

**COMPERATIVE ANALYSIS OF THE COVERAGE OF THE KILLING OF
PEOPLE WITH ALBINISM IN TANZANIA: A CASE OF HABARILEO AND
NIPASHENEWS PAPERS**

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**A DESERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE MASTER'S DEGREE OF ARTS IN MASS
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CERTIFICATION

The undersigned certifies that she has read and here by recommends for acceptance by the Open University of Tanzania a dissertation entitled, Comparative Analysis of The Coverage on the Killing of People With Albinism in Tanzania: A Case Study of *HabariLeo* and *Nipasha* newspapers in partial fulfillment of the requirements for the award of Master's Degree of Arts in Mass Communication.

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Date

DECLARATION

I, Casmir Joseph Ndambalilo hereby declare that, the work presented in this dissertation is original. It has never been presented to any other University or Institution. Where other people's works have been used, references have been provided. It is in this regard that I declare this work as originally mine. It is hereby presented in partial fulfillment of the requirements for the Master's Degree of Arts in Mass Communication.

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Signature

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DEDICATION

This work is dedicated to my wife, Pudenciana E. Mnonjela, who encouraged me to undertake Master's Degree (MA) in Mass Communication. She had given me the drive and discipline to tackle any task with enthusiasm and determination. Without her love and support this Thesis would not have been made possible.

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All merits of this Thesis are due to the mentioned and non-mentioned people. However, all errors and omissions in this Thesis are solely mine. Therefore, I remain solely responsible for the views, ideas and content of this study except for the dully acknowledged work.

ABSTRACT

This study analyzed comparatively the coverage of *HabariLeo* and *Nipashe* newspapers on the killing of People With Albinism (PWA). The study used both qualitative and quantitative methods to analyze a total of 368 newspapers (184 copies of *HabariLeo* and 184 copies of *Nipashe* newspapers) from July to December 2008. A total of 150 news stories concerning PWA were analyzed from the 368 copies of newspapers. The findings showed that both newspapers gave attention to the killing of PWA. Both newspapers considered the killing of PWA as most discriminatory and violation of human rights. However, the findings revealed that *Nipasha*, the private owned newspaper, covered 69 news stories about the killing of PWA compared to *Habari Leo*, the government newspaper, which covered 81 news stories. The study concluded that the spirit of the current press coverage about the killing of PWA in Tanzania is generally optimistic although there were some differences in the extent of the coverage of the killing of PWA. This study suggested that the media should provide contextual and background information about the killing of PWA and facilitate public platform to raise awareness about human rights and policy implication, and to encourage participatory approach to protect PWA. The findings suggested that media practitioners should set national media agenda to fight against killings of PWA because it has the power to perpetuate misconceptions on albinism and to play a positive role in protecting people with albinism against stigma and abuse.

LIST OF ABBREVIATIONS

ACPHC	Article of Charter on People and Human Rights
AIDS	Acquired Immunodeficiency Syndrome
CAN	Assisting Children in Need
CERD	Convention on Elimination of All Forms of Racial Discrimination
CRPD	Convention on the Rights of Persons With Disabilities
HIV	Human Immunodeficiency Virus
HPS	Hermansky-Pudlak Syndrome
HRC	Human Rights Commission
IFRCRS	International Federation of Red Cross and Red Crescent Societies
NGO	Non-Governmental Organization
NOAH	National Organization for Albinism and Hypo pigmentation
OCA1	Oculocutaneous Albinism type 1
OCA2	Oculocutaneous Albinism type 2
OHCHR	Office of the United Nations High Commissioner for Human Rights
OUT	Open University of Tanzania
PWA	People With Albinism
TAC	Tanzania Albino Centre
TYR	Tyrosinase (gene type)
UN	United Nations
UNESCO	United Nations Educational, Science and Cultural Organization
UNHCHR	United Nations High Commissioner for Human Rights
UDHR	Universal Declaration on Human Rights
UNHRC	United Nations Human Rights Council
USA	United States of America

UTSS	Under The Same Sun
UV	Ultra-Violet
ZIMAS	Zimbabwe Albino Society

TABLE OF CONTENTS

CERTIFICATION	i
DECLARATION	ii
COPYRIGHT	iii
DEDICATION	iv
ACKNOWLEDGEMENTS	v
ABSTRACT	vi
LIST OF ABBREVIATIONS	vii
TABLE OF CONTENTS	ix
CHAPTER ONE	1
1.0.INTRODUCTION	1
1.1.Background to the study.....	1
1.2.Background to the Problem	4
1.3. Statement of the Problem	6
1.4.Objectives of the Study	7
1.4.1. Specific Objectives of the study	7
1.4.2. Research Questions	7
1.5.1.Rationale and Justification	8
1.5.2. Significance of the Study	8
1.5.3. Limitation of the Study	9
1.5.4. Thesis Structure and Outline	9
CHAPTER TWO	10
2.0. LITERATURE REVIEW	10
2.1. Introduction	10
2.2. Conceptualizations of Albinism	10

2.3.A Review of Relevant Theoretical Literature	11
2.3.1. Agenda Setting Theory.....	11
2.3.2. Framing theory.....	16
2.3.3. Social Responsibility Theory.....	18
2.3.4. The role of media in society	29
2.3.5. Media coverage on the killing of PWA in Tanzania.....	31
2.3.6. Effects of Media Ownership System in news reporting.....	32
2.3.7. Criticism of Human Rights Coverage in the media	33
2.4. Summary of discussioní í í í í ..í í í í í í í í í í í í í í ..	35
CHAPTER THREE.....	37
3.0. RESEARCH METHODOLOGY	37
3.1. Introduction	37
3.2. Research Design	37
3.3. Area of the Study	39
3.4. Rational of the Study.....	40
3.5. Sampling Procedure and Size.....	41
3.6. Research Instrument.....	42
3.7. Data Collection	43
3.7.1. Quantitative News Contents Analysis.....	43
3.7.2. Qualitative News Content Analysis	44
3.8. Data analysis.....	44
3.9. Unit of analysis	45
3.10. Data presentation, Coding and Interpretation.....	47
3.11. Role of the researcher.....	48
3.12. Reliability	48

3.13. Validity.....	49
3.13.1 Internal validity.....	49
3.13.2. External Validity.....	50
CHAPTER FOUR	51
4.0. RESEARCH FINDINGS AND ANALYSIS.....	51
4.1. Introduction	51
4.2. The Overall Coverage of Killing of PWA	51
4.3. Prominence of the issues in both newspapers	53
4.4. The tone of coverage on the killing of PWA in the newspapers	56
4.5. Source of stories in the Newspapers	59
4.6. Aspects of Coverage of PWA Issues	63
4.7. Pictorial Presentation of the Issues in the Newspapers.....	64
4.8. Newsworthiness	67
CHAPTER FIVE	69
5.0. SUMMARY, CONCLUSION AND RECOMMENDATION	69
5.1. Introduction	69
5.2. Summary of discussion	69
5.3. Conclusion.....	70
5.4. Recommendation	72
REFERENCESí ..	74

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background to the study

People are affected by albinism throughout the world. However, the impact of the condition on human rights and its perception by others including its effects on social inclusion varies from region to region.

According to Orphanet, (2007) albinism is a non-contagious, genetically inherited disorder, affecting about 1 in 20,000 men and women around the world, regardless of ethnicity and geographical location. She asserted that sufferers are afflicted by a congenital absence of melanin, a pigmentation defect in the hair, skin and eyes that causes vulnerability to sun exposure and bright light.

The United Nations Human Rights Council (UNHRC) report (2013) revealed that in Denmark, the prevalence is put at 1:1,100 while in South Africa it is estimated at 1:3,900, whereas there is only one person with albinism per 17,000 people in the United States of America (U.S.A). In Germany there is an estimated number of 4,700 - 5,000 PWA (Prevalence of 1:17,000 with a population of 82 Million).

Ashley, (1991) contend that many have very poor vision as a consequence and in tropical countries especially they can be vulnerable to skin cancers if unprotected from the sun. She revealed that although rare in the western world, albinism is quite common in Sub-Saharan Africa, likely as a result of consanguinity.

According to a Non-Governmental Organization (NGO) known as Under The Same Sun - UTSS (2012), Tanzania is thought to have one of the world's largest populations of People With Albinism (PWA), a congenital disorder that robs skin, eyes and hair of their pigment. It states that PWA represents one in every 1429 births, a much higher rate than in any other nation.

Tanzania National Bureau of Statistics 6 TNBS (2012) reveals that the population of Tanzania as ascertained by the last census in 2012 was 44.9 million and there were 16,477 PWA. However, these numbers are likely to be not reality under given practical and methodological limitations of the census; for instance, it was reported that, some PWA may have been hidden by their families when the census was conducted.

Under International Human Rights Law, PWA have normative protection covering all their fundamental human rights, including the right to life, physical integrity, liberty and security, the right to the highest attainable standard of physical and mental health and the right to an adequate standard of living (United Nations Declaration 2007).

Further protection can be found in the Convention on the Rights of Persons With Disabilities as well as the International Convention on the Elimination of All Forms of Racial Discrimination, which proscribes "racial discrimination" on the basis of colour United Nations Convention (2007).

Although Tanzania does not have a specific legislation to address attacks against PWA, its legislative framework includes various relevant provisions. The Penal Code of Tanzania has been used to prosecute cases of attacks of PWA under the following provision: murder, assault and grievous bodily harm, attempted murder, abduction, conspiracy to murder as well as kidnapping. Article 128 of the code can also be used in this framework as it criminalizes the act whereby one "disinters, dissects or causes damage to the dead body of any person".

Considering witchcraft-related beliefs and practices as a key root cause of the killing of PWA, it is important to mention the Witchcraft Act, 2002 which, although outdated, contains criminal provisions to address the practice of witchcraft. According to the Act, it punishes any person who "represents himself to have a power of witchcraft" makes, uses, has in his possession "any instruments of witchcraft" supplies to any other person any instrument of witchcraft, "advises any other person upon the use of witchcraft or any instrument of witchcraft" or "threatens to use or resorts to the use of witchcraft".

Andres, (2011) affirmed that African rituals and spiritual ideas about PWA have led to the brutal murder and attacks on innocent men, women and especially children under the influence of witchcraft, superstition and desperation for wealth campaigns. According to UTSS (2009) these ideas have been around for many generations. However, in recent years witchdoctors have been spreading misconceived beliefs about the promise of wealth, success and power (especially political powers) when albino limbs or hair is used in a potion as part of witchcraft practices. UTSS (2009)

further stated that this has gained public attention nationally and internationally as these crimes have been reported which are crimes against human rights.

The International Federation of Red Cross Advocacy Report (2009) stated that since 2000 there have been at least 75 killings of PWA and 58 brutal attacks in which they lost limbs or have been left permanently scarred. However, now this number is well over one hundred, with low conviction rates. The report further point out that more PWA have had limbs severed and many crippled or severely maimed, traumatized and tortured in the process. The killing was reported mostly in the lake regions, particularly in Shinyanga and Mwanza, where witchdoctors have promoted a belief in the potential magical and superstitious properties of albinos' body parts.

1.2 Background to the Problem

Schramm, (1964) observes that the press plays significant role in addressing the detailed news of media. It can also have attributes that involve so many issues, including a variety of different stories such as political, economic and social issues of a country. Hodgson, (1984) insisted that the main function of a newspaper is to report news objectively. However, most of the newspapers, including both the government and private seem to give priority to the interest of their sources.

