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The Impact of Modern Information and Communication Technology on Ugandan Radio Broadcasting: A Case Study of Capital Radio

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ABSTRACT

Media organizations in Uganda are not exempt from the media industry's ongoing efforts to digitize its operations, particularly in developing nations. Global change is effectively sparked by the advancements in new media technologies. The method, precision, and speed of message generation and transport have all been greatly enhanced by these technologies, and they have also completely changed the definition of broadcasting. Still, in an information-overloaded world, figuring out where broadcasting fits in is getting harder and harder. The survey research approach was employed to gather pertinent data for the study in order to develop data for it. The results of the data analysis showed that the production of the station under investigation has been significantly impacted by new media technologies. Lack of technical expertise and the expense of purchasing necessary equipment continue to be major obstacles to their efficacy. According to the study's conclusions, the government should lower the value-added tax on new media equipment as doing so will lower the equipment's overall cost and ease the financial strain on the station. The use of new media technologies can expand the broadcasting industry's reach and elevate Uganda's broadcast sector to a global player. This is only possible if there are no barriers preventing the broadcast media sector from effectively acquiring new and improved infrastructure. Workshops, symposia, seminars, and training courses should all be used to try and educate current and future broadcasters.

Keywords: Media, Information Communication Technology (ICT), Radio Broadcasting

INTRODUCTION

Communication and information technology has completely changed every aspect of life in the world in the last few decades. Its capacity to lessen manual labor and promote media expansion has grown significantly. Computer technology has improved news reporting and processing, claims Okoye [1]. With the increasing complexity and sophistication of the world, new media technologies are developed. Change in the broadcast sector has always been sparked by the development of new media technologies. This shift might be linked to the advent of new media technologies in broadcasting, which was made possible by enormous advancements in technology. The development of media technology has broken down barriers related to time and location in our broadcast sector. It has also facilitated more democratic and easy communication as well as the production and dissemination of media content. It makes sense that technology has always acted as a metaphor for change in the media sector, as noted by Defleur and Dennis [2]. Technology, the movable kind, was the catalyst for change since the time of Gutenberg. Later, innovations in media and their audience were heralded by quick printing presses, the telegraph, zinc engraving, contemporary photography, radio, television, fiber optics, and other technologies. A better informed public is made possible by the advent of new media technologies and the creative ways in which both old and new technologies are applied. Additionally, it facilitates the processing, distribution, storing, and retrieval of information. The world is moving toward globalization, and new media technologies are thought to play a major role in making this happen. The Internet has made it possible for journalists to click on pertinent websites to find local or international news for upcoming broadcasts, which is expected to reduce the total demand for human correspondents. It is impossible to overstate the value of computers as a tool for processing news. News processing has been transformed and improved by the broadcast industry's usage of computer technology. Since empowerment is mostly dependent on having access to information, acknowledging the effects of growing adoption convergence on the media has produced an atmosphere that makes it possible for

individuals to embrace this technology and guarantee their access to information. The global village idea is predicated on the idea that "communication technology" functions now much like the nerve system in a family of humans. Surprisingly fast message sending and receiving was possible. Consequently, the world has become smaller—not because of a reduction in landmass, but rather because of the advancements in communication technologies. ICT will revolutionize newsrooms into cabled and networked centers once it is fully adopted and adapted, according to Mwila, a web developer from Zambia. All journalists will contribute stories to the network, which editors will select before forwarding them to page designers or casters in the case of electronic media. In essence, newsrooms would make use of all available ICT to efficiently plan content for printing or broadcasting and to facilitate worker communication. He continues by saying that newsrooms will be able to provide materials for publication or broadcasting with ease, coordinate content effectively, and communicate with ease with every staff member. For example, the ICT will allow articles and copy to flow across a local area network (LAN) rather than having people carry copy from one desk to another, thus cutting down on the amount of time that passes between moving materials. The telephone, movie, radio, and television have all evolved into both mass-consumptive items and necessary instruments for day-to-day living in our century. With the expansion of the Internet worldwide and the potential (or perhaps the danger) of an interactive society where anything and everyone can be accessed quickly, we face the prospect of an even greater amplification of mediated culture. The pace of these many changes and advances is a major point of contention in modern discourse, but it is important to remember that the pace of social and cultural change is not the same as the speed of technological change or even the change of commodities. If we are to acknowledge media as a process of mediation, then we need to confront the ongoing tension that exists between the technological, the commercial, and the social [3]. Information is often considered to be both the main input and the output of the broadcast industry. It gathers unprocessed data and transforms it into clearly defined, categorized, and valuable pieces of knowledge. Thus, it seems that the broadcast sector will be more impacted than any other industry by the changes brought about by the Information and Communication Technology (ICT) revolution. In order to obtain a competitive edge, the broadcast business is adopting and absorbing information and communication technology by increasing efficiency across all functional wings, including production, editorial, and marketing. ICT makes it easier to create, save, manage, and share information electronically, as noted by Gester [4]. Operationally, ICTs are made up of digital devices that either alert the software or the hardware to convey information. It includes free communication channels including digital television, radio, and GSM/cell phones. There appears to be a revolution taking place in Uganda's media landscape regarding the gathering, editing, and distribution of news, especially in the television sector. The introduction of Information and Communication Technologies (ICTs) has resulted in this transformation. Meanwhile, the dissemination of information and communication technology expertise has advanced significantly during the previous 20 years or so. These advancements have affected nearly every aspect of society, including the press. The effects of the knowledge, notwithstanding its sluggish dissemination or latent adoption in Uganda, have been immense. It has not only accelerated the flow of information, but it has also fundamentally changed the way that media activities are conducted and produced in general. Capital FM, often known as 91.3 Capital FM or Capital Radio, is an English radio station that broadcasts from Kampala, Uganda at 91.3 MHz. Its coverage area includes the entirety of Uganda as well as certain regions of Rwanda, Eastern Congo, Northern Tanzania, and Western Kenya. Through a streaming service available on the station's website, it reaches the rest of the world. The radio station broadcasts on 90.9 MHz in Mbale, 96.9 MHz in Gulu, 89.4 MHz in Fort Portal, and 88.7 MHz in Mbarara in addition to the 91.3 MHz frequency that originates in Kampala. Capital FM is the most listened to radio station in Uganda because of its extensive reach. The Big Breakfast Show, The Capital Gang, The Late Date, and Dance Force are just a few of the shows available on Capital FM. Some of the most listened to shows in the nation are still The Overdrive, The AM-PM Show, and The Dream Breakfast.

