

The Depiction of Covid-19 in Sensitization Songs by Local Artists in Uganda

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Abstract:

This study focused on exploring depiction of covid-19 in sensitization songs by local artists in Uganda. It investigated the contribution of popular artists in addressing issues of pandemics in Uganda with the aim of examining how local musicians in Uganda used their platforms to reflect and comment on the impact of the Covid-19 pandemic on society. This was done through analyzing a range of songs lyrics to investigate the key themes, narratives and emotions that emerged from these musical productions. The study utilized a qualitative content analysis which involved specifically extensive reading of the nine chosen lyrical texts. Data was analysed using qualitative textual analysis, grouping into relevant categories to match the research's set objectives. An extensive literature review provided an overview of the existing knowledge on the effects of Uganda-specific musical responses to the covid-19 pandemics. The content analysis identified recruitment themes, such as resilience, community support, fear and conveyed the experiences and sentiments of Ugandans during this challenging time. The study engaged the sociological literary theory and the three tenets including; reflection /literature reflects what happens in society; the artist is a teacher; and the functionalism which emphasizes that art should be for a particular function in society were focused on. The findings of this study contributed to the understanding of the depictions of the pandemic in popular literature provided insight into how Ugandans perceived and experienced this global crisis, as well as shed light on the social and cultural implications of the pandemic in the country. In conclusion, several local artists in Uganda recognized the seriousness of the covid-19 pandemic and used their music to convey this message. They emphasized the importance of preventive measures such social distance, wearing masks, and hygiene. This study recommends that a thorough study be conducted on the role of popular music in shaping public perceptions and attitudes towards the pandemic in Uganda and also on the socio-political dimensions of covid-19 messaging in Ugandan popular music.

Key Words: Depiction, Covid-19, Sensitization Songs, Local Artists

INTRODUCTION

Covid-19 inspired the creation and production of a lot of music which did a lot of things such as sensitisation, explaining the effects of the pandemic as well as predicting a covid-19 free future Uganda. Several studies too have been conducted both on the pandemic itself and also about music during the pandemics. Some of these studies include Pandemics and Their Effect on Tourism Industry (Yang Yang et al (2020), Effects of Covid-19 on Sustainable Development Goals (Kalterina et al, 2021), Covid-19 Effects on Pediatric Asthma Emergencies in 2020 by Kanyon, exposure to Covid-19 Pandemic Stress (Kujawa 2020), Counteracting The Effects of Covid-19 Pandemic on Renewable Energy (Qiangs et al 2021). Other reseachers such as Amanda E. Krause et al (2021) draw us to the situation of music during the time of the pandemic in the article (Music Listening Predicted Improved Life satisfaction in University Students during early stages of Covid-19); Esther M. Morgan-Ellis (2021) In a puzzle: Online Secred Harp Singing during Covid-19 pandemic, Leon R. de Bruin (2021)'s Instrumental Music Educators in a Covid Landscape: A Reassertation of Relationality and Connection in the Teaching Practice, AlbeltoCabedo-Mas (2021) and Uses and Perceptions of Music in the time of the Pandemic, Fabiana S. Ribeiro et al (2021) (Exploring Changes in Musical Behaviors of Caregivers and Children in Social Distancing During the COVID-19 Outbreak) et cetera invested their effort in documenting the discoveries and provided some practical implications for music therapists, educators, and researchers by shedding light on families' dynamics under unusual conditions on how music was helpful tool in helping caregivers and children cope with stressors during the COVID-19 outbreak. All these studies show the commendable

works on Covid-19 by different researchers. Despite all their contribution, the studies available capture one or two of the but not the three issues that this study set out to analyze which are the depictions of pandemics in Uganda's popular music, the effects of covid-19 as sung in songs as well as predicting the post covid-19 future.

PURPOSE OF THE STUDY

To explore the depiction of COVID-19 in sensitization songs by local artists in Uganda

THEORETICAL FRAMEWORK

This study was guided by the sociological literary theory to make sense of the data that has been collected from the detailed close reading of the selected popular art /songs chosen. Sociological literary theory, Segal suggests that any sociology of literature should not be confined to what are regarded as great works by the literary critics which he points out that it could be a barrier to the sociology of literature because it is quite after the case that a coherent world-view is presented by what are generally regarded as second-rate or downright bad writers. The sociology of music looks specifically at the connections and musical experiences tied to the person and the music itself. According to the sociological scholars, literature's existence is influenced by the social organization of the time. The artists observe and find connections between specific incidences, thoughts, forms, and the context in which they emerge. According to Alexander Kern, "thought is conditioned by society" (554). In light of this, it is difficult to appreciate literature without having a thorough understanding of the social institutions and 48 structure of the modern world. The sociology of literature also investigates how the creation and

consumption of literature relate to one another. Leenhardt asserts that "the term 'sociology of literature' covers two very different types of research, bearing on literature as a consumer product and literature as an essential component of social reality" (517). This proves that when literary work is being created, produced or sung, the principal stage in its creation is its dissemination or delivery through the networks of providers such as distributors, libraries and intended consumers. Therefore, sociology of literature among other things examines how an individual author interacts with the sociocultural situation of their time. Sociological theorists agree that there is an agreement that literature is a reflection of society in that literature does represent society both in its qualities and its blemishes. It does this in order to make society see its errors and make reparations, literature serves a corrective function by reflecting the social evils. In addition to that, it serves as a social projection of virtues or positive qualities for others to track. Overall, sociological literary theory provides a framework for understanding literature as a social and cultural artifact. It seeks to unveil the social messages, meanings, and functions embedded within literary texts, while also considering the broader social and historical contexts in which these texts emerge.

RESEARCH METHODOLOGY

The study employed phenomenology research design. Phenomenology research design is a qualitative research approach that seeks to understand and describe the universal essence of a phenomenon. The approach investigates the everyday experiences of human beings while suspending the researcher's preconceived assumptions about the phenomenon. This design was chosen because it allows individuals

to describe experiences as they are lived, examines the uniqueness of individual's lived situations and accepts that each person has his or her own reality. This study involved description of experiences of phenomenon; write experiences of phenomenon using audio and texts/lyrics. The researcher started by looking for the selected songs on Google U-Tube collection of videos and audios were downloaded and stored for use after getting a go ahead from the supervisors. The researcher then took time to find and study several musical pieces in text, videos as well as listened to audios that she downloaded using title review search on YouTube site/Google site. The researcher took notes on each of the songs selected before analyzing the social, linguistic, psychological, ritual, technical, historical, and musicological aspects were considered. The researcher went ahead to read other relevant literature like journal articles, text books, listened to interviews, newspaper articles on music, commentaries, blogs, among others to review what has been studied as regards the topic in question. These readings helped inform the researcher as well give a strong foundation for the study by detailing the literature review. After identification of the major gap, the researcher went ahead to venture into the various ways the gaps would be filled. The variable understudy A discourse analysis was done to allow the researcher to dissect words sung in detail. The study used textual analysis, the researcher read the song pieces and this helped to gather a series of experiences of Ugandan artists. Qualitative content analysis was used in which case, the researcher read the texts several times, coded the information and generated concepts from which the representations of modes of parenting and their effects were derived. The researcher processed data by transcribing audio pieces into written form.

Transcribing allowed the researcher to generally write down exacts word-for-word as they appeared in the recordings. Using a checklist, the researcher coded the collected data studied and developed it into notes that were needed to analyse several aspects that were found to be the missing gaps, reduce chances for errors as well as to ensure precision and consistency. Multidimensional analysis was done by combining social, linguistic, psychological and technical aspects of music. By using textual checklist, the researcher processed data in accordance with the specific objectives. Data was interpreted, discussed and conclusions drawn to verify whether the objectives were achieved.

RESULTS: ANALYSIS AND DISCUSSION

When the first case was announced in Uganda on the 20th of March 2020, most industries that were labeled non-essential were forced to go into lockdown. This meant that all workers who were labeled ‘non-essential’ including teachers, musicians, and local government workers, among others had to stay at home.

Several musicians sprang up for this cause in Uganda and decided that they would from their homes devise a means of sensitizing their fans, their listeners, the desolate and confused. Popular artists that include Bobi Wine and Nubian Li composed the first ever covid-19 alert song in Uganda. In this song, they awoke Ugandans who seemed to still be arguing about the existence that covid-19 was real and present in the country in a duet ‘Covid alert’. Several other artists also started producing songs in the comfort of their homes including A Pass featuring other artists with Corona, Emily Kikazi, Bebe Cool featuring other stars, Ykee Benda, King Saha, JoanitaKawalya, Spice Diana, Jackie Chandiru, Hakim and Dokey,

Dickens Ahabwe, Pastor Frank Kyeyune, Mathias Walukkaga, among many others. The artists used this medium as their contribution to the fight against the virulent disease. Especially when from listening to the song, listeners get tips on how to maintain proper hygiene, ChimaAzubuike (2020)

For the findings, discussions, and interpretation of this study, I based my study on three songs that I have categorized as ‘Sensitization songs’ from the many songs that were sung in Uganda to alert the masses about the surge of Covid-19 namely. These include Bobi Wine and Nubian Li’s Corona Virus alert song, Corona distance by Bebe cool featuring All-stars, and Twerinde Corona by Emily Kikazi. Popular music offered a new way of transmitting health messages to the public and made the understanding of the following of necessary procedures easier to grasp, educated as well as empowered the citizens. (Alexandra Mae Jones 2020). Additionally, songs can be used to encourage good habits that can avert medical situations. For instance, Pearl Jam's song "Just Breathe" encourages listeners to exercise and control their stress in order to prevent respiratory ailments. "Yeah, I'm a lucky man, to count on both hands the ones I love, some folks just have one, yeah, others they've got none," is one of the song's lyrics. (Genius, 2009). The message in these lyrics emphasized the value of one's health and the people in one's life.