“No newspaper can be free of unbiased selection of word. This shows that newspapers can reflect the interests of their owners and their organization. But, to some extent newspapers have themselves to blame for the suspicion of bias that can exist in the public's mind,” Hodgson (1984). According to Denis, (1989) the depiction of disability (including People With Albinism) in the media plays a major

role in molding the public perception of disability. Perceptions portrayed in the media directly influence the way people with disabilities are treated in current society.

He noted that media images and stories influence thinking and establish social norms. People with Albinism (PWA) have endured misrepresentation, defamation, and lack of representation in the media news and entertainment. While PWA rights movement has made enormous strides in the past 30 years using law and policy development and civil rights advocacy, such movement has not yet altered the hearts and minds of people who do not have personal experience with PWA. Many still do not understand disability issues as rights issues.

Nick, (1997) observed that fear and stereotypes about disability are deeply ingrained in our culture and reflected in media coverage, and people with disabilities are seldom seen as individuals beyond the framework of their disabilities. The legacy of demeaning, isolating, and institutionalizing PWA has left in its wake negative and inaccurate beliefs and attitudes about what it means to live with PWA. These attitudes are embraced and reflected by media coverage, much of which relies on old stereotypes and misinformation.

According to Nick, (1997) one way in which changes have occurred in the coverage of PWA issues in the media is through the terminology used. Disabling language is

defined by: language that (a) perpetuates myths and stereotypes about PWA, (b) uses nouns instead of adjectives to describe people with disabilities, or (c) uses demeaning or outdated words or phrases in reference to PWA. The disabling language used in the media has the potential to affect nearly all PWA and the insults are likely to be perpetrated by practically every speaking person in society.

1.3 Statement of the Problem

The killing of PWA is recently emerging human rights issue in Africa, particularly in Tanzania. Reports on the increasing violence against PWA have become prominent in local and international media. For the first time, stories on the killing of PWA came to the attention of the world through the efforts of a Tanzanian BBC journalist Vick Ntetemai 2008 (Alum, Gomez & Luiz 2009; Ntetema, 2008). Some voices were represented extensively in the news articles with politicians and government officials quoted the most, followed by leaders of PWA, associations and police.

Although radio is the most popular media in Tanzania with an access of 85% among Tanzania, most of stories about the killing of PWA have been reported in the newspapers (MCT 2011; Mbogola, 2010). Navuli & Mosha (2009) admitted that newspapers are reliable channel of news reporting about PWA in Tanzania. Therefore this study used *HabariLeo* and *Nipashe* to make a comparative analysis of the coverage of the killing of PWA in Tanzania.

HabariLeo (government owned newspaper) and *Nipashe* (private owned newspaper) are among other major newspapers in Tanzania published in *Kiswahili* which is a

national language. With a network of national correspondents; the newspapers have earned respect for their in-depth coverage of national issues. According to Steadman Group, Tanzania Survey, (2015), they have been published consistently since their founding.

1.4 Objectives of the Study

The main objective of the study is to analyze and compare government and private newspapers' coverage on the issue of killing of People With Albinism (PWA) in Tanzania.

1.4.1 Specific Objectives of the study

1.4.1.1 To assess the extent of the coverage on the killing of PWA in the *HabariLeo* and *Nipasha* newspapers.

1.4.1.2 To examine aspect(s) of news stories on the killing of PWA did the two newspapers give more emphasis to.

1.4.1.3 To identify the most common sources of *HabariLeo* and *Nipasha* newspapers used in covering the killing of PWA issues.

1.4.2. Research Questions

1.4.2.1 To what extent do the *HabariLeo* and *Nipasha* newspapers cover about the killing of PWA?

1.4.2.2 What aspect(s) of news stories on the killing of PWA did the two newspapers give more attention to?

1.4.2.3 What are the most common sources used by *HabariLeo* and *Nipasha* newspapers in covering the killing of PWA issues?

1.5.1 Rationale and Justification

The purpose of the current study is to determine the news content portrayed in two *Swahili* daily newspapers of *HabariLeo* and *Nipashe* through their stories. The two newspapers were purposefully chosen for the study. The selection of the *Swahili* newspapers was based on the fact that *Swahili* is the official national language for Tanzania and almost all literate Tanzanians speak *Swahili* and adult literacy is 72.9% according to National Bureau of Statistics report of 2010.

In addition, according to Steadman Group Tanzania Survey, (2005) their popularity and consistency on the newsstand justify their use. They are among the newspapers in the country that have been published consistently since their founding. This might have increased the validity of the study, as the editions of the newspaper that were sampled for the study were available.

Also with a network of national correspondents, the newspapers have earned respect for their in-depth coverage of national issues, including the killing of People With Albinism (PWA). This means that the newspapers cover areas where the killing of PWA prevalence rate is high. The newspapers are among the most widely distributed in the country and by implication the most widely read, Steadman Group, Tanzania Survey, (2005). Hence, they have the capability of attracting wider feedback on human right issues, including the killing of PWA.

1.5.2 Significance of the Study

This study will mainly help analyze the extent to which both the government and

privately owned newspapers covered the issues related to the killing of PWA which are against the human rights. It might also benefit researchers to conduct further media analysis on other forms of discrimination or violation of human rights and social problems in the country.

1.5.3 Limitation of the Study

The study focused on coverage of the killing of PWA and not any other people with disabilities. The study used print media only and not electronic media. Newspapers like any other publications are physical item that can stay in office or homes for months or even years and a reader can read news any time whenever he/she wish and able to read information again and again while radio news ones broadcasted cannot be retrieved. Broadcasting stations have records/they store their programmes in various ways. You may get the recorded programmes although it might take time. It is easier to work with newspapers than radio in this context.

1.5.4 Thesis Structure and Outline

In this thesis, Chapter One presents a general background of the study, statement of the problem, research objectives and research questions, significance of the study, rational and justification and limitation of the study. Chapter Two focuses on the Literature review. Chapter Three is about methods and procedures employed in the research. The Fourth Chapter entirely discusses data presentation, analysis and discussion of the findings. The last Chapter focuses on summary, conclusion and suggested recommendations based on the outcome of the research.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter is devoted to presenting the highlights of some scholarly perspectives to build the study on well recognized theoretical basis on media role in society. It also touches on the killing and discrimination of PWA and its consequences. It starts with the concept of albinism and extends the discussion to mass communication theories and other essential arguments related to human right coverage in the media.

2.2 Conceptualizations of Albinism

Medically speaking, albinism is the inability of the skin to produce the pigment melanin. People with Albinism (PWA) have white skin, light blond hair and light colored, sometimes reddish eyes. According to Luande, (1985) the recessively passed on genlight blond hair and lightetic defect also causes eye impediments such as nystagmus or even blindness. In Sub Saharan Africa, skin cancer poses an additional problem as sunscreen for the oversensitive skin is rarely available.

Hong, Zeeb&Repacholi (2006) further pointed out that with their visible, supposed otherness, people with albinism are often perceived as resisting definition and refusing to fit predefined categories. He noted the fact that albinism is passed on recessively and therefore two dark skinned parents can have a child with albinism makes it difficult to understand the condition as hereditary. In this view, the issue of PWA is not well addressed by media.

2.3 A Review of Relevant Theoretical Literature

The study used a combination of three theories (agenda setting, framing and social responsibility) focusing on the main objective of the research which is to analyze and compare government and private newspaper's coverage on the issue of killing of People With Albinism (PWA) in Tanzania. The three theories deal with the effects of mass communications.

2.3.1 Agenda Setting Theory

The core principle of agenda setting theory is that the prominence of elements in the news influences the prominence of those elements among the public. According to Carol & McCombs, (2003, p. 36), there are two levels of agenda setting. The first level is concerned with the salience of objects (public issues, public figures, or companies) and the second level is concerned with the salience of the characteristics of those objects. The news media present an agenda of those topics and they also describe each one.

The research for this study focused on newspaper articles. Therefore, newspapers can influence readers by whether the story is the lead story, front page versus inside page, or the size of the headline. The amount of repeated attention to a story can have the most powerful influence on the public. Agenda-setting research has focused on a variety of topics, but one of the most commonly researched issue is how agenda-setting is used in political issues and campaigns.

McCombs & Shaw (1997) have played a very important part of the advancement of the agenda-setting theory. They described agenda-setting as the "transmission of salience, not the determination of opinions pro and con about a particular issue" (p. 433). They went on to say that news media do not intentionally or deliberately set the agenda for the newscast; however, the topics that are chosen to be the main focus in a news organization should be aware of their portrayal of each story.

Although their research is mainly related to political issues, they presented insight on how the public comes to an agreement on which issues are the most important and prominent. They mentioned that there are limitations to the impact that the media has on the public. They stated that, "The news media help to achieve consensus, they do not alone determine what the consensus will be".

McCombs & Shaw, (1997, p. 437.) further explained that the story could be a prominent piece on the media's agenda; however, if it does not resonate with the public, the story will not be published. "There are agenda-setting effects of news coverage, but these effects are not inevitably flow from news coverage". The news media and the public have a significant influence on the progression of agenda-setting.

They further elaborated that there are four visions of agenda-setting that should be identified. These four visions describe "both what the agenda-setting role of the news media is and the professional views of journalists about what the agenda-setting role of the news media should be". The first vision is called "professional detachment".

In short, this vision states that the main focus of a journalist is to only report the news and to stand apart from the public.

They commented that vision challenges the understanding of agenda-setting because most of the time the news media cannot stand apart from the community. Whatever the media do, they have an effect on the community they serve. News media may try to objectively report the news; however, the community will still be interested and feel the effects of how the news was portrayed to them.

The second vision of agenda-setting according to McCombs & Shaw, (1997, p. 438) is called "targeted involvement". This vision moves toward the active end of the agenda-setting scale in that "investigative reporting and editorial campaigns actively seek to move issues onto the public agenda". These editorial campaigns and news reports have a specific topic, for example government corruption. "These are active attempts to set the public agenda and, moreover, to set a portion of the government's agenda". This agenda-setting vision attempts to set the community's agenda as well as the government's agenda.

The next vision is called "boosterish". McCombs & Shaw, (1997) explained that this type of news coverage could seem like cheerleading (p. 438). "Economic development in a community, everything from the new jobs that can result from a business firm coming to the community to the expenditure of public funds for construction of roads and community facilities, is newsworthy up to a point".

However, at a certain point there should be a line drawn between publicity and newsworthy information.

The final vision of agenda-setting is called "proactive agenda-setting". McCombs & Shaw, (1997) states, "these journalists believe that it is the duty and responsibility of the news media to ensure through proactive reporting when necessary that the key issues, situations, and opportunities do come to community attention". They continued by stating that "journalists are privileged and that "the core assumption of public journalism and proactive agenda-setting is that this privilege should be actively used to benefit the public". They concluded that news media need to enhance the bond between themselves and the community through communication.

Shaw, (1979) noted that throughout the years, agenda-setting has been defined in many ways. Agenda-setting declares "people are aware or not aware, pay attention to or neglect, play up or downgrade specific features of the public scene" as an outcome of news media viewing. Agenda-setting of the media does have a direct impact on people's cognition. People have the ability to decide their viewpoint of a new story; however, the way in which the media report a story can influence the audience whether the people are aware of it or not.

Shaw, (1979) also mentioned that cumulating, as a media trait, is important to be aware of when studying the agenda-setting theory. Cumulating is the persistent usage in the press of a topic, trend, or theme. "Because of the repeated publicity given them by the media, the favored topics tend to dominate the attention of the audience" he

said, adding that the cognition of a topic is more prominent in an individual's mind when that topic is repeated over a long period of time in the media.

