

EXAMINING THE EFFECTIVENESS OF NEWS MEDIA IN PROMOTING HUMAN RIGHTS: A CASE STUDY OF ELECTRONIC MEDIA HOUSES IN LUSAKA

Christabel Kabwela*¹, Dr. Sycorax. T. Ndlovu*²

*¹Dept., Media Studies Information And Communication University Lusaka, Zambia.

*²Supervisor, Dept., Media Studies Information And Communication University Lusaka, Zambia.

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ABSTRACT

The study aimed at examining the effectiveness of news media in promoting human rights on a global scale. It covered different types of media including television news, online news platforms, social media, and traditional print media. The study will focus on different human rights issues, such as freedom of speech, press freedom, gender equality, religious tolerance, and more, to assess the media's efforts in advocating for these rights. The study was guided by three objective, .i)To assess the factors that affect the effectiveness of news media in promoting human rights ii)To investigate the challenges and limitations faced by electronic media houses in Lusaka in effectively promoting human rights, including factors such as editorial bias, resource limitations, and legal constraints. iii)To evaluate the role of news media in promoting human rights awareness among the public. A mixed-methods research design was employed to address the research questions. The study involved both quantitative and qualitative data collection and analysis. The location of the study was Lusaka district in Lusaka Province. This was an In-Depth Interview approach using a sample size of 50 on selected media stations in Lusaka to examine the effectiveness media the media in promoting human rights. The survey asked respondents to rate their agreement with several statements about the media. Here is an analysis of the results:Freedom of speech: Only 23% of respondents agreed that the media has freedom of speech, while 64% disagreed and 13% were neutral. Policies supporting media operation: Only 3% of respondents strongly agreed that the media has policies that support their operation in the country, while 16% agreed, 10% were neutral, and 71% disagreed. Forced removal of content: 47% of respondents strongly agreed that the media is forced to remove some content by policy makers for their political gain, while 35% agreed, 11% were neutral, and 7% disagreed Independence from policy makers: Only 7.3% of respondents disagreed that the media operates independently to policy makers, while 35% were neutral, 20% agreed, and 3.7% strongly agreed. Harassment of media: A majority (54%) of respondents strongly agreed that the media is harassed in the country, while 23% agreed, 12% were neutral, and 11% disagreed. In conclusion, news media plays a significant role in promoting human rights awareness among the public. However, there are several challenges and limitations faced by electronic media houses in Lusaka in effectively promoting human rights. It is important for these challenges to be addressed so that the media can fulfill its role in promoting human rights. From the findings as discussed in section 5 above the researcher wish to make the following recommendations. This study recommends that all media professionals be trained on how to reach and establish two-way communication with their audiences using any social media tool. This is to ensure that the media professionals keep up to date with the development of social media. Enactment of media regulation and Access to Information Bills There is need for immediate enactment of the Access to Information Bill which has stalled for a long time. Similarly, the media regulation Bill must be reconsidered to provide full guarantee of self or co-regulation to improve media ethics adherence.

Keywords: Media, Human Rights, Effectiveness.

I. INTRODUCTION

1.1 Background

The media industry has undergone a major transformation due to the social media revolution. The advent of information and communications technology has changed the way people and organization's function, communicate, transact, recruit, and conduct business (Jacobs 2008: 2). The fast proliferation of a new category of information technologies, which Journalism is the activity of gathering, assessing, creating, and presenting

news and information is commonly supported and possesses interpersonal and interactive communication using the internet-based platform become an option for society to get information.

Zambia became the fifth country in Africa, the first in the entire Sub-Saharan Africa, aside from South Africa, to have full access to the Internet on 22 November 1994. According to Robinson (1996: 191), this achievement followed three years of development of an electronic mail network serving noncommercial interests within the country at the University of Zambia (UNZA). At the time, the level of computer skills among the population was dismally low and training in Computer Science existed only at a lower level. This shows, from the onset, internet was a luxurious service for the mass in Zambia as it used to improve communications among organizations. Even though the service was very limited it was not open for the wide use until 1997. The use of mobile internet has grown significantly over the past decade as mobile telephony has increased. Mobile internet in Zambia is provided by the mobile cellular service providers. The regulator, ZICTA, has three licensed providers, these are: Zamtel Mobile, previously called Cell Z, the mobile wing of the parastatal, Zamtel, the oldest player in the telephony sector; MTN Zambia, and Airtel Zambia, multinational corporations owned respectively by the MTN Group of South Africa and Bharti Airtel Corporation of India. According to ZICTA (2013), the number of mobile subscribers had increased from 49, 957 and a nationwide penetration of 0.505 percent in the year 2000, to 10,542,676 and a penetration of close to 80 percent at the end of 2012. The mobile sector is dominated by Airtel and MTN. Mainstream news media today are facing new challenges; new competitors; new demands and new expectations and opportunities due to the advancement in information gathering, processing and dissemination technologies. Major Broadcasting Industry in Zambia like ZNBC now a day's faced a great challenge from Social Media to be the first with a breaking News. Thus, this study tried to justify the professional's perception how the social media impacts on mainstream journalism practices within the Zambian media system. Social media present an unprecedented level of freedom for media houses that have traditionally seen heavy state control, regulation and involvement, particularly in countries in the South such as Zambia (Elastus mambwe, 2019). Yet, despite the cons, the positive impact of social media on news and journalism far outweighs the negative (Victoria Safarian, 2019). Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities.