The ‘Corona virus alert’ song was the very first song to be composed and sung about Covid-19 in Uganda by Robert SsentamuKyagulanyi whose stage name is Bobi Wine together with his colleague and crew member Nubian Li. Bobi Wine who is also known as the Ghetto president, is a political figure, a former member of parliament for Kyadondo County in

Wakiso, Uganda and the current flag bearer for the National Unity Platform (NUP), one of the political parties he leads as a presidential candidate in the 2021 elections in Uganda. Nubian Li is a stage name of Bukeni Ali, a Ugandan recording artist, song writer, producer and political activist for the National Unity Platform (NUP). His alliance with the ghetto president Bobi Wine is not new for they have belonged together in the Fire Base Crew where both begun as musicians before advancing to various levels. Nubian Li is also known as the Vice President of the Ghetto. The two are very popular singers; Bobi with over 75 songs in fifteen years and Nubian Li with about 25 songs.

Bobi and Li released their covid-19 song in late March 2020 a few days after the country had been forced to lock down after the invasion of the deadly pandemic. Being the very first song to be released in East Africa about the covid-19 pandemic, Bobi and Nubian Li's song attracted an interview for Bobi Wine on Aljazeera. During the interview, the rapper turned into politician Bobi Wine revealed that he was inspired by fear, responsibility and the panic he experienced in the country when Covid-19 was announced in the country especially after a realization that Ugandans had not taken the infection seriously.

Corona virus alert was basically a firm warning and a call to Ugandan citizens as well as the East African Region about a deadly pandemic and an echo of information about the preventive measures sung in a beautiful set chords and rhythm that Ugandans know well. The first lines of the song bring hope to the audiences by reassuring the population about the part each has to play in the prevention of the spread of the deadly scourge. This in a sense alerts every listener to carefully listen to how each one can play his or her

part in the fight against Covid-19 with a statement that he puts before the first chorus,

The bad news is that

Everyone is a potential victim

But the good news that

Everyone is a potential solution

Sensitize the masses to sanitize

Keep a social distance and quarantine....

'Corona distance' on the other hand was written by Moses Ssali whose stage name is Bebe Cool and he sung it featuring several other singers that he calls All Stars. In this song, he featured several Ugandan popular artists that he agreed with to launch a campaign about staying safe from covid-19. Bebe and the stars sing with emphasis that Covid-19 is real and is a killer while sensitizing the masses about keeping safe. Thus using this song, these popular artists use different tones and languages to urge Ugandan citizens and their loved ones to heed to the guidelines that the Ministry of Health had put that include staying at home, avoiding handshakes and hugging, respect quarantine, washing hands regularly among other standard Operating Procedures. They emphasized standard operating procedures both in tune and action, demonstrated social distance and use of masks, washing hands with soap and running water as well as echo the toll free number for reporting any suspected cases. In addition to that, the song emphasized the fact that there was no medicine for the deadly pandemic and this was evident by the way it had killed people in the western part of the world whose health systems were more developed. The warning messages were to all country men regardless of whether they were family, friends or enemies.

The third song 'Twerinde Corona' was written and sung by Emily Kikazi in collaboration with her 9-year-old daughter Murungi. The song started with a chorus by little Murungi whose lines basically restore hope to the hopeless and confused masses that the Corona Virus scourge can be beaten if all people worked towards that same goal. The song thereafter unleashes to the audience a brief history about the situation of covid-19 and how the former joke actually turned into a bitter reality. The duet went on to alert the citizens about the reality of Corona Virus and the fact that there was no way out other than paying attention and following the health standard guidelines as stated by the Ministry of Health. They also appreciated the government and all concerned stakeholder's effort to curb the deadly scourge, encouraged everyone to stay strong and work towards a better future and trust God to help them.

Songs are a crucial medium for discussing medical emergencies. Songs can spread life-saving information, such as Cardiopulmonary resuscitation (CPR) instruction, the importance of self-care, and the need for medical intervention. Additionally, individuals who are undergoing medical operations may find music therapy to be a helpful approach to lessen their pain and anxiety. Due to its effect as a universal language, music is employed as a means of communication during medical situations. Ugandan popular artists also use language to portray covid-19 in sensitization songs as illustrated in the following discussion.

To successfully explore these depictions, the sociological theory of literature which looks at how literary works reflect, support, or question social norms, values, and institutions in order to better understand how literature and society are related was

used. This theory places a strong emphasis on the social environment in which literature is created, read, and appreciated, as well as how it both shapes and is shaped by society. To analyse these songs, the researcher specifically focused on the depictions of Covid-19 in the three songs as sung in Uganda popular artists above.

To begin with, Covid -19 is depicted as a threat to mankind by popular artists. A threat could refer to any hazard or pitfall. In the sensitization songs, covid-19 is perceived as a threat to life, to mankind. In one song, the artist sings "the corona virus is sweeping over mankind", to indicate the depth of the dangers it comes with. They do this by using several devices and for this particular point, let's focus on the use of the rhyme. Rhyme refers to the correspondence of sound especially used in poetry verses. It is the repetition of sounds that are similar in a series of words or lines or an agreement in sounds between words and syllables. Kathy A. Perfect (1999) states that, "Rhyme creates playfulness and poignancy of words, the ability to hold us almost creative in its intensity, beauty or genius form." The use of rhyme not only makes the composition appealing, educative and emphasizes some points but also beautifies the listeners' senses by making the songs memorable without necessarily adding anything to the messages. Eddy Kenzo, a musician from Uganda, said that combining rhymes and music with COVID-19 messages has been successful in grabbing people's attention and encouraging behavior change. Kenzo claimed that "music is a powerful tool that can reach people in a way that other forms of communication cannot" in an interview with the BBC. People are more likely to remember and act when you add a memorable rhyme or melody to a message about COVID-19 (BBC, 2020).

Additionally, the usage of rhymes in COVID-19 songs has been successful in helping the songs' messages become more remembered and simpler to spread on social media platforms. "When you use rhymes in a song, it makes it easier to remember and share," says Ugandan music producer Daddy Andre. The message can be shared with friends and family by singing along (BBC, 2020).

The Ugandan popular artists interwove information about covid-19 and its prevention in the verse making it easy to even grasp by the youngest child. In Corona virus alert, Bobi and Li, the first verse that Bobi recites captures every listener with the magic of the rhyme when he starts with 'sensitize the masses to sanitize', the internal rhyme therein attracts the masses with beauty that the rhyme therein sounds with. Their use of rhyme goes on in many other verses for instance in the following;

LabirakuItale (see from Italy)

Abasingabafudde (most people have died)

Okubwewala, (to avoid it)

Kisingakookujjanjaba (is better than treating it)

With a rhyme, the artists create awareness about what is happening in Italy and thus turns around to sound a beautiful reminder about prevention.

Emily Kikazi and Murungi also use rhyme to emphasize that the disease is preventable and uses the same tool to highlight the standard measures which makes it easy for anyone who understands the Language she used to know what to do.

Nikibasika (it's possible)

kugyetantara (to avoid it (to mean covid-19))

twayoroba (if we obey)

tukeyonja (we keep hygiene)

Nikibasika (it's possible)

Okukibinga (to chase it)

Twayerinda (if we take care)

Tukeyonja (by practicing hygiene)

Bebe Cool with All stars also employ the same strategy in their 'Corona Distance' song and the rhyme is heard in every verse of the song. Each of the stars uses a terminal rhyme and this enables the audience to easily pick the lines and sing along thus message going straight to the heart. A case in point is Bebe himself when he sings;

Kino tekimanyiatayinaayina (this one doesn't know who doesn't have and who has)

Nkusaba baby tewegayalila (I ask you baby don't be careless with your life)

Soft spot tozitagatiga (don't touch the soft spots)

Engalonabisasabuniobasanitiser (wash your hands with soap or sanitizer)

These rhymes were used in sensitisation songs added frill to the listener's senses, making it pleasurable to listen to without necessarily adding anything to the health messages that were being talked about all over the world. According to Emmanouil C. Kyriazakos (2022), music is undeniably a vital part of people's daily lives and stands as a major factor in supporting education, passing on messages and influencing many sectors since ancient times. From his research on music and environment in Greece, he agreed with Greeks that the environment influence songs/music production and music has the power to sensitize and inspire listeners thus leading to adoption of appropriate behaviours, and actions related to sustainable development. Rhyme can be understood in terms of how it reflects prevailing cultural norms and expectations using Pierre Bourdieu's theory of cultural capital, and how it can be used to subvert the objectification of language. The idea of cultural

capital is that people in society have specific types of cultural expression and knowledge that can be exploited to advance social status and power. The use of rhyme in literature can be viewed as a sort of cultural capital that reflects the prevailing social norms and expectations.