Sensationalism is often one aspect of agenda setting that relates to the media's portrayal of an individual. McQuail, (2010) stated that sensationalism is used by the mass media as an instrument to gain attention and prompt emotion from audiences. Sensationalism generates a certain level of interest in a story by using language or graphics that are thrilling and shocking. In their study conducted in regard to agenda-setting in relation to international news, Wanta & Hu (1993) noted that high degrees of conflict and stories that include Americans have the strongest agenda-setting impact.

Thus, agenda-setting theory of communication provides important information to help better understand how someone in the public eye may be portrayed by journalists all over the world. The public does have the ability to decide for themselves which view they will take on a certain topic; however, the media do have an influence on the agenda of each community.

This theory helped a researcher to study the influence of mass media in the formation of public opinion. With an understanding of this theory, a researcher was able to know if media sources with economic support and influence have an effect on the opinions of newspaper readers. The theory is also important as a tool for learning about the formation of words used in a news article; for instance, if creates a vehicle

for persuasion that has the opportunity to form stereotypes and generalizations among the minds of its readers, particularly the issue of the killing of PWA.

2.3.2 Framing theory

The process of framing, according to Entman, (1993, p. 52), involves selecting some aspects of a text and making them salient in order to promote a particular problem definition, casual interpretation, moral evaluation and/or treatment recommendation for the item described. To fully understand the framing process, one must differentiate *frame-building* from *frame-setting*. He further stress that while the later focuses on the interplay between media frames and audience understanding, the former addresses the factors that influence the structural qualities of news frames. In this study, framing theory helps a researcher to oversee the way news stories have been organized or characterized for making sense of relevant events and messages.

According to Scheufele&Teksbury (2007), *framing* is based on the assumption that how an issue is characterized in news reports influences how the issue is understood by audiences. As a macro construct, *framing* refers to the manner of presentation that media organizations use to present information. As a micro construct, *framing* describes how people use the information and presentation modes when framing impressions.

Scheufele&Teksbury (2007) contended that framing is a concept which is commonly used to understand the media effects. It is regarded as the extension of agenda setting theory which prioritize an issue and makes the audience think about

its effects. The framing is based on the idea of how media base an event or an issue within a particular field of meaning which plays an important role in people's decision making procedure.

They insist that framing is used to represent the communication aspect which leads to the people's preference by consenting one meaning to another. Framing stimulates the decision making process by highlighting particular aspects by eliminating the others. For e.g. the newspaper frames the news within a particular viewpoint. This can change the perception of the issue among the readers.

Gamson & Modigliani (1989) asserted that framing is an important aspect where an issue can be highlighted to make sense of the events. It can regulate the audience's perception and also the acceptance of a particular meaning. As media plays an important role in the people's perceptions, the negative framing can create a huge impact upon the people. For example, the sensitive issues that are coming in the media have been framed diplomatically by not supporting any principles and thus the people can make their own decisions. A frame, in other words, is a central organizing idea for making sense of relevant events, suggesting what is at issue.

However, Gamson & Modigliani, (1989) admitted that a biased media can frame an issue negatively and can influence the mass. Intuition and careful interpretation of the audience are inevitable when it comes to framing. Media is a powerful tool and so the content must be framed with values as it influences and controls the audience.

DeVreese, (2005) pointed out that journalists select the news stories influenced by many factors such as news values, editorial policies, and interaction with the creamy layer of the society. These factors build the frame. With the interaction between the media and the preconceptions of the people, Framing plays an important role in how the particular issue is been presented before the people and how they perceive it.

He confirmed that framing can be used for effective communication in all fields of media and other organizations. It is mainly applied in understanding media effects. Effective communication among a mass can be done with well-organized framing of meanings and issues. Politicians can frame their vision effectively so that the public can understand its significance and accept it.

For example, newspapers prioritize the news items and highlight according to policies of the agency. The journalists decide the frame in which the information is presented accordingly. If a journalist reports on a pollution problem from a local river, it can be reported in the native's perceptive; where the problems faced by the people living nearby the river is highlighted, the perspective of the company causing the pollution; highlighting the advantages of how the company can help. Therefore, in this study framing theory helped a researcher to oversee the way news stories are organized or characterized for making sense of relevant events and messages, in particular the framing of stories covering the killing of PWA.

2.3.3 Social Responsibility Theory

The social responsibility theory of mass media changed the way press published

news from objective reporting to interpretative reporting. Before this theory, facts were presented without any interpretation, Siebert et al., (1956). The audience interpreted it the way they wanted to. This caused problems as interpretation was not based on reality and it affected the social order. Interpretative reporting and investigative reporting started to uncover the reality behind every case.

McQuail, (2010) observed that in Social responsibility theory, the press is taken to be for the people and society. The tasks of the press is to make a code of conduct and follow it, to develop a standard in journalism, to make journalism better, to protect journalists and to have penalties if any journalist violates the code of conduct. This way, the facts provided by the press are analyzed and interpreted so that the people get true information and understandable news.

This helps maintain social harmony by revealing social evils like corruption and discouraging other bad conducts. Middleton, (2008) argued that the media is taken as a place for the voiceless to have a voice and develop public opinions where each and every person has the right to speak, express and publish. It is considered not an end but a tool for social development. Therefore, the objectives of media are stated to inform, document, analyze, interpret, mediate and mobilize by creating and finding solutions.

According to her, social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self-regulations or both. The theory lies between both authoritarian

theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand. Here, the press ownership is private.

The social responsibility theory moves beyond the simple "Objective" reporting (facts reporting) to "Interpretative" reporting (investigative reporting). The total news is complete facts and truthful but the commission of the freedom press stated that "No longer giving facts truthfully rather than give a necessary analyzed or interpretative report on facts with clear explanations". The theory helped in creating professionalism in media by setting up a high level of accuracy, truth, and information, Melisande, (2009).

The news media, and more specifically print media, served as valuable sources of information and powerful modes of communication, Dominick, (2002). This power controls much of what people understand of events that occur around the world on a daily basis. The way information is transferred to its recipients comes through various forms of communication, all of which is framed to meet the goals of the providing source.

Dominick, (2002) argued that in social responsibility theory, a "frame" consists of a schema of interpretation, collection of anecdotes, and stereotypes that individuals rely on to understand and respond to events. In communication, framing defines how news media coverage can shape mass opinion by using these specific frameworks to help guide their reader to understanding. The news media, and more specifically print media, serve as valuable sources of information and powerful modes of

communication. This power controls much of what people understand of events that occur around the world on a daily basis.

Barn, (1999) pointed out that the way information is transferred to its recipients comes through various forms of communication, all of which is framed to meet the goals of the providing source. In social theory, a *frame* consists of a schema of interpretation, collection of anecdotes, and stereotypes that individuals rely on to understand and respond to events.

Barn, (1999) contended that in communication, framing defines how news media coverage can shape mass opinion by using these specific frameworks to help guide their reader to understanding. The formation of words used in a news article creates a vehicle for persuasion that has the opportunity to form stereotypes and generalizations among the minds of its readers.

The American Press Commission, (2011) in its report identified the responsibilities of media towards society. According to the report, content of media should reflect truth, accuracy, objectivity and balance. It should be self-regulating within the framework of law and established institutions. It should avoid whatever might lead to crime, violence or civil disorder or give offense to minority groups.

Wilbur Schramm, Siebert & Theodore Paterson, (1963) affirmed that the emergence of radio, TV and film suggested the need for some means of accountability. Thus the

Social Responsibility Theory advocated some obligation on the part of the media to society. A judicious mix of self-regulation and state regulation and high professional standards were imperative. Social Responsibility theory thus became the modern variation in which the duty to one's conscience was the primary basis of the right of free expression.

This study therefore, considered Social Responsibility Theory as an important tool in determining the role of media in society. The theory helps a researcher to analyze and interpret the findings that the people get true information and understandable news. This helps to maintain social harmony by revealing social evils like the killing of PWA and discouraging other bad conducts. Also, this theory oversees if the media has played its role to inform, document, analyze, interpret, mediate and mobilize by creating and finding solutions.

The role of the media

Coyne & Leeson, (2004) admitted that media play a critical role in building and sustaining democracies, societies and economies around the world. They provide citizens with the information necessary to make informed political and economic choices. Media give voice to women, youth and minorities, along with dissident political opinions.

Media also improve communities by providing citizens with important information on health, environment and rural development, and help people prevent and respond

to disasters. Advances in technology have allowed the media to deliver news and information to growing number of people and to share stories as they occur across the street and around the world, The ability to share information occurred with the introduction of a personal computer in the late 1879s, and internet, popularized in the 1990s both have transformed how companies deliver news and information and how people receive it.

In addition at no time in history has the world been so closely connected, with so many people having so much access to information using the new media about themselves, their neighbors, their countrymen and women and the world as they do today.

Thus, media has significant implications for all policy-makers concerned to see no country is excluded from the political, social and economic benefits that free and private media bring. Therefore, the introduction of these new technologies has created control of information. With the control of information comes control over people's political, economic and social lives, including the value of their education, health and jobs (Coyne & Leeson, 2004).

Harvey, (2008) said that free media can strengthen the public interest to improve socio-political conditions enable citizens to participate actively in public discussions and deliberations to affect change, and empower citizens to fulfill their rights and

obligations. It also contributes to the governance reform agenda by identifying corruption and demanding transparency and accountability.

According to him these illustrate how critical independent media are important to democratic, transparent societies and how pervasive and influential media are significant in today's world. Citizens around the world are seeking trustworthy information about issues that affect their daily lives, health, environment economy, community and policies and it is imperative that they have reliable sources that they can trust.

There are a number of people living below the poverty line, many of them in Africa and parts of Asia, where communications and media infrastructure are in great need of development. Independent media are crucial in providing opportunities for people to access critical information for their lives. It is expected to be one of the major development objectives of the current time, Graves, (2007).

Graves, (2007) said that media impacts are not limited to the political realm. A country's economy benefits by being more open. By having access to economic information, citizens are better informed about what is happening in their communities and in commercial and financial markets, allowing them to make better informed choices.

In addition to current events, the media educates the public on issues related to health, the environment, women, children and minorities. Thus, private media gives

voice to those whose voices often are not heard and engages marginalized groups in a more participatory discussion of programmes that impact their lives.

He contended that democratic, social, political and economic development goes hand in hand with media development. While short-term projects that utilize media for specific goals-health information campaigns, for example, have an impact on their intended sector, a more comprehensive media development strategy holds the potential to create the conditions for sustainable democratic and economic development. The establishment and nurturing of free and private media is crucial across all sectors to achieve real and sustained overall development of society.

According to Denis (1989) the depiction of disability in the media plays a major role in molding the public perception of disability. Perceptions portrayed in the media directly influence the way people with disabilities are treated in current society. Media platforms have been cited as a key site for the reinforcement of negative images and ideas in regard to people with disabilities, for this case PWA. As a direct response, there have been increasing examples worldwide of people with disabilities pursuing their own media projects, such as creating film series centered on disability issues, radio programs and podcast designed around and marketed towards those with disabilities including PWA.

Denis, (1989) contend that media images and stories influence thinking and establish social norms. People with disabilities have endured misrepresentation, defamation,

and lack of representation in the media news and entertainment. While the disability rights movement has made enormous strides in the past 30 years using law and policy development and civil rights advocacy, our movement has not yet altered the hearts and minds of people who do not have personal experience with disability. Many still do not understand disability issues as rights issues.

Nick, (1997) observe that Fear and stereotypes about disability are deeply ingrained in our culture and reflected in media coverage, and people with disabilities are seldom seen as individuals beyond the framework of their disabilities. The legacy of demeaning, isolating, and institutionalizing people with disabilities has left in its wake negative and inaccurate beliefs and attitudes about what it means to live with a disability. These attitudes are embraced and reflected by media coverage, much of which relies on old stereotypes and misinformation.

