

**AN ASSESSMENT OF PRINT MEDIA COVERAGE OF EAST AFRICA
LEGISLATIVE ASSEMBLY IN 2018: A CASE OF DAILY NEWS, DAILY
NATION AND DAILY MONITOR NEWSPAPERS**

GLORY MHILIWA

**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD DEGREE OF MASTER OF ARTS IN
MASS COMMUNICATION (MA MC)
DEPARTMENT OF JOURNALISM AND MEDIA STUDY
THE OPEN UNIVERSITY OF TANZANIA**

2022

CERTIFICATION

The undersigned certifies that she has read and hereby recommends for acceptance by The Open University of Tanzania a dissertation titled: *“An Assessment of Print Media Coverage of East Africa Legislative Assembly in 2018: A Case of Daily News, Daily Nation and Daily Monitor Newspaper”*. In partial fulfillment of the requirements for the degree of Master of Arts in Mass Communication (MA-MC) of The Open University of Tanzania.

Signature

Dr. Kaanael Kaale

(Supervisor)

Date

COPYRIGHT

No any part of this dissertation shall, by any means, be reproduced, stored in any retrieval system, or transmitted in any form being electronic, mechanical, photocopying, recording or otherwise without prior permission of the author or The Open University of Tanzania on behalf.

DECLARATION

I **Glory Mhiliwa** do hereby declare that this thesis is a product of my original personal research, not presented to any other University for a similar or other degree award.

Signature _____

Glory Mhiliwa

(Student)

Date _____

DEDICATION

I would like to dedicate this study to my lovely husband, my two kids and family who have made me realize how full of possibilities life is.

ACKNOWLEDGEMENTS

I would like to thank Dr. Kaanaeli Kaale for his wisdom, kindness and endless support that led me to the successful completion of this dissertation.

Lastly, I would like to thank my lovely husband and my family in general for their love and encouragement during this time. Thank you for going out of your way to make sure I succeeded. May the Almighty God continue to bless and provide.

ABSTRACT

This study focuses on assessing of print media coverage on East African Legislative Assembly in 2018: A case of Daily Newspaper, Daily Nation and Daily Monitor. The study had three specific objectives the first based on assessing the extent to which the selected newspapers reported EALA session, the second identified themes covered by three selected newspapers on the EALA and third explored the readers perception on the selected newspapers regarding the EALA coverage. The study employed mixed method which included qualitative and quantitative data to complement data and triangulate, and in turn validate the data from different source. Data were obtained from purposive sampling technique with 28 selected respondents through questionnaires, in depth interviews and content analysis method of data collections. Data collected were qualitatively and quantitatively analyzed by using both figures and descriptions. The data indicated that the newspapers did not give enough coverage to EALA activities and few new stories appeared into papers concentrated more on economic which shape people's economic perceptions. The research recommended that media house from EAC should provide adequate opportunities to report on EALA activities as in doing so they will be promoting development and strengthening the community.

LIST OF TABLE

Table 4.1: Distribution of respondent's rate coverage frequency of EALA forth assembly.....	46
Table 4.2 : Distribution of respondents reading the selected newspapers.....	47
Table 4.3: Distribution of Respondents Rate Coverage Frequency of EALA 2018 Assembly.....	48
Table 4.4: Represents EALA activities reported in Daily Nations, Daily Newspaper and Daily Monitor.....	49
Table 4.5: Showing themes stories covered by the Daily Newspaper, Daily Nation and Daily Monitor.....	50
Table 4.6: Prominence given to EALA activities in three selected newspapers.....	52

LIST OF FIGURE

Figure 4.1: Extent that Daily News, Daily Nation and Daily Monitor reported EALA
2018 session.....44

Figure 4.2: Distribution of respondents on the importance of coverage of EALA
activities.....45

TABLE OF CONTENT

CERTIFICATION	i
COPYRIGHT.....	ii
DECLARATION	iii
DEDICATION	iv
ACKNOWLEDGEMENTS.....	v
ABSTRACT	vi
LIST OF TABLE.....	xii
LIST OF FIGURE	viii
TABLE OF CONTENT	ix
LIST OF ABBREVIATIONS.....	xii
CHAPTER ONE.....	1
INTRODUCTION AND BACKGROUND	1
1.1 Introduction	1
1.2 Background of the Study.....	1
1.3 Statement of the Problem	4
1.4 Research Objectives	4
1.5 Research Questions	5
1.6 Significance of the Study	5
1.7 Scope of the Study	6
1.8 Limitation and Delimitation of the Study.....	6
CHAPTER TWO.....	7
LITERATURE REVIEWS.....	7
2.1. Introduction	7
2.2 Definition of Key Terms	7