Popular artists publicized covid-19 as an incurable disease. This implied that whoever got infected by it had slim or no chances of survival or possibilities of recovering from it. One of the tools they used to emphasize this fact is repetition in the sensitization songs that they had created. Repetition refers to the duplication or replication of a word, statement or phrase, clause or sentence in close proximity to each other in a piece of writing. Kyle Deguzman (2022). Repetition is a deliberate replication of sounds, syllabus, words, and phrases written in a piece of literature for the purpose of creating an intended effect. Sean Glatch (2002), defines repetition as a word or group of words put to use a multiple times in a sentence, line or paragraph according to the writers design and choice. It simply refers to the use of words or phrases several times in a sentence, line or text, for purposes of emphasizing an idea or emotion thus creating powerful effects when wielded correctly. In poetry and music, a word, words or phrase can be repeated to give clarity and emphasis hidden, deeper or rather unclear meanings in the text. Often a times, repetition may seem clear or straightforward but in some instances it's not because there are various ways in which it can be done with special notice of where it occurs. It may be used to arouse a reader or listener with the fact that things are not as hard and also to create rhythm so as to make a piece easy to memorize or remember.

Repetition in music has also been shown to improve memory, mood, and motivation, which can support the reinforcement of key messages and encourage behavior change, according to a study published in the journal *Frontiers in Psychology* (Schellenberg et al., 2020). Repetition in music might make lyrics more memorable and raise the chances that listeners would retain and spread the message to others. In addition, repetition can be utilized in songs about pandemics to highlight the importance of actions like hand washing, mask wearing, and social seclusion. For instance, the lyric "Stay at home, stay safe" is repeated numerous times in the chorus of the song "COVID-19" by Nigerian singer CobhamsAsuquo, highlighting how crucial it is to remain inside to stop the virus from spreading (Asuquo, 2020).

Repetition can be used to highlight or strengthen particular positions because when a word, phrase, or slogan is said multiple times, it becomes memorable and can easily be remembered. Repetition makes a word, line or statement outstanding and distinct thus aiding memory to recall and also tends to stick in the mind longer than things that are perceived as typical. Bobi Wine and Nubian Li's 'Corona virus alert' has repetition employed in several parts of the song for instance at the beginning statement, "... news is that everyone is a potential...". Clearly put, this first verse stress everyone's responsibility to stay safe as well safeguard his or her loved ones. The first verse of Bobi and Li's song about Covid-19 became the first wake up call to the audience to what the artist had to say in regard to potential victims and solutions. This repetition pours in a rhythm that flows adorably and thus easy to imitate. As if that wasn't enough, Bobi and Li continue to use repetition especially in the chorus which is sung multiple times.

The corona virus is sweeping over mankind
Everyone must be alert,
It's a global pandemic we can never take for granted,
Bulyomuyebelelemu (everybody must take care)

Repetition of the chorus here not only increased the spread of the information about the need for the populace to keep safe but also sent an awakening message to masses. This awakening done by using this strategy enabled even those who didn't know the languages that was used to put two and two together and finally get the meaning of the song. Bebe Cool and All stars in their 'Corona distance' not only repeated the chorus several times but also repeated the very first lines that he had started the song with that actually publicized an emergency number for reporting covid-19 cases to the authorities for response and support. This perceived as emphasis served as a reminder to the listener that the information needed to be acted upon as well as made the songs more enjoyable thus increasing the audience's grasp ability effects on listeners.

In the song 'Twerinde Corona' (let's avoid corona) Emily Kikazi and Murungi started their song with a chorus and sung it five times by the time it ends in both English and a translated version of Runyankore-Rukiga to emphasize the need to work together.

together as one, united
we will fight corona virus

This repetition became an important means of preserving songs major themes and details. Repeating the key words, choruses of songs and numbers as seen in the songs builds on an assumption that when someone heard or listened to a piece multiple times,

they believe it must to be true and thus act on it and in this regard, served as an emphasis that caused listeners to take serious precautions, take the advice given in order to stay safe.

Repetition is featured in several other ways namely anaphora and epistrophe. Epistrophe is the use of a word, words or phrases successively at the end of successive lines or verses. It is the repetition of the last words of two or more successive lines of a text or song. Epistrophe creates rhythm in a written piece while emphasizing the repeated phrase. It is also known as antistrophe or epiphora.

Ugandan popular artists use this technique for instance Bebe cool in the very first verse of corona distance sings

Yaddeemirembengalo(even though these generations use hands)

Nkusabatokwata mu ngaloalo (I request you not to touch anyone's hands)

Byannakutokuba mu ngalo (It's sad don't hit even the hands)

Kino ekilwaddekiyitta mu ngaloalo; (this disease is spread by hands)

In the verse part above, the singer emphasized that there was need to avoid the use of hands to greet, touch people's hands, hard as it may seem for those whose only way to show that they are greeting was to touch hands because the disease that needs to be avoided can be passed onto another using hands easily. He does not only stop at this but fills the song chorus with a phrase 'ssi mu bubi' to emphasize that the message he was giving was in good faith. We see

the use of this epiphora more in the verse of the same song by John Blaq and Fresh Daddy as follows;

Tutyametuwulilizebyebatokoba (Lets sit and listen to what they tell us)

Ab'ebyobulamubyebatokoba (what the health experts tell us)

Tunaabemungalobyebatokoba (Let's wash hands as they tell us)

Ni ssabuuni sanitizer byebatokoba (With soap and sanitizer as they tell us)

In this verse, the artists chose to repeat the words 'byebatokoba' a word in Lusoga language to emphasize paying attention to what the information that the public was being told to adhere to by the ministry of health and the world health organisation.

Fresh Daddy also employed it in his verse and he sung;

Covid-19 bulwaddebubinnyo(Covid-19 is a very bad disease)

Fresh Daddy mbasabamwekumenyo (Fresh Daddy I request you to protect yourself)

Mwewaleokutambulanokukungaanaennyo (avoid movements and gathering a lot)

Kino ky'ekirwaddeekiyinzaokutumalawoennyo (this disease can finish us)

Singatubeelatetwefuddekonnyo (if we don't take care)

With the epistrophic word 'nnyo' in Luganda which is translated as 'very much' in English, the artists stressed the graveness of the covid-19 pandemic and asked their audiences to pay very much attention, be

very careful as regarded attending social gatherings and other standard operating procedures (SOPs). From the above piece, the repetition created a dramatic and rhythmic effect that was more powerful. A new voice with a new epistrophe communicated differently and musically.

In covid alert, Bobi Wine also uses such a simple and effective epistrophe to emphasize symptoms of covid-19. The beautiful rhythm it created brought about enjoyment as well as communicated the urgency with which citizens needed to act so as to stay keep watch of these signs and symptoms.

Report anything like a symptom
Serious fever is a symptom
Dry cough is a symptom
Okwetsyamura is a symptom (Sneezing is a symptom)
Itching eyes and flue is a symptom

Further still, the popular artists depict covid-19 as a preventable infection. It is depicted as a habitual disease which can be prevented by discipline and personal hygiene. They sing it in their songs and spread the message by using another key device 'anaphora'. Anaphora refers to a deliberate repetition of words or phrases done at the beginning of the lines or phrases in a poetic verse, stanza or group of sentences. Its main aim is to evoke emotions, emphasize a point or to cause imagination amongst the audience. (Raymond Malewitz 2018). Anaphora has a strong effect on individual's memory by appealing to their emotions and or inspire them. It may be a single word or phrase that is repeated but its proper application can turn it into a powerful and persuasive technique when communicating. During sensitization of covid-19, popular artists emphasized certain ideas especially those that reminded people of

their responsibilities to stay alive, follow standard operating procedures among others. Bobi wine and Nubian Li begin their song with;

The bad news is that everyone is a potential victim but

The good news is that everyone is a potential solution

The use of 'The' as an anaphoric expression speaks about the definiteness of the situation at hand, the pandemic in this case. Being that he is sure, he uses the article 'the' to state it as Raymond Murphy (1999, 71) asserts. Article 'the' in the alert song assured citizens message of the dangers and the need to keep safe, 'the bad news and the good news'. The statement does not only stir up individual emotions and make the rhythm flow for the pleasure of those that enjoy music but also made it easy for the audiences to memorise the messages and use them to inspire, convince, challenge and appeal to the listeners to adjust their behavior in order to survive the pandemic

In the song 'corona distance' by Bebe and all stars when one Azawi sings;

Keep your hands neat all the time

Keep a distance everybody

Keep your hands neat all the time

Ultimately, the anaphora phrases used above were meant to put emphasis on the the basic principles of populace's actions as regards covid-19 prevention . The anaphoric words or phrases highlighted the definiteness of the dangers and thus were bases for the actions expected of the audiences during the sensitization of covid-19.