According to Nick, (1997) one way in which changes have occurred in the coverage of disability issues in the media is through the terminology used. Disabling language is defined by: "language that (a) perpetuates myths and stereotypes about people with disabilities, (b) uses nouns instead of adjectives to describe people with disabilities, or (c) uses demeaning or outdated words or phrases in reference to persons with disabilities." The disabling language used in the media has "the potential to affect nearly every person with a disability and the insults are likely to be perpetrated by practically every speaking person in our society.

Dejene, (2010) point out that print media's main contribution is to keep people up-to-date by providing the latest news about various topics such as politics, economics, sport, agriculture, forest, fishing, stock markets and weather updates etc. In a society print media play an important role to increase awareness in all people about human affairs.

As a direct response, there have been increasing examples worldwide of people with disabilities pursuing their own media projects, such as creating film series centered on disability issues, radio programs and podcasts designed around and marketed towards those with disabilities, and so on. For example, representations of disability by disabled people on Ouch, a BBC-owned web magazine produced largely by disabled people.

Ouch's content is also distributed through the medium of the internet which puts a further twist on its representation of disability since, with regards to disabled people, the internet is increasingly being touted as a technology that will contribute towards the removal of social inequalities (Trend, (2001).

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hearts and minds of people who do not have personal experience with disability. Many still do not understand disability issues as rights issues.

The use of media in combating discrimination of PWA can be treated at two levels: often using electronic media (television, radio) and print media (newspapers) in campaigns aimed at including the adoption of innovations or other changes in behaviors; and community media, mainly using radio and other folk expressions such as theater, concerned with giving voice and representation to the various segments of local communities.

An increasing number of scholars focus their attention on the ownership patterns of media. Media in general can be classified into three groups namely private, public/government and community. Such a classification seems to better reflect the different nature, scope and range of functions included within the broader media system (Ayesha, (2011).

According to Ayesha, (2011), in the past, media systems were considered key elements in supporting the national development of poorer countries. During the 1980s, the role of communication and especially media was at the center of a heated debate that reached its highest level of visibility and controversy at UNESCO. The impact of this debate, while having a number of implications and its on-site applications for media policies and international relations, affected the field of development communication and its on-site applications in a limited way. Thus the mass media can create a climate for development through effective communication.

The extent to which the aspects of discrimination faced PWA are reflected in the public domain including through the media is becoming increasingly important. It is because social worker specialists and other scholars have increasingly focused on the critical importance of the role of media in providing a voice for PWA, Harvey, (2008).

The political role of the media is also another aspect of the fight against discrimination of PWA. Article 18 of the Constitution of the United Republic of Tanzania, 1977 (as amended in 2005) speaks of the freedom of expression and opinion without any interference from outside forces. This is essential to the healthy democracy for at least two reasons. First, it ensures that citizens make responsible, informed choices rather than acting out of ignorance or misinformation. Second, information serves a "checking function" by ensuring that elected representatives uphold their oaths of office and carry out the wishes of those who elected them.

In some societies, an antagonistic relationship between media and government represents a vital and healthy element of fully functioning democracy. There are four factors that influence the effectiveness of media as a mechanism for transforming situations of conflict into coordination scenarios. These factors are: media autonomy, the legal structure, the quality of the media and consumer demand. (Schramm, 1964).

Autonomy is one of the key terms of the professionalization approach. It means freedom to shape journalists' work without being controlled by internal and external powers. Besides expertise, commitment to the job and responsibility are used as the

main indicators for professional orientations. The quality of media depends on the quality of news stories published. This includes accuracy, balanced, objectivity, concise, and clear, current (elements of time in news).

2.3.4 The role of media in society

Coyne & Leeson, (2004) admit that media play a critical role in building and sustaining democracies, societies and economies around the world. They provide citizens with the information necessary to make informed political and economic choices. Media give voice to women, youth and minorities, along with dissident political opinions.

According to Coyne & Leeson (2004), media also improve communities by providing citizens with important information on health, environment and rural development, and help people prevent and respond to disasters. Advances in technology have allowed the media to deliver news and information to growing number of people and to share stories as they occur across the street and around the world, The ability to share information occurred with the introduction of the personal computer in the late 1870s, and the internet, popularized in the 1990s Both have transformed how companies deliver news and information and how people receive it.

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Media has also significant implications for all policy-makers concerned to see no country is excluded from the political, social and economic benefits that free and private media bring. Therefore, the introduction of these new technologies has created control of information. With the control of information comes control over people's political, economic and social lives, including the value of their education, health and jobs (Coyne & Leeson, 2004).

There are a number of people living below the poverty line, many of them in Africa and parts of Asia, where communications and media infrastructure are in great need of development. Independent media are crucial in providing opportunities for people to access critical information for their lives. It is expected to be one of the major development objectives of the current time, Graves, (2007).

2.3.5 Media coverage on the killing of PWA in Tanzania

Taylor, (1963) admitted that Tanzania is one of few countries in sub-Saharan Africa where the press is predominantly presented in the official and national language of the country (which happens to be *Kiswahili* - hereafter *Swahili*) where the readership is fully literate in that language. There are reasons for this that is exclusive to Tanzania, as the country has experienced historical events that have not occurred elsewhere.

She affirmed that Swahili is a Bantu language with a very large amount of Arabic loan words, which entered the language due to the influence of traders from Yemen and Oman. An understanding of the forces that have brought about these unique

circumstances in Tanzania would shed light not only on the country in question but on much of the rest of sub-Saharan Africa, where the press remains very predominantly in the languages of colonial legacy - English, French, or Portuguese.

The media in Tanzania played their role in informing the general public and its concerns about the killing of PWA. Many of the articles attacked the myths surrounding albinism, emphasizing that witchcraft cannot deliver wealth (Jean 2017). However, he pointed out that not all the media coverage was helpful, as some articles contributed to the spread of the myths and rumors about albinism by irresponsibly reporting on the monetary value of various body parts.

In some cases, he noted that the language used by the media failed to fully highlight the challenges affecting people with albinism. For example, the Swahili term for persons with albinism, *watuwenyeulemavuungozi* (people with skin-disability) was regularly used. This description fails to recognize the fact that people with albinism also need proper eye care. Media reporting on these attacks as crimes that can lead to a death sentence is important in reducing the violence.

2.3.6 Effects of Media Ownership System in news reporting

Chambers, (1983) stated that the ownership, structure, distribution or content of the media in any country are similar or together subject to substantial external pressures from the media interests of any other country or countries without proportionate reciprocation of influence by the country so affected. Ownership structure is one of

the factors on the organizational level that affects the content of mass media messages. According to him there are three basic types of mass media ownership: government owned (or government party owned). Privately owned and owned both by government and private organizations or individuals.

Media ownership structures serving the public interest is another part of a bigger theme of the effects of mass media ownership on content. Salvaes, (1999) observes that there are number of studies that were able to determine the effects of ownership on content, although there are some that present the opposite view.

Government-owned media outlets such as the *HabariLeo* newspaper are usually seen by social scientists as pursuing goals of social welfare and harmony, while privately owned media like the *Nipashe* newspaper are seen as pursuing interests that are determined by a desire to make profits, although it is not always the case. However, Dejene, (2010) noted the fact that media (partly) owned by government does not mean that channels and content are totally controlled by government. Usually, if not subsidized, these channels have to make a profit, which means independence to a certain extent from the government ideological interests.

2.3.7 Criticism of Human Rights Coverage in the media

Barrett & Barbara, (2008) admitted that mass media is perhaps the most powerful tool in the world for creating, changing or perpetuating society's ideas about an issue or group of people. It works both overtly and subconsciously: deciding which issues

are important, how to frame those issues, who to show as affected by them, and increasingly, providing personal commentaries on the matters at hand.

Many observers note that although there is more human rights coverage in the media now than in the past, it is not all good. Some common criticisms are: Media confuse issues because journalists have an inadequate understanding of human rights: what they are, how they are created, governments' responsibilities and how they are promoted and enforced. By not taking account of human rights, journalists miss stories or ways of reporting issues. This affects the quality of journalism and the public's right to information.

Other criticisms are; when journalists cover human rights issues, they present them as crime or politics stories rather than rights issues. They ignore the existence of international human rights standards for domestic violence, racial discrimination, and treatment of migrants, child abuse, education, health, cultural freedoms and many other issues. This weakens media's 'watchdog' role, because journalists do not hold their governments and other powerful institutions to account on these issues; Journalists present information without context or analysis.

As a result, human rights violations seem to be isolated instances or new events even when they are only the latest in a history of similar violations and Media themselves sometimes perpetrate human rights abuses by invading privacy, perpetuating bias and stereotypes, not calling governments to account, or deepening conflict.

Murders of PWA are a recently emerging human rights issue in Africa, particularly Tanzania. Thus far, public debates about the killing of PWA in Tanzania and other African countries have been dominated by media reports. The killing of PWA is based on the belief that certain body parts of PWA can transmit magical powers, Under the Same Sun, (2013). As a result, PWA have been persecuted, killed and dismembered, and in some areas graves of albinos dug up and desecrated. At the same time, PWA have also been ostracized and even killed for exactly the opposite reason, because they are presumed to be cursed and bring bad luck. The killing of PWA has been reported in the media both print and electronic, nationally and internationally, Cruz-Inigo, (2011). However, despite media reporting on this human right violation, the killing continued.

According to Alum, Gomez, & Ruiz (2009; Ntetema (2008), over the past few years, reports of escalating violence against people with albinism in Africa, and particularly the United Republic of Tanzania, have become prominent in local and international media. The murders of PWA came to the attention of world through the efforts of a Tanzanian BBC journalists (Vick Ntetema) in 2008.

Africans with albinism are particularly stigmatized as people with white skin in black-skinned societies, and as people with disabilities of low vision or blindness and tendencies towards contracting skin cancers. Cultural beliefs and myths attribute magical powers and sub-human characteristics to people with albinism.

The present violence against them, including murders, appears to be driven by traditional witchdoctors and carried out by contract killers to meet a market for albino body parts believed to bring wealth and fortune. Moral condemnations of these killings have been expressed widely by the Tanzanian government, members of its Parliament, United Nations Children's Fund (UNICEF), the United Nations (UN), Alum, Gomez, & Ruiz (2009), and in resolutions passed in the European Union, (2008) and American Parliaments (2010).

2.4. Summary of discussion

With the support of some scholarly perspectives focusing on the main objective of the research which is to analyze and compare government and private newspapers' coverage on the issue of PWA in Tanzania, this chapter has been summarized as follows:-

- (i). Lack of information and education on the nature of albinism has led to the brutal murder and attacks on these innocent men, women and especially children under the influence of witchcraft, superstition and desperation. It was noted that, albinism is passed on recessively and therefore two dark skinned parents can have a child with albinism makes it difficult to understand the condition as hereditary. In this view the issue of PWA is not well addressed by the media.
- ii. The combination of three theories of mass communication (agenda setting, social responsibility and framing) enabled to analyze and compare the coverage of the media on the issue of killing of PWA.

It was observed that the amount of repeated attention to story can have the most powerful influence on the public. The press being taken to be for the people and society, they should write analytical and interpreted news stories so that the people get true information and understandable. Furthermore, media organizations should present information and describe how people could use them for making sense of relevant events, suggesting what is at issue.