Statement of the Problem

The impact of ICT on news processing seems to be the problem facing editors and reporters. One could argue that using computers in the newsroom and for news processing will make things more expensive because resources like hardware and software will need to be purchased, along with salaries for staff members who will manage and update the websites. However, Gester [4] notes that ICT makes it easier to create, store, manage, and disseminate information electronically. These trends point to an increase in the use of and deployment of computer technology in news processing, with the goal of improving efficiency, accuracy, and speeding up operations. ICT speeds up communication and information processing, lowers costs, and saves time, according to Osifeso [5]. On the other hand, when information

technology is brought up, employment are lost. On the other hand, it frequently happens that modern technology replaces menial tasks and frees people up to engage in more creative, intellectual activity. Comparably, in order for this technology to fulfill its overall goal, it will also require improved computer-generated information and data storage devices, as well as quicker and more accurate ways to solve manual data processing tasks. The intricacies of contemporary technology have led to significant problems in science, engineering, and mathematics, which has improved news processing. Like other facets of life and human activity in the nation, information and communication technology appears to have been somewhat adopted by Uganda's broadcast and print media. When the audience and media professionals gain from new media technologies through higher-caliber programming, then the usage of these tools can be considered beneficial. How to evaluate the degree to which Ugandan radio stations have been impacted by new media technologies is still a challenge. In light of this, this study looks at how new communication and information technology (ICT) has affected radio broadcasting in Uganda, focusing on Capital Radio specifically.

Research Objectives

The study was guided by the following objectives:

i. To determine the extent to which the new media technologies have influenced the operations of the radio broadcast media in Uganda.
ii. To examine the level of proficiency of the members of staff in the use of new media technologies.
iii. To determine the extent to which new media technologies have been incorporated into the stations operations.
iv. To determine the challenges posed by new media technologies to radio broadcast operations.

Research Questions

The study was guided by the following research questions in order to realize the set objectives:

i. To what extent have the new media technologies influenced the operations of the radio broadcast media in Uganda?
ii. How proficient are the members of staff in the use of the new media technologies?
iii. To what extent have the stations incorporated new media technologies in their operations?
iv. What are the challenges posed by these new technologies to the broadcast industry?

Significance of the Study

The proposed study will be beneficial in the following ways:

i. The findings will help to reposition the thought pattern and help media professionals get acquainted with the new technologies to help produce quality programs.
ii. The study shows the extent to which broadcast media have incorporated the use of modern technologies in their operations.
iii. The findings from this research will ascertain how favourable or unfavourable these new technologies are to the broadcast media.
iv. The findings of this research will add to the existing literatures and act as a handy material for students who may consider taking on further research on the same topic/are of study.

Limitations of the Study

The interest of this study relies on the effect of new communication and information technology on radio broadcasting specifically Capital FM which is an English-speaking radio station and thus limiting accessibility to other radio stations operating in local languages.

The work does not study the generality of effect on all the equipment used in broadcasting; rather it restricts itself to only new media (Internet), satellite technology, cable system, computer, digital cameras, fiber optic, teletext and digital radio employed in broadcasting. Analogue equipment and other equipment not mentioned above are not within the scope of this study.

Delimitations of the Study

The study delimits itself by concentrating on the effect of new communication and information technology on radio broadcasting in Uganda, a case study of Capital Radio.

The study shall also delimit itself by concentrating its argument on the four major objectives as outlined above.

LITERATURE REVIEW

Communication and Information Technology (ICTs) as a Concept

The 21st century is witnessing a fundamental and profound shift, and information and communication technologies (ICTs) are playing a critical part in it. This shift is radically reshaping the global business conventions and paradigms, introducing entirely new perspectives and methods of operation, particularly in

the mainstream media. Information and communications technology is used to coordinate the transformation. Information and communications technology (ICTs) is defined as "an electronic technology for creating, acquiring, storing, processing, communicating and using information" by Tiamiyu [6]. According to Kartel [7], information technology (IT) is the process of storing, analyzing, and disseminating data of all types, including text (words), numbers, and images, using computers, the internet, and communication devices like cell phones, among other things. Without a question, it has evolved into a symbol of contemporary society and a vital instrument for economic growth. It makes sense because the success and transformation of every human endeavor depend on it. Technology is defined as "all ways people use their inventions and discoveries to satisfy their needs and desires" in the World Encyclopedia (1993). It is clear from the descriptions above that information and communication technologies (ICTs) share the use of electronic devices for information storage, retrieval, and communication. ICTs have become such powerful and commonplace tools in the media as well as the political, academic, medical, and scientific domains. They have practically taken over the globe in an instant. Mass media outlets are forced to adopt this new technology, which Egwu [8] refers to as the "new god," in order to continue operating as usual. With the advent of the global system of mobile communication (GSM), computers, electronic publishing, digital photography, satellite printing, digital media, digital printing, and other technologies, ICTs have a significant impact on Ugandan media. Although media professionals are enthusiastic about the possibilities and chances presented by new technology, they must use prudence and care when implementing these instruments. The study looked at the advantages and disadvantages of the new technology for the mass media companies' entire production, assembly, editing, and gathering process. Information and communication technologies (ICTs) are technological devices, such as computers, satellite technology, and other electronic equipment, that are used in the creation, processing, transmission, and management of information in order to attain objectives and desired efficiency, according to Asongu and Nwachukwu [9]. It is important to remember that there isn't a single, agreed-upon definition of ICT. It is more of a fresh way of looking at all the ways that digital technology may be used to support people, companies, and organizations in using information wisely and effectively in their daily lives. According to Ukonu and Wogu [10], there is a common confusion between new communication technologies and new information technologies. Even so, there isn't really much of a difference between them in reality. According to Ukonu and Wogu [10], information technology primarily refers to the computer-driven and satellite-based media used for information distribution, whereas communication technology primarily refers to the processes that underpin data capture, processing, storage, and retrieval. To be more clear, Defleur and Dennis [2] state that when we inquire, "What is the new technology? We are inquiring about the technological innovations that have signaled a shift in human communication when paired with social pressures. What are the new technologies, we wonder? Usually, our questions center around new media and distribution methods that either support or rival the mainstream media. According to the information above, information technologies (ITs) are more closely related to the abilities, know-how, and comprehension required to effectively and suitably use information and communication technologies. Information technology (IT) is so defined by the Information Technology Association of America (ITAA) as the study, design, development, and implementation of systems, especially computer hardware and software. Information technology, according to Oliver and Chapman [11], is any technology or apparatus that facilitates tasks like the creation, storing, processing, and sharing of information as well as the procedures, administration, and application of that information. According to them, ITs are the fundamental technology required to support information systems. In line with the aforementioned claim, Mbam [12] defines ICT as information and communication technology, which includes using electronic devices—particularly computers—for information gathering, analysis, storing, retrieval, and transmission in an effort to help people solve the vast array of issues they face. To put it another way, ICTs can be the use of electronics, telecommunications devices, and computer hardware and software to solve the many issues facing humanity. It is among the most important tools or components of the communication industry. As such, it is among the vital systems of contemporary communication and the economy as a whole. Information technology is concerned with the use of these equipment, whereas communication technologies encompass any gadgets that aid in enhancing our sensory perception and skills. As a result, the phrases information and communication technologies are complementary and frequently used synonymously. The acceptance of information and communication technology as a single word as a result of this has occurred. Considering all the ways that digital technologies are already being used to assist people in using information is, thus, a smart approach to having a solid understanding of ICTs. According to Ebirim et al. [13], the word information and communication technology (ICT) refers to any technology that is

used to generate, store, exchange, and use information in any of its many forms, including data, still photos, movies, and more forms that haven't even been thought of yet.

