

THE ROLE OF MEDIA

In National Transformation

FUELING IMPACT



Presented by Muwumuza Cathy

OBJECTIVES OF LECTURE



To understand the role
the media plays in
building or
breaking a nation



To learn how we
can contribute
indirectly to the
fourth estate

To know how
we can influence
what the
media disseminates



COMMUNICATION

Imparting or Exchanging of Information by Speaking, Writing, or Using Some Other Mediums.

MEDIA

The Means of Communication(Tools), as Radio and Television, Newspapers, Magazines, and the Internet, That Reach or Influence People Widely.

SOCIAL MEDIA

Refers to Web-Based Communication Tools That Enable People To Interact With Each Other by Both Sharing and Consuming Information.



MEDIA - PRINT & ELECTRONIC

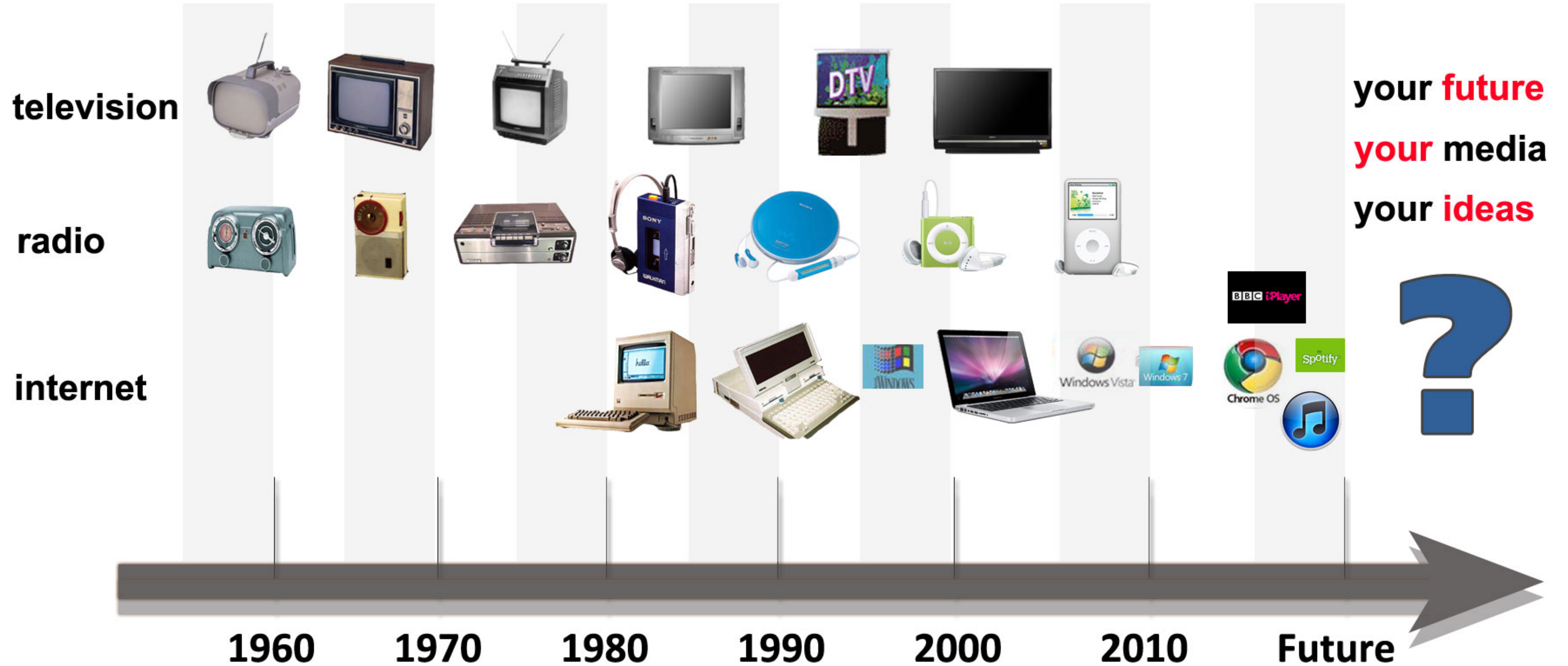


TYPES OF SOCIAL MEDIA

- **Social Networking Sites** (Facebook, Twitter, LinkedIn, Whatsapp)
- **Social Review Sites** (Yelp, Trip Advisor)
- **Image Sharing Sites** (Instagram, Snapchat, Pinterest)
- **Video Hosting Sites** (YouTube, Vimeo)
- **Blogs** (Tumblr, Personal blogs / websites)
- **Discussion Sites** (Reddit, Quora)
- **Economy Sites** (Airbnb, Couch Surfing)