1.2 Statement of the Problem

Despite the potential of electronic media houses to raise awareness and advocate for human rights, there are concerns about their actual effectiveness in fulfilling this role in Lusaka. Evidently, reports by (Zambia Human Rights Country Report 2009; 2012; and 2013) exposed that Zambia's human rights condition remained poor and even worsened. Correspondingly, (Zambia Episcopal Conference 2013) bared that despite having instruments and institutions designed to promote and protect human rights, the human rights situation in Zambia was deteriorating in a manner that was causing worry. Zambia Episcopal Conference (ZEC) cited human rights violations including the arbitrary use of power by Government officials, intimidation and threats of arrest against leaders and individuals who speak against Government, deportations and even threats to their own Catholic priests for sermons seen as critical of Government. It is here that the media can play a salutary role of promoting and protecting human rights through awareness raising, mobilization, correlation, surveillance, gatekeeping and agenda setting among other means. Like (ICHRP 2002) argues, 'human rights issues become legitimate when supported by the media.' Therefore, in view of the above, this research sought to analyse the print media coverage of human rights in Zambia as characterized by The Post and Zambia Daily Mail and establish how they engage other actors in protecting and promoting human rights. Questions arise regarding the quality and quantity of human rights reporting, the adherence to ethical standards, and the level of impact on the target audience. Addressing these concerns is essential to assess the current state of human rights promotion through electronic media in Lusaka and explore avenues for improvement.

1.3 Objectives

1.3.1 General Objective

The main objective of the study is to examine the Effectiveness Of News Media In Promoting Human Rights.

1.3.2 Specific Objectives

1. To assess the factors that affect the effectiveness of news media in promoting human rights

2. To investigate the challenges and limitations faced by electronic media houses in Lusaka in effectively promoting human rights, including factors such as editorial bias, resource limitations, and legal constraints.

3. To evaluate the role of news media in promoting human rights awareness among the public

1.4 Research Questions

This research study was guided by the following questions:

1. How do local journalists in ZNBC use Social Media for sourcing, processing, sharing, enriching the local news content and getting feedback on the local news
2. What are the attitudes of the public towards human rights issues covered by the news media?
3. How do news media outlets decide which human rights issues to cover?
4. What are the best practices for news media outlets to effectively promote awareness on human rights issues

1.5 Theoretical framework

In media research scholarship, a significant amount of literature about regulation is premised on state–society relationships. The state’s contestation of media efforts to open state processes and institutions to public scrutiny and accountability is often characterised by efforts aimed at blunting these efforts. However, in democratic settings, media watchdog efforts are essential. When assessed from a political theory perspective, “there are considerable intellectual, political and social challenges faced as the state seeks to balance the protection of public interests in the face of powerful economic” and media business interests that “exert long-term pressures towards deregulation” (Lunt and Livingstone Citation2012: 4). The more citizens can examine state decisions and get answers, the more this symbiotic relationship between the state and the governed enhances democratic participation. In attempts to limit media efforts the state often impedes media from opening governance processes to public scrutiny. To achieve these objectives, the state often turns to regulatory measures that effectively numb media’s potential in that regard.

The social responsibility theory and media regulation

The theory is seen as a critic of classical liberalism, which promotes a monopoly of the media in society over an “inattentive and unconcerned” audience (Nerone Citation1995). Critics accuse them of threatening democratic values (Kanh and Minnich Citation2005) and for most in the developing world, they see the media as a threat even to national unity, peace and national development agenda (Aimufua Citation2007).

The media bias theory will assist in identifying and assessing any biases or ideological influences present in TV news, contributing to a lack of independence and objectivity. Lastly, the democratic communication theory will provide a framework to evaluate the role of TV as the fourth estate in promoting democratic values, inclusivity, and social cohesion. Media bias is the bias of journalists and news producers within the mass media in the selection of many events and stories that are reported and how they are covered. The term “media bias” implies a pervasive or widespread bias contravening of the standards of journalism, rather than the perspective of an individual journalist or article. The direction and degree of media bias in various countries is widely disputed.

1.6 Significance of the Study

The study is significant because it aims to evaluate the impact of news media on human rights issues globally. By examining the media’s role in advocating for human rights, the study will contribute to the existing literature on the topic. The findings will assist media organizations and human rights organizations to determine the most effective ways to use various media to promote and protect human rights. Additionally, the study will also help policymakers and stakeholders in designing policies and interventions that recognize the role of the media in promoting human rights.

1.7 Scope of the study

The study aimed at examining the effectiveness of news media in promoting human rights on a global scale. It covered different types of media including television news, online news platforms, social media, and traditional print media. The study will focus on different human rights issues, such as freedom of speech, press freedom, gender equality, religious tolerance, and more, to assess the media’s efforts in advocating for these rights.

II. LITERATURE REVIEW

2.1 Media and Human Rights in Zambia

News media plays a crucial role in promoting and defending human rights by providing a platform for information dissemination, raising awareness, and advocating for social justice. In the case of electronic media houses in Lusaka, the capital city of Zambia, their effectiveness in fulfilling this role has been a subject of concern. This research aims to examine the effectiveness of these electronic media houses in promoting human rights and to identify any challenges or limitations they face in this regard.