Information and communications technology devices Digitization

Information and communication technologies have a direct impact on digitalization (ICTs). It is used in print and broadcast media. Similar to traditional broadcasting, digital broadcasting uses electromagnetic radiation to communicate information. The radiation is picked up by a receiver, which then converts it into a form that can be used. The difference is that digital broadcasting transmits digital data in binary form, while traditional radio and television use other types of information. In television and radio studios, the initial output from microphones and television cameras is still continuously shifting (analogue) voltages; however, analogue-to-digital converters

transform these signals into digital form [14]. Direct printing from a computer file without the need for a middle printing plate is known as digital printing. A digital printing system consists of a front end, where computer software converts text, images, and graphics from a file into individual pixels that are sent to the marking engine, and a marking engine that applies colorant to the substrate (the material on which something is printed). High print quality can therefore be achieved with digital printing. Better access to news content, instant access to all audio and video, simultaneous and multiple uses of audio and video, quick and simple editing, improved sound quality, and the elimination of tape use and transportation are just a few benefits Adamu [15] lists for the mass media's digitalization. He claims that all of these entail new techniques for producing television shows, new ways to obtain news, reorganizations of the personnel, and new forms for programs. Additional benefits of digital printing over conventional printing, as highlighted by Adamu [15], include the ability to print straight from data without the need for intermediate steps, the elimination of the time and expense associated with creating printing plates and setting up a press for printing, and the capacity to change the image throughout each production run. However, Adamu also identifies some drawbacks, such as the high cost of printing—especially colorants—the difficulty in developing front-end systems that enable fully variable printing, and the inability to scale up operations and improve print speed. According to Bozzkowski [16], the economic model of news selection has altered as a result of digitalization, with interest now playing a larger role. This has led to the formation of new media, which combine cutting-edge technological capabilities with preexisting material infrastructures. Online newspapers have arisen as a result of digitization, combining the text-based, unidirectional traditions of print media with the interactive, multi-media, and networked computing capabilities. Bozzkowski [16] is pleased with the eagerness with which American newspapers embraced the advent of online publication in the early 1990s. According to him, 702 US dailies—or nearly half of all dailies in the nation—had web operations in 1997. Two years later, he claimed, this grew even more since only two of the top 100 American newspapers published online editions. The advancement of technology modifies the way we communicate and receive communications. This implies that the way we use mass communication goods is determined by the ICT resources that are accessible. By providing video connectivity, teleconferencing and video communication nowadays seek to lower the expense of travel. According to Post and Anderson et al. [17], big businesses have constructed teleconferencing rooms connected to analogous facilities throughout the globe, allowing them to examine papers as well.

Every form of communication needs a means of transmission. A range of mediums, including electricity, fiber optics, and waves, can carry signals. Coaxial cables, such as those used in cable television, are a conduit for signals transmitted over electricity. Reflective glass or plastic coatings are used in fiber optic cables. With the least amount of interference, they provide the fastest transmission rates. Wave transmission uses the airways to convey signals, thus devices like radio, microwave, and infrared do not need wires to operate. This is referred to as "broadcasting," since anyone with an antenna or receiver can receive the signals. An unobstructed line of sight is necessary for both infrared and microwave transmission. The advancement of information communication technologies has simplified electronic publishing. Online publication of newspapers, periodicals, news, books, and other information via the internet is known as electronic publishing. Initially, the goal of e-publishing was to facilitate research by offering databases and online bibliographies. With the advent of the internet, e-publishing became a very rapid and cost-effective means of reaching a global audience with information. The internet "provides on-line archive, new media approach (of creating new materials for the web, real-time news delivery and customized information delivery); education, entertainment, and news on demand," according to Post and Anderson et al. [17]. Another significant outcome of information and communication technologies (ICTs) is the Global System of Mobile Communication. As long as there is network coverage, the GSM allows users to send and receive calls at any time and from any location, as well as submit live news reports. When covering an event, journalists can use a briefcase computer or a notebook

computer to feed in news from a distance. The news is then transmitted to the journalist's organization, where it is processed and distributed simultaneously by automated systems. Understanding one's geographic position is crucial for media audiences in the age of globalization. One of the most important techniques for audience segmentation is this one, which connects the notion of audiences as reachable objectives with the idea of the media as marketing tools. However, while in the past we thought of a market as a collection of identified or attainable prospects situated in a specific location and time, Okome [18] points out that modern developments in information and communication technology (ICTs) have made it easier to reach what he terms a borderless or global audience, often known as globalization. He continued by defining globalization as the quickly evolving process of intricate exchanges between people, institutions, societies, and cultures on a global scale. The phenomenon of globalization is mostly attributed to advancements in communication technology, which have resulted in the reduction of space, time, and borders through communication [18]. There is a new audience that is unconstrained by time, place, or political affiliation thanks to the information and communication technology that has created this new global environment.