EVOLUTION OF MEDIA



MOUNTAIN OF MEDIA

•The Mountain of Media in society - **Hittites**

•Deuteronomy 7 first mentions the nation of the Hittites

–Hittite comes from the root word

Heth: which denotes “fear” or “terror”

The Seven Mountain Prophecy, Pg 48, Para 2.

“**Bad news** is Satan’s specialty, and **twisting news is his delight...** He uses the media to create infighting and division at all levels of our society.”

THE MOUNTAIN OF MEDIA

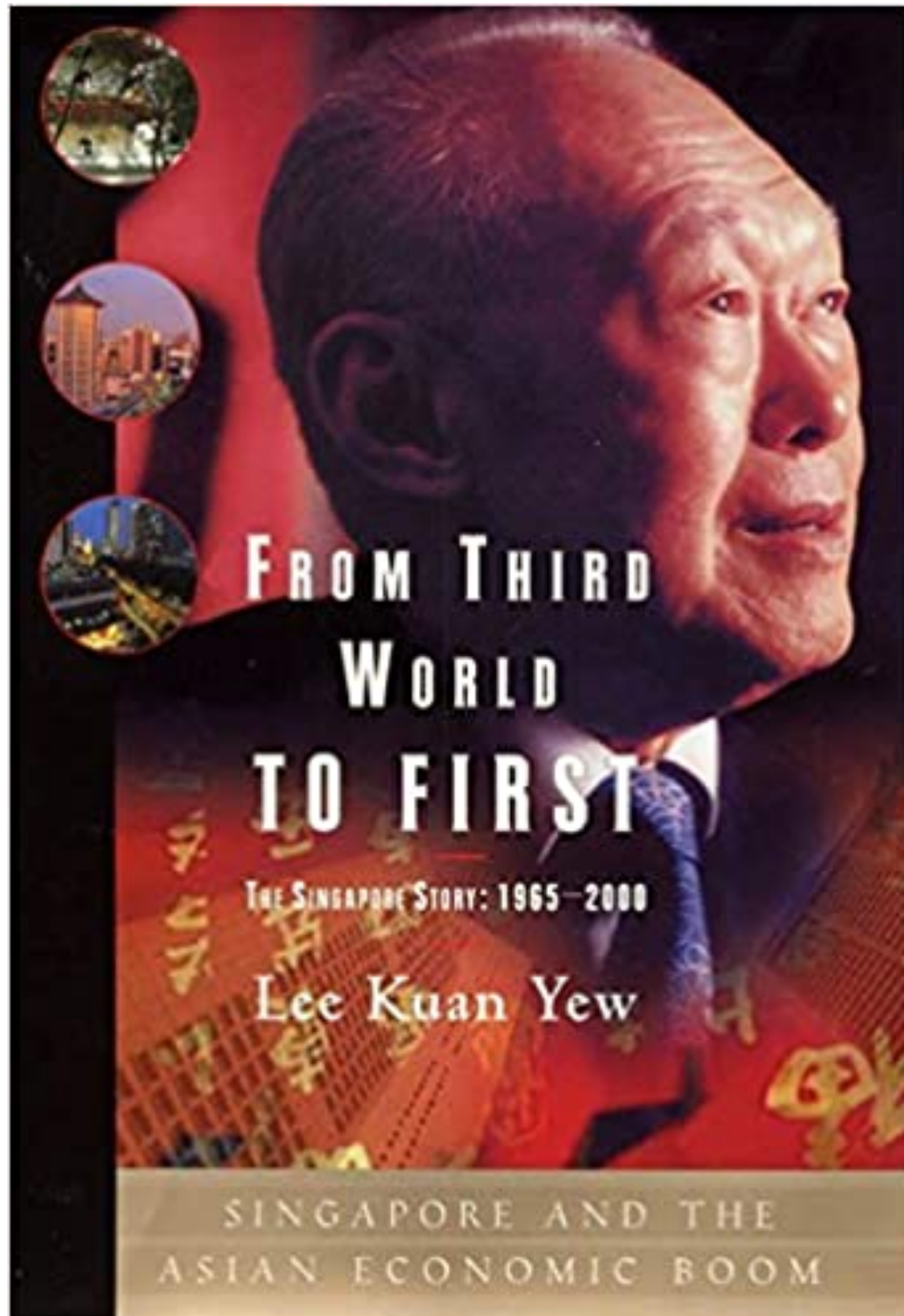
The Seven Mountain Prophecy

Pg. 51, Para2

“This passage (Phil. 4:8) should be the **guiding philosophy** for anyone who feels led to take on the mountain of media. This is who the Lord will help and promote. The airwaves are to be filled with **that which is true, that which is noble, that which is pure, that which is lovely, that which is of a good report, that which is of virtue, and that which is praiseworthy.**

That doesn't mean it's wrong to report on a disaster or on a negative turn of events, or even on human mistakes and corruption. It does mean, however, that instead of **endlessly replaying disaster, the positive response to negative news can be highlighted.**”

SINGAPORE: CASE STUDY



- What Role Did the Media Play in National Transformation?
- What Was the Leadership's Strategy?
- How Did They Implement It?
- What Were the Results?

FROM THIRD WORLD TO FIRST

Chapter 14, Page 190, 2nd Paragraph

“I stated my position on the role of the media in a new and young country like Singapore. I needed the media “to reinforce, not to undermine, the cultural values and social attitudes being inculcated in our schools and universities...”



Positive Effect of the Advances in Media

- * **Build Relationships** (Communicate with colleagues, friends & family)
- * **Education** (Teach, share insights, research)
- * **Advocacy** (Noble causes, awareness, mobilisation...)
- * **Information & Updates** (News, Official Communications...)
- * **Employment** (Social media marketing, branding...)
- * **Increased Creativity.**



SOCIAL MEDIA EXPLAINED WITH



I Like Coffee



Here is a collection of pictures & recipes of coffee drinks.



I am drinking #Coffee



Watch me as I drink coffee.



I am a Google employee who drinks coffee



Here is where I drink coffee. I come here a lot, I am the Mayor.