Accordingly, Roy (2007, p. 27) indicates that the media and human rights intersect in two main ways. One is the considerable degree of overlap of subject matter between the two areas given that much of reporting concerns matters that directly or indirectly have a human rights aspect. The second way is the fact that freedom of the media is itself a human right.

To take the first point of intersection: the emergence of the first widely circulated newspapers coincided almost exactly with the development of Enlightenment ideas of human rights in eighteenth century in Europe and North America (YHRI 2014). Indeed, some of the early advocates of the 'rights of man', such as Tom Paine, were themselves journalists. Equally, the First Amendment (1791) to the Constitution of the United States (1787) forbade any laws 'abridging' the freedom of the press (O'Neill 2011)..

Role of media in society

The media plays many roles in society, though, these roles are very much determined by a range of factors relating to the nature of the media itself, in particular the content of the media (news or current affairs versus light entertainment) and the medium used (print, broadcasting or internet based). Thus the media plays a number of different roles in society, including being informative, educational or entertaining. Therefore, the roles looked at here are not exhaustive but extensively relate to the study.

The media as public watchdog

The role of the media as 'watchdog' is a traditional characterisation of the role of the news media in particular. The media as described by (Biswas 2009), is: 'A watchdog of the society [monitoring] the activities of public administrations and other institutions and practices that directly and indirectly affect the public.' Thus, this watchdog role can take many forms depending on the nature of the medium concerned, as well as on the state of affairs in a particular country. Basically, this role is to provide information – to be the 'eyes and ears' of the public in monitoring what is happening in public life by reporting on daily events as they unfold. Therefore, this role can be particularly helpful to the monitoring of human rights abuses and their subsequent exposure

The media as detective

The role of 'detective' is a critical adjunct to the role of the media as public watchdog; however, it is dealt with separately here to underscore the difference between reporting on public affairs, and journalistic investigations (retroactive) into human rights abuse. When journalists are well trained and have trusted sources of information, the media is able to investigate abuses way back even after they are settled in courts for example.

Therefore, the ability and willingness of the media to engage in investigative journalism is key to encouraging authorities such as the police and prosecutors to act against perpetrators of human rights abuse.

In conclusion, the news media plays a critical role in promoting human rights. However, there are concerns about the effectiveness of news media in this regard due to censorship, media control, bias, and increasing concerns about accuracy. This review aims to critically evaluate the effectiveness of the news media in promoting human rights and suggest solutions to overcome some of the problems that are hindering its effectiveness

2.2 Factors that affect the effectiveness of news media in promoting human rights

From the outset the modern human rights movement has relied on the press and media as an essential partner in its work to hold governments accountable for human rights violations. When Peter Benenson sought to draw attention to the plight of "forgotten prisoners," he wrote an article in the London Observer published on May 28, 1961, launching an "Appeal for Amnesty." Amnesty International was born from the union of human rights activists and the press. Similarly, Human Rights Watch began in 1978 with the formation of the Helsinki Watch Committee that sought to enforce compliance with the 1975 Helsinki Accords by publicly "naming and

shaming” the Soviet Union through media coverage. But at the time these organizations were formed, newspapers were published exclusively on paper printed with ink, television news was broadcast over the airwaves and received by antennas, and letters from human rights activists to government officials were written on typewriters and sent by the post office. The digital information revolution that has radically altered our means of communicating has also dramatically changed the terms of the partnership between human rights campaigners and the media. The articles curated for this special issue of the Journal of Human Rights, “Human Rights in the News,” explore this altered media landscape and analyze its significance

2.3 Challenges and limitations faced by electronic media houses in Lusaka in effectively promoting human rights, including factors such as editorial bias, resource limitations, and legal constraints.

When it comes to human rights, people know about entities like the United Nations, governments, and NGOs. The media plays a significant role, as well. How? In any form, the media can raise awareness of human rights issues, expose violations, and empower people to take action. The media can also negatively impact human rights. Whether it’s making a positive or negative impact, the role of media should be understood. In this article, we’ll discuss the media’s connection and responsibility to human rights, its potential as a force for harm, and what a responsible media can look like.

The media’s connection (and responsibility) to human rights

Article 19 of the UN’s Universal Declaration of Human Rights reads: “Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media [emphasis added] and regardless of frontiers.” States still have the power to decide what government information should be public or protected, but it is widely understood that freedom of expression and freedom of speech are entwined with a free media/press.

To achieve the above objective, the study developed a framework to illustrate how news selection occurred from the informational ether of every news day. The framework outlined that, information was assessed against basic criteria of newsworthiness. And if found to be newsworthy, the more a particular piece of information is in line with a newspaper’s journalistic, economic, and political aims relative to other bits of information, the more likely it is to be published.