The Emerging Media Technologies' Obstacles for Uganda's Broadcast Sector

Even though new media technologies generally provide excellent services, they do have certain fundamental issues that can hinder their development and make them less practical. Most of the public and private/commercial media have adequate technical facilities to engage with their audiences, especially with mobile phones, which allow audience members to call-in to programmes and contribute with ideas. However, while the community media have integrated ICTs into their operations, the cost of internet is often high, especially for those in the rural areas. In a study (National Electric Media Performance NEPS-2012) that explored the integration of ICTs into community radio at Kagadi-Kibaale community radio, situated in a hilly area 260 km from Kampala, the station manager, Anthony Lwanga, identified unreliable and frequent breakdowns of mobile phone networks, as well as irregular electricity supply as major challenges limiting participation of their communities. He further mentioned that the frequent power interruptions sometimes go on for a week, necessitating to operate on a generator that requires about 100 litres of diesel daily, which the station finds very expensive, particularly provided its non-profit make up. In addition, there is a digital divide between the rural and the urban areas. Giving an example of the distribution of mobile phones among Ugandan journalists, Nassanga and Semujju note that, “although the rural-based journalists may own or have access to the mobile phones, it is more expensive for them to maintain those mobile phones considering that the areas often lack access to regular electricity or power supply to recharge the phones”. Since the community radio stations in Uganda are located in rural areas, apart from Mama FM, there is an even larger digital gap between the urban and rural media. Whatever the situation, however, the media use the available ICTs to engage with community participation. At Kagadi-Kibaale community radio for instance, although it is a rural area, about 60 people call in daily to programmes. Perhaps the biggest issue facing Uganda's broadcast business, if not all of Africa, is its lack of access to new media technologies. Africa's computer literacy and usage have increased, but the continent's infrastructure still needs improvement. When Floury (19) expressed concern that "in 1999, excluding South Africa, only one African in every 9,000 has access to the internet, while the average is one person to 40 worldwide," he reflected this reality. According to a study by Okafor [20], of the 150 million internet users worldwide, Africa has the lowest usage at 800,000. This finding serves as a means of conveying additional sentiments of worry expressed by individuals regarding the latency in internet connections. This difficulty still exists today because, as of December 2019, there were only 18 million internet users in Uganda, or 40.4 percent of the country's total population, according to data provided by Internet World Statistics (internetworldstats.com). Many users in the broadcast sectors are unable to reach the internet stations due to the blatant absence of infrastructure and consequent lack of internet connectivity. Another issue that third-world nations, including Uganda, face is unstable power supplies. Most broadcast stations consider it a waste of money to subscribe to service providers when there is an unstable power supply for charging the Universal Power Sockets (UPS) or powering the computers. As a result, they are unable to connect to the internet, which is the foundation of new media technologies. The stations are unable to tune in to internet stations when this occurs. This is due to the fact that, similar to most poor nations, the expense of establishing an internet connection is so high that, given the common epileptic power supply, it is nearly impossible to waste.

The Ugandan broadcast sector also faces the difficulty of information overload brought on by new media technologies. Information overload has started to plague the modern day, and information anxiety follows. The condition of having too much knowledge to decide or stay informed is known as "information overload" (Wikipedia, the free Encyclopedia). The

world is currently overloaded with information, making it challenging to interpret it all. According to Wikipedia, the cause of information overload is having access to more information than one can easily process. Techno stress, a term used to describe this condition, creates the correlational notion that people using new media technologies are controlled by them rather than empowered by them. Cognitive psychologists are well aware that, like any stress, techno stress impairs judgment and reduces interpretive performance. According to Baran [21], having too many options results in information overload. There is a significant distinction between comprehension and understanding. As a result, information recipients are inundated with so much data that they grow "obsessed" with it and struggle to apply it for good. We refer to this state as information anxiety or overload. Broadcasting is becoming a very significant component in these unfavorable phenomena of information overload and anxiety with ever-more-advanced technology support. With their increased capacity for news coverage, wider network, and almost infinite reach, radio and television stations are rapidly creating an information-overloaded environment. Here, the technologies of the internet, cable, microwave, and satellite speak loudly.

Even though information overload is sometimes associated with the West, it is widely accepted that the rapid expansion of information in our region is putting us at risk for anxiety and information overload. The nation's broadcast sector is rapidly expanding in line with western trends, spurred on by escalating domestic rivalry. It is feared that in the not too distant future, we in the West may grow "obsessed" with information derived from our broadcast business, which is only becoming bigger and more complex. The high cost of accessories and equipment makes it difficult to use computers, internet connections, sound cards for external speaker playback, broadband internet browsers, and computer speakers. All of these are pricey because the majority of media professionals already own traditional television and radio sets and may need to purchase new equipment in order to effectively transmit to their audience. This is really depressing because a lot of broadcast stations can't afford it.

Notwithstanding the importance of the human element in communication, one of the "ills" of modern media technologies is their propensity to downplay it. In this instance, the machine utilized to relay the information and the amazing mechanical processes involved are given more attention than the person to whom the communication is intended. Here, the emphasis is more on how quickly and technically soundly information is delivered to a human audience. Humans' ability to comprehend knowledge and apply it constructively is largely disregarded. Reporting skillfully is another issue brought on by the use of new media technology; with live reporting, you can report events as they happen. This implies that you are not allowed to write the script, alter it, or reshoot it. According to Yoakam et al. [22], news is typically chaotic, impulsive, and fast-paced. Spot news is erratic. Reporters in a field that is very competitive sometimes make blunders in their efforts to keep on top of the news. It is impossible to take back a libelous statement, and wrongs cannot become rights. It becomes difficult to use electronic news gathering when a reporter is unable to accurately and effectively ad lib a developing news event. If the reporter lacks experience and has a weak foundation in a variety of subjects, he may not be well-informed or, at most, perform poorly when reporting live.

The greatest efforts of a field reporter to report live may be thwarted by technical difficulties. When a reporter communicates with a news anchor by satellite, there could be a pause of one or two seconds between the anchor's words and the reporter's hearing them. In a similar vein, a moment or two after speaking, the reporter might hear his own voice. To avoid this lag for the anchor and viewers, sound engineers may technically muffle the reporter's voice, but this still leaves the field reporter distracted by his own words playing slowly. When facts are broadcast without sufficient investigation, turmoil can break out in the community, particularly in a nation as ethnically volatile as Uganda. These technologies' speed and reach make it possible to trick and mislead people. Editing done well can hide imperfections or present whole false narratives. Since spliced photographs can be shown as entire pictures, it is possible to make the picture lie, which can lead to social unrest and misinformation.

The evident threat that new media technologies provide to the modern era is that of moral and cultural damage. This problem has been particularly apparent in the broadcasting industry as radio and television stations' message delivery grows increasingly indifferent to morals and culture. It was appropriate for Ibemesi [23], quoting David Shank, to characterize the phenomenon as follows: "We can all agree that society is growing ever more vulgar. Trash TV, hate radio, tort lawsuits, publicity stunts, and overly violent and caustic speech are all experiencing a renaissance. Movies are becoming more violent and sexually explicit. Profanity is on the rise, common decency is declining, and advertising is louder, more intrusive, and frequently going beyond the bounds of taste. The internet revolution has more to do with what some have dubbed our crisis in family values than Hollywood's disdain for the conventional family structure. The more we adopt modern technologies and the more we are exposed to the ravaging forces of western cultural invasion, the

more hopeless our own situation in Uganda appears to be.