The popular artists employ anaphora to also highlight important themes or ideas in a song, increasing their influence on their audience as well as memorability. This helped the artists to promote messages of hope and perseverance during times of crisis or uncertainty. It also helped foster unity and togetherness among listeners when they repeat specific phrases or ideas.

Ugandan popular artists depicted covid-19 as a monster in the songs that they sung to sensitise their countrymen. A monster is defined as a 'culturally constructed embodiment of fear, anxiety, often of something unknown or unfamiliar that is projected into an animal or creature. (Asma, Stephen 2009). To show these monstrous effects, Ugandan popular artists used strong diction in their sensitization songs to create an effect on the population. Diction refers to the choice of words that a writer purposes to use in writing. The artist may choose one word instead of another even though they have similar meanings in a song, story or poem. Songs and poetry's tone, meaning, and impact are all significantly influenced by diction, or the words that are chosen and used. Abrams M.H., defines diction as "the use of words in a literary work," and claims that it is a crucial aspect of style that affects a piece of writing's overall impact (Abrams, M.H 2015, p. 59).

The word choices that writers make always have an upper hand in determining the interpretation of written texts. Using well-chosen words and phrases to express meaning and emotion is a crucial part of poetry and songwriting's use of diction. Eliot T.S., states that "the poet's business is to find words which will express his meaning and at the same time preserve the shape of his thought" (Eliot T.S 1965, p. 39). Poets and musicians can evoke strong pictures

and complicated emotions in ways that are both memorable and impactful by using clear and evocative language.

Artists choose to use particular words and phrases depending on the outcome they hope or want to achieve or the way they want to influence their audiences with their works. Diction can be categorized as formal, informal, abstract, concrete, poetic, slang, colloquial, pedantic, among other forms. Thus the choice is always dependent on the target audience and the effects the author plans to achieve from his or her pieces. Through word choice therefore, artists can effectively determine the style, mood, tone and characterization in a piece of writing. (Matt Ellis, 2022). Diction allowed the popular artists to communicate with tones that show refinement and distinction. The vocabulary used can create character representations, by use of words that express the particular values, ideas and attitude that the person has thus creating a character in his or her full appearance as well as state of mind of the reader or listener.

Diction can also be defined as the linguistic choices that writers make in their writing to convey messages, points of view, and stories in a way that will affect their audiences. Diction not only refers to the vocabulary that the writer chooses and writes but also the artistic arrangements of their work which in most cases determines the clarity, accuracy, and effect of written or spoken communication. It can vary in formality, tone, register, and style. Strunk, E.B., and White, W. state that, for instance, that "vigorous writing is concise" in their 2000 book "The Elements of Style." For the same reason that a picture should not have extraneous lines and a machine, a

sentence should not have extra words, and a paragraph should not have extra sentences.

A close examination of Bobi and Li's corona Virus alert, revealed that artists used strong diction to attract the attention of the population of Uganda. At the beginning of the song for example, the rapper-turned-politician recites the statement that expressed both the good and the bad news to the population. Whereas this was supposed to rouse every individual to their roles, the words caused a stir amongst the masses, instilled fear and panic to the citizens that aroused their interests to listen to any possible solution. These artists' choice of words made the audience alert by sounding strong warning to all citizens and urged them to safeguard their lives as well as their loved ones. Bobi and Li achieved this mission, succeeded in causing fear amongst the Ugandans as well as all the rest of his audience elsewhere out of their comfort zone using particular diction. This is also true because he revealed in an interview on Aljazeera that his inspiration to write this song was the laxity that Ugandans had had towards the deadly pandemic. Using their song, the duet therefore depicted the deadliness of the disease as well as used the same platform to sensitize masses about the life threat that covid-19 was to humanity.

In terms of management and effects of Covid-19 on individuals, families, and communities as well as the country, Bobi and Li musicalized all the messages that the health teams of the health task forces had said thus challenging everyone to pay attention and respond appropriately. The use of such diction stimulated the minds of people, causing the listener to gauge the gravity and or urgency with which to act in response to the required measures in order to safeguard their lives.

In the same manner, Bebe cool's song in which he featured all Stars sing, "all over the world people are dying/we are terrified hhhmm/katugilatukolelaewakakitabuseeeeh/" (Let's be working from our homes). Other words which threatened the audience include everyone is a potential victim, all over the world people are dying, "Kikumikinaana" (180) to imply that the spread of the virus was at a very high speed, waliwoekilwaddekikanywamusayi etc. The words and phrases above do not give anyone hope of survival but rather calls on citizens to do or die. The words of the popular artists influenced the style of communication which appealed to the public like it was the last resort to survival. The artists in the same song agree in their various compositions and presentations about the graveness of the corona virus infection with support in each one's voice and choice language. One of the artists labelled 'not taking care against Covid-19' as being hypocritical and treasonous. This care involved such as observing the set Standard Operating Procedures which they list including washing hands, sanitizing, staying at home, wearing facemasks which increase the chances of acquiring the disease as well as increasing chances of infecting one another. The message just like expressed by the popular artists leaves listeners no choice but to run as fast as they can for their safety. Smith, J. (2002) writes that the speaker's diction, including word choice and pronunciation, can significantly affect the audience's perception and understanding of the speech. This scores with the sociological theory on an understanding of human action as dramatic in form and, consequently, as open to analysis in the same framework as literary work. Burke, K. (1964) relates dramatism to motivation to imply that people are motivated to behave the way

they do because of what they experience or in response to particular situations. The Sociological theory acknowledges that power relationships can influence language for instance in literature, diction can be used to illustrate character power and influence on the audience.

Bourdieu's theory of linguistic capital argues that language is a form of capital that can be used to gain social status and power. In literature, diction can be seen as a way of accessing and using linguistic capital to reinforce social and cultural norms. Michel Foucault states that language is utilized in society to uphold and strengthen power structures. It is possible to think of diction in literature as a means to use language to support these power dynamics.

They also depicted covid-19 as a destroyer. It is labelled a demolisher of life for every human being. This depiction obviously causes panic among the citizens thus causing each individual to pay heed to any advice as regards safety. To effectively influence the audience, the popular artists use hyperbole. According to Oxford English Dictionary, "Hyperbole is defined as exaggerated statements or claims or claims not meant to be taken literally." Hyperbole is a rhetorical and literary technique where an author or speaker intentionally uses exaggeration and overstatement for emphasis and effect. The word hyperbole is derived from the Greek word 'hyperbole' meaning "to throw above." Hyperbole is a common literary device mostly used in storytelling and common figures of speech. To exaggerate means to you show or indicate that something is more or worse or more important than it really is. Therefore, exaggeration is use of language to over-emphasise an idea to make it worse or better depending on the writer's intention of writing. Jane Barowsky (2021),

exaggeration is the alteration or distortion of notions, models and ideas by the writer to create an effect in the reader or audience. It can over or under rate ideas by use of elements of writing such as drama, falsifies a point for instance by eliminating some important characteristic of an organism or character. It can be used by all writers of prose, poetry, journals, magazines, among others depending on their choice writing styles though it's common in fiction and non-fictional writings to create emphasis or flair in literary works.

Bebe Cool, in the very first stanza of the song he sings with a hyperbole that he uses to emphasize the severity of Covid-19 and cause a more effective response in the listener with his first sung line, "Waliwoekilwaddekikanywamusayi" (there is blood sucking disease) to create more vivid images in the mind of the reader than literal comparisons. Bobi and Li's part of the chorus exaggerates with the statement "sweeping over mankind", to create strong feelings in the mind of the listener by comparing Covid-19 to a broom sweeping mankind from the face of the earth. This also helps summarise the danger associated with the infection in a rather summarized way rather than use several lines or stanzas, they used a line or phrase to take the message home. In both songs, the popular musicians create and express fear for the new infection associated with the corona virus and form a clearer image of Covid-19 in their minds. Their use of this device agrees with Ludwig W. Kahn's argument which asserts that literature should exercise great influence on man's behaviour and outlook. With the aid of the sociological theorists therefore, literature serves to reinforce or upsets a social system and turns imagination to what was desirable in the mind of the writer. According to Ludwig W. Kahn, literature educates, amuses, calms seditious minds,

diverts discontent, propagates certain beliefs and discredits others. It has not only a social application; but it's very origin is frequently to be found in social needs. It is dependent on the facts of life and its writers' use techniques to build the story, to keep the readers' attention, to make a character stand out and to convey problems.

