**THE CONTRIBUTION OF MEDIA IN THE PROMOTION OF FREEDOM OF EXPRESSION IN UGANDA: A CASE OF KAMPALA CENTRAL DIVISION**

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**Key Words**

**Freedom of expression:** This includes the freedom to hold, share and explore opinions and ideas. This includes the right for individuals to express their views through public protest and demonstration, and so this right is closely related to the right to peaceful assembly

**Freedom of peaceful assembly**:, freedom of expression and freedom of association are fundamental rights that form the foundations of democratic societies

**Introduction**

The study was about the contribution of media in the promotion of freedom of expression in Uganda, a case of Kampala Central Division.

Freedom of expression as a fundamental right is proclaimed in Article 19 of Universal Declaration of Human Rights (UDHR), whereby it includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media regardless of frontiers. This right has been limited by Art.29 of UDHR, although the UDHR does not directly create legal binding obligations on a State as such

**Study Objectives**

The study was guided by the following objectives that included to analyze the nature of freedom of expression in Kampala Central Division, to establish the influence of media in the promotion of freedom of expression in Kampala Central Division, and to identify the existing strategies for enhancing media in the promotion of freedom of expression in Kampala Central Division

**Methodology**

The research design used descriptive research design and data collection methods included documentary review, questionnaires and interview. The data collected were analyzed through Statistical Package of Social Science (SPSS). After giving an elaborate background and literature review, this largely qualitative obtained data from 63 respondents.

**Findings**

The study discovered that freedom of expression is accepted though there are some state interference with the flow and dissemination of information. The freedom of expression is seen in use of newspapers, social media, online TVs, online newspapers, and other necessary platforms. There is political participation from all gender groups and all sections of the population at both local and state levels. Various posts for elective politics exist in the Division’s local and parliamentary elections as well as presidential levels, running open campaigns and so on. The study found out that Uganda has ratified several international human rights instrument right from the 1948 Universal Declaration of Human Rights, and has domesticated than as well as making her own laws in respect to promotion of freedom of expression for example Articles 29 of the 1995 Constitution of Uganda stipulates that everyone has the right to freedom of expression. This right shall include freedom to hold opinions and to receive and impart information’s and ideas without interference by public authority and regardless of frontiers. in Uganda power belongs to the people, and the formation and establishment of the Uganda Human Rights Commission under Articles 51, 52 and 53 promotes the observance and enforcement of human rights, chief of which is the freedom of expression. Much as freedom of expression comes to the detriment of the hopes to keep people obliged to its mandate and realize only the fruitfulness of its agenda, the rise of democracy demands that all including opposition and non-state actors are allowed to freely express their views through the available media.

**Recommendations**

The study recommends that the government should allow non-violent political activism which is not a threat to national security but promotes democratic understanding in the area, both the local and state governments should ensure rightful democratic practices to safeguard their interests and those of the public through transparent, proportional and effective elections and allow for expression of democratic views and set minimum standards for political sanity through promotion of trustable regulations, laws and privacy protections, since when well run, have important consequences for freedom of expression in a democracy

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