The Conceptual Framework

The study is guided by the following conceptual framework which shows the independent variables and dependent variable (Figure 1).

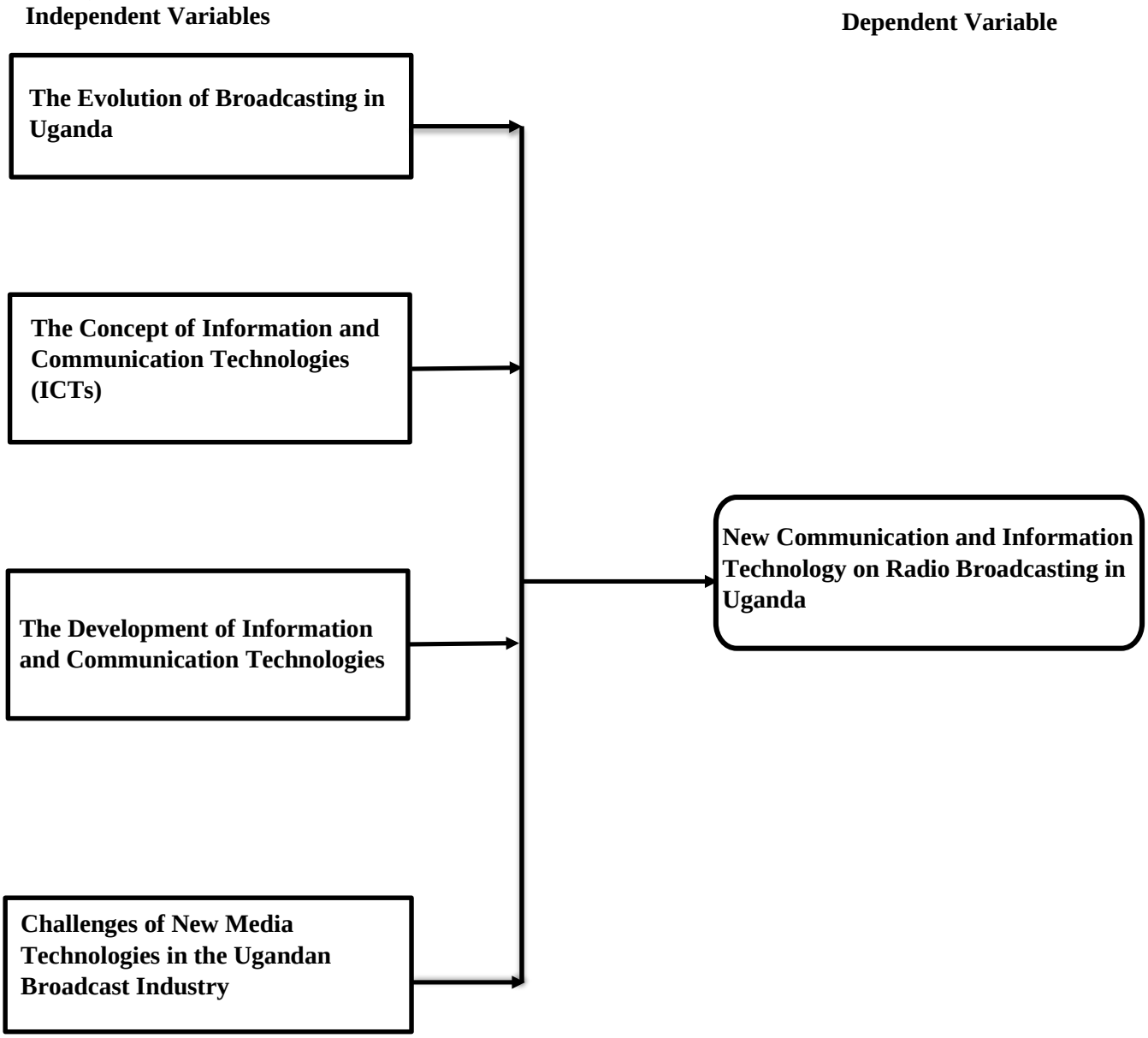


Figure 1: Conceptual frame work

Source: researcher 2020

RESEARCH METHODOLOGY

Research Design

The study used a descriptive cross-sectional design, which Kothari [24] states is appropriate when the problem has been precisely defined and the researcher needs particular concerns related to the problem to be reported by the respondents. Descriptive studies and outcome generalizations have shown that survey designs are accurate [25].

Target Population

The unit of analysis was radio broadcasting in Uganda particularly Capital Radio. The target population for this study was over 50 employees with Capital Radio in Uganda. These are preferred since it is assumed that they are at the peak of their career in media and journalism therefore more conversant with new communication and information technology related issues in their respective departments. The respondents were picked randomly from various departments within the radio station currently working hence Capital fm.

Sample design and sample size

The researcher randomly selected 20 respondents from a targeted population of over 50 employees at the station. The data was treated on the basis of applicability of the study, relevance, accuracy, sufficiency, cost of acquisition of the data and time contributed greatly in supporting the overall data collection. Therefore, the sample population taken was 20 employees.

Data Collection Instruments

Both primary and secondary data sources were used in this study because they reinforce each other [26]. The questionnaires were the main data collection instruments used and therefore the researcher administered a survey questionnaire to each member of the target population. Primary data was collected through a methodological triangulation method utilizing a questionnaire survey and the interview method. Structured questionnaire comprised of closed questions developed in line with the objectives was administered to departmental managers. Secondary data on new communication and information technology was obtained from quarterly reports and annual reports on radio broadcasting in Uganda. The data was projected to cover a period of 3 years from the year 2016 to 2018.

Validity of the Study

A pilot study was conducted to help the researcher in identification of items in the research instrument that might bring about ambiguity in eliciting the relevant information. The items which were found to be ambiguous in eliciting the relevant information were reconstructed.

Data Collection Procedure

The researcher sought authority from the station manager at the station headquarters to be able to carry out the research. The questionnaires were administered by the researcher to the respondents, but before, the researcher assured the respondents of confidentiality for the information they would provide. The researcher then gave them the questionnaires to fill and collected them immediately on completion. This was to increase confidence among the respondents that none of them provided information intended to be used against them.

Data Analysis

The data collected was analyzed using simple statistics. The questionnaires were checked for completeness, accuracy of information and uniformity. The questionnaires were further checked to see if there were errors and omissions, adequate information and legibility and relevant responses. Data then was analyzed using Statistical Package for Social Sciences software Programme. Quantitative data obtained from the open-ended questions was coded to facilitate quantitative analysis. Qualitative data was used to clarify information, give explanations and opinions that may have not been captured in the questionnaires. The coded data was analyzed by use of descriptive statistics, information was then generated and presented in the form of graphs, tables and charts indicating frequencies and percentages.