2.3 Theoretical Framework	8
2.4 Theoretical Framework	10
2.5 Theoretical Literature Review	12
2.6 Empirical Literature Reviews	30
2.7 Research Gap	32
CHAPTER THREE	33
RESEARCH METHODOLOGY	33
3.1 Introduction	33
3.2 Research Design.....	33
3.3 Area of the Study	34
3.4 Target Population.....	34
3.5 Sample Size	35
3.6 Sample Procedure	36
3.7 Data Collection Methods.....	37
3.8 Data Analysis	40
3.9 Ethical Considerations.....	40
CHAPTER FOUR.....	42
RESEARCH FINDINGS AND DISCUSSION	42
4.1 Introduction	42
4.2 To what extent Daily News, Daily Nation and Daily Monitor reported EALA session	42
4.2 What are the roles of EALA?	45
4.3 How Often Do You Read Daily News (Tanzania) Daily Nation (Kenya) and Daily Monitor (Uganda) Newspapers?.....	46
4.4 How Would You Rate Coverage Frequency of EALA forth Assembly, First Meeting	

and First Session in All Selected Newspapers?.....	46
4.5 What Are Themes Covered by the Daily News, Daily Nation and Daily Monitor on the EALA?	48
4.6 Why Do You Think EALA Activities News Reporting Is Important?.....	52
One of the EALA MPs says:	53
4.7 What Are Readers’ Perceptions on Newspapers Coverage on Regarding the EALA Activities?	55
CHAPTER FIVE	57
SUMMARY CONCLUSION AND RECOMMENDATIONS	57
5.1 Introduction	57
5.2 Summary	57
5.3 Discussion of Findings.....	58
5.3.1 What is the Frequency of Print Media Played Its Role on Reporting the EALA? .	59
5.3.2 What Are Themes Covered by the Daily News, Daily Nation and Daily Monitor on the EALA?	60
5.3.3 What Are Readers’ Perceptions on Newspapers Coverage on Regarding the EALA Activities?	61
5.4 Conclusion	63
5.5 Recommendations	63
5.6 Area of Future Study.....	64
REFERENCE	65
APPENDICES	70

LIST OF ABBREVIATIONS

EALA	East African Legislative Assembly
EAC	East African Community
LAS	Legislative Assembly of Saskatchewan
PTCEAC	The Permanent Tripartite Commission for East African Co-operation
MP	Members of Parliament
USA	United States of America
UK	United Kingdom

CHAPTER ONE

INTRODUCTION AND BACKGROUND

1.1 Introduction

This chapter introduces the background to the study, statement of the problem, research objectives, and research questions, significance of the study, limitation and delimitation of the study.

1.2 Background of the Study

Generally, journalism is practiced through two major ways, the print and electronic media. Print media include newspapers, magazine, newsletters, books, fliers, brochures and leaflets. The dominant and popular form of print media used as agents as mass media are newspapers and newsletters, (Makilla, et al 2008). Newspaper is a publication containing news, features, analysis, advertisements and other stuff as the type and the size of the publication demands. Newspapers are produced daily, weekly, and monthly (Melvin, 1997). Okenwa (2002) noted that a newspaper is too a powerful medium of communication used to achieve all sorts of social development.

By their very nature, parliamentary activities are public activities and as such are subject to the citizens' scrutiny and assessment. Information about parliamentary proceedings is therefore essential in democratic systems or social development. The print media play a central role in the flow of information from parliaments to citizens. Print media act as link between parliamentary activities and public activities (Romano, 1999). Aseka (2009) noted that parliamentary proceedings are publicized in various ways, depending on the role of the legislature in the different inputs in the socio-political, economic and other forms of development by means peculiar to each country. Kilimwiko (2002)

claimed that the print media provides information to the public by its reporting of and commentary upon the proceedings within the parliament, the operations of the government, and the views and alternate policies of the opposition. All of these activities rely on access to information.

According to Makilla, et al, (2008) print media watches what is taking place in the judiciary, the executive and legislature. It has the power of throwing out executives; promote good governance in all the other estates. Kilimwiko (2002) pointed out that, the main task of print media journalists is to select information about parliamentary debates and events that are of interest to their readers. He added that, journalists then need to present this information in such a way that enables East African ordinarily people to be aware of what decisions are being made in parliament.

On reporting East African legislative assembly activities in three East African countries: Tanzania, Kenya, and Uganda, print media acted as the defender of public interest and promoter of human rights and rule of law in located areas (Kilimwiko, 2002). The East African Legislative Assembly (EALA) is a sub-organ of the larger East African Community (EAC) being the legislative arm of community. Members are sworn into five years terms (Aseka, 2009).