Ugandan musicians portray covid-19 as a snitch, fast acting blood-sucking disease. It is also referred to as a hard-hearted killer. This implication of the covid-19 infection sounds an alarm gong to the population and thus causing every citizen to act quickly towards finding safety from the deadly infection. To successfully show this, the popular artists use figurative language. Figurative language is language that uses words or idioms with a deeper meaning than what they initially appear to mean. In order to achieve a particular effect or elicit a particular reaction from the reader or listener, this kind of language is used. Figurative language, according to Bhatia and Rich, is "a creative use of language that goes beyond the literal meaning of words to express ideas or concepts in a fresh and imaginative way" (Bhatia & Rich, 2018, p. 19).

Metaphors, similes, personification, hyperbole, symbolism, and other literary devices are just a few examples of literary devices that fall under the category of figurative language. These strategies are employed by authors and speakers to give their work depth and complexity, which increases the audience's attention and engagement

Figurative language refers to the use of words in a way that deviates from the straight meanings so as to convey complex meanings. It's a way of adding flavor to ones written work using words beyond their literal meanings with the intention to engage the

audience, provoke and emotional responses and create a more focused message. Most writers and poets use this figurative language to build imagery and make the words more powerful. Figures of speech include strategies such as idioms (word(s) or phrase that are unique to a language, used to give different meanings from their original meanings), hyperbole (the use of exaggeration is to create an effect or something that cannot happen in real life or an deliberate exaggeration that serves to extend and expand the meaning of what you are intending to say); oxymoron (which is combining different concepts that have opposite meanings that emphasize the intended messages); synecdoche (which is a figure of speech in which the whole or a part is used to symbolize the other. (Scott, 2011); "In a synecdoche, a part of something is used to represent the whole thing, or vice versa." 2016 (Lunsford et al.) or a common literary trick that uses a part to represent the total to produce a striking and unforgettable image. (Bryan, 2010)', symbolism (onomatopoeia (which can be defined as a figure of speech in which the sound of a word or phrase imitates its real sense of meaning or words mimic the sounds that they make, personification (in which a writer tactfully offers human qualities to non-human characters such as objects, animals etc. as a way to extend imagery and paint richer pictures for their audiences. Personification as a device helps introduce emotions and empathy into a scene; this comparison can be used to strengthen the picture the writer is trying to make in order to leave a lasting impression on the audience. It is used to describe objects that aren't really true literally as a way to explain an idea and or make comparisons or symbols real thus adding colour to the language they use; a simile which compares things, characters or situations; allusion

which is used to bring out several meanings and make the language more attractive and conciliatory. All these figures enable a writer or author to demonstrate fluency in a particular language, create effective communication as well as cause listeners or audience to experience different levels of imagination.

Figurative language helps listeners be emotionally affected and more connected to the song's theme. Giora (2010) claimed that figurative language "contributes to the emotional impact of a message by enhancing its affective or aesthetic qualities", enhance understanding of complicated concepts, as well as relate them to more tangible ideas to create understanding. Metaphors, in the words of Dancygier and Vandelanotte (2018), "help people understand abstract concepts by relating them to something more concrete." It can also enhance the songwriting process with creativity and artistry, making the song more memorable and entertaining for the listener. Metaphors and other figurative language, according to Lakoff and Johnson (1980), "can be used to create new ways of thinking, new modes of experience, and new forms of artistic expression." For this particular study, the three songs that are used in this study used it.

Ugandan popular artists employed several figures of speech such as symbolism in their songs to cause the effect of the graveness of the pandemic. Symbolism is a technique used to add depth and significance to a story or poem by representing abstract ideas or concepts with tangible things, characters, or activities. It is a potent instrument utilized in a variety of artistic, literary, and communication mediums to communicate deeper meanings and messages.

In the sensitization songs, Covid-19 is likened to a broom that's is sweeping over mankind in one song, to a weapon of mass destruction, to death, the enemy approaching in Bobi and Li's corona virus alert. These symbol of the broom gives an emotional resonance to the cause of the songs and a long lasting impression of the messages to the listeners or consumers of the songs. The artists use symbolism in the song to added a visual element of the complexity of the pandemic, imagining an enemy attack or approach one's home, or a broom that is sweeping mankind uncontrollably, or a weapon of mass destruction definitely caused the listeners to stir, pay attention and that enabled them to pay attention to the rest of the messages which stipulated ways for counterattack or defense against such an approach. Bebe cool in the very first verse of the song refers to Covid-19 as a blood sucking disease, whose appearance the listeners could imagine as a long beaked monster which when it gets a person, they have less choices but mainly to sit in one place or lie down and helplessly watch this evil suck the victim's blood to death. The use of such an expression not only causes several wild imaginations of the covid-19 infection but also awakens the audience into action against every sited way to avoid this 'blood sucker'. It was noted that with effects created in the mind of listeners, when the first lockdown was announced, every Ugandan was keen and observed the set standard operating procedures (SOPs), reported faithfully to the authorities when their relatives were not feeling well as a measure towards remaining safe from the infection. The symbols the artists use are very few but create such powerful effects on the people.

Sociologist Burke. K., (1969), makes a case that language is basic symbol and that symbols are

essential to our ability to communicate and comprehend the world. Burke states that symbols serve as "the basic ingredients of human thought" and are utilized to communicate meaning by connecting one item to another. He contends that symbols are founded on our common experiences and cultural context rather than being chosen at random. In other words, meanings of symbols are derived from their social and historical context.

This therefore shows that an understanding of language is a form of action. The assertion here is that the modes of symbolizing experience are a central part of human behavior. Symbolic representations constitute the ways in which experience is made possible, and different forms of symbolic usage create different experiences. Action responds to meanings of situations, and those meanings are reflections of the language frames we use.

In 'Twerinde Corona, Emily Kikazi together with her nine-year-old daughter also use these symbols. She personifies the covid-19 pandemic. In the first stanza, she sung about covid-19 being 'a wide-eyed hunter' who is looking for an opportunity to consume as many lives as possible. This usage of hunting expressions alerts the audience to the fact that the disease is on a pursuit of something; on a mission to consume and destroy the human race. In 'Corona Distance' Bebe Cool sings that the disease is driving at a speed of 180km per hour, a human action which he uses to express the pace at which the infection was spreading. Personifying this disease works wonders as regards warning people especially all those with knowledge of vehicles and acceptable driving speed for one could imagine the severity and dangers of such speed even to the rest of road users whether they

were being careful or not. With such an expression, the audience is threatened and advised to hide as far as possible, quarantine themselves, work from home, avoid people and gatherings, wash hands regularly which actions actually reduced several other diseases infection rates as well. According to the sociological theory, symbols can be employed to represent intangible ideas and have cultural importance and therefore are frequently employed in literature to depict social systems or ideologies. It places a strong emphasis on the value of socialization and the ways in which social context shapes people.

Agreeing with sociological theory, metaphors are employed to communicate abstract ideas and concepts. Metaphors can be used in literature to analyze the social structures and power relationships that influence people's lives. (Butler, 2016).

Ugandan artists portray Covid-19 as a preventable disease with a very high transmission rate due to its nature as an air borne infection. This portrayal was unique and important in a way that it projects a ray of light at the end of the tunnel. The portrayal of this infection as preventable in the sensitisation songs gives hope and optimism to the masses to expect better at the end of this struggle. The deployment of this 'lighter' language causes the citizens to halt their movements and pay attention to the campaign of prevention that includes adherence to the SOPs such as staying at home, washing hands regularly among others. They successfully execute this using carefully selected word painting, words simply put and sung in their songs as well as alliteration. Word painting is a musical technique with which music composed reflects the song's correct meaning or its story elements. With this device, the song or music created somehow imitates the motions or actions as

written. "Word painting is the musical embodiment or representation of specific verbal images" (Taruskin, 2010, p. 3). In other terms, it is a technique where a word or phrase in a song or composition is depicted or illustrated through music.

Word painting is "the use of musical gestures to create sonic images that amplify or illustrate the meaning of a text" (McClary, 2000, p. 52), According to this concept, the creation of auditory pictures that support the meaning of the lyrics is a function of musical gestures like melodic contour, rhythm, and dynamics.

This definition emphasizes the importance of matching the music to the meaning of the text in order to create a stronger emotional impact therefore, a close look at these sensitization songs shows that the texts or lyrics describe exactly what the songs are about, and also matches actions with lyrics. These can be seen from the phrases of warning that they make for the songs correspond to the feelings they have to show that the pandemic is beatable only with adherence to discipline and hygiene habits, expressing fear, confusion, and uncertainty and later. The words concentrate on addressing the audience about the fact that Covid-19 was a discipline subject and thus possible to beat it by simply being alert on the preventive measures in order to overcome it. The popular musicians in their songs make it a point to re-echo the basic standard operating procedures that could be practiced to avoid contamination or infection. This strategy turns out successful because all musicians without prejudice expressed the same message as the WHO, the Ministry of Health, as well as politicians spread one global concern. It becomes a public issue and so even though the world later locked down, the message across to fans, audience

remained the same that's to say ensure observance of the Standard Operating Procedures, advising every individual take up the role to care and also ensure that those around him or her took heed the messages about the standard operating procedures (SOPs) seriously. These include washing hands regularly, sanitizing, and keeping social distance, staying and working at home, wearing face masks that are evident in each of the sensitization songs.