Ethical Considerations

Almost all media governing authorities were informed prior to the study to avoid suspicions and resistance from the (employees) respondents as this was done entirely for academic purposes only. Consent was sought from the respondents whose participation in this study was voluntary. The information that was provided was treated with utmost confidentiality. Privacy and dignity of the respondents was considered during the research. Names of the respondents were not exposed and data was coded in aggregate form. The respondents were assured that the information given was not to be used for any other purpose other than education purposes.

DATA ANALYSIS, INTERPRETATION AND PRESENTATION

Questionnaire Response Rate

Detailed questionnaires were designed and distributed to randomly selected employees of Capital Radio to help realize the effect of new communication and information technology on radio broadcasting in Uganda. Twenty (20) questionnaires were distributed among the selected employees and all were filled and returned generating a response rate of 100% which was satisfactory to make conclusions for the study.

Table 1 beneath demonstrates the quantity of surveys dispersed and returned from the respondents including their response rate.

Table 1: Response Rate

Respondents	Questionnaires Distributed	Questionnaires Returned	Response Rate
	20	**20**	**100.0%**

Source: researcher, (2020)

Reliability Analysis

Under reliability analysis everything was analyzed and the sum scores for the 5 factor classes were computed to decide the reliability of the outcome. Cronbach's coefficient α, for each factor was figured and a factor analysis which indicated a one factor display was led. The Cronbach's coefficient α value was therefore used to establish the elements' internal reliability in every class.

Table 2: Reliability Analysis

Variable	Cronbach's Alpha
The Evolution of Broadcasting in Uganda	0.84
The Concept of Information and Communication Technologies (ICTs)	0.79
The Development of Information and Communication Technologies	0.75
Challenges of New Media Technologies in the Ugandan Broadcast Industry	0.88

Source: researcher, (2020)

All factor categories had a Cronbach's α value greater than 0.70, meaning that internal consistency was adequately proven. Cronbach's α values fall between 0.50 to 0.70, they are considered acceptable.

Data Presentation

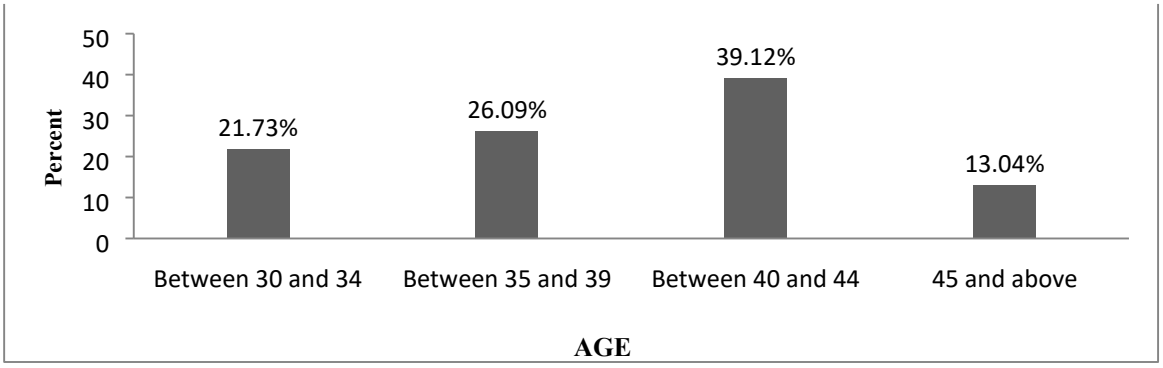
Demographic Information

The first section of the questionnaire investigated the results of the demographic characteristics of the respondents. The respondents' socio demographic characteristics included age, gender, and work experience. These variables indicate the proportions of the respondents who were selected for this study.

Age

The respondents' age may lead to varying levels of employee performance. So, in order to maintain strategic distance from biasness, this study explored each member among the respondents as far as age section was concerned to comprehend their familiarity with new communication and information technology on radio broadcasting in Uganda particularly Capital Radio. The investigation consequently suggested a conversation starter asking for the respondents to show their age sections. Figure 1 demonstrates the consequences of the discoveries on the age sections of the respondents.

Figure 2: Respondents Age



Source: researcher, (2020)

From the study, 39.12% depicted the highest age of respondents in the range between 40 and 44 years followed by 26.09% of respondents between 35 and 39 years old, however, 21.73% of the respondents aged between 30 and 34 years followed and the final and least percentage of respondents who assumed advanced in age along with experience was 13.04%.

Gender

The study sought to determine the gender of the respondent and therefore requested the respondents to indicate their gender. The study found that majority of the respondents as shown by 75 % were male whereas 25% of the respondents were female.

Table 3: Gender of the Respondent

Gender	Frequency	Percentage
Male	15	75
Female	5	25
Total	20	100

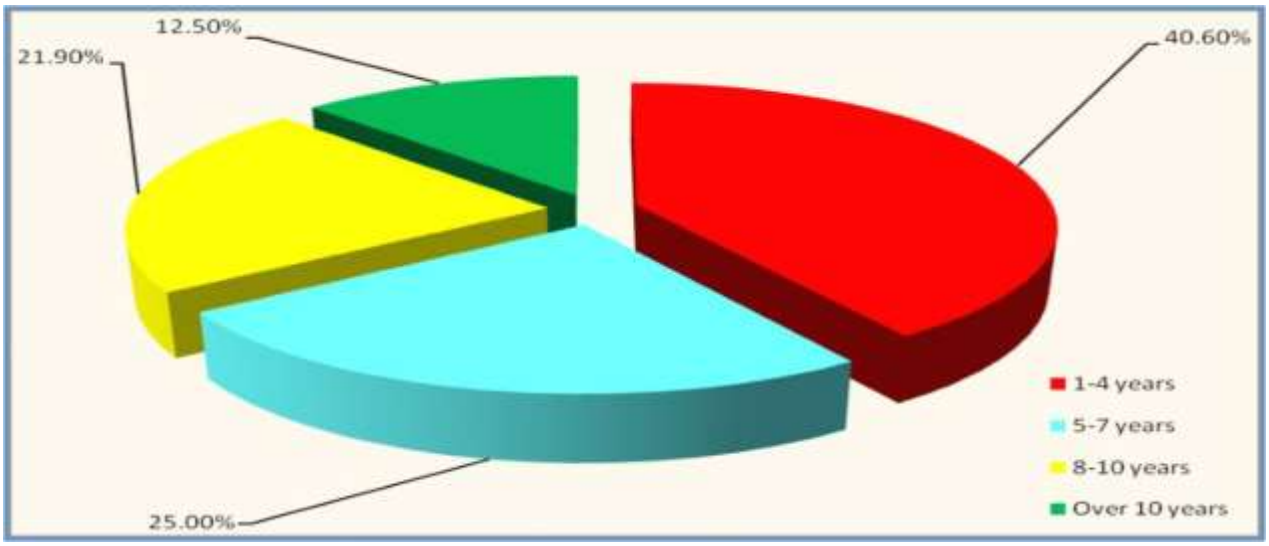
Source: researcher, (2020)

[11], watched that gender equity was a vital characteristic since it can be utilized to enhance execution of all the staff included. He contended that it cultivated cooperation and furthermore made a feeling of solidarity and the part of cooperating for a shared objective with each individual exertion, regardless of whether male or female, being imperative to the accomplishment of the general destinations. This however, was an indication that both genders were involved in this study and thus the finding of the study did not suffer from gender bias.