Historically, EALA is an Institution of the EAC recognized under Article of the treaty for the Establishment of the EAC (Aseka, 2009). Hyden, Leslie and Folu (2002) note that the treaty establishing EAC was signed on November 30th, 1999 and entered into force on July 7th, 2000 by the Partner States of The Republic of Uganda, The Republic of Kenya, and United Republic of Tanzania. The Republic of Rwanda and the Republic of Burundi acceded to the treaty on June, 18th 2007 and became full members on July 1st 2007 while Republic of Sudan jointed on April 16th 2016 and become a full member on

the September 5th 2016 thus expanding the number of the Community Partner to six countries.

Hyden, Leslie and Folu (2002) pointed out that under the treaty, the assembly has a membership comprising nine members elected by each Partner State; ex-officio members consisting of the Minister or Assistant Minister responsible for the East African Community Affairs from each member state, the secretary general and counsel to the community. Currently, the EALA parliamentary session consists of 54 elected members from member states, of which eight other members are former members, so EALA has a total of 62 members.

Aseka (2005) outlined cardinal functions of the legislative, representative and oversight mandate. Article 49 of the Convention states that Parliament shall be the legislative body of society; to communicate with the National Assembly of the Partner States on matters relating to society; discuss and approve the community budget; adhere to the annual reports on community activities, the annual audit reports of the audit commission and any other reports referred to by the council; discuss all matters relating to the community and make recommendations to the council as it deems necessary for the implementation of the treaty. In addition, the assembly may for the purpose of carrying out its functions, establish any committee as it deems necessary; recommend to the Council the appointment of a clerk and other meeting officials; and formulating its own rules of procedure and those of its committees.

Therefore, print media play an important role in society as a source of information, but also as a “watchdog” or scrutinizer. The reality is that, MPs often rely on the media to inform citizens and perhaps others nationally and internationally, about what is happening in parliament. As a result, journalists are quite powerful because they decide

which issues, and thus the supporting members to publicize. Journalists also decide the angle or the content of the story. In this way, the media play a very important scrutinizing role in the parliament (Kilimwiko, 2002).

1.3 Statement of the Problem

Experts in media studies believe that parliamentarians and media have a symbolic relationship. Media operate as a bridge between member of parliaments and the parliamentary institution rely on the media to deliver their messages and comments to the community (Van Aelst, et al., 2015). On the other part, Kunbuor (2014) noted that print media play important roles in overseeing the work of members of parliament and parliament that can lead to in-depth analysis of their work.

However, most media outlets are free to report on the activities of community parliaments, many media outlets have still not yet provided great opportunities to cover on parliamentary activities to member states. So, this study is going to examine the roles of print media on reporting East African legislative assembly activities taking Daily News, The Daily Nation and Daily Monitor as the case study. This study is also going to probe extent parliamentary news stories are given prominence in selected newspapers.

1.4 Research Objectives

1.4.1 Main Objective

The main objective of this study was to examine Daily News, Daily Nation and Daily Monitor newspapers coverage of EALA activities in 2018.

1.4.2 Specific Objectives

The study was guided by the following specific objectives:

- i. To assess the extent to which Daily News, Daily Nation and Daily Monitor newspapers reported EALA session in 2018.

- ii. To identify themes covered by the Daily News, Daily Nation and Daily Monitor newspapers on the EALA session in 2018.
- iii. To explore the readers perception on Daily News, Daily Nation and Daily Monitor newspapers regarding the EALA coverage in 2018.

1.5 Research Questions

- i. What extent did the Daily News Daily Nation and Daily Monitor newspapers report the EALA session 2018?
- ii. What were the themes covered by the Daily News, Daily Nation and Daily Monitor newspapers on the EALA in 2018?
- iii. What were the readers perceptions on Daily News, Daily Nation and Daily Monitor newspapers on regarding the EALA coverage in 2018?

1.6 Significance of the Study

This study is an academic contribution which came up with recommendation of how to create awareness among the media practitioners the role of print media on reporting EALA activities. Secondly, this study will help the Daily News, Daily Nation and Daily Monitor newspapers on advancing their way of reporting EALA activities. The findings might be used as a contribution to literature review to other researchers with a similar topic and adding knowledge to the media practitioners on the role of educating the public on how to participate in building their economy by doing things which might contribute to enhance East Africa Community economically and socially. It might also serve as a reference for future research. The study might help East Africa Legislative Assembly and East Africa Community on how to use media for the successes of the EAC plans and programs.