2.4 Establishment of research gaps

The inclusion of human rights issues as news stories is said to be better than how it used to be. Although human rights issues sometimes make it to news stories, Ovsiovitich (1993) argues that as a newsworthy topic, only little attention is being given to them by the media. Research indicate that human rights as a concept often fails to be used as a „subject“ in the heading of media stories, though some specific terms often used point to human rights indirectly. However, this is problematic as they do not enhance a comprehensive understanding of human rights (ibid). The inability of journalists to comprehend what human rights are, as well as the contents of human rights instruments has resulted in them seeing human rights from the perspective of war. The lack of knowledge of these human rights instruments instills in them the fear of being labeled as „politically biased“ should they incorporate human rights issues in their news stories. Unknowingly to some journalists unaware of human rights issues, they do in reality come in contact with such issues every day. There is a skewed notion about the places where human rights violations occur, such that western journalists reason that these violations only happen outside their countries, without knowing that there are similar issues right around them. It is the stand of this research that the media are expected to put their skills to good use by making human rights issues attention getting news stories, no matter how insipid they might appear to be.

III. METHODS AND PROCEDURES

3.1 Research Design

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question(s) through the collection, interpretation, analysis, and discussion of data. Research designs constitute types of investigation through quantitative, qualitative. And mixed methods approaches that afford specific direction for procedures in a research study (Creswell, 2014). A mixed-methods research design was employed to address the research questions. This is a case study

3.2 Location of the study

The location of the study was Lusaka district in Lusaka Province.

3.3 Target Population

By definition, a population is said to be a collection of objects, events or individuals having some common characteristics the researcher is interested in studying (Moulton (1998)). This study will target media stations in Lusaka and the general public. The population is fit for the study because much is to gotten from this population which will at last give right answers to the earlier raised research questions.

3.4 Sampling Techniques/Design

Sampling techniques these are methods that the researcher will use to sample from the population though they are many sampling technique in the research the researcher will use simple random sampling. Kombo and Tromp (2006), argue that simple random sampling is a procedure in which all the individuals in the defined population have an equal and independent chance of being selected as a member of the sample.

Denscombe (2003:21), define a sample as "a group from which information is obtained". Sampling then refers to a process of selecting a number of representative individuals from a population. Kombo and Tromp (2006), suggests that a representative population sample should attempts to be as diverse as possible. Using a large sample is good so that any generalization to the whole population can be done with confidence. The sample for this study came from the 50 target population of both the general public and the professionals. .

The population was consequently grouped according to their (then) current working departments and jobs from which simple random sampling was conducted. The type of jobs one was doing was used resulting in five strata. According to Mugenda and Mugenda (1999), a representative sample should consist "of at least 10% of the whole population". Purposive and convenient sampling were applied to the data collected through observation and documentary' sources

3.5 Sample Size determination.

A sample is a subset of a population that is used to represent the entire group as a whole (White, 2003). The sample size of this study will target 50 respondents, this will include 15 staff members from media stations and 35 from the general public respondents.

3.6 Data Collection Method/Research Instruments.

The researcher used questionnaires and interview schedule to collect data from respondents. A questionnaire is a set of pre-determined questions formulated by a researcher to give answers based on the objectives of a study. This data collection instrument was chosen as the main data collection tool because it is easy to produce and it allowed the respondents to look up for information for the researcher gave them plenty time to do so (Muria, 2007).

This provided some insights into the meaning ZNBC Journalists attach to their usage or lack of usage of Social Media tools together with their beliefs. Use of both closed and open ended questions were meant to complement each other and eliminate bias in this study.

Questions were structured in such a way that the same questions were asked in the same way, order and with the same wordings to improve on consistency and objectivity. The technical terms were explained to ensure that the respondents did not get confused on what they were being asked to respond to.

3.7 Data Collection Techniques

The main research tools to be used in the study is questionnaires and interview. According to Orodho and Kombo (2002), research instruments include questionnaires, interview schedules and observations.

by content analysis. Content analysis is the systematic qualitative description of the composition of the objects or materials of the study (Mugenda and Mugenda, 1999).

3.8.2 Quantitative Data Analysis

In this particular study, quantitative data is to be analyzed using the statistical package for social sciences (SPSS) and STATA to generate descriptive statistical information in form of frequencies, variables, pie-chart, tables, graphs as well as percentages. The data will be analyzed by using the pie-charts, tables, graphs and statistical measures such as percentages. Demographics of the respondents. Some data might be structured, the

structured data will be analyzed through content analysis in order to understand consistency of information from various respondents. Therefore, the results will be presented using frequencies, pie-chart, tables, graphs as well as percentages in form of statistics. 'Statistics are a set of mathematical methods used to extract and clarify information from observable data. Statistics generate simple numbers to describe distributions' (Kombo and Tromp, (2006). Besides, Gall et al, (1996), states that mathematical technique is appropriate for organizing, summarizing as well as displaying a set of numerical data. The researcher used two techniques as a way of processing and analyzing data from the research findings.

3.9 Triangulation

Validity of the instruments was determined by experts who included my supervisors. Reliability of the instrument was determined through a test-retest method where by the instruments were administered in two schools twice within an interval of two weeks. The two schools were not part of the sample size.

