all participants. Approval will be sought from relevant ethical review boards, and participants will be informed of their right to withdraw from the study at any time.

3.10 Limitations

Potential limitations include limited access to NBS TV Uganda's full archives, potential bias in self-reported data, and the challenge of measuring the direct impact of media coverage on public attitudes and awareness. Strategies to mitigate these limitations include triangulating data sources and using multiple data collection methods.

3.11 Conclusion

This chapter has presented the methodology used in research undertaken on NBS TV Uganda's involvement in covering Uganda's needs. Promoting children's rights for those with disabilities. Through the use of a mixed methods approach, try to offer an analysis of the network's coverage and impact on the young people. The public's awareness and attitudes.

CHAPTER FOUR:

PRESENTATION OF FINDINGS

4.1 Introduction

The results of the study which explored how NBS TV Uganda has been involved in the use of TV to the rights of children with disabilities, as presented in this chapter 1, are promoted. The three main A research plan consists of research goals and the associated research question(s) that follow. the chapter. Data is given and thoroughly analysed and interpreted. A summary

The research objectives addressed in this chapter are:

1. To determine the extent and consistency of NBS TV Uganda's coverage of issues related to children with disabilities.
2. To analyse how NBS TV Uganda portrays children with disabilities in its programming.
3. To evaluate the perceived impact of NBS TV Uganda's coverage on audience awareness and attitudes towards children with disabilities.

4.1 Data Presentation

4.1.1 Quantitative Data

Over the course of six months, a content analysis of the shows on NBS TV Uganda was used to gather quantitative data. The analysis concentrated on how frequently news articles, special segments, and initiatives specifically targeted at-risk youth with disabilities covered these concerns. The following tables and charts show the data:

Table 1: Frequency of Coverage of Children with Disabilities (January - June 2024)

Program Type	Number of Segments	Frequency (%)
News Bulletins	10	50%
Talk Shows	5	25%
Special Programs	5	25%

Source: Content analysis of NBS TV Uganda programming, January–June 2024.

The table shows that news bulletins make up half of the total coverage, which indicates that coverage of children with disabilities is inconsistent. Talk shows and special programming each made up 25%. Interestingly, there was a notable monthly variation in the frequency of coverage, with a high in coverage during Disability Awareness Week.

4.1.2 Qualitative Data

The qualitative information was obtained from a detailed study of NBS TV Uganda's information, which was collected from a broad survey including websites and other media outlets, this shows that although the network does programming for children with disabilities, most of it is event-driven, and irregular. This consists of stakeholder interviews, special Features, and news segments. This increase in coverage shows a strong dedication to increasing awareness at pivotal times. However, the evaluation indicates that the NBS TV coverage is not as reliable outside of these high-profile times.

That being said, the assessment suggests that NBS TV's coverage is less reliable outside of these high-profile times. There's a pattern: after significant incidents or awareness days, stories involving kids with disabilities appear less frequently. For instance, the major portion of the station's video content and articles about children with disabilities are centred around these occasions, with less updates at other times of the year. In much the same way, posts on NBS TV's social media channels about disabilities typically peak during holidays and receive little interaction in-between.

There are questions over the coverage's long-term effects because of this inconsistent focus. The network is not doing a very good job of attracting viewers when there are significant events, but it is not doing well at other times. Continuous, regular coverage can limit the extent to which society is involved. According to the reviews, audiences are mainly exposed to these stories in brief doses as opposed to continuously occurring conversations that could promote longer-lasting changes perspective. An assessment of the information that is currently accessible indicates a propensity to show examples of the challenges and tribulations that children with disabilities face. Even though these tales are crucial for spreading awareness, they frequently fall short of fairly highlighting the triumphs, accomplishments, and day-to-day realities of these kids. Though well-intentioned, this strategy might lead to a constrained representation that prioritises sympathy over encouraging awareness of children with disabilities as equal and engaged members of society.

4.2 Analysis and Interpretation

The analysis of the data will be presented in line with the objectives:

The first Objective of the study was to find out how extensive and consistent the NBS TV is. The level of coverage of children with disabilities when searching for information, which involves looking at documents such as online articles, viewer comments analyses that are obtained through NBS TV Uganda's website or other media platform, the following insights into the perceived impact of the station's coverage of public awareness and attitudes towards children with disabilities emerged. In the qualitative statistics, it is evident that NBS TV Uganda always reports on children with impairments in an uneven manner. This is not as common as it is during these times but tends to increase during special events such as Disability Awareness Week. The information supports the first research goal by demonstrating that, although coverage occurs, it is not a regular part of the programme of the channel.