1.7 Scope of the Study

The study will focus on probing the role of EALA activities whereby the case study design of Daily News, Daily Nation as well as Daily Monitor newspapers will be used. The study will use both content analysis and in-depth interview methods of data collection and will be carried out during the EALA 15th sitting Forth meeting and first meeting session.

1.8 Limitation and Delimitation of the Study

The study was limited with a number of constraints and challenges such as time and financial resources. Other limitations encountered included time constraints and serious official assignment at the researcher's workplace, which hindered smooth execution of the research.

This is due to the fact that quantitative content analysis consumes a lot of time and it misses the contextual detail. Frequencies and statistics do not give explanations as to why certain are taken. Therefore, the researcher had to complement content analysis with other techniques such as interviews to understand how EALA news are collected, written and disseminated through Daily News, Daily Nation and Daily Monitor .

CHAPTER TWO

LITERATURE REVIEWS

2.1. Introduction

This chapter highlights definition of key terms, theoretical framework, theoretical literature review, empirical literature reviews along with research knowledge gap.

2.2 Definition of Key Terms

Media :The term media is defined as mass communication (broadcasting, publishing, and the internet) regarded collectively. Or media means communication outlet or tools used to store and deliver information or data. The term refers to components of the mass communication (Khalid, et al 2014). In this study media means a reflection of society and it depicts what and how society works. Media either it is printed, electronic or the web is the only medium, which helps in making people informed. It is also helps in entertaining the public, educate and make people aware of the current happenings. Media has today become the voice of our society.

Print Media : Print Media is a means of mass communication in the form of printed publication. It comprises of magazines, newspapers, books, circulars, journals, pamphlets, and periodicals (Khalid, et al, 2014). For the purpose of this study, print media means responsible for gathering and publishing news in form of newspapers.

Legislative Assembly: Legislative assembly is the name given in some countries to either a legislature, or to one of its houses. The name was used by a number of countries, including member-states of the Commonwealth of Nations and other countries (According to Legislative Assembly of Saskatchewan –LAS, 2020). For the purpose of this study, Legislative assembly means constituted by representatives elected by the

people. Members of the Assembly are elected to represent their electorates and are able to raise issues of concern to their constituents and community.

2.3 Theoretical Framework

The study uses a combination of theories including Agenda Setting theory and Gate-keeping theory so as to make it more meaningful. These theories deal with how newspapers select news values and their influence factors to the coverage.

2.3.1 Agenda Setting Theory

The beginning of agenda setting theory can be traced as far as 1922, when Walter Lippmann expresses his concern on the vital role that mass media can do in influencing the setting of certain image on the public's mind. Lippmann shows how the media can set agenda that can influence public opinion. However, he never uses the term agenda setting theory' in his book. Nevertheless, he did generate the foundation for agenda setting theory. The term agenda setting theory is first coined by Max McCombs and David Shaw in 1972 (Jairo, et al, 2017).

Littlejohn and Foss (2009) wrote that the theory discusses how the media are involved in making a particular issue a public agenda. The public agenda is the main goal or main issue that community members or public concerns about. According to McQuail, et al., (2005) agenda setting theory is a process of media influence (intended or unintended) but which the relative importance of news event or personages in public mind is affected order of presentation (or relative salience) in new report. This theory is relevant to the study in sense that audiences subconsciously become more interested in those issues given prominence in media. This means that print media are determining what issue and stories the public thinks about. Therefore, when the media fails to address a particular issue, it becomes marginalized in the minds of the public. This means that the media is

determining what issues and stories the public thinks about.

2.3.2 Gate-keeping Theory

The term 'gate-keeping' was first proposed by Kurt Lewin in 1947, who was a German American social psychologist. Lewin applied the term to explain a house wife or mother as the privileged person responsible for deciding which food should finally be served at the family's dinner table. The theory was used for mass communication and news dissemination by David Manning White in 1950. White (1950) noted that gate-keeping theory represents a conceptual scheme, by means of which news selection is regulated within news agenda setting.

Shoemaker, et al (2009) argue that, gate-keeping is the information managing process by media for selecting information to be broadcasted in media on the basis of the type of information, content, nature of information, type of event and so on. The process explains why and how some news information published and some are not. Gate is the choosing criteria which are used to select information to be given in the media or blocking unwanted things. When gate-keeping is done, the view of audience is affected.

This theory is relevant to this study in sense that, some news collected by journalists from general public, are sent to the editors (gatekeeper) for editing, to determine suitable and unsuitable ones. The news values that meet editorial policy of an organization are published while those do not are excluded.