3.9 Limitation of the study

Research validity refers to the research methods measuring what they were designed to measure whereas, Reliability refers to the results being repeatable in case the research was to be conducted again (Hirsjärvi, 2009). Thus, reliable questionnaires and interviews yield consistent results from repeated samples and different researchers over time. Scholars strengthen this idea. Differences in results come from differences between participants, not from inconsistencies in how the items are understood or how different observers interpret the responses (Boynton and Greenhalgh, 2004). In the same way, agreeing with Wimmer and Dominick (2011), validity is usually defined as the degree to which an instrument actually measures what it sets out to measure. The reliability and validity of the instruments are checked in different ways. In order to assure the reliability of the methods used in the study the researcher had employed a pilot study before the actual data collection.

3.11 Ethical considerations.

Ethical considerations in conducting research were not unnoticed; particularly psychological or physical affects. As Wimmer and Dominick (2006) suggest, all protection were taken to avoid any potential harm to subjects (in this case journalists). Brennen (2012) stipulate that all qualitative interviewers have a moral responsibility to protect their respondents from physical and emotional harm. There should be absolutely no deception about the scope, intention, or any aspect of a qualitative research study. This rule ensured subjects' consent, avoided coercion; avoid lying about the nature of the research, maintained subjects' self-respect, prevented mental or physical stress, respected privacy and exercised fairness and honesty. This was achieved by carefully designing the survey questions to ensure that they do not cause harm to the subjects. All collected information only used for the purpose of this study.

IV. PRESENTATION OF RESEARCH FINDINGS AND DISCUSSION OF RESULTS

4.1 Presentation of results on background characteristics of the respondents

This section of the paper discusses the background characteristics of the respondents some of the data collected include: sex (gender), Age, education information, response rate .etc

a) Data collection instruments and response rates

The main research instruments included a questionnaire which was distributed to 4 Lusaka TV staff involved in gathering, processing and distribution of information in Zambia and the general public. Of the TV station staff members selected responded to the questionnaire making a response rate of as represented below. Most of the respondents as expected were in the editorial department.

Follow up interviews were carried out with 2 media professionals for clarification purposes. Two representatives from the five strata based on current duty were purposively picked to make a total of 2 interviews. The response rate for the interviews was at 100% as both members of staff gave audience to the researcher. These consisted of two respondents performing by then the administrative and production duties. On-spot observation was also carried out too.

The areas observed included the editorial department and the production department. These are areas where information is dealt with before it's released to the public. Also observed is the site of the TV station. Data from documentary sources were purposely selected the chart below shows the response rate.

Response rate is the percentage of the questionnaires /interviews respondent out of the targeted population. The frequency table below shows the response rate from the field.

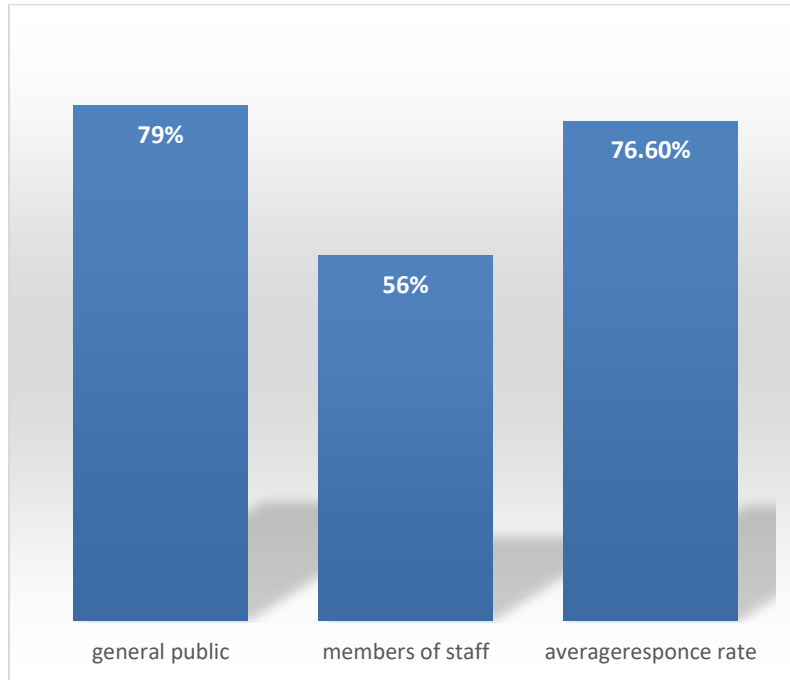


Fig 1: Response rate 1

b) Gender

The chart above shows the results on gender , from the chart it can be said that the study had a high population of male in from the general public with a result of 65%

3. Age of the respondents

The age of respondents was considered to help graphically present the distribution as gotten. Below is a chart showing how the age distribution was for the targeted population.