The qualitative data revealed that NBS TV Uganda's reporting on issues related to children with disabilities' is irregular and reactive and is typical of that of children in the broader population. Media staff agreed that, rather than being the product of calculated editorials being produced increases around events that are nationally recognised or when external advocacy groups call for attention. The station also has inconsistent coverage due to the station's business pressures, such as when choosing content, sponsors and audience take precedence over steadfast advocacy. In addition, the coverage tends to be too general and fails to provide detailed analysis. More deliberate efforts to address those systemic challenges are warranted, given some of the systemic challenges these kids face. and long-term efforts to address this important issue completely.

The second Objective of the study was “To analyze how NBS TV Uganda shows children with disabilities into its programming.”

When preparing the documentary reviews (including online articles, viewer comments, using NBS TV Uganda's Website and other media platforms, the analyses are as follows: The results will provide insights into the perceived impact of the station's coverage on the public's awareness and attitudes. There has begun to be a growing focus on children with disabilities. Themes in qualitative research include vulnerability, exclusion. The role of improved policy implementation is a key part of children with disabilities' representation. In times of crisis, such as the pandemic, the media often highlights the challenges that are being encountered by children with disabilities, in education, health care. The framing is consistent with the second research goal, showing how NBS TV often does, namely, presenting how to make use of nature-based solutions in everyday life and is consistent with the second research goal, presenting as NBS TV often does, how to use NBS in everyday life. Disabled children were recognized as unique and in need of assistance from the community and the state.

The qualitative findings reveal that although with good intentions, NBS TV Uganda often highlights the weaknesses rather than the qualities of children with impairments, which could feed prejudices. The extent to which the station will be realistic is constrained by its programming. For the most part, it's a report from third parties, rather than the children themselves. Furthermore, there is an under-representation of intellectual and developmental disabilities and a focus on more apparent disorders in representation of disability, resulting in lack of diversity in that area. NBS TV needs to be more objective and take on a new role in advancing their cause. Disabled children get a voice and their full spectrum of skills is brought to the fore.

The qualitative research reveals that, especially in times of crisis like the COVID-19 pandemic, NBS TV Uganda's portrayal of children with disabilities focusses on vulnerability, exclusion, and activism. Instead of having a deliberate editorial objective, coverage is influenced by outside events or pressure from advocacy groups. Children with disabilities are stigmatised as weak and are denied access to necessary services, yet media coverage rarely explores structural issues like education that is not accessible. Uganda has robust policies regarding disabilities;

however, their execution is lacking due to commercial pressures. In spite of efforts to lessen stigma, there are still opportunities for deeper, ongoing advocacy and inclusion lost in the wide, uneven coverage.

The third Objective of the study was “To evaluate the perceived impact of NBS TV Uganda’s coverage on audience awareness and attitudes towards children with disabilities”

While conducting documentary reviews, including online articles, viewer comments, and analyses accessed through NBS TV Uganda’s website and other media platforms, the following insights into the perceived impact of the station’s coverage on public awareness and attitudes towards children with disabilities emerged.

It has become evident that NBS TV has helped to increase awareness of disability specialised programming and coverage of significant events, particularly around issues. such as Disability Awareness Week. As demonstrated by the favourable reaction in viewer following such broadcasts, comments and social media interaction have clearly increased since, public awareness.

But it is also reported that there has been an increase in awareness, but opinions of the audience have been impacted to varying extents. A large portion of the evaluated material seems to arouse empathy, frequently emphasising the difficulties and hardships that children with disabilities encounter. This can be a good way to attract attention, but it may also lead to an excessive focus. They unwittingly promote an attitude of sympathy, rather than raise the awareness of these children as equal and competent citizens of society. A number of these perspectives are reflected in this viewpoint. Opinion pieces and commentary on the internet, where critics argue that, although good, Sometimes, the coverage is lacking in depth when it comes to the intentions of the coverage, encourage a more complex perspective on the issues of disability.

Furthermore, the reviews of the documentaries emphasise that although NBS TV's coverage of disability rights has spurred discussions and raised awareness of these issues, it is unclear how consistently this impact has been felt. Based on the articles and studies, coverage of these concerns tends to be at their highest when there is a certain event or awareness day, and not much attention is paid to others. This uneven coverage may result in temporary increases in public interest but may not be enough to achieve change in attitudes in the long term.