- (iii) The ownership structure of media is one of the factors on the organizational level that affects the content of mass media messages. There are four factors that influence the effectiveness of media as a mechanism for transforming situations of conflict into coordination scenarios. These factors are media autonomy, the legal structure, the quality of the media and consumer demand.
- (iv). By not taking account of human rights, journalists miss stories or ways of reporting issues. This affects the quality of journalism and the public's right to information.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

The main objective of this study was to analyze and compare government and private newspaper's coverage on the issue of killing of People With Albinism (PWA) government versus private newspapers. In order to do the comparison, the researcher used the *HabariLeo* (government owned) newspaper and the *Nipashe* (private owned) newspaper. The focal points include the samples, the sampling procedures and the techniques, the unit of analysis, and the rationale of the samples.

3.2 Research Design

This study used descriptive research design based on an historical, mixed qualitative and quantitative approach to analyze and compare government and private newspaper's coverage on the issue of killing of People With Albinism (PWA) in Tanzania. Descriptive claims in communications surveys are often posed as research questions which are used to identify particular group characteristics or categories of respondents the researcher believes are unique to a specific population (Merigan & Huston, 2004). According to McIntyre (1999) descriptive studies are not only restricted to fact findings, but may often result in the formulation of important principles of knowledge and solutions to significant problems.

Qualitative inquiry was used to analyze media news contents about people's perceptions and reports regarding killing of PWA. According to Holloway and Wheeler (2002:30) qualitative research as "a form of social enquiry that focuses on the way people interpret and make sense of their experience and the world in which

they liveö. Researchers use the qualitative approach to explore the behavior, perspectives, experiences and feelings of people and emphasize the understanding of these elements as Brenmen (2013) said qualitative researchers consider the diversity of meanings and values created in media. Rather than focusing on media effects or influences, they attempt to understand the many relationships that exist within media and society. Therefore, this type of design helped the researcher to describe media coverage of the killings of PWA.

Also, the research used quantitative research method to analyze statistical about the coverage of stories on the killing of People With Albinism (PWA) in government versus private newspapers. According to Babbie (2010) quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical. analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. In this regard, the quantitative research methods in this study focused on gathering numerical data on how *HabariLeo* and *Nipashe* covered the issue of the killing of People With Albinism (PWA).

The combination of quantitative and qualitative approaches provided clear understanding of the phenomenon of this study. As Creswell (2014) insisted that mixed research method provides a stronger understanding of the problem or question than either by itself. As Miles and Huberman (1994, p.20) admitted that it is getting harder to find any methodologists solidly encamped in one epistemology or the other. More and more öquantitativeö methodologists are using naturalistic and

phenomenological approaches to complement tests, surveys, and structured interviews.

On the other side, an increasing number of ethnographers and qualitative researches are using redesigned conceptual frameworks and pre-structured instrumentation since most people now see the world with more ecumenical eyes. A descriptive approach provides different complementary ways of operationalizing and measuring concepts. While a quantitative approach provides a high level of measurement precision and statistical power about the coverage of PWA, a qualitative approach provides greater depth of information about how people perceive it in the context of the actual situations in which they occur.

3.3 Area of the Study

This study was conducted in two media houses, Tanzania Standards Newspapers (TSN) Limited and the Guardian Media Limited both based in Dar EsSalaam. Tanzania Standard Newspaper (TSN) Company Limited publish five newspapers of which three (*The Daily News*, *HabariLeo* and *SPOTILeo*) are dailies, and the other two (*Sunday News* and *HabariLeoJumapili*) are weeklies Tanzania Standard Newspaper ó TSN (2010).

According to Steadman Group, Tanzania Survey (2010), *Nipashe* newspaper, which is privately owned, is also one of the top largest private newspapers in Tanzanian press and is backed by strong investment from its sister Company, IPP Media. The IPP Media which owns *Nipashenewspaper* is supported by *The Guardian*, *The Citizen*, *SportStarehe*, *Mwanaspoti* and *NipasheJumapili*.

The two newspapers are Kiswahili language dailies which is a national language. The selection of only *Kiswahili* newspapers is because they have wider readership in Tanzania than English language newspapers, which are limited to particular group. They are also among the newspapers in the country that have been published consistently since their founding.

3.4 Rationale of the Study

This study will mainly help analyze the extent to which both the government and privately owned newspapers covered the issues related to the killing of PWA which was the violation of human rights. It might also benefit researchers to conduct further media analysis on the coverage of other forms of discrimination and social problems in the country through other media such as radio and Television.

3.5 Sampling Procedure and Sample Size

A total of 368 distinct newspaper publications were used in this study of which 184 copies was published by both *HabariLeo* and *Nipashe* newspapers. Data was obtained from two out of 18 daily mainstream *Swahili* newspapers which is 11% of the entire number of daily mainstream *Swahili* newspapers. The two newspapers are the *HabariLeo* and *Nipashe*.

This study used purposive sampling procedure based on the type of ownership and control of the newspaper, i.e., government owned and privately owned. The selection also considered their popularity in terms of national coverage and the language (Kiswahili) which is a national language, (Steadman Group, Tanzania (2010)).

The study period included the time between June to the end of December 2008. The rationale behind the decision of this time period is that it was during this period the killing of PWA mostly occurred. Thus, taking into account all news stories published during specified time period (from June to December, 2008), the researcher had taken a total of 368 publications of both *HabariLeo* and *Nipashe* newspapers.

This was accomplished using a complete list of all the publication calendar days of the *HabariLeo* and *Nipashe* encompassed in the time period. Therefore, a total of 368 days' publication was selected for analysis. In order to capture news stories from *HabariLeo* and *Nipashe* newspaper publications, a researcher went through page by page to identify and count all news stories published related to PWA.

3.6 Research Instrument

This study used content analysis to examine the print media coverage of the killings of PWA. Content analysis is a systematic technique for analyzing message content and message handling, and it is a tool for observing and analyzing the overt communication behavior of selected communication events. Berelson, (1952) defines this technique as: "content analysis is a research technique for objective, systematic and quantitative description of manifest content of communication".

In similar manner, Berelson (1952) defines content analysis as giving emphasis to a research technique for making replicable and valid inferences from data to their context. That means, it is a systematic technique for categorizing data into themes and then counting how often each category or theme occurs in order to identify dominant findings and, thereby, make some generalizations. Thus, it enabled the

researcher to include large amounts of textual information and systematically identify its properties.

The approach to content analysis was selected and employed in this study, because it is a pertinent tool to extract the data from the manifest and latent content of the selected newspapers. It is also an important tool to make inferences about the antecedents, describe the characteristics and the effects of the newspapers on the coverage of the killing of PWA in Tanzania.

The basic assumption implicit in the content analysis is that an investigation of message and communication allow some insight into some aspects of beliefs, or values of the people who receive these messages. The techniques to study aspects of the research themes like the amount of coverage, prominence of the page in which the issues, tone of the total coverage, source of stories, aspects of coverage and pictorial presentation are deployed and taken into account.

3.7 Data Collection

This research used news content analysis to collect data from *HabariLeo* and *Nipashe* newspapers. The researcher used the term 'killing of PWA' to retrieve the newspaper articles used for this study. The study used both qualitative and quantitative to collect the data through content analysis.

3.7.1 Quantitative News Contents Analysis

Quantitative methods examine the relationship between variables and can be delivered in a numerical format amenable to statistical analyses and standardized

tests of significance, reliability, and validity (Berger, 2011; Creswell, 2009; HesseBiber, 2010; Lindlof& Taylor, 2010).

In this study, the researcher used quantitative methods to examine to what extent the news about killing of People With Albinism received photos and news coverage by measuring the news frequency, the size of news articles as determined by both length and width, and the location of articles in the newspaper. The relative weight or importance of news articles was determined as follows:

News length: A measure of the news article in inches of horizontal columns it covers.

Typefaces of headlines: This is a measure of the normal range of typefaces used by each paper. On the front page the size is categorized as large (50-72 point), medium (40-48 point), and small (under 38 points.) On other pages: large (48-55 point), medium (40-48), and small (16-38).

Headline width: A measure of the headline by number of the vertical columns it covers; this is separate from the width of the article itself. One column width is four centimeters.

Page number upon which the article appears: It is widely known that news items placed on the front page carry more weight than those on the later pages. This measurement involved page placement or whether the article appears above the mid page fold or below. The article below the fold is considered as second lead story in the newspaper.

3.7.2 Qualitative News Content Analysis

Qualitative news content analysis identifies and analyzes textual meanings such as positive and negative news tones. The news content analysis in this study focused news about killing of People With Albinism, including news analysis (evaluation/historical material), editorial (official paper statement) columns, interviews, feature articles, letters, cartoons, and photos related to killing of People With Albinism.

3.8 Data analysis

Data analysis is a method in which data is collected and organized so that one can derive helpful information from it. The researcher used both quantitative and Qualitative data analysis tools. In quantitative, the researcher used the Statistical Package for Social Science (SPSS) version 20 to code and summarizes the data in statistical format. Descriptive statistics were used to reduce the data for easier interpretation of frequency distributions (Cozby, 2007; Field, 2009; Green, & Salkindm 2008). These measurements provided frequency distribution summaries by using tables, charts, histograms and graphs.

Also the researcher used qualitative data analysis to interpret news about killings of PWA such as o examine the tone (positive, neutral, or negative) of news coverage Qualitative data analysis is the process in which we move from raw data that have been collected as part of the research study and use it to provide explanations, understanding and interpretation of the phenomena, people and situations which we are studying. The aim of analyzing qualitative data is to examine the meaningful and

symbolic content of that which is found within. What we are aiming for is to try to identify and understand such concepts, situations and ideas as:

A person's interpretation of the world/situation in which they find themselves at any given moment; How they come to have that point of view of their situation or environment in which they find themselves; How they cope within their world; Their own view of their history and the history of others who share their own experiences and situations and How they identify and see themselves and others who share their own experiences and situations.

In this research, data analysis is a combination of items and themes in advance which represent the whole units of the killing of PWA related news stories in the newspapers. Thus, the study unit of this analysis in collecting data includes news, stories, features, articles and editorials.

3.9 Unit of analysis

The 368 distinct newspaper publications were used as units of analysis to analyze news coverage about killings of PWA. The unit of analysis is the major entity that is being analyzed in a study. It is the 'what' or 'who' that is being studied. In social science *research*, typical *units of analysis* include individuals (most common), groups, social organizations and social artifacts. The choice of the type of analysis determines the mode of inquiry (descriptive, correlation, comparison, etc.) which will be used to achieve the Research Objectives.

The bound for this study unit of analysis is a combination of items and their themes in advance which represent the whole units of development related news stories in the newspapers. Thus, the study unit of this analysis in collecting data included news, stories, features, articles and editorials. In addition, in terms of contents of the units of analysis, frequency of the page prominence, sources of stories, tone of stories, and pictorial presentation of the stories covered were tested.

In the case of frequency, it was determined or tested based on the counting of each main categories of development issues in the newspaper. Most of these units of analysis were physically presented and counted during the coding process. But some of them such as tone of the issues could not only be identified by their physical presentation. Therefore, stories were read profoundly to determine their tone and their implications in order to extend to a more latent interpretation.

The prominence was determined by the specific position or placement (front pages, Editorial pages and Inside page) of each item of the development issues are essentially on pages of the newspaper. In other words, those which appeared on the front pages, for instance, was regarded as more important while those development issues which appeared on the editorial pages were regarded as secondary in their importance, and stories on the inside pages were viewed as less importance when compared to the front pages and editorial page stories.

The tone of stories was determined as positive, negative or neutral depending on stories' line. In order for a story to be coded as either -positive or -negative, it must have either more amount of positive comments to negative comments, or more amount of negative comments to positive comments.

Positive news tone describes an enthusiastic or upbeat story presented as good news that informed the public about the government effort to prevent PWA rights as well as successful stories about development plans and projects regarding PWA security and rights to live without fear.