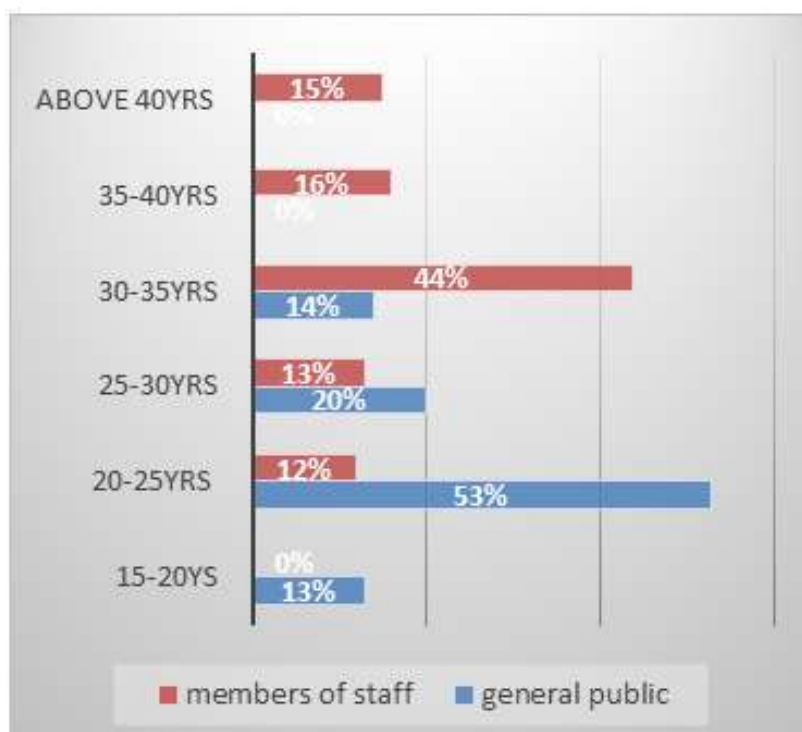


Fig 2: Age

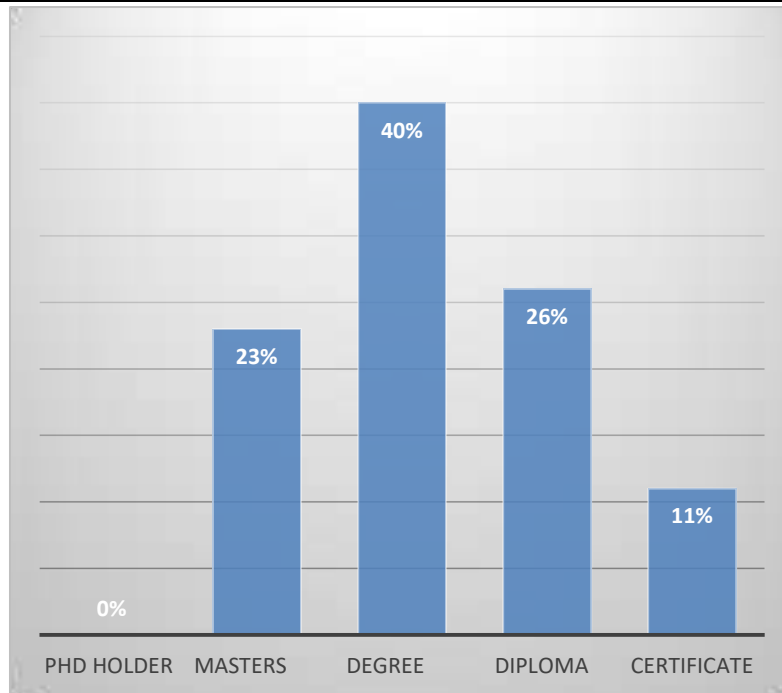


Fig 3: Qualification

4.2 To assess the factors that affect the effectiveness of news media in promoting human rights Independence on the media

Do you agree or disagree that the media and mainstream traditional media (newspapers, magazines, radio and television) "are in conflict or complement each other (use the key provided The results provided showed the results of a survey on the media in Lusaka, Zambia. The survey asked respondents to rate their agreement with several statements about the media. Here is an analysis of the results: Freedom of speech: Only 23% of respondents agreed that the media has freedom of speech, while 64% disagreed and 13% were neutral. Policies supporting media operation: Only 3% of respondents strongly agreed that the media has policies that support their operation in the country, while 16% agreed, 10% were neutral, and 71% disagreed. Forced removal of content: 47% of respondents strongly agreed that the media is forced to remove some content by policy makers for their political gain, while 35% agreed, 11% were neutral, and 7% disagreed. Independence from policy makers: Only 7.3% of respondents disagreed that the media operates independently to policy makers, while 35% were neutral, 20% agreed, and 3.7% strongly agreed. Harassment of media: A majority (54%) of respondents strongly agreed that the media is harassed in the country, while 23% agreed, 12% were neutral, and 11% disagreed.

The chart below shows results from above.



Fig 4: How media covers human rights

The table you provided shows the results of a survey on the media in Lusaka, Zambia. The survey asked respondents to rate their agreement with several statements about the media. Here is an analysis of the results:

Freedom of speech: Only 23% of respondents agreed that the media has freedom of speech, while 64% disagreed and 13% were neutral. **Policies supporting media operation:** Only 3% of respondents strongly agreed that the media has policies that support their operation in the country, while 16% agreed, 10% were neutral, and 71% disagreed. **Forced removal of content:** 47% of respondents strongly agreed that the media is forced to remove some content by policy makers for their political gain, while 35% agreed, 11% were neutral, and 7% disagreed. **Independence from policy makers:** Only 7.3% of respondents disagreed that the media operates independently to policy makers, while 35% were neutral, 20% agreed, and 3.7% strongly agreed. **Harassment of media:** A majority (54%) of respondents strongly agreed that the media is harassed in the country, while 23% agreed, 12% were neutral, and 11% disagreed.