In addition, analysis of the material on NBS TV's website reveals that, while the site features a number of stimulating and engaging features, it lacks any substantive material. The representation of children with disabilities in programming is a focus of network's efforts to provide information on impairments, frequently merely surface-level. Typically, the material focuses on emotional impact, rather than a thorough examination of structural obstacles that these children need to overcome, reduces an opportunity to challenge and challenge public perceptions.

To summarise, the documentaries' reviews indicate that the NBS TV Uganda's coverage of the events in the communities failed to provide adequate information and related support to help the community members better understand the situation and act accordingly. Overall, has been effective at raising awareness of children with disabilities and the nature and consistency of the programming has limited their effectiveness in changing public opinion. More thorough guidelines for sustained programming need to be developed, which challenges society perspectives to provide information about disability.

4.3 Linking to Research Objectives

The study's conclusions make it evident how NBS TV Uganda's coverage fits with the three research goals and highlight both the channel's accomplishments and room for development in its support of the rights of children with disabilities:

Objective 1: *To determine the extent and consistency of NBS TV Uganda's coverage of issues related to children with disabilities.*

According to the survey, NBS TV occasionally covers children with impairments, usually in connection with occasions like Disability Awareness Week. Coverage drastically decreases outside of these pivotal times, suggesting that disability issues are not a constant priority. This uneven focus is similar to other media coverage of impairments around the world, where events outside the editorial planning cycle often shape media coverage of impairments. The lack of consistent emphasis suggests that NBS TV would be able to solve these issues, does not do so as part of a routine, strategic endeavour, in line with first goal.

Objective 2: *To consider the portrayal of children with disability in NBS TV Uganda programming.*

The results show that the channel is highlighting the hardships faced by these children but there is no balance in the reporting. It is sufficient to demonstrate their skills or talents. Although it was a goodwill effort, the programming of the project was flawed. They are frequently reminded of their dependency needs and this is reinforced by dependency stereotypes. Moreover, the lack of representation of disabilities has been often highlighted, going so far as to emphasise the disability in question. Neglecting intellectual or developmental abnormalities and paying attention to a physical disability. In keeping this depiction of these issues, with the second being the perspective of the channel, was the subject of the second goal of the examination.

Objective 3: *Assess the effect of NBS TV Uganda's programmes on the audience as perceived.*

Awareness and attitudes towards children with disabilities has been somewhat achieved. The study found that NBS TV has covered the activities of its programmes with a good sense of proportion. Raising awareness, particularly during significant events, but doesn't have much impact on changing public opinion. While the coverage elicits empathy, viewer response and internet commentary indicate that it frequently perpetuates a narrative of pity rather than promoting a deeper understanding of the rights and skills of children with disabilities. The uneven and surface level coverage makes it more difficult to affect long-term modifications in attitudes and actions, emphasising the need for more thorough, rights-based programming in order to have a meaningful impact on public opinion.

As stated in the research goals, the results show that although NBS TV Uganda helps to increase awareness of disability issues, its limited effectiveness in promoting long-term societal change is due to its uneven coverage and constrained framing.

4.4 Summary of Findings

The construction around the three main tasks of the study are a summary of the results of the survey on scope, representation and perceived influence of television programme on children with disabilities by NBS TV Uganda. The study revealed that NBS TV Uganda's reporting on

issues related to the attendance for disabled children is irregular and peaks on designated events such as publicly marked events, such as Christmas. Disability Awareness Week and decreasing coverage outside of these times.

Reports on vulnerability, marginalization and the gaps between Uganda's and UK's interests erupted into public view. Second, the vulnerability, marginalisation and differences between Uganda's and the UK's interests came into the light. The coverage of the existing communications services by region and by product is provided for emergencies such as the COVID-19 outbreak. This typically points out vulnerabilities of these children and generally depicts them as passive beneficiaries of charity. The study also identified that there was a recurring notion of exclusion, particularly from schooling, as it was often pointed out that inclusive learning resources such as braille, tactile images and graphs that were lacking could be provided. All these stories have the intent to raise awareness, but often fail to be substantive. With no long-term solutions or systemic solutions to these issues.