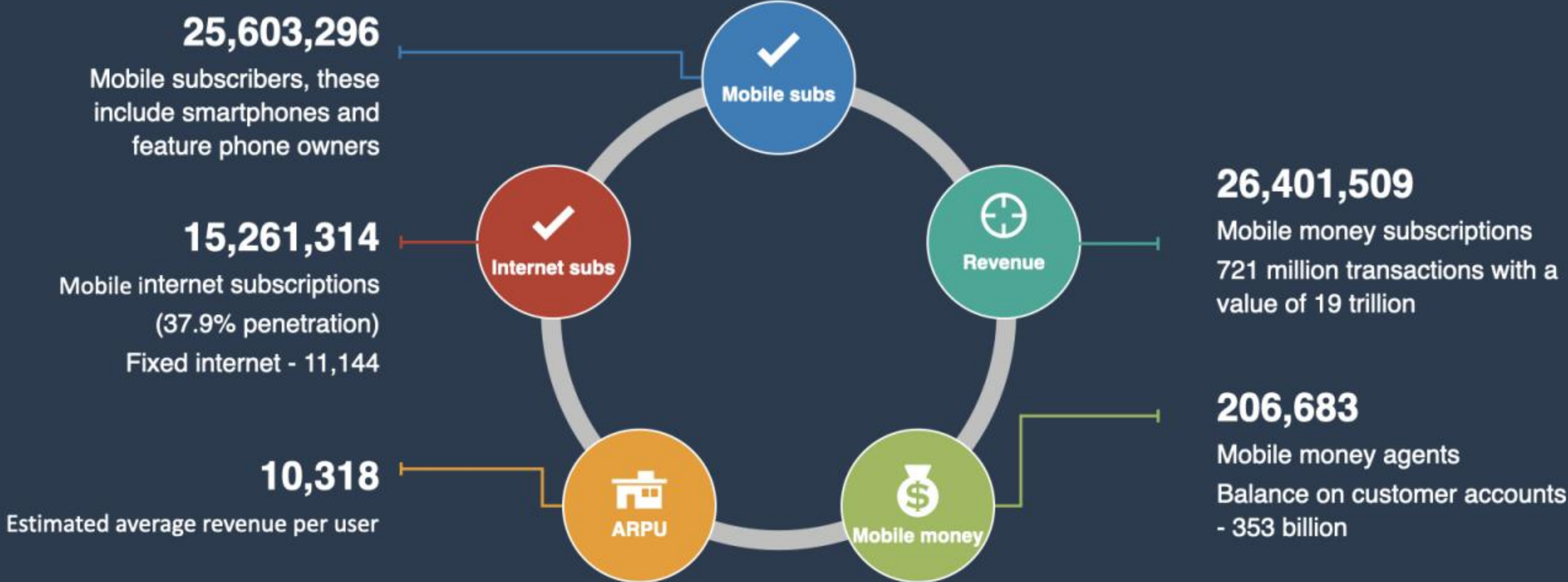
I am good at drinking coffee



Here is a vintage picture of me drinking coffee.