4.3 To evaluate the role of news media in promoting human rights awareness among the public

Free media is essential to human rights because without information, people won't know what's going on locally, nationally or internationally. Their ability to respond to laws, policies, and events – including human rights violations – is limited by ignorance. Free media has a responsibility to share information and help explain that information to the public in a clear, accessible way. The media also has a duty to hold people in power accountable. The article further states that the media can raise awareness of human rights issues, expose violations, and empower people to take action. The media can also negatively impact human rights. Whether it's making a positive or negative impact, the role of media should be understood. the role of news media in promoting human rights awareness among the public is crucial. The media has the power to raise awareness of human rights issues, expose violations, and empower people to take action. However, it is important for the media to be responsible and accurate in their reporting so as not to negatively impact human rights..

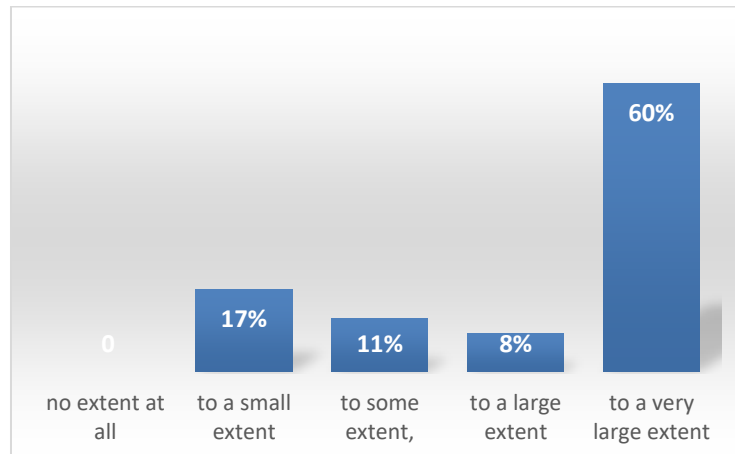


Fig 5: Media in covering human rights

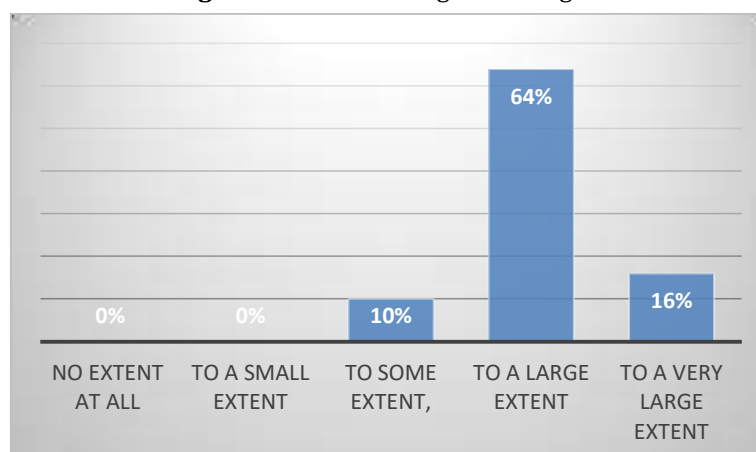


Fig 6: Media in exposing human rights abuse

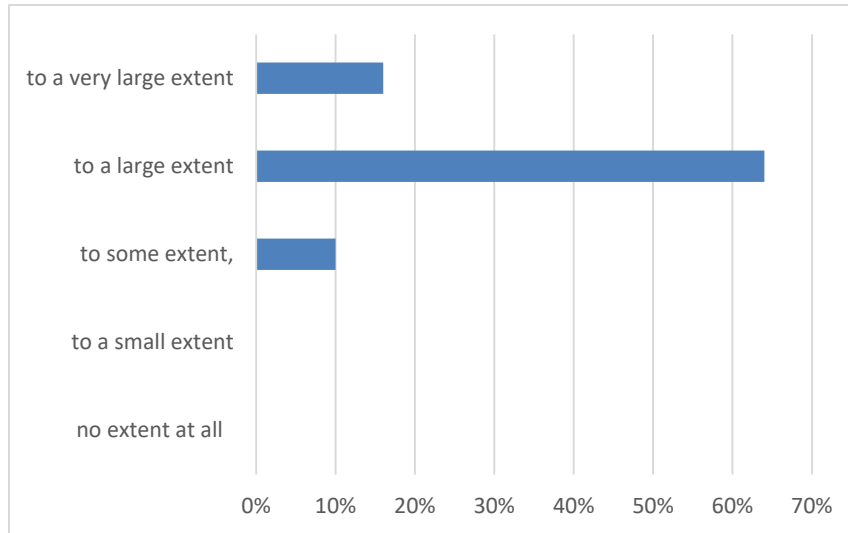


Fig 7: Media challenges in covering human rights

Discussion

To assess the factors that affect the effectiveness of news media in promoting human rights Factor that affects the effectiveness of news media in promoting human rights is resource limitations. According to an article on, resource limitations are a significant challenge for electronic media houses in Lusaka when it comes to promoting human rights. Resource limitations can include a shortage of staff, equipment, and funding. These limitations can make it difficult for the media to cover human rights issues effectively. Legal constraints are also a significant challenge for news media when it comes to promoting human rights. According to an article on, governments have used legal means to restrict freedom of expression and limit the ability of journalists to report on human rights issues. The article highlights several laws that have been used to restrict freedom of expression, including the Public Order Act, the Penal Code, and the Access to Information Act