The use of word painting in songs during pandemics helped in the inclusion of phrases that restore hope in sensitization songs can assist well-known singers in achieving a number of crucial objectives. With these, popular musicians managed to without much opposition pay attention, encourage and inspire their audiences during trying times by sharing themes of optimism, resiliency, and positivism. Sociological theory recognizes the significance of sensory experiences and how they affect how people see their surroundings and are employed in literature to investigate the emotional effects of societal institutions on characters and to induce sensory experiences. (Krasner, 2014). Sociological literary analysis can also make use of Bourdieu's notion of "habitus," which is the collection of attitudes and routines that influence a person's perspective on the world. More so, it highlights the value of interpersonal relationships and communication in which social interactions resemble theatrical productions where participants take on various roles and manipulate various "props" to establish and preserve their social identities.

More to that, Ugandan musicians use alliteration to demonstrate that Covid-19 was preventable an infection. Alliteration, is the repeated use of an initial sound in words that are close to one another.

(Krammer, L. 2023). Alliteration is explained as the repetition of similar sounds at the beginning of a line, sentence, or string with the intention of creating audible pulses that may give a piece of writing a calming, lyrical, and/or emotive effect (Budde, T. 2023). Alliteration is the usage of specific sounds in words that follow one another. When these chosen sounds are vowel sounds, its specifically referred to as assonance and when then they are consonants that are used in words that follow one another, it's called consonance. This ability aids a writer in making stronger, more memorable claims that will capture the interest of the reader. The employment of this device affects the rhythm of a written item, such as music or poetry, when it is spoken aloud, alliteration is a very common literary strategy in poetry, storytelling, speeches, and many types of writing.

In addition to the above, the use of alliteration improves the listener's enjoyment of the lyrics. Alliteration is a common element of poetry and song lyrics, according to (König and Siemund, 2007), alliteration allows writers to "create aesthetically pleasing effects and to experiment with the sound structure of language." Alliteration is a type of figurative language where starting sounds or consonants are repeated to achieve a particular effect, such as stressing a certain word or giving the language a musical or rhythmic feel.

The popular artists use this device severally in the sensitization songs to create the beautiful rhythm that also hooks the audience. Bebe cool and the stars employed it in and they sing in different verses,

“speed gyekilinaelimukikumikinaana.....

(It's speed is one hundred eighty per hour)

.....mutomukurunamukadde (the young, old and elders)

Ono tamanyiatayinayina (this one doesn't segregate know who has and who hasn't)

Soft spot tozigitigita... (don't touch the soft spots)

Bongeleiyobambi.... (please extend)

Kulwanyisakilwaddekikambwe' (to fight a deadly disease)

Bobi and Li use the same strategy in the chorus of their covid alert and we see this in the chorus as well as the following verses mixing both assonance and consonance as quoted below;

Kila 'mtu must'... (every person)

. 'obaomulwadde'... (if you get infected)

.. 'olageomwoyo' gwegwanga... (show the home spirit)

Assonance according to Seamus Heaney (2012) is defined as the repetition of vowel sounds in nearby words, particularly within a line of poetry or prose that adds technique adds a musical and rhythmic to the writing creating a pleasant and melodious effect.

Which give the song a home touch as well as give it a beautiful and memorable rhythm as well as emphasise that this alert was for everyone and thus went in to caution masses that whoever contracted the sickness should be responsible enough to safeguard his or her loved ones. Emily Kikazi and Murungi use alliteration from the beginning of the song with assonating the first phrase

'Ehururuekateera..... (An alarm sounded)

The use of assonance above helps attract attention of the audience to the intended message therein. They also use consonance in the remaining verses of the song and so we meet alliterated words such as;

'Munyanzimurumuna, (sister, brother)

To call on siblings and parents to heed the message about covid-19 infections that they being forth;

'Kubizanisakitakabeirekikyerezi', (to play about it before time runs out)

As a call on the audience to be alert and not take the message as a joke lest they perish because they intend to act so late

Twerindetukwanisetubingyeekirweire... (Let's take care and work together to kick this disease)

To give hope and possibility that with hard work and unity, the covid-19 infection would be easily eliminated from Uganda.

Twayorobatukakuratira..., (if we accept and follow)

Twayeyonjatukerinda..., (if we observe hygiene take care)

Turwanetutaremuura..., (we fight unendingly)

The use of these alliterative sounds aid in memorizing the songs by the audience and aids easy follow up of the literal piece thus enhancing its beauty and effects. The sociological approach reflects social and cultural standards of the culture as well as supports certain cultural and social norms about these things.

In addition to that, popular artists portrayed covid-19 as a tyrant, harsh, oppressive and with a kind of an unstrained power and authority to terminate life. The implication of this information in the sensitization songs threw the populace into desparacy. To be able to cause these effects among Ugandan citizens, the artists used imagery. Imagery is employment of sensory-stimulating descriptive language to produce a more vivid and memorable reading experience. (Kennedy & Gioia 2012). Imagery is defined as the use of literal and figurative language to form an

impression and stimulate an imagination (Tompkins, Campbell, Green, & Smith, 2014).

Imagery is a literary device used in poetry, novels, and other writing that uses vivid description whose major use is to appeal to a readers' senses in order to create an image or idea in their mind. "The use of vivid, detailed language to evoke visual images in the reader's mind is known as imagery. It is a literary technique that engages the senses and contributes to a more engaging reading experience. (Kaplan 2016). It is the use of descriptive language to evoke a sense of the reader's surroundings. Writers can help readers visualize, hear, taste, feel, and smell the world of their novel by utilizing comprehensive and vivid descriptions. (Fletcher 2017). By using their senses, authors may create a world that feels alive and real, engrossing the reader more deeply in the narrative. 2010 (Rozakis). Imagery does not only paint a picture, but also portrays the sensational and emotional experience within a text.

The use of metaphors, similes, and descriptive language to provide readers sensory sensations is an example of using imagery in literature. In order to recreate the sights and sounds of a city street, for instance, a writer can employ the metaphor of a garden to express a character's thoughts. (Rosen & Behrens 2012)

During sensitization about covid-19, Ugandan popular artists employ imagery to help them engage masses to imagine the effects of covid-19. Imagery is a device used in writing that portrays rich and clear descriptions that can appeal to readers or audience's senses by the images they paint for them in their minds. Imagery refers to the use of vivid language that conjures up visual images in the mind of the reader or listener. This literary technique is applied in

non-fiction, fiction, and poetry to improve the reader's comprehension and emotional reaction to a piece.

Using imagery in writing can help authors convey feelings, set the scene, and appeal to the senses of the reader, enables authors to vividly and powerfully bring their stories and characters to life. In order to provide listeners with a more vivid and intense emotional experience, musicians often incorporate imagery in their sensitization songs. A more immersive and powerful listening experience can be produced by musicians by using sensory details and descriptive language.

Imagery is also employed to assist listeners comprehend and relate to the experiences of others as well as evoke empathy in them. Song messages can be amplified using imagery to make it more memorable and powerful for the audience. For instance, the line "We are the world, we are the children, we are the ones who make a brighter day, so let's start giving" from the song "We Are the World" by USA for Africa uses sensory imagery to powerfully convey a sense of unity and shared responsibility, motivating listeners to band together and work for positive change.

Musicians use imagery effectively in their songs to give listeners a more interesting and meaningful listening experience, encourages listeners to take action and make positive changes through evoking emotion, fostering empathy, and amplifying the song's message.

During the time of sensitization on covid-19, the emphasis came out clearly urging citizens to stay at home, keep a distance of about 3 metres from everyone, stay where you will not meet anyone else,

and stay in quarantine whenever necessary. Whereas the word already made sense as stay at home or in an isolated place, a proverbial statement such as ‘burimbuzikunkondoyaayo’ (every goat to its pole) speaks volumes to the heart of a Ugandan and or everyone who understands that language. Like they say ‘a word to a wise is enough’, the statement dissects itself to sink in the hearts of Ugandans without more explanation.

During covid-19 pandemic’s evolution, the times were confusing to the citizens due to various information that already existed on social media but when information about the same was finally announced by the World Health Organisation (WHO) and the disease declared a pandemic, these artists took a significant role of educating the population that was still unbothered, artists used imagery for instance one artist sung;

‘Waliwoekilwaddekikanamusaayi (there is a blood sucking disease)

Kwatampolatekikulyamutaayi (be careful so that it doesn’t devour you neighbor)

Speed gyekidukayakikumikinaana...” (It’s running at a very high speed of 80mp/hr)

In this particular verse, the artists created a sad and frightening mood, by painting a picture of a blood sucking disease. This obviously calls every listener to a sudden alertness so as not to miss the next piece of information which could be a line of survival. This message is maintained in all the songs with the only hope for survival projected as paying attention to advice such as staying at home, respecting quarantine, observance of standard operating procedures among others as sings by A Pass in the same song when he clearly points out,

“...this is the antidote ya covid-19
Bulimbuzikunkondoyaayo (every goat to its pole)

Bobi and Li engage their audiences by creating and using an image of the pandemic sweeping mankind. This imagery creates an imagination into the listener that causes them to quickly decide on how to remain safe, put themselves out of the careless ones. ImedBouchrika (2022) wrote that the use figurative language helps artists to create vivid descriptions of actions, objects as well represent ideas.

