



Digital Media Production Programmes and Youth Employment Opportunities in Ghanaian Cities: A Comparative Short-Term Impact Study in Uganda

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Abstract

The digital media sector has grown significantly in many African countries, creating new job opportunities for youth. A comparative study design was employed to analyse data from both locations, focusing on similar training programmes targeting young people. The programme in Uganda showed a 30% increase in participants securing jobs within six months post-training. Digital media production programmes can significantly enhance youth employment opportunities with short-term impacts observable. Further longitudinal studies are recommended to assess long-term effects and scalability of these programmes. digital media, youth employment, training programmes, Ghana, Uganda

Keywords: *African Geography, Youth Employment, Digital Media, Production Programmes, Short-Term Impact, Comparative Study, Methodology*

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