Work Experience

The length of administration/working in an association decides the degree to which one knows about the issues being examined by the study. In the wake of innovative progressions and globalization, there are probably going to be many changes in the institutional and working condition that the respondents should know when reacting to the issues sought by the study. The study has therefore tried to set up the respondents' tenure in radio broadcasting. The outcomes are introduced in Figure 2.

Figure 3: Length of Time Worked



Source: researcher, (2020)

The study results portrayed in figure 2 uncovered that 40.60% of the respondents showed that they had an experience of 1 - 4 years in radio broadcasting industry, 25.00% of them had worked in the industry for a time between 5 - 7 years, 21.90% of them had a working experience of 8-10 years whilst 12.50% of the respondents demonstrated that they had experience of over 10 years in radio broadcasting. This demonstrated that the greater part of the respondents had enough work involvement in the establishment to react viably. A relatively moderate portion of the respondents had worked on radio for long, hence they comprehended the effect of new communication and information technology on radio broadcasting in Uganda.

Influence of new media technologies on the operations of radios in Uganda

The study sought to establish the extent to which new media technologies have contributed to the success of the broadcasters' job on radio broadcast media in Uganda. From the findings 70% of the respondents indicated to a great extent that new media technologies contributed to the success of their job by increasing efficiency, 20% of the respondents affirm that to a very great extent, the new media technologies have contributed to the success of their job by saving them time, making delivery of assigned roles easy hence reducing error whilst 10% of the respondents indicated to a moderate extent that new media technologies contributed to the success of their job by addressing barriers hindering radio broadcast due to distance. This implies that new media technologies affect operational performance of radios in Uganda to a great extent. The summary of the discovered findings is shown in Table 4.

Table 4: Extent to which new media technologies affect operational performance of radios in Uganda

	Frequency	**Percentage**
Very great extent	4	20
Great extent	14	70
Moderate extent	2	10
Total	**20**	**100**

Effects of new media technologies on operational performance of radios

The study sought to establish the level at which respondents agreed or disagreed with the above statement relating to new media technologies on operational performance of radios in Uganda, from

the findings the study established that majority of the respondents strongly agreed that measures that can enhance the efficacy of employees are important for effective performance at work as shown by mean of 1.00, new media technologies have contributed to the station's quality of programmes generally as shown by mean of 1.05, the use of the new media technologies has contributed to the success of many employees' as they carry out their specified job descriptions just as strongly as cognitive ability as shown by a mean of 1.40 in each case, finally others agreed that the employees at the station are qualified to undertake assigned roles as shown by a mean of 1.60. The summary of the discovered findings is shown in Table 5.

Table 4: Effects of new media technologies on operational performance of radios

Statement	Strongly agree	Agree	Neutral	Dis agree	Strongly disagree	Mean	Std deviation
The use of the new media technologies has contributed to the success of my job	8	9	2	1	0	1.40	0.21
New media technologies have contributed to the station's quality of programmes generally	12	4	3	1	0	1.05	0.24
Measures that can enhance the efficacy of employees are important for effective performance at work	11	8	0	1	0	1.00	0.26
Conscientiousness correlates with task performance just as strongly as cognitive ability	10	5	2	3	0	1.40	0.19
The employees at the station are qualified to undertake assigned roles	6	10	4	0	0	1.60	0.21

Level of proficiency of employees on the use of new media technologies

The study sought to establish the level of proficiency of the members of staff on the use of new media technologies on radio broadcasting in Uganda. From the findings 55% of the respondents indicated to a great extent that the use of new media technologies such as computers, digital camera, internet, digital recorder, satellite/cable system, video/audio mixer, digital studio and the use of a flash drive has enabled them to operate efficiently, 30% of the respondents indicated efficient operation of new media tools and technologies to a very great extent whilst 15% of the respondents indicated efficient operation of the same to a moderate extent. This implies that new media technologies affect the performance of radios in Uganda to a great extent.

Table 5: Level of proficiency of the members of staff on the use of new media technologies

	Frequency	Percentage
Very great extent	6	30
Great extent	11	55
Moderate extent	3	15
Total	**20**	**100**

Effects of new media technologies on employee level of proficiency on radio broadcasting in Uganda

The study sought to determine the level at which respondents agreed with the statements relating to new media technologies on employee level of proficiency on radio broadcasting in Uganda, from the findings, the study established that majority of the respondents strongly agreed that new media technologies namely; Desktop/Laptop Computer, Digital Camera, Flash Drive, Internet, Digital recorder, digital studio, Digital television, CD-ROMS, Satellite/Cable system and Video/Audio Mixer are used at the radio station as shown by mean of 1.15, that employees are able to operate more than one but less than three of the new media tools while on duty at the radio station as shown by mean of 1.45, a minimum number of respondents that agreed to having been evaluated on performance and the use of equipment after a specified period of time by the assigned supervisor or top management while on duty at the radio station were shown by mean of 0.24 and the least number of respondents that strongly agreed to the following facts; respondents that often made use of the internet while on duty at the radio station; that the top management was able to change equipment to match the current one every after three years; and training of respondents on the use of new equipment and the use of updated software once they are fully installed at the radio station were seen to generate a mean of 0.19, 0.30 and 0.27 respectively.