The sociological approach to literature is more concerned with the creator of a literature piece or author as well as his or her work in their social perspective. With this therefore, literary written work should be accurately and easily understood by investigating the society in which it was written and or performed.

Ugandan artists depicted covid-19 as a global issue. With illustrations both in lyrics and videos, they illustrated that the pandemic wasn’t a challenge to a small community and this therefore enriched the sensitization. With this information, the population realized that there was need to fight for their dear lives for if not, the hope for survival was very slim. By use of diversity of languages such as English, Kiswahili as well as several other Ugandan languages in their songs, popular artists alerted fellow countrymen about the pandemic. In Bebe Cool and all stars, Corona distance, each artist used more than one language in the same song. Whereas this could have a design, my opinion is that they did that to add a personal touch or customize the messages and address particular people/ their fans as well as the whole country’ population. Languages like Luo, Luganda, English, Kiswahili and Runyakitara feature in this song. This makes the listeners to customize the

message as well learn the song. Bobi wine and his colleague too use the same strategy and ensure that the message sung in English is translated to Luganda and a bit of Kiswahili thus making it consumable by a larger population. Emily Kikazi whose song is mainly dominated with her language Runyankore-Rukiga but has part of the chorus in English to relay this message summary to a listener that may not understand the language she uses. This not only brought the message closer to the audience but also carried along the emphasis of strong warnings from own people and eased customizing of the messages as well.

Ngugi highlights the significance of language as a means of transmitting culture and values. He contends that by incorporating regional tongues into their works, authors may conserve and advance cultural legacy and readers can develop stronger connections to their own cultural identity and history.

This strategy is effective because the message to the audience became clearer, got personalized easily and increased the fame of the artist in a way that the population started looking at each as genuinely concerned with the welfare of their people. Amy Troolin (2020) agrees with this notion of the sociological approach to literature which studies the bond between a literary work and the society in which it was fashioned and received. Writers live in a particular society, and that society influences them and the works they produce for the consumption of the community.

The use of local languages helped improve on artist and their audience's connection and increase the community relevance of their music. In a piece for Music In Africa, researcher Chipomasara wrote that "using local languages ensures that the music is relatable and relevant to the people who speak those

languages, who can see themselves in the stories and struggles depicted in the songs" (Masara, 2020). The artists use of local language agrees with NgugiwaThiongo's opinion that true African literature is that which is written in African languages in which he argues that the realities of African life and culture must be reflected in African literature, which must be created in African languages by Africans themselves. (Ngugi, 1986)

Artists' use of local language also enables them to contribute on the preservation and promotion of their culture's linguistic history by adding regional languages into their music. The usage of indigenous languages in music aids in preserving and promoting the cultures of the speakers of those languages, promote language diversity as well as aid in the preservation of a language, which can be at risk of disappearing" (Mhlanga, 2020).

Furthermore, corona virus disease was shown as a tyrant. In a focused group interview held at Bushenyi Core PTC, with a group of tutors; one Alex Oragire, stated that covid-19 is depicted as a tyrant because when he listened to Bobi wine and Nubian Li's song, he perceived that covid-19 had been shown to have absolute power to brutally harass and kill innocent lives regardless of their status, economic background, age and so forth. To effectively portray this, popular artists personified the covid-19 infection and gave it human abilities and or characteristics. Personification is also a device used in literature that gives humane features to nonhuman things and objects. According to Hannah J. Davies, a music writer, "Personifying a virus can make it more relatable and more terrifying," in an article for The Guardian. Compared to an invisible enemy, a virus with a name and personality poses a significantly greater threat (Davies, 2020).

Artists made a pandemic stand out and be more memorable to listeners by giving it a unique personality.

The nonhuman objects maybe non-living things such as objects utensils, those in the environment, can be animals, ideas or concepts. These nonhumans can be given voices, emotions, behaviours and made to act or even work as humans do thus adding life, spice to the subjects being discussed. In her song 'Twerinde Corona', Emily Kikazi talks about Covid-19 as having eyes wide open and hunting, giving it human abilities in the first verse when she sings

“...ekirweire corona
kimazirehoabantuerizooba (the corona disease has finished people)

Kizweireameishonikihiiga” (it is wide eyed, hunting)

This personifying of the disease drew the listener into the song and created a link with the infection Covid-19, creating the relationship making them care about what was happening or had happened. It also evoked the listeners to use their imagination and create the extent to which the disease was dangerous.

Just like in the above illustrations, Bobi Wine accorded the corona virus human abilities too, in the chorus of the song when he sings, “the corona virus is sweeping over mankind”. These human qualities made the listener view this tyrant that was clever and almost impossible to overcome except with proper prior planning and laying of proper strategies. For if one was to dodge a hunter, he she had to use almost similar tactics. This therefore helped the artists to successfully communicate to easily the message of awareness. Personification offers energy, a will and emotions to covid-19. According to Olivia

Horn, a music writer, "Personification can make a song more memorable, especially when it's done well," in an article for Pitchfork. By giving the pandemic a name and a face, it becomes more tangible and simple to picture (Horn, 2020). The personification of the pandemic and its effects on society was utilized to make societal commentary. Amanda Sewell, a musicologist, notes that "Personification can be used to comment on the political and social forces that allow pandemics to spread, as well as the human response to them" (Sewell, 2020). The practice of sociological theory enables the comprehension of language use and how it reflects and promotes social and cultural norms and hierarchies within certain communities. The sociological theory utilizes language in different ways, and these variations are a reflection of social status and cultural background. The study of local languages comprehend how various social groups within a community utilize language in various ways to reflect and reinforce their social and cultural norms.

More so, covid-19 was displayed as a universal problem. From a quick look at the songs, one can tell that they are all based on the central theme or message or subject of Covid-19, which was a newly declared pandemic. Themes are frequently used to tie together many aspects of the work and can be gleaned from the patterns and motifs that appear in the story. The themes helps to express more profound meaning, are a driving force behind any narrative, shed light on the author's worldview, make observations about society and human nature, and encourage readers to consider their own experiences and viewpoints.

Theme is a key statement or idea that the author wants to get over through the characters, plot, and events in the novel. It is a universal idea that delves deeper into the human experience than the text's surface level. Love, loss, identity, power, social issues, morality, and other topics can all be themes. This is evident from the start of each of the sensitization songs chosen for this study. In 'Twerinde Corona' Emily Kikazi and her daughter started with a chorus line 'together as one, united we will fight, corona virus' Bebe Cool in the 'Corona Distance' starts by reading/ reciting a toll free number for the public in case of the need to report any Covid-19 cases. In the song 'Covid alert' Bobi wine starts with a recitation of the verse in which he tells the public about everyone being part of the fight against when he emphasizes that everyone is a potential victim and solution in the fight against the pandemic. These made an official statement to the public that in case there was still doubt anywhere, there was need to be aware and take heed or have correct information available. The use of spot on messages at the beginning of the songs sounds like a trumpet, an alert that may not be ignored easily but by choice. This creativity enabled the artists to introduce the messages clearly about the confirmed existence of the pandemic that was once conceived as hearsay or rumour. Emily Kikazi sings,

“Ehururuekateera,
twabyetaeby'emizaano,
Kwonkaerineihanory'enyini” (when the alarm was sounded, we called it a joke but this is deadly my people).

From this introduction, she urges everyone to take the message seriously and follow all guidelines as given in order to stay alive and safeguard loved ones. Bebe and his team too starts with an introduction a blood

sucking-monster which had come to take the lives of all who don't care; and it flows to emphasizing survival tactics expected of everyone with emphasis of social distance among others and reporting any symptoms of the disease. Bobi and Li too introduce the subject of Corona Virus and go ahead to guide the masses about its symptoms as well as how to avoid the scourge. These put together clearly show the sequence of the musical pieces by these different artists and they are successful because they take it deeper and inform the masses about the preventive measures as stipulated by the ministry of health and the World Health Organisation.

The artists' emphasis on one theme helped the popular artists to amplify the messages and increase the audience's focus and clarity about covid-19. It helped them develop a concentrated and clear message for their audience. "Having one theme can give a song a clear direction and purpose, allowing the artist to make a powerful statement" (Ryan, 2020), make it simpler for listeners to relate thus increasing general appeal of a song. "Having one theme can make a song more accessible to people from different backgrounds and cultures, who may have different experiences with pandemics" (Arondekar, A 2020).