According to an article on , free media is essential to human rights because without information, people won't know what's going on locally, nationally or internationally. Their ability to respond to laws, policies, and events – including human rights violations – is limited by ignorance. Free media has a responsibility to share information and help explain that information to the public in a clear, accessible way. The media also has a duty to hold people in power accountable. The article further states that the media can raise awareness of human rights issues, expose violations, and empower people to take action. The media can also negatively impact human rights. Whether it's making a positive or negative impact, the role of media should be understood. the role of news media in promoting human rights awareness among the public is crucial. The media has the power to raise awareness of human rights issues, expose violations, and empower people to take action. However, it is important for the media to be responsible and accurate in their reporting so as not to negatively impact human rights.

These results suggest that there are significant challenges facing the media in Lusaka when it comes to promoting human rights. Respondents expressed concerns about freedom of speech and policies supporting media operation. Additionally, many respondents felt that policy makers force the media to remove content for political gain. However, there is some optimism in the results as well. A significant proportion of respondents felt that the media operates independently to policy makers and that harassment of the media is a problem. Overall, these results highlight the importance of promoting freedom of speech and protecting journalists from harassment in order to promote human rights. The answer the research question; to what extent does TV demonstrate independence and objectivity, free from undue influence and bias? The media has freedom of speech : the table above shows that a large population of 64% from the target sample size ,strongly agreed that the media in the country has the freedom of speech The media has policies that support their operation in the country: when it comes to policies that support operation the study sample revealed that some were uncertain of the existence of these policies, the response come from the general public. Despite that turn out, the majority with a percentage frequency of 71% showed that they agreed to the existence of policies that protect their

operation as the fourth estate in the country. iii. The media is operating independently to the policy makers: though the TV is obligated to share news to the public one respondent stated; their policies that guide what kind of news we can disseminate, e.g. Disseminating news that either raise panic or disturb the general public iv. The media harassed in the country: the media show that harassment in the country exist some disclosed that more influenced organizations oppress media houses as shown in the table above. Audience pressure is another factor that affects the effectiveness of news media in promoting human rights. According to an article on, audience pressure can lead journalists and news organizations to prioritize sensationalism over accuracy and objectivity. This can make it more difficult for them to promote human rights effectively.

To investigate the challenges and limitations faced by electronic media houses in Lusaka in effectively promoting human rights, including factors such as editorial bias, resource limitations, and legal constraints.

Electronic media houses in Lusaka face several challenges and limitations in effectively promoting human rights. According to an article on, these challenges include state control over state-owned media institutions, market forces, audience pressure, poor remuneration, deplorable working conditions, shortage of resources, lack of proper training, media ownership, and corruption. The article also highlights the legal and institutional regime underpinning public finance management and how this legal and institutional framework impacts upon the media in their contribution to greater public finance transparency and accountability.

Editorial bias is another factor that can affect the effectiveness of news media in promoting human rights. According to an article on, editorial bias can occur when journalists or news organizations have a particular agenda or bias that influences their reporting. This can lead to a lack of objectivity and fairness in reporting on human rights issues. Legal constraints are also a significant challenge for electronic media houses in Lusaka. According to an article on, the government has used legal means to restrict freedom of expression and limit the ability of journalists to report on human rights issues. The article highlights several laws that have been used to restrict freedom of expression, including the Public Order Act, the Penal Code, and the Access to Information Act.

In conclusion, electronic media houses in Lusaka face several challenges and limitations in effectively promoting human rights. These challenges include state control over state-owned media institutions, market forces, audience pressure, poor remuneration, deplorable working conditions, shortage of resources, lack of proper training, media ownership, corruption, editorial bias, and legal constraints. It is important for these challenges to be addressed so that the media can fulfill its role in promoting human right

V. CONCLUSION

To assess the effectiveness of news media in promoting human rights, it is important to consider the factors that affect their ability to do so. According to an article on 1, the media can raise awareness of human rights issues, expose violations, and empower people to take action. However, the media can also negatively impact human rights. The article discusses the media's connection and responsibility to human rights, its potential as a force for harm, and what a responsible media can look like.

In conclusion, news media plays a significant role in promoting human rights awareness among the public. However, there are several challenges and limitations faced by electronic media houses in Lusaka in effectively promoting human rights. It is important for these challenges to be addressed so that the media can fulfill its role in promoting human rights.

5.2 Recommendations

From the findings as discussed in section 5 above the researcher wish to make the following recommendations. This study recommends that all media professionals be trained on how to reach and establish two-way communication with their audiences using any social media tool. This is to ensure that the media professionals keep up to date with the development of social media. Enactment of media regulation and Access to Information Bills There is need for immediate enactment of the Access to Information Bill which has stalled for a long time. Similarly, the media regulation Bill must be reconsidered to provide full guarantee of self or co-regulation to improve media ethics adherence.

Review of laws inimical to freedom of expression There is need for review of laws that continue to hinder the enjoyment of freedom of expression and other civil liberties as guaranteed by the Constitution.

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