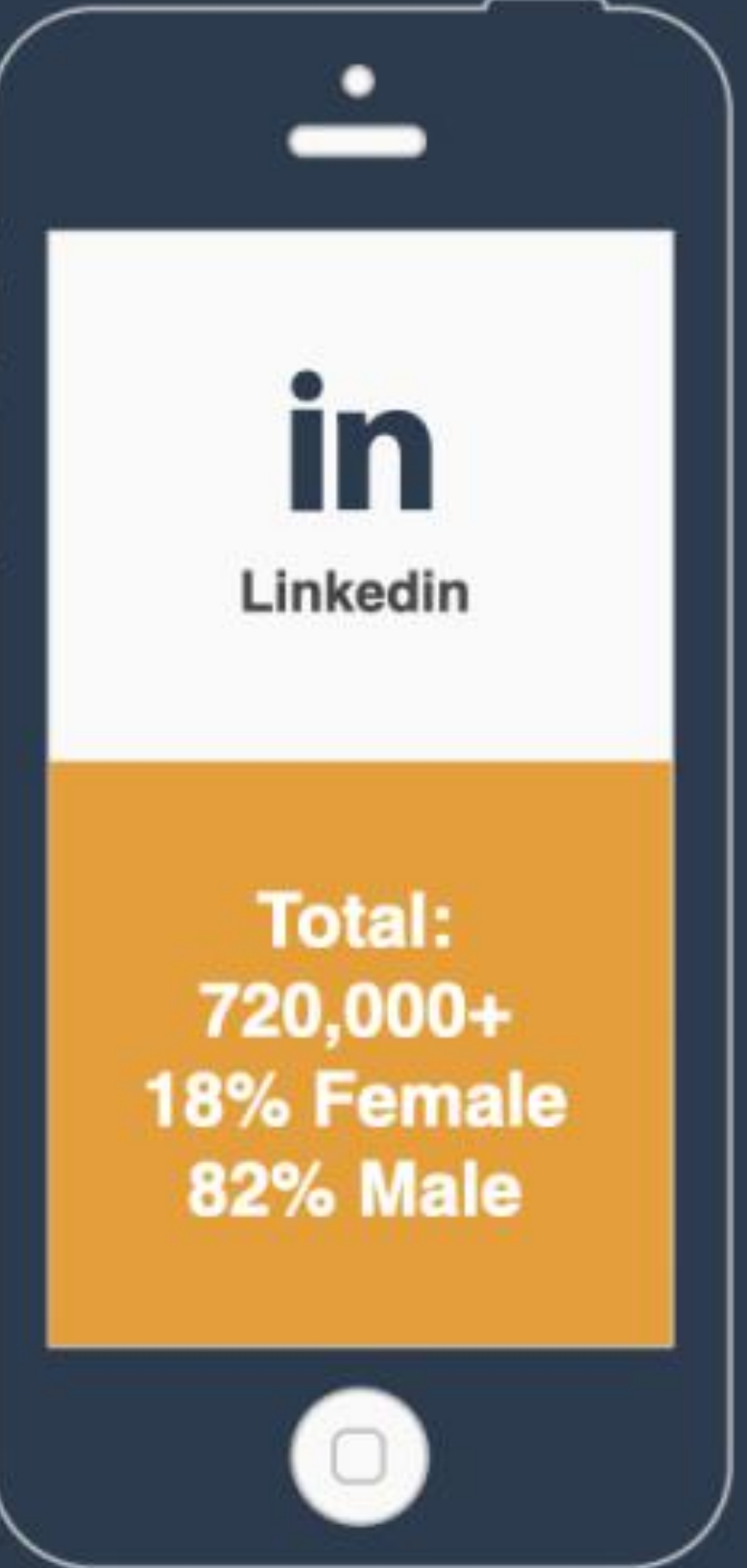