Table 6: Effects of new media technologies on employee level of proficiency on radio broadcasting in Uganda

Statement	Strongly agree	Agree	Neutral	Dis agree	Strongly disagree	Mean	Std deviation
The following are new media technologies you use at the radio station; Desktop/Laptop Computer, Digital Camera, Flash Drive, Internet, Digital recorder, digital studio, Digital television, CD-ROMS, Satellite/Cable system, Video/Audio Mixer	11	4	5	0	0	1.15	0.23
I operate more than one but less than three of the new media tools while on duty at the radio station	7	10	3	0	0	1.45	0.22
I often make use of the internet while on duty at the radio station	5	10	2	3	0	1.90	0.19
At the radio station, the top management is able to change equipment to match the current one after every three years	5	14	1	0	0	1.55	0.30
Am trained on the use of new equipment and the use of updated software once they are fully installed at the radio station	5	13	2	0	0	1.60	0.27
Am evaluated on performance and the use of equipment after a specified period of time by the assigned supervisor or top management	6	11	1	1	1	1.70	0.24

Incorporating New Media Technologies

The study sought to establish the extent to which new media technologies have been incorporated into the station's operations. From the findings 50% of the respondents agreed to a great extent that they have access to the new media technologies in their office, 35% of the respondents agreed to a very great extent that they had access to the new media technologies while in their office whereas only 15% of the respondents asserted that they did not have full access to the new media technologies and hence to a moderate extent. This implies that incorporating new media technologies affected the performance of radio broadcasting in Uganda to a great extent.

Table 7: Extent to which new media technologies have been incorporated into the station's operations

		Frequency	Percentage
Very great extent		7	35
Great extent		10	50
Moderate extent		3	15
Total		**20**	**100**

Effects of incorporating new media technologies on the performance of radio broadcasting in Uganda

The study sought to determine the level at which respondents agreed with the statement relating to incorporating new media technologies to enhance the performance of radio broadcasting in Uganda, from the findings the study established that majority of the respondents strongly agreed that; complying with professional standards is the most important contributor to a broadcaster's added value; that all employees operate a digital studio while at work and this is shown by mean value of 1.25 and 1.30 respectively, access to any new media technology while at the radio station or at office within the station's premises was shown to reflect a mean of 1.45, a minimum number of employees confirm that while at the station they are able to access at least two of the following new media technology tools hence; Desktop/Laptop Computer, Digital Camera, Flash Drive, Internet, Digital recorder, digital studio, Digital television, CD-ROMS, Satellite/Cable system, Video/Audio Mixer while at work; that radio operators carry out their role objectively and in compliance with accepted criteria for professional practice, this was shown by a mean of 1.45 and 1.40 respectively.

Table 8: Effects of incorporating new media technologies on the performance of radio broadcasting in Uganda

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std deviation
There is access to any new media technology while at the radio station or at office within the station's premises	7	10	3	0	0	1.45	0.22
Complying with professional standards is the most important contributor to a broadcaster's added value	8	11	1	0	0	1.25	0.26
As an employee of Capital fm, am able to access at least two of the following new media technology tools hence; Desktop/Laptop Computer, Digital Camera, Flash Drive, Internet, Digital recorder, digital studio, Digital television, CD-ROMS, Satellite/Cable system, Video/Audio Mixer while at work	6	13	1	0	0	1.45	0.28
My radio station where I work, does operate a digital studio	8	10	2	0	0	1.30	0.23
Radio operators carry out their role objectively and in compliance with accepted criteria for professional practice	6	14	0	0	0	1.40	0.31

Challenges posed by New Media Technologies

The study sought to establish the extent to which new media technologies posed challenges to Uganda's broadcast industry. From the findings 70% of the respondents indicated that to a great extent new media technology posed challenges to Uganda's broadcast industry, 20% of the respondents affirmed to a very great extent whilst 10 % of the respondents indicated to a moderate extent. This therefore implies that new media technologies posed challenges to Uganda's broadcast industry to a great extent.

Table 9: Extent to which new media technologies posed challenges to Uganda's broadcast industry

	Frequency	Percentage
Very great extent	4	20
Great extent	14	70
Moderate extent	2	10
Total	**20**	**100**

Challenges posed by New Media Technologies on radio broadcast industry of Uganda

The study sought to determine the level at which respondents agreed or disagreed with the statements relating to challenges posed by new media technologies on radio broadcast industry in Uganda, from the findings the study established that majority of the respondents strongly agreed that there was

need for sufficient training of employees on the use of new equipment by departmental managers/supervisors while at the radio station as indicated by a mean of 1.30, same of number of respondents strongly agree to the following statements as indicated; that challenges posed by new media technologies on radio broadcast industry towards employees were; ignorance / lack of knowledge on the use of new technology, lack of access to new equipment and also that employees were trained on the use of the available software and this was always updated often to match the current trend as indicated by a mean of 1.50 and 1.60 respectively. It should however be noted that the least number of respondents followed and that these strongly agreed that independence was necessary for the effective achievement of the function and set objectives of a professional broadcaster as reflected by a mean value of 1.95.

Table 10: Challenges posed by new media technologies on radio broadcast industry of Uganda

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std deviation
Challenges posed by New Media Technologies on radio broadcast industry towards employees were; Ignorance / lack of knowledge on the use of new technology, Lack of access to new equipment	6	12	2	0	0	1.50	0.25
There is need for sufficient training of employees on the use of new equipment by departmental managers/supervisors while at the radio station	7	13	0	0	0	1.30	0.29
We are trained on the use of the available software and this is always updated often to match the current trend	6	10	4	0	0	1.60	0.21
Independence is necessary for the effective achievement of the function and set objectives of a professional broadcaster	4	10	5	1	0	1.95	0.20

Summary and Interpretation of Findings

The study finds that these facilities have had a major impact on stations' output even if new media technologies have not been well adopted in Uganda's broadcast business. Three main influencing factors are production speed, program richness, and transmission integrity and clarity. Additionally, by lowering barriers to distance and improving job effectiveness, these technologies have increased station productivity overall. The broadcast station employees, however, simply possess a mediocre understanding of the abilities required to operate these technologies. Many new media technologies are still not widely used, including computers, flash drives, digital recorders, digital studios, and internet access. Problems include poor staff proficiency with these technologies, expensive expenses, and restricted access to equipment, which makes it difficult for staff to manage and operate these tools.

RECOMMENDATIONS

According to the report, broadcasting in Uganda would likely shift to digital media powered by technology. The value added tax on new media equipment should be adjusted by the government to cut costs. Uganda might become a global player in broadcasting by utilizing new media technology. One of the biggest obstacles to new media technologies is a lack of technical knowledge, however workshops, seminars, and training programs should be used to impart knowledge. To enhance Ugandans' understanding of technical advancements, the government of Uganda ought to encourage scientific and technological research. Refresher IT centers should be established by broadcast media to keep staff

members informed on new media technology. Modern technology procurement should be funded by both public and private media organizations. Mandatory IT literacy training should be implemented in primary, lower secondary, and postsecondary educational institutions in order to eradicate ICT illiteracy among broadcasters.

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