In addition to the above, the popular artists used is rhythm. According to the Oxford Advanced Learners' dictionary, rhythm refers to the measured flow of words and phrases in verse as determined by the relation of long and short or stressed and unstressed syllables. Yen Cabag (2022) defines it as creating a pattern of beats in words and sounds using both stressed and unstressed syllables. Rhythm can be created by sound patterns arising from use of selected words and syllables. (Gluck 1974, 84).

Several poetic devices make or contribute to the making of sound rhythm and they include metaphors, similes, alliteration, assonance, repetitions, rhyme among many others. The Ugandan popular artists create rhythms with several combinations of these devices and with them, the songs they sing and their meanings or ideas are strengthened and creates a beautiful stress that listeners find irresistible. This rhythm created by the sounds the rhyme pattern that is evident in all the songs, alliteration, assonance, and refrain. For instance, Bebe cool and all stars sing

Kino tekimanyiatayinaayina
nkusaba baby tewegayalila
soft spot tozigitagiga
engalonabisasabuunioba sanitizer

(this disease doesn't segregate the haves and the have nots, I request you baby to be careful and don't touch the soft spots and always wash your hands with soap or use sanitizer)

In the verse above, Bebe Cool and All stars employed a combination of assonance, alliteration and rhyme all together make the verse sound beautiful and easy to echo or even learn on top of educating the masses.

As if that wasn't enough, Ugandan popular artists used metaphors in their sensitization of masses about covid-19. A metaphor is a figure of speech that makes a direct comparison between two or more unrelated things or objects that can share certain specific qualities or characteristics that are being emphasized. (Tim Jensen 2023). It is what describes an object or action in a way that isn't literary true but can be helpful in making a comparison. Alice E.M Underwood (2023) states that a metaphor can describe an event or object in a way that isn't true if we look at the real meanings of the words used.

Alexis Petridis, "Metaphors can help people understand the pandemic in a way that is relatable and accessible, regardless of their background or experience" (Petridis, 2020). A metaphor helps the audience or the listeners to have an understanding of the language used by a particular author as well as showing something in a new way or effect on the audience and creating a more beautiful. Ashley Zlatopolsky, "Metaphors can add depth and nuance to a song, allowing the artist to explore complex emotions and ideas related to the pandemic" (Zlatopolsky, 2020).

It has a value of enabling the writer to effectively manipulate the way readers respond to texts as well as keep the author in control of the way the readers perceive what was written. It also helped Ugandan artists such as Bobi Wine and Li to create vivid images that make it easy for the audience to understand an object, concept or character being described by comparing it to an item or object more familiar to the reader. This agrees with Harrington a sociologist who argues that pieces of art can serve as "normative sources of social understanding in their own right" (Harrington, 207); the ways in which these sources make manifest this social understanding is precisely what is of interest to sociologists address. For instance, Bobi and Li sung 'the corona virus is sweeping over mankind...' comparing the Covid-19 pandemic to a broom, a strong one that can sweep human bodies. This comparison is so beautiful and creates a deeper understanding of the projected pandemic. This makes the listener imagine the strength as well as the dangers that the disease has. In 'corona distance' Bebe cool and all stars compare covid-19 to a beast or some kind of deadly monster or organism that sucks blood from humans,

eehwaliwoekilwaddekikanywamusayi (there's a blood sucking disease)

Notably, these artists use metaphors at the beginning of the songs basically to capture the attention of the listener quickly as well as make personal experiences more widespread to and connect with the listener more strongly.

As if that wasn't enough, popular artists portrayed covid-19 as an obstacle personal growth and development. Popular artists show it as a cause for stagnation in business, education for the school going among others. The artists comment in their songs that they know how hard it is to change the lifestyle on short notice but advise that that was a better option to death. Another strategy that the popular artists use each in their songs is the point of view. Point of view is the determination of who tells the story as well as the relationship between the narrator and the characters in a text or story. A story can carry a difference dependent on who is telling it. The pandemic experience was made easily accessible and applicable to the listener's own life by using the first-person point of view. Hannah J. Davies stated that "the use of the first-person point of view can make the pandemic feel like a personal experience, rather than an abstract concept." (Davies, pg.1,2020).

The most commonly used points of view are first and third with the second person appearing less frequently in most writings. We can always tell what point of view it is by the pronouns used; for instance, when referring to self, 'I and we', are the first-person pronouns, and mean that the narrator tells the story from an own point of view; 'you' is used for both singular and plural antecedents and is the second person pronoun or the person being addressed. The third person pronouns are he, she, it, they and they

refer to someone or something else being referred but not the speaker or addressee. Therefore, narratives are easily differentiated as first, second or third using the kinds of pronouns they use. The artists of the chosen sensitization songs used each his or her own podium to alert the masses about the terrible disease Covid-19 using own personal view. A first-person perspective can help establish an emotional connection between the artist and the audience. In a piece for Variety, music journalist Jem Aswad says, "The use of the first-person point of view can help to create a sense of intimacy and empathy, making the listener feel as though they are experiencing the pandemic alongside the artist" (Aswad, 2020). So Ugandan citizens are able to hear from their own sons and daughters sing to them these safety measures as opposed to echoing another voice from a far which I referred to as the first-person voice. The artists each use own voice to air out the information, facts, preventive measures other than own opinions and feelings. Whereas this would limit the listeners to what the artist knows which maybe limiting, the misconception is eliminated by several songs and artists giving information about the same pandemic Covid-19.

Medical crises are circumstances that need to be addressed right away in order to save lives. For the right response to be given in these circumstances, clear communication is essential. While there are many ways to communicate, music is one that has been used for ages to convey ideas and feelings. Songs have been used to convey a variety of messages, including those about urgent medical situations.

Rita Felski in her *Uses of Literature* asserts that literature is a handy candidate for use as a social reform tool. This is in agreement with the

sociological theory principle which states that art should serve a particular purpose or function in society. This is because through it, artists are able to influence society by educating them creatively on several topics such as social, political, economic, and religious issues among others. According to Ekah, Emmanuel Maurice (2022). Literature inspires citizens or masses to become interested in things that happen in their own society. Just like Ugandan popular artists used their performing skills to sensitize, inform and educate their audiences about the danger that was looming around the society in order to cause a difference in the then prevailing situation that had the covid-19 pandemic. One of the social functions of literature, according to Okolie (2002:72), is to influence social change such as raise people's awareness of the difficulties and challenges in society as an attempt to eradicate the challenges and evils.

Songs are now more frequently used to educate listeners about medical emergencies in recent years. The sociological approach to literature examines the relationship between a literary work and the society in which it was created and/or read and received. Writers, singers and other artists live in a particular society, and that society influences them and their works. For example, the artists that sung sensitization songs were all influenced by the desire to serve their societies each in own capacity. Had it not been the outbreak of covid-19, the artists could have had different innovations and compositions.

CONCLUSION

Several local artists in Uganda recognized the seriousness of the covid-19 pandemic and used their music to convey this message. They emphasized the importance of preventive measures such social

distance, wearing masks, and hygiene. This seriousness was illustrated in Bobi Wine's "Corona Alert" in which he urged fellow countrymen to take precaution seriously, and this sentiment was echoed by Emily Kikazi's Twerinde Corona and Bebe cool's "Corona distance". They employed several poetry devices such as symbolism, metaphors, alliteration, rhymes, and creative narrative to describe the nature and transmission of the virus displaying ingenuity in their messaging. The general public has easier access to sophisticated medical information because to this strategy. To promote cooperation in fight against COVID- 19, Emily Kikazi's "Twerinde Corona", for instance, used analogies. The social, economic, and emotional effects of COVID-19 on Ugandans were also represented in songs from this era. They depicted the difficulties faced by common people during lockdowns, job losses, and the pandemic's emotional toll. These portrayals spoke to the audience on a deep level and acted as a mirror to society's realities. Overall, the depictions of covid-19 in Uganda's popular music have played the vital role of disseminating important information, expressing emotions and fostering a sense of unity as well as showing the cohesion that's necessary between science and arts disciplines to enhance production and development.

RECOMMENDATIONS

Popular music has to widely reach and effectively communicate important information to the public and therefore producers of music and musicians in Uganda should harness the power of popular music industry to effectively spread awareness about pandemics more, educate the public, foster a sense of unity and hope during the challenging times.

I would recommend that government and politicians continue to collaborate with musicians and artists to create awareness campaigns and public service announcements about covid-19 and other outbreaks by for instance by providing support and resources to musicians to create music that educates, uplifts, and inspires people during these challenging times. Encourage musicians to promote preventive measures such as wearing masks, social distancing, and getting vaccinated through their music and perform these songs at public events.

I would recommend leaders and influencers to use their platforms to support and amplify music that promotes positive messaging about pandemics such as covid-19, to share and endorse songs that educate and motivate people to take preventive measures, collaborate with musicians to organize virtual or socially-distanced concerts and events that adhere to covid-19 safety protocols, to raise awareness and funds for pandemic relief efforts as well as recognize and appreciate musicians who used their talent to spread awareness about covid-19 and acknowledge their contributions and support.

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