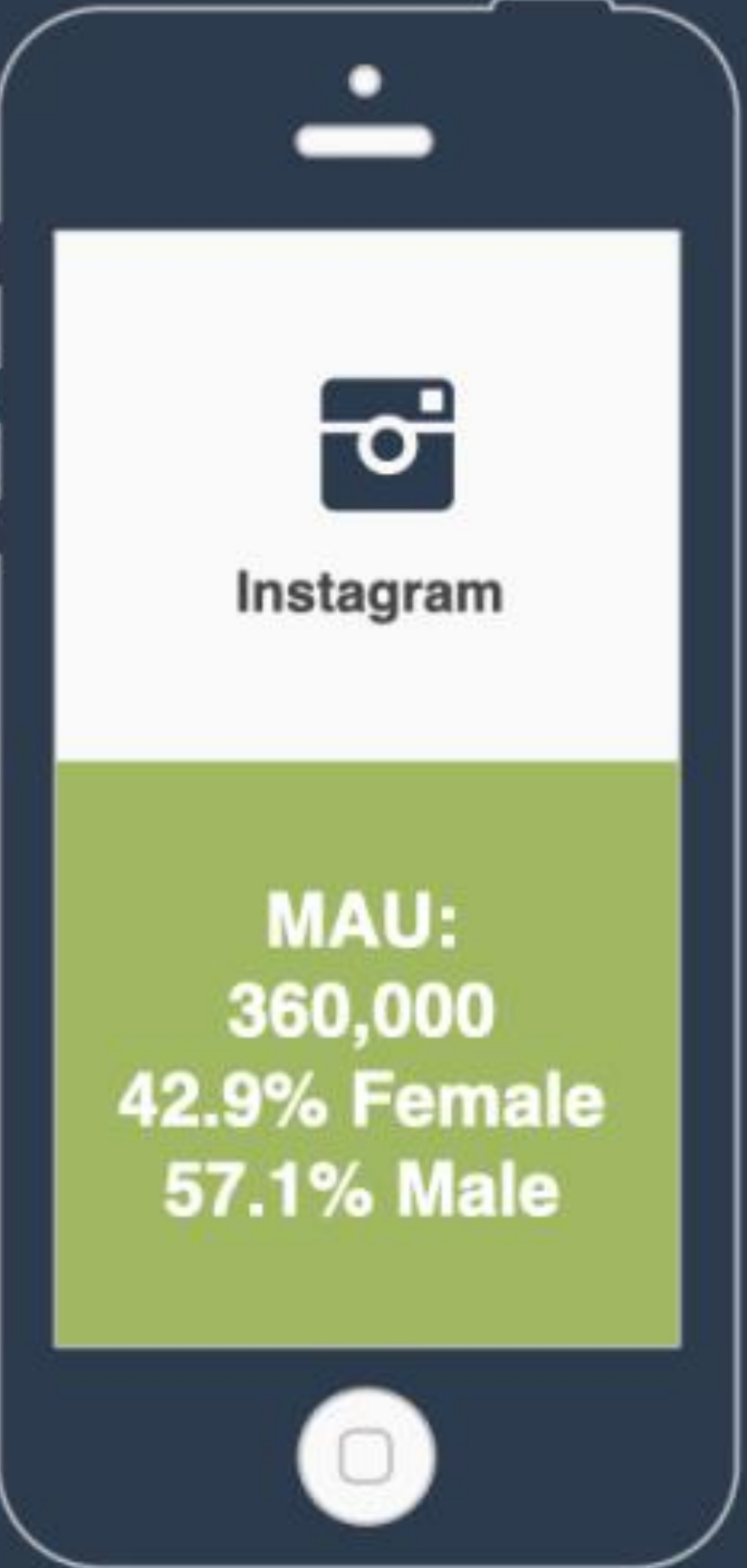