Negative news tone refers to stories that criticize development experience, failure of development project, inability to afford running costs of development program regarding PWA. Neutral news tone refers to impartiality, the news that did not show any feelings for or against PWA.

3.10 Data presentation, Coding and Interpretation

In presenting the findings of the study charts were used to further explain the analysis of the study. Through this group a researcher was able to identify the objective of the study and reach a conclusion on the type of stories portrayed by the two newspapers. The group which was used for the study was adapted from a similar study by Beaudoin & Thorson (2001). It was selected because it was suitable for analyzing the data after evaluation by the researcher.

The coding unit was employed in the entire articles, stories, news and items in the selected newspapers because the goal of the study and the category of the study are of a general nature. The researcher seeks to compare two newspapers for the general content categorized by ownership as government and private. In doing so, the researcher set a coding schedule by qualifying basic lists of standard criteria of the killing of PWA issues in Tanzania.

Accordingly, the study adopted standard criteria of the news categories such as hard news, editorial, and feature/opinions which were clearly contained in the newspapers so as to identify stories that are specifically related to the killing of PWA issues. For these reasons, a coding sheet was developed that include placement of the story, pictorial presentation, tone of the issues, sources of the issues and page prominence of the stories (see annex).

3.11 Role of the researcher

In quantitative studies, the researcher's role is theoretically non-existent. That is in the perfect quantitative study, participants act independently of the researcher as if he or she were not there. In experimental studies a double blind placebo controlled study is the gold standard and is used to try and remove biases and subjectivity from the study.

In qualitative studies, the researcher's role is to access the thoughts and feelings of research participants, which can enable development of an understanding of the meaning that people ascribe to their experiences. Within the context of this study, qualitative approaches have been used to examine a diverse array of a topic, including the perceptions of the key actors regarding PWA and human rights issues in general.

3.12 Reliability

This study is reliable because the researcher used news content analysis to enhance the results of the findings. The study used quantitative and qualitative approaches to provide a better understanding of research problems instead of using a single

approach alone, Creswell, (2011). Quantitative and qualitative news contents analysis also was used to analyze news media coverage of the killings of PWA in Tanzania.

3.13 Validity

According to Creswell, (2009) there are two types of validity: internal and external. To justify research findings, researchers must ensure that their studies meet the internal and external validity criteria, Duncan & Harrop, (2006).

3.13.1 Internal validity

Pittenger, (2003) contended that internal validity is only relevant for studies that address a cause and effect relationship between the independent variable and the dependent variable, therefore, was not considered for this study. The aim of this study is simply to analyze and compare government and private newspaper's coverage on the issue of killing of People with Albinism (PWA) in Tanzania.

3.13.2 External Validity

External validity means the degree to which the findings of a study can be generalized from the sample studied to the entire population (Tailor, 2013). In this regard, the results of the study might apply to other areas with similar problem, media and political conditions. Therefore, this study considered external validity as the source of information, a tool for which the findings are generalized from the sample studies to the entire population.

CHAPTER FOUR

4.0. RESEARCH FINDINGS AND ANALYSIS

4.1. Introduction

This chapter has three sections. The first section answers research questions One; The second answers research question Two; and the third section answers research question Three. The findings of this research are drawn from 150 stories picked from 368 *HabariLeo* and *Nipashe* newspapers published from July to December 2008. Data as a general concept refers to the fact that some existing information or knowledge is *represented* or *coded* in some form suitable for better usage or processing.

4.2. The Overall Coverage of Killing of PWA

The study covered a total of 150 news stories which were purposefully selected from *HabariLeo* and *Nipashe* newspapers. This number was obtained from a total of 368 newspapers published over a period of six months (July to December 2008). **Figure 1** clearly indicates the overall coverage of issues related to the killing of PWA in the sample newspapers. According to the findings, only 150 news stories were extracted from 368 newspapers published by “*HabariLeo*” and “*Nipashe*” during the period of 1st July to 31st December, 2008. It was revealed that out of 150 stories published, 81 (54%) were published in “*HabariLeo*” newspaper, while 69 (46%) were published in “*Nipashe*” newspaper. Also, out of 150 stories, only 22 (14.66%) were devoted in the front page; 35 (23.33%) were in the editorial page and 93 (62%) were published inside page. The government owned *HabariLeo* newspaper tended to cover more stories on the killing of PWA than the privately owned *Nipasha* newspaper.

The findings noted that in the government owned newspaper *HabariLeo*, out of the total 81 stories published 56 (69.13%) was about the killing of PWA, 16 (19.75%) and nine (11.11%) were about discrimination and human rights issues. Such coverage makes little mention of the adversities they face every day including stigma, extreme discrimination, isolation and exclusion, serious health and vision problems, and cruel public ridicule.

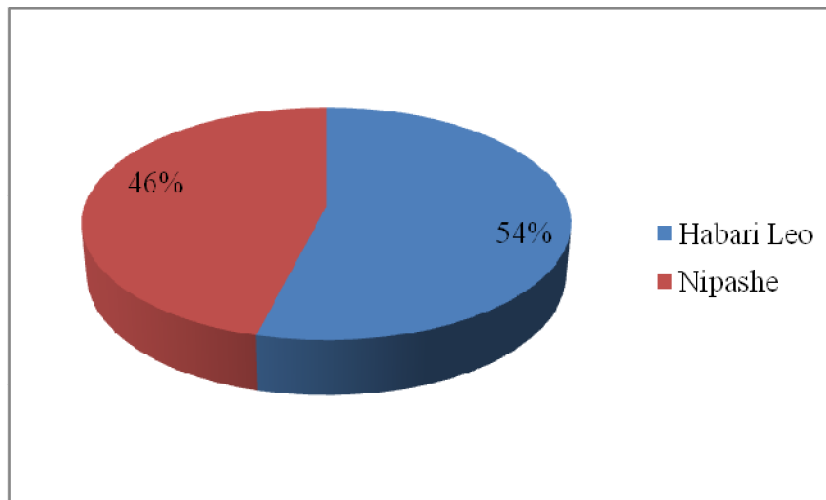


Figure 4.1 PWA news in *HabariLeo* Vs *Nipashe* newspapers

HabariLeo which is a daily newspaper covered 81 news stories on the killing of PWA, whereas *Nipasha* newspaper which is also a daily newspaper covered 69 news stories on the killing of PWA.

According to Salvaes, (1999), media ownership structures serving the public interest is part of a bigger theme of the effects of mass media on content. He observed that there are number of studies that were able to determine the effects of ownership on

content, although there are some that present the opposite view. However, Dejene, (2010) noted the fact that media (partly) owned by government, *HabariLeo* for this case, does not mean that channels and content are totally controlled by government.

Usually, if not subsidized, these channels have to make a profit, which means independence to a certain extent from the government ideological interests. Generally speaking, the content gives priority on government interests.

Campbell, (2004) asserts that government newspapers are able to assess the news items more frequently and more effectively than other groups and the public at large. They have an authority within the hierarchies of society and also have the resources to regularly produce information in a form suitable for the news media. This clearly shows that *HabariLeo* newspaper gave more coverage of issues of the killing of PWA compared to *Nipashe* newspaper. In analysis, attention was paid to factors, such as placement of issues, story tones, sources and pictorial presentations in the selected newspapers.

4.3. Prominence of the issues in both newspapers

Figure 4.2 demonstrates the total number of stories in both newspapers and their placement in three different page categories: the front page, the editorial comment and the inside page. The classification of page categories into three different types of pages was used to indicate the significance of attention given by the newspapers to issues related to the killing of PWA.

Accordingly, 22 (14.66%) of the stories were devoted in the front page; 35 (23.33%) of the stories were in the editorial page and 93 (62%) of the stories were published on an inside page. Most of the stories in the newspapers were carried in the inside page. This shows that the attention given to the stories of the killing of PWA as substantially less. Nearly 57 (38%) of the stories were given due attention; these were the ones that appeared in the front and in the editorial pages.

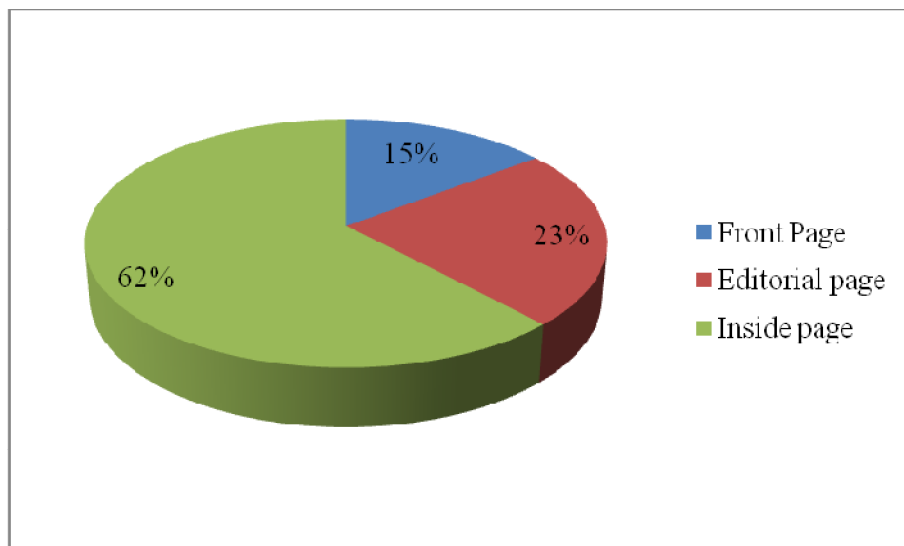


Figure 4.2 Prominence of the issues in the newspapers

The juxtaposed chart above show the number of stories published in *HabariLeo* and *Nipashe* newspapers respectively, on the front page, editorial page and on the inside page. In *HabariLeo* newspaper, out of a total of 81 stories it published, about 42 (51.85%), 12 (14.81%) and 27 (33.33%) articles related to the killing of PWA appeared on the inside, front and editorial pages.

On the other hand, the findings showed that *Nipashenewspaper*, out of a total of 69 stories about the killing of PWA, 10 (14.49%) appeared in the front page, 8 (11.59%) were at editorial page and 51 (73.91%) appeared inside pages, respectively. The *HabariLeo* newspaper had more stories on the killing of PWA on the front page compared to the *Nipashenewspaper*.

Usually stories that appear on the front page, highlight issues given emphasis in the news. Moreover, front page news stories are also believed to have a considerably higher effect in attracting audiences' attention than those on the inside page. The front page news stories also show more emphatic news of the total issues covered in that day's publication. The newspaper's front page features eye-catching headlines and photographs that pique readers' interest and direct them to stories featured in the inner sections. The editorial section of the newspaper is important in signifying the stand of the newspaper about the issue at hand. It also used to represent the views of newspaper's editors, teams, publishers or owners and to illustrate those of their readers. It is a means of exploring what issues were important during the time of the newspaper's publication.

Stories on the inside are often regarded as having less significance when compared to those that appear on the front and editorial pages. Page editors of a newspaper usually place stories covering particularly important or interesting events on the front page, and usually relegate stories of interest to fewer people to the paper's inner page. The actual front page of a newspaper confronts a potential buyer on the newsstands and attracts readers. Most of the time, they have headlines of different sizes

and widths, most of them in a matching type, but with the odd one or two in different types to give variety.

The biggest headline on a page is usually at the top of the front page and it is mostly on the longest story of the day. According to Tsegaye, (2010) it tells the readers that the story is the most important one worthy of reading. He further pointed out that the front page of newspaper is also what attracts casual readers to buy it; and editors choose stories they feel people will read. According to him editors use their judgment to select the most important stories on the basis of the perceived impact the story might have on the readers.