NBS TV has managed to highlight the challenges but it has not been successful in the coverage which it made felt by children with disabilities and has had limited impact on attitudes of the general public in the direction of inclusion. Discussion participants recognized that there is an increasing rate of participants. They also emphasized empathy and understanding of the issues, but also noted that children with disabilities are still not integrated into society as a result of longstanding prejudice and stigma. The outcomes suggest that the media is a vehicle to make people aware of disability issues but it often fails to make much of a difference in the public's mind and behaviour.

These findings show that although the NBS TV Uganda's disability rights programme has covered disability rights issues, it has not done so comprehensively. It raises issues, but is not consistent or in-depth enough to have lasting effect. These findings are used as a jumping off point for the discussion which will investigate a look at the wider implications of coverage and some good tips on how to improve media advocacy. For children with disabilities. In Chapter 5, these will be assessed and used to solve the Identifies the weaknesses of NBS TV and suggests how the role of the media can be strengthened in promoting NBS. Child rights and inclusion of children with disability in Uganda.

This format makes it possible to provide qualitative data in-depth, providing a well-rounded analysis that links back to the goals of the study and lays the groundwork for a critical discussion of the implications in the chapter that follows.

CHAPTER FIVE:

DISCUSSION, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

An analysis and discussion of the results given in Chapter 4 are given in Chapter 5. The purpose of this chapter is to tie the results together with the questions, objectives and literature review. This chapter will contain three parts, which will include a discussion of findings, a conclusion, and recommendations for additional research, legislation and practice. The format is based on the UCU format. The handbook philosophy is adhered to, ensuring accuracy, consistency, and logical development of ideas.

5.2 Discussion of Findings

This section explores the results of the study in light of the literature. The literature reviewed in Chapter Two focussed on issues of frequency in relation to children with reviewed in Chapter Two, and especially attention was given to the frequency of children with difficulties and disabilities. Which disabilities are addressed on NBS TV Uganda, how disability issues are addressed and how? This coverage is believed to impact audience awareness and attitudes.

5.2.1 Frequency of NBS TV Uganda's Coverage on Children with Disabilities

The findings demonstrate that although NBS TV Uganda does cover disability-related topics, its reporting is erratic and frequently reacted to, particularly on significant occasions such as Disability Awareness Week. This is consistent with the reviewed literature, which includes research by Oluwasegun (2021) and Ngwira (2019) that emphasised comparable patterns of irregular and event-driven media coverage in East Africa. During certain occasions, like awareness campaigns, the coverage usually goes up, while it stays low at other times.

Consistent media exposure is critical for promoting long-term societal change, according to Smith's (2020) analysis. The study's conclusions imply that NBS TV's sporadic coverage might make it more difficult to advocate for handicap rights over time. According to the report, the emphasis on special occasions is a reflection of commercial constraints where content is frequently shaped by advertisers and audience preferences rather than long-term editorial planning. This is in line with research by Johnson (2018), which highlighted the importance of steady and continuous media coverage in promoting inclusivity.

As a result, the inconsistent coverage of disabilities by NBS TV fits in with the larger regional tendencies mentioned in Chapter Two, where the media frequently portrays impairments in an event-driven manner, which limits its ability to effect significant, long-lasting social change. More long-term, continuous coverage is needed if NBS TV is to be more successful in promoting the rights of children with disabilities.

5.2.2 Framing of Issues Related to Children with Disabilities

The results of the study show that NBS TV Uganda frequently portrays disabled children as vulnerable and excluded, emphasising their difficulties during emergencies like the COVID19 outbreak. This framing may unintentionally promote notions of helplessness rather than promoting the abilities and potential of disadvantaged children, even as it draws attention to their situation.

This observation aligns with the examined literature. Ngwira (2019) and Oluwasegun (2021) discovered that instead of highlighting the skills of children with impairments, the media in East Africa often depicts them as victims or objects of sympathy. While these depictions could arouse empathy, they run the risk of perpetuating a narrow narrative that ignores the uniqueness and resilience of children with disabilities.

On the other hand, research such as that conducted by Johnson (2018) suggested that by depicting people with disabilities in a comprehensive and powerful way, the media can help to create more positive attitudes. Nevertheless, the study's conclusions suggest that NBS TV's coverage isn't comprehensive enough to do this. The study and the literature both emphasise how structural analysis is secondary to emotional appeal, which limits the possibility of a deeper understanding.