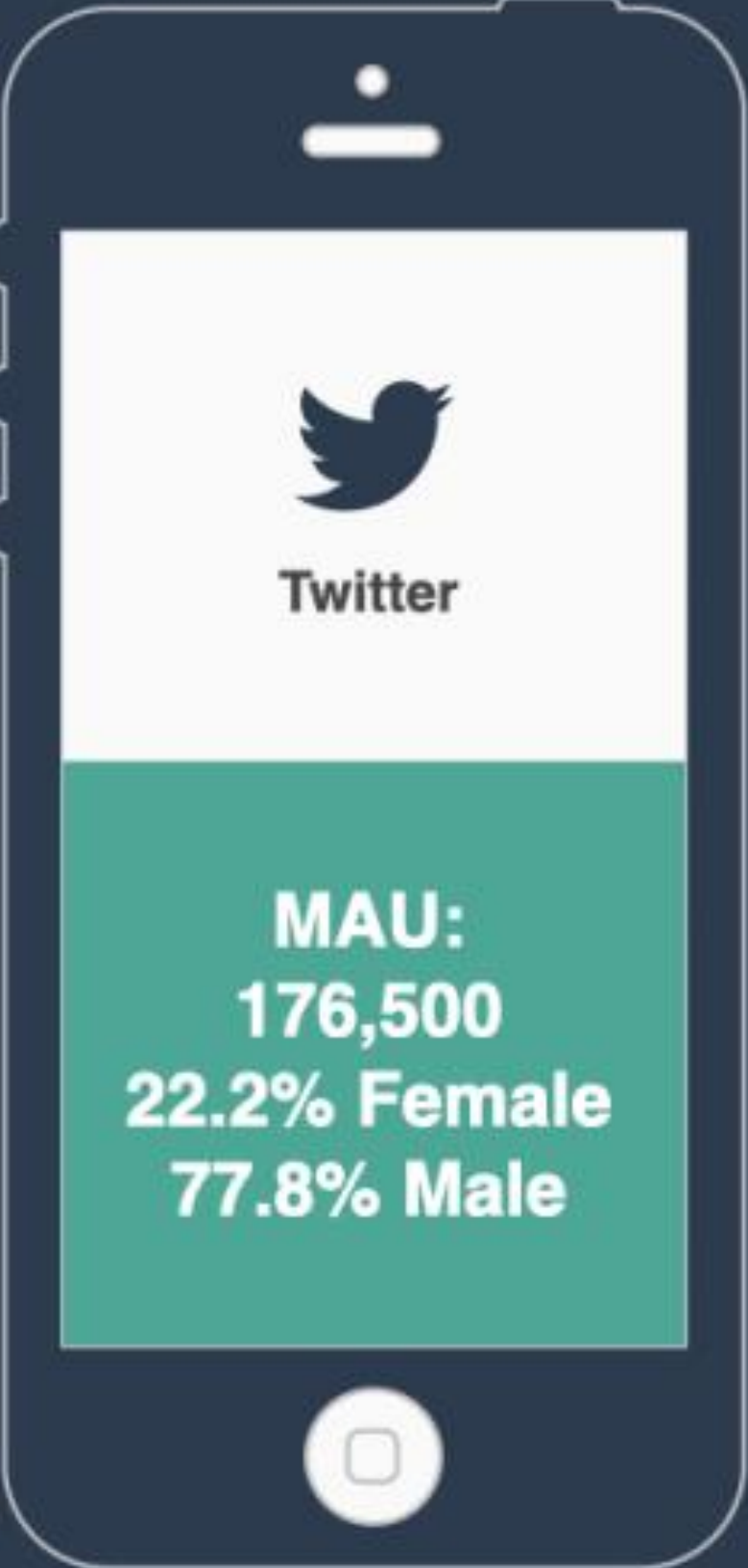