4.4 The tone of coverage on the killing of PWA in the newspapers

Figure 4.3 depicts that the highest proportion of the tone of the total coverage in the newspapers are news forum (93) constituting 62% of the overall coverage of stories on the killing of PWA. Such media coverage of certain issues in significantly positive light has an implication with respect to public opinion formation regarding the issue. The remaining 35 (23.33%) of stories on the killings of PWA were editorial and 22 (14.66%) of the stories were news stories.

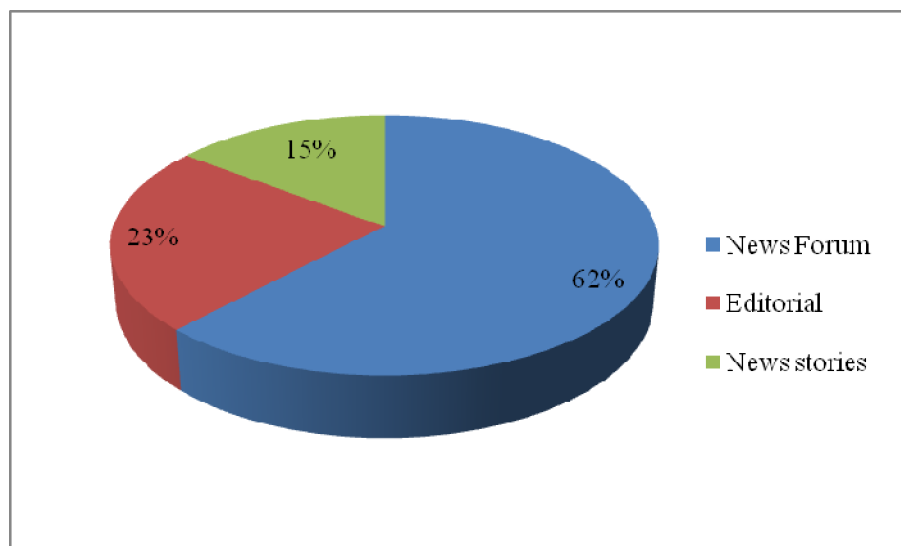


Figure 4.3 PWA news in both newspapers

The news contents measures whether a story's tone is constructed in a way via use of quotes, allegations or implication which results in news stories, editorial or news forum coverage for the primary figure as it relates to the topic of the story.

While reading a story, coders added up all the comments that might have either a news story, editorial or news forum tone to the reporting. The findings showed that in the government owned newspaper *HabariLeo*, out of the total of 81 stories published, 56 (69.13%) was about the killing, 15 (8.5%) and 10 (12.3%) were about discrimination and human rights issues of PWA respectively.

Out of the total of 81 stories published, 12 (14.81%) were news stories, 42 (51.85%) editorial and 27 (33.33%) were news forum. On the other hand, *Nipashe* (the privately owned newspaper) out of the total 69 stories published, 41 (59.42%) were the killings, 15 (21.73%) were discrimination and 13 (18.84%) were human rights

stories. Of these, 51 (73.91%), 10 (14.49%) and 8 (11.59%) were news forum, news stories and editorial issues of PWA respectively.

Indeed, of the two newspapers studied, *HabariLeo* carried many more stories which were positive (portrayed a real situation) than *Nipashe*. The total coverage of positive stories (portrayed a real situation) regarding the killings of PWA issues in *HabariLeo* were about 80%. Only 20% neutral coverage (balanced) was identified. In contrast, there were more negative stories (which held some truth in it) in *Nipashe* than in *HabariLeo*. To be precise, 36% of *Nipasha* newspaper coded about killings of PWA issues was negative stories (which held some truth in it), whereas 54% were positive stories (portrayed a real situation).

However, there were almost equal percentages of stories which were neutral (balanced). They stood at 20%. The coverage of stories which positive (portrayed a real situation), negative (which held some truth in it) and neutral (balanced) were based on the nature of the killing, discrimination and the steps taken by the government as far as those events are concerned. One of the examples cited was the duration of time taken for hearing of cases in courts. The major difference observed in the tone of coverage in the target newspapers could have been due to the nature of newspapers' ownership and control patterns. According to Schramm, (1964) media ownership structure is one of the factors that affect the content of media.

In both newspapers, positive stories (which portrayed the real situation) outweighed negative stories (which held some truth in it). The major difference observed in the tone of coverage in the target newspapers could have been due to the nature of newspapers' ownership and control patterns. Schramm, (1964) observed that the government owned media outlets are usually seen as pursuing social welfare and harmony, while private owned media are seen as pursuing interests that are determined by desire to make a profit.

The analysis shows that the government press did not often publish critical reports about discrimination of PWA in comparison to the private press. In this study the private press was found to be more critical of issues and even of the government. It should be recognized that the killings of PWA is a complex process and it needs critical scrutiny so as to ensure its success. Praising media stories, which filter out critical reports, could distort the existing picture of the killings of PWA and impede the process of taking collective action against factors that might militate against the killings of PWA.

4.5 Source of stories in the Newspapers

Figure 4.4 showed that about 88 (58.66%) of the overall coverage was sourced from police officers, Village chairpersons constituted 43 (28.66%) of the total, while 19 (12.66%) of the stories were from other sources such as religious leaders and human rights activists.

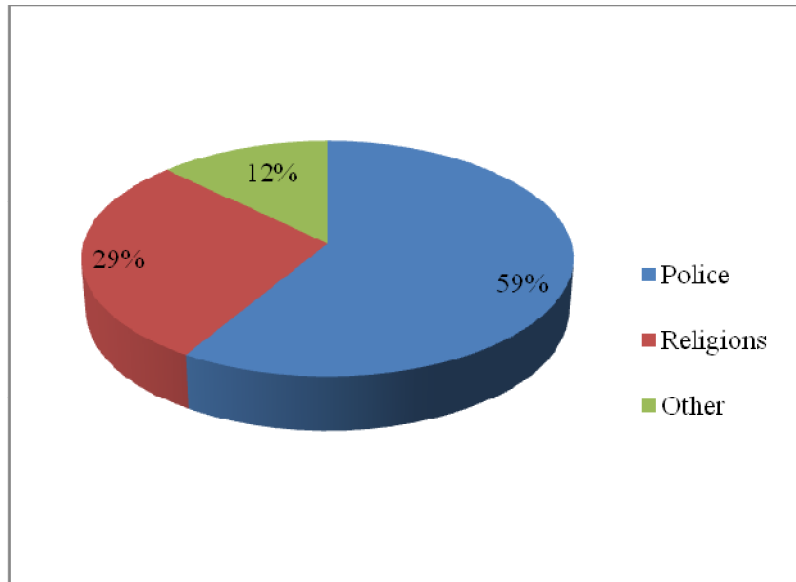


Figure 4.4. Sources of stories in the coverage of newspapers

The sources of stories related to the killing of PWA in the targeted newspapers mainly came from police officers. Stories emanating from police officers were more than twice the stories from other sources, which were the second largest story sources for the target newspapers. Police officers were often assigned as official spokespersons, where they might develop relationships with the news sources that were mostly regional district, ward and village leaders, relatives etc.

News sources are important actors who can shape the story line and the nature of the message conveyed. Bias through source control is a major factor in reporting on killings of PWA issues. In terms of sources cited about the killings of PWA related stories in each newspaper, there were some major differences. In the *HabariLeon* newspaper, most of the sources mentioned were the police. Out of a total of 81 stories, sources from the police accounted for 35 (43.20%). government

officials 30 (18.51%) and other sources 16 (11.11%) such as village leaders, leaders of PWA etc.

In contrast, out of 69 stories published in the *õNipashe*: newspaper, 52 (75.36%) were police, 11 (7.59%) were from government officials and 6 (8.69%) were from other sources such as village leaders, leaders of PWA etc. This shows that, most of the sources of the stories of the killing of PWA in the *õNipashe*” newspaper were the police. Police officers are one of the most important news source particularly murder related events. They are responsible to investigate the nature of the killing. Therefore, the role of the police or journalists to provide relevant information about the killing of PWA issues is one factor in focusing on the coverage of the killing of PWA related issues.

The differences between journalists and sources in their perception of journalists’ role in the dissemination and interpretation of information are other factors in the coverage of issues regarding the killing of PWA. Journalists, even those on beats, operate in different professional environments to the sources they report on. Thus their response to information gleaned from sources, whether politicians, public relations officers, or other source groups, are shaped by professional values and practices that may conflict with the values and practices of the sources.

Campbell, (2004) admitted that the sources of news stories in media could have many contributions to the quality of stories. News stories have to be accurate, balanced and comprehensive. In order to produce stories that fulfill these criteria, the

choice of source usage is very important. Understanding success and failure in source access require not only an understanding of the external strategies, organization and resources of potential sources, but also of the internal procedures of news organizations; the how and why behind news selection decisions and news production processes.

According to Campbell, (2004), the quality of newspapers' source of discrimination of PWA issues has a great role. How the owner of the newspaper (government or private owned) select news stories is also vital for comprehensiveness and newsworthiness of the issues to be covered. The quality of the stories reached through this study was partially optimistic. Some of news stories had basic qualities and some did not have basic qualities such as:

Accuracy: although it is very difficult to be accurate in news, readers should have a feeling that whatever they are being presented is the overcome of an honest and dedicated effort of the writer.

Balance: news is to be balanced though it is not an easy task to write news which is balanced in every respects, a severe effort must be made by a reporter to render the account of any event in the best possible manners. The reporter has to write all the specific facts correctly, fairly and accurately and objectively.

Objective: News is a factual report of an event as it occurred. It is not the event as a prejudiced eye might see it or as the reporter might wish it to be or have thought it to be on those concerned in the event might like to present it. Facts must be reported

impartially as they occurred. Objectivity is essential because only pure news can give the consumer confidence since people form their opinions on the basis of news items it is all the more necessary that it should be objective in all manners.

Concise and clear: News must follow the news form developed over a period of many years. It must be unite, concise, clear and simple. A story that is diffused, disorganized and ambiguous in meaning does not have the characteristic quality of news. It should be well-paced, unified and abuse all written so clearly that the meaning of the story is also absolutely plain.

Current (Elements of Time in News): The definition of news remains incomplete if element of time is not given major consideration. Time is the essence of the news. Emphasis is on the time element of news story, this is necessary because of the changes which may occur in the transitory period. Things are always changing and the news consumers want the most recent information on subjects of concerns or interest to them. In the present circumstances the news development might undergo a rapid change.

For example, the events occurring in the morning may completely outdate or upset east might facts. Most news is labeled "todayø" or at the most distant, last night. The news media are specific about time. They tell the readers that the news is not only recent but truly the last word on the subject.

4.6Aspects of Coverage of PWA Issues

In Figure 4.5, out of a total of 150 stories published in the *HabariLeo* and *Nipashenewspapers*, 93 (61.33%) were on discrimination, 24 (16%) were on the killingand

34 (22.66%) were on human rights. On the other hand, stories on the killing of were given the highest coverage by the target newspapers; this might be attributable to the fact that the killing of PWA category included more subcategories compared to the discrimination categories.