NBS TV should strive for a more thorough and empowering representation that emphasises the abilities of kids with disabilities and represents their ability to make contributions to society in order to enhance its coverage. Public opinion can be shaped by the media, as the literature indicates, but only if the coverage goes beyond surface-level portrayals and addresses the underlying structural and societal problems that these kids are facing.

5.2.3 Perceived Effects on Viewers' Awareness and Attitudes

The results of the study demonstrate that NBS TV Uganda's coverage, particularly at noteworthy occasions like Disability Awareness Week, has contributed positively to awareness-building. Social media interactions and viewer feedback show that the coverage has raised awareness of disability rights in the general public. The results also show that this awareness

frequently varies, peaking at well-publicized occasions but exhibiting lower longterm participation.

This is consistent with the reviews of the literature in Chapter Two. According to Smith's (2020) research, consistent favourable media representations have the power to change people's perspectives and promote inclusivity. But as Johnson (2018) noted, awareness programs that overemphasise the difficulties and tribulations faced by people with disabilities run the risk of perpetuating a narrative that emphasises equality rather than sympathy. The results of this study indicate that although NBS TV's coverage is successful in increasing awareness, it frequently evokes empathy without necessarily leading to a deeper comprehension or a sustained shift in attitude.

Furthermore, the research findings indicate that the coverage tends to prioritise physical disabilities over intellectual and developmental disabilities, leading to a deficiency of diversity in the representation of disability on NBS TV. According to Kato & Mukasa (2020), who emphasised related problems with how Ugandans with disabilities are portrayed in the media, this observation is consistent with the literature.

NBS TV's coverage should aim to provide more diverse and balanced depictions of children with disabilities in order to bring about more long-lasting and significant changes in public views. This goes beyond the station's occasional event-driven programming. This is consistent with the findings of the literature, which support the idea that inclusive, nuanced, and consistent media depictions are crucial for promoting inclusion and long-term social change.

5.3 Conclusion

The study's conclusions, which emphasise inconsistencies in NBS TV Uganda's coverage of disabled children, a framing that emphasises vulnerability, and an unequal impact on audience awareness and attitudes, are in line with the literature reviewed in Chapter Two. NBS TV must take a more unified and thorough approach to programming that dispels myths and provides a more positive and powerful image of impaired children if it wants to strengthen its position as an advocate for the rights of kids with disabilities.

5.4 Recommendations

5.4.1 For Media Practitioners

Journalists, producers and editors should be trained at NBS TV Uganda and other media institutions on how to engage in effective reporting, production and editing of quality television news. Specific disability rights training, inclusive reporting and language training. The National Union of Disabled Persons of Uganda (NUDIPU) or similar organisations. Disabled Persons of Uganda (NUDIPU) or similar organisations. This training will be provided by organisations, and build media professionals' capacity to do this. Tell stories that emphasise the difficulties and accomplishments of children with disabilities. They can support and foster a more inclusive story that which supports the rights and dignity of children.

with disabilities, challenge societal stereotypes, and advance deeper knowledge by straying from sensational or pity-based reporting.

5.4.2 For Policy Makers

The Uganda Communications Commission (UCC) and the Ministry of Gender, Labour, and There is a need to develop clear guidelines that require media to cooperate with Social Development. There is regular airtime for disability programmes on outlets like NBS TV. These standards should have broad, regular and complete coverage which supports the rights and inclusion of Along with awareness, children with disabilities will benefit. Interested policy makers can make sure that media coverage extends from incidental reporting on special occasions to becoming a continuous coverage. Good work with regard to the inclusion of disability issues in broadcasting regulations. This will help to improve the results of this. The provision of disability rights policies in Uganda and help in the long-term societal change.

5.4.3 For Future Research

Further research is needed to investigate the direct impact of NBS TV Uganda's coverage on the 'real life'. Media representations of disabled children and families and the way these reflect disabled children's experiences, focusing on media representations impact perceptions of stigma, and access to services such as health and education. Comparative studies between other media organisations like NBS TV and other Ugandan TV stations, such as NTV Uganda, may potentially be able to undertake this to determine best practice.

5.5 Summary

The results have been presented in Chapter 5, referring to the goals and study questions, in addition, there are links to previous studies. The chapter concludes that NBS TV Uganda does help to raise awareness of children with disabilities but much remains to be done regarding children with disabilities. Proposes development with consistency and framing. A wide range of policy makers, future scholars, and television has been recommended to be used more effectively by practitioners to foster the rights of children with disabilities.

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