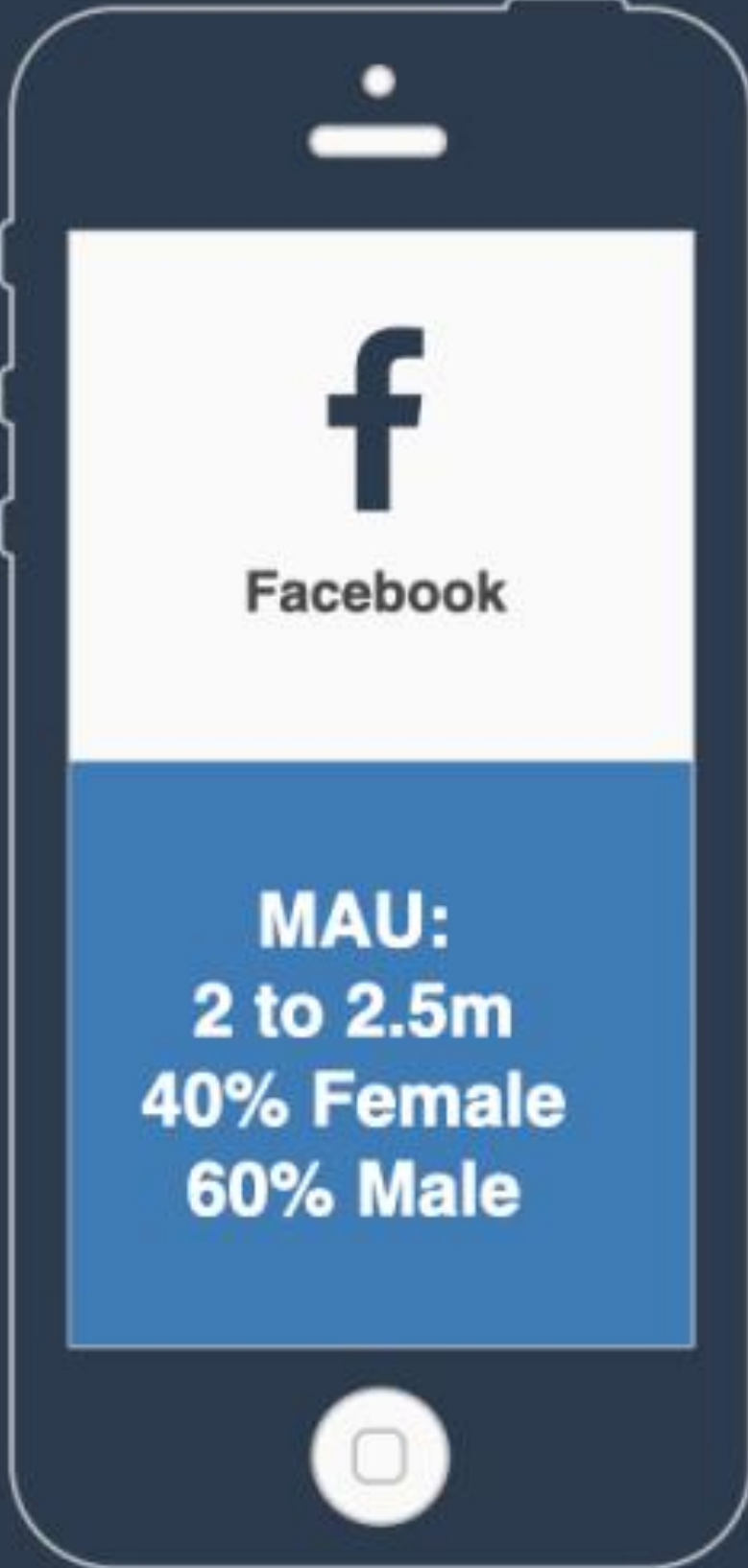
Mobile & Internet