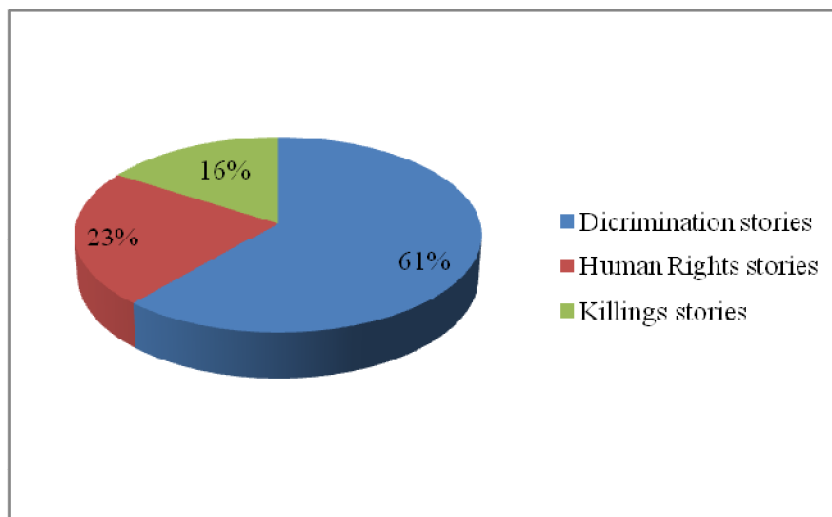


Figure 4.5 Aspects of coverage of PWA issues in both newspapers

When observed separately, the *HabariLeo* newspaper gave much more coverage to discrimination, accounting for 61.2%; the killing claimed coverage of 22.4% while human rights related issues received a share of 16.4%. On the other hand, the *Nipasha* newspaper covered 64.3% of discrimination, 26.9% of the killing and only 8.8% covered human rights issues. In both newspapers, discrimination of PWA had a much greater leading attention than other aspects of human rights issues.

4.7 Pictorial Presentation of the Issues in the Newspapers

Figure 4.6 demonstrates the pictorial presentation of the issues covered in the newspapers between July 2008 and December 2008. Of a total of 150 stories

identified, about 140 (93.33%) were not supported by images. The rest, 10 (6.66%) were supported by images. Out of these, six images were in *HabariLeo* and four images in *Nipashe* newspapers.

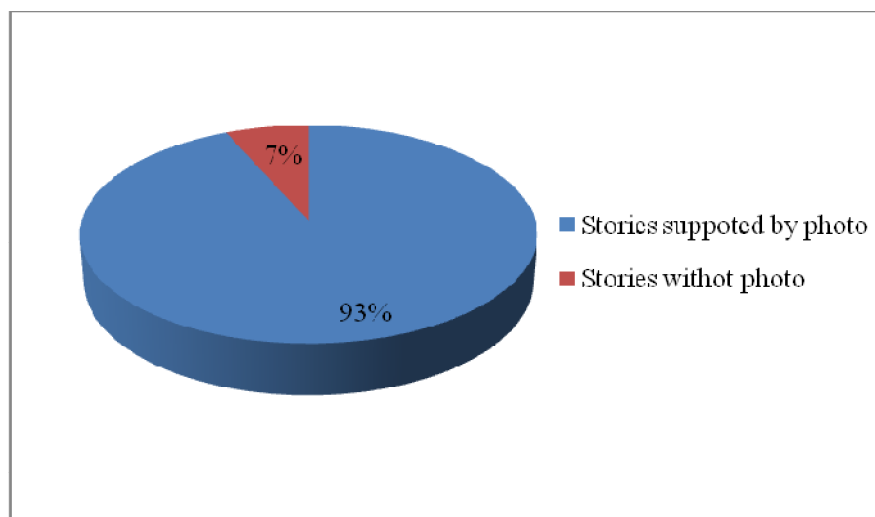


Figure 4.6 Pictorial presentations of the issues in the newspapers

Stories with photos contain potential elements which are emphasized by editor via description and link to an article. Pictures give important information such as how person or a place in a news story look, what actually happened, more effectively than words in some cases and they thus supplement and extend the text. According to Tsegaye, (2010) pictures with headlines have functions of selective education of texts in a newspaper. They have also a power to attract the readers' attention.

Also, pictures give important information such as how a person or a place in a news story look, what actually happened, more effectively than words in some cases and they thus supplement and extend the text. They can also be news in their own right.

Thus, photographs represent a narrated word, a word of cause and effect, activities and consequences.

According to Tsegaye, (2010) pictures are also elements which contribute to the theme of issues and their emphasis. Many pictures which are good simply because of the combination of coincidence and skill on the part of the photographer, rather than because of their news value, equally earn their place in a newspaper. They are the final ingredient in the page; they help not only to illustrate the stories, but also help in the design by giving visual balance.ö **Figure 6.5** clearly demonstrated the pictorial presentation of the killing of PWA stories covered in the newspapers in terms of the main categories of the killing of PWA, such as the killing, discrimination and human rights in both the *HabariLeo* and *Nipashe* newspapers.

The *HabariLeo* newspaper, out of a total of 81 stories, 2 (2.46%). 1 (1.23%) and 3 (3.70%) were the killing, discrimination and human rights stories respectively, which were supported by pictures. The rest, 54 (72%). 12 (16%) and 9 (12%) stories were related to the killing, discrimination and human rights stories; and were not supported by pictures.

Pictorial presentations of the issues indicate how much the stories were given due attention to and more significance than those without pictorial presentations. Out of a total of 81 stories in the *HabariLeo* newspaper, 6 (7.40%) were with pictures and 75 (92.59%) were without pictures. From this point, it is the fact that the *HabariLeo* newspaper did not give considerable attention to its stories supported with pictures.

On the other hand, the *Nipashe* newspaper carried 1 (17%), 2 (6.4%) and 1 (4.7%) pictures supported stories related to the killing, discrimination and human rights, respectively. Out of a total of 69 stories published in the *Nipashe* newspaper, only four (5.79%) stories were presented with pictures, whereas 65 (94.20%) stories were published without pictures. Stories in a newspaper with pictures could generally have many functions. For example, newspapers use pictures and captivating headlines to draw in readers and hold their attention.

The purpose of pictures within a newspaper is to state the facts about what is going on in the world around us. They also help manipulate the minds of the greater population into holding certain values and opinions.

4.8 Newsworthiness

The news-worthiness of the issues about discrimination of PWA stories in *HabariLeo* and *Nipasha* newspapers was deducted based on the prominence, purpose and sources of the issues. Hence, only 22 (14.66%) stories appeared on front page both in *HabariLeo* and *Nipasha* newspapers. Thirty five (23.33%) stories were in the editorial page and 93 (62%) of the stories were published on the inside page.

In addition, the redundancy of stories with similar themes has its own contribution for the stories to be less newsworthy, which include prominence, timeliness, proximity, novelty, impact and human interest, and which were not clearly focused in the stories covered in the newspapers.

Prominence means a story which involves a well-known person; place or event has a stronger news angle than something that the audience is not familiar with. In this case, any story which does not involve prominence person is likely judged as less newsworthy. When it comes to **timeliness**, whereby any event which happened yesterday or last week cannot not bring an impact to readers. The news media loses interest in past events because there is always fresh news somewhere. Therefore, any story which is not fresh is also judged as less newsworthy.

In regard to **proximity**, any event which happened nearby, will impact readers more than it were happened somewhere else that does not affect them as much. A story on the killing of PWA in Kenya for instance, cannot impact readers in Tanzania because of proximity. **Human interest** stories are also has an element of newsworthy as it draws some sort of emotional reaction. If a situation draws any sort of emotional reaction, then it might contain the news element of a human-interest story. Therefore, if a story does not contain such an element, could be judged as less newsworthy.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of discussion of the research work undertaken.

5.2 The discussion

The modern-day social issue of living with PWA in Africa, Tanzania in particular is, today, probably much as it has been for centuries. An issue steeped in deep-rooted superstition and mythology. The surprisingly limited media coverage of the persecution of PWA in Tanzania is centered on the news-grabbing extremes of their physical abuse, mutilation and even murder.

The findings observed that both the *HabariLeo* and *Nipashe* newspapers covered stories on the killings of PWA in Tanzania. However, newspaper coverage varied in terms of prominence, news tone, sources of the story, aspects and pictorial presentation.

The findings further observed that the nature of newspaper ownership and control patterns was the major difference observed in the tone of coverage as it affected the content of media messages. It should be recognized that the killings of PWA is a complex process and it needs critical scrutiny so as to ensure its success.

The quality of newspapers' source of discrimination of PWA issues has a great role. How the owner of the newspaper (government or private owned) select news stories is also vital for comprehensiveness and newsworthiness of the issues to be covered.

The quality of the stories reached through this study was partially optimistic. Some of news stories had basic qualities and some did not have basic qualities.

Pictures are also elements which contribute to the theme of issues and their emphasis. Many pictures which are good simply because of the combination of coincidence and skill on the part of the photographer, rather than because of their news value, equally earn their place in a newspaper. They are the final ingredient in the page; they help not only to illustrate the stories, but also help in the design by giving visual balance.

The sources of news stories in media could have many contributions to the quality of stories. News stories have to be accurate, balanced and comprehensive. In order to produce stories that fulfill these criteria, the choice of source usage is very important. Understanding success and failure in source access require not only an understanding of the external strategies, organization and resources of potential sources, but also of the internal procedures of news organizations; the how and why behind news selection decisions and news production processes.

5.3. Conclusion

The spirit of the current press coverage about the killing of PWA in the country is generally optimistic although there were some differences in the extent of the coverage of the killing of PWA. Both the government and private owned newspapers targeted for the study gave significant coverage of issues on the killing of PWA. Reports on the killing of PWA in both newspapers showed that the press coverage was focused on aspects of the killing of PWA.

In Tanzania the commitment of newspapers are usually conditioned by their ownership status. The private owned newspapers coverage is relatively more direct in their reports. They usually give coverage to issues which they think might make them acceptable and help them to be profitable. Thus they relatively report true stories; they usually tell the story as it is without fear or favor.

Perhaps, that is why some of them are more enthusiastic in criticizing the government policies and report some possible drawbacks of development projects, making their relationship with the government challenging. As a result, some of them are pursued and neglected by of the government. In contrast, in the government newspaper, the opinion and involvement of the government are more important. The government media in Tanzania are blamed to be as servants of the government. Thus this study has highlighted that the selected private newspaper covered less the killing of PWA issues than the selected government.

That is to say that the *HabariLeo* newspaper devoted more stories on the killing of PWA than *Nipashe*. One important point we should recognize, however, is that, except their differences in terms of degree, both government and private owned newspapers presented higher proportion of the killing of PWA news stories. The point is that, the newspapers had different degree of coverage about aspects of the killing of PWA stories that deserved a primary attention in their news presentation.

5.4. Recommendations

Based on the findings of the study, the following recommendations are forwarded:-

- i). The media should provide contextual and background information about the killing of PWA and discuss the impact of policies, problems and issues with the people so as to ensure a participatory approach to the community level;
- ii). The contents to be delivered in both the government and private newspapers should be relevant, balanced and interest arousing in covering stories on the killing of PWA without the influence of their ownership. This helps the audience of the newspapers to believe in what the press covers;
- iii). Because every aspect of the killing of PWA are very important in order to awareness of its causes and consequences; the media, both the government and private, should also cover drawbacks or problems facing vulnerable groups such as PWA.
- iv). Because the killing of PWA is complex, it needs critical elucidation. Therefore, further research and assessment is recommended to explain the newsworthiness and the quality of the coverage of the killing of PWA in electronic media such as TV and Radio.

Appendix 1

CODDING SHEET

HABARILEO			NIPASHE			
S/NO	NEWS STORIES	SUB-TOTAL	S.NO	NEWS STORIES	SUB- TOTAL	TOTAL NEWS
1	Front page	12	1	Front page	10	22
2	Inside page	42	2	Inside page	51	93
3	Editorial page	27	3	Editorial page	8	35
	SUB- TOTAL	81		SUB- TOTAL	49	150

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