Source: Uganda Communications Commission - Q3 2019



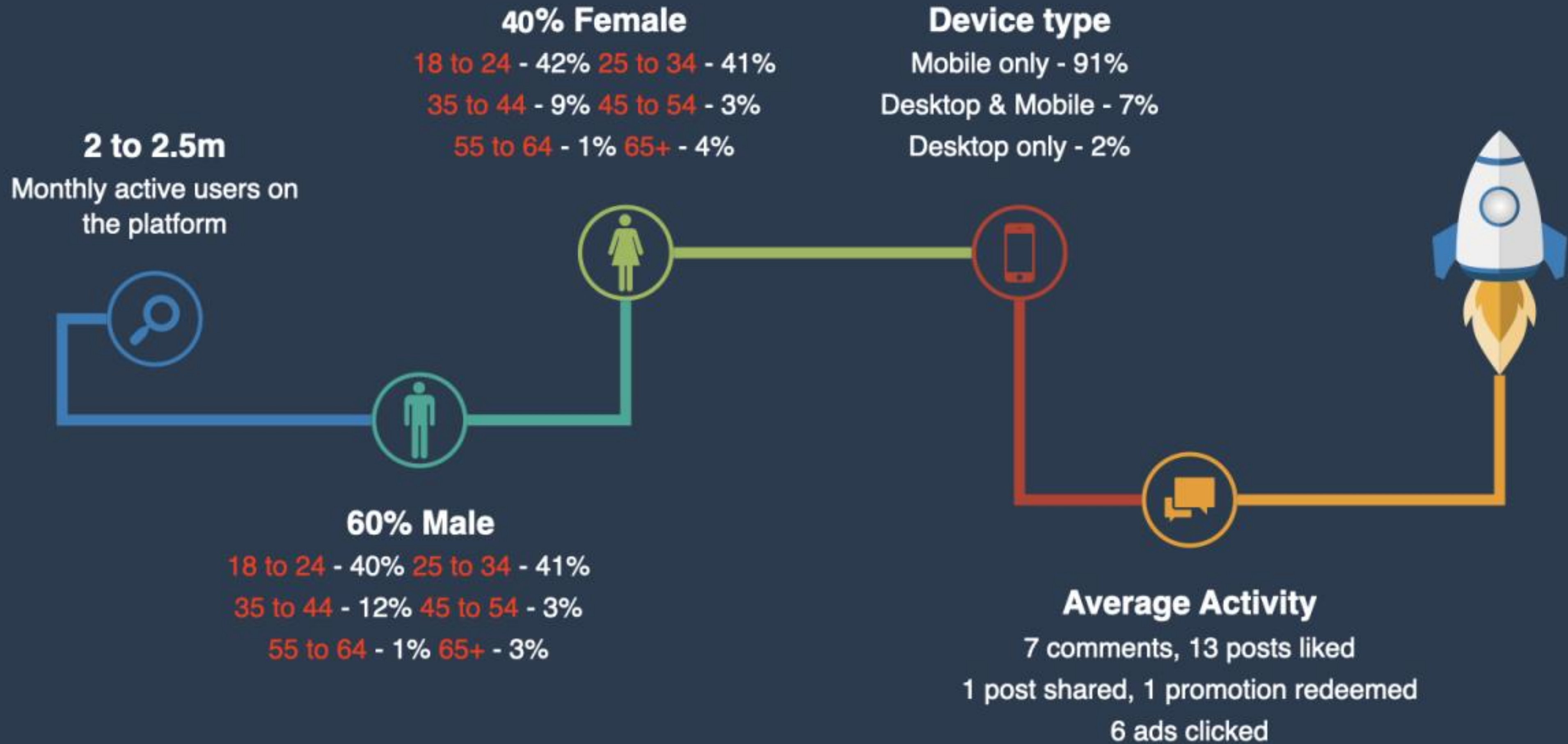
Social Media Channels

Source: Multiple



Facebook Data

Source: Audience Insights



LinkedIn Demographic Data

Source: LinkedIn Advertising

720,000+

Total LinkedIn accounts in Uganda across different professions

100,000+

Decision makers (Director, VP, CXO, Owner, Partner, Manager)

150,000+

5 or more years working experience

25-34

Most popular age group

18 to 24 - 150,000

25 to 34 - 500,000

35 to 54 - 60,000

55+ - 10,000

DEVELOPING A SOCIAL MEDIA STRATEGY

What do you want to communicate?
(Your Message)

Define Yourself/ Identify your area of expertise
(Personal Brand)

Define Your audience.
(Who?)

Choose a platform

Allocate resources
(time, money, etc)

How do you want to communicate?

SOCIAL MEDIA BASICS

- * **Have a consistent brand.**
- * **Engage with your audience.**
- * **Quality Beats Quantity.**
- * **Join Communities/Groups.**
- * **Be mindful of Copyrights.**
- * **If it's posted, it's public.**
- * **You don't have to be everywhere.**
- * **Connect virtually. Bond locally.**



THANK YOU

QUESTIONS?