The theory allows conformity of information to established standard that is, conformity to organizational policy; audience needs and preferences; personal disposition of the communication professional; characteristics of the information sources; nature of the media and professional ethics. Hence, the theory helps to clarify why and how

journalists in three selected newspapers select or reject some newsworthy items to meet up with their journalistic functions.

2.4 Theoretical Framework

Theoretical framework referred to collective and interrelated ideas based on theories. It accounts for or explains phenomena, (Kombo & Tromp, 2014). This study was guided by two theories which are Agenda Setting and Public Sphere theories.

This study uses a combination of theories including Agenda Setting theory and Gate-keeping theory so as to make it more meaningful. These theories deal with how newspapers select news values and their influence factors to the coverage.

2.4.1 Agenda Setting Theory

The beginning of agenda setting theory can be traced as far as 1922, when Walter Lippmann expresses his concern on the vital role that mass media can do in influencing the setting of certain image on the public's mind. Lippmann shows how the media can set agenda that can influence public opinion. However, he never uses the term agenda setting theory' in his book. Nevertheless, he did generate the foundation for agenda setting theory. The term agenda setting theory is first coined by Max McCombs and David Shaw in 1972 (Jairo, et al, 2017).

Littlejohn and Foss (2009) wrote that the theory discusses how the media are involved in making a particular issue a public agenda. The public agenda is the main goal or main issue that community members or public concerns about. According to McQuail, et al., (2005) agenda setting theory is a process of media influence (intended or unintended) but which the relative importance of news event or personages in public mind is affected order of presentation (or relative salience) in new report. This theory is relevant to the study in sense that audiences subconsciously become more interested in those issues

given prominence in media. This means that print media are determining what issue and stories the public thinks about. Therefore, when the media fails to address a particular issue, it becomes marginalized in the minds of the public. This means that the media is determining what issues and stories the public thinks about.

2.4.2 Gate-keeping Theory

The term 'gate-keeping' was first proposed by Kurt Lewin in 1947, who was a German American social psychologist. Lewin applied the term to explain a house wife or mother as the privileged person responsible for deciding which food should finally be served at the family's dinner table. The theory was used for mass communication and news dissemination by David Manning White in 1950. White (1950) noted that gate-keeping theory represents a conceptual scheme, by means of which news selection is regulated within news agenda setting.

Shoemaker, et al (2009) argued that gate-keeping is the information managing process by media for selecting information to be broadcasted in media on the basis of the type of information, content, nature of information, type of event and so on. The process explains why and how some news information published and some are not. Gate is the choosing criteria which are used to select information to be given in the media or blocking unwanted things. When gate-keeping is done, the view of audience is affected.

This theory is relevant to this study in sense that, some news collected by journalists from general public, are sent to the editors (gatekeeper) for editing, to determine suitable and unsuitable ones. The news values that meet editorial policy of an organization are published while those do not are excluded.

The theory allows conformity of information to established standard that is, conformity to organizational policy; audience needs and preferences; personal disposition of the

communication professional; characteristics of the information sources; nature of the media and professional ethics. Hence, the theory helps to clarify why and how journalists in three selected newspapers select or reject some newsworthy items to meet up with their journalistic functions.

2.5 Theoretical Literature Review

2.5.1 Role of Media on Reporting Legislation Activities

Using newspaper survey evidence from Algeria, Democratic Republic of Congo (DRC), Kenya, Nigeria, and South Africa, representing at least one state from each of Africa's five sub regions, North, Central, East, West, and Southern Africa, respectively. A distinction is made between the media reporting about Africa's development and reporting "for" Africa's development, arguing that Africa's mass media needs to wake up to its responsibilities especially in helping to set and nurture societal goals and aspirations.

This is critical in enabling the media to articulate a shared vision of progress for African states and continent at large irrespective of its commercial and other interests. In more specific terms, these response abilities entail partnering with the state for nation building by helping to define and inculcate national ethos in citizens, ensuring a two-way information flow between government and citizens that will aid planning and participatory development, and presenting the state and its potentials to both citizens and international community through a balanced approach focused on positive reporting of activities within the state and, ipso facto, the continent. Media–Government Relations in Africa Much has been said about the role of the media in the democratic/development process and its consolidation especially in the context of a free press (Keane 1991) Altschull 1995; Schultz 1998; Lawson 2002; Sawant 2002; Ojo 2003; Melber 2004).

According to traditional liberal theory, the democratic role of the media is to act as a check on the excesses of the state. In this vein, Curran (2002) states that “the media should monitor the full range of state activity, and fearlessly expose the abuses of official authority,” arguing further that “this watchdog role is said in traditional liberal theory to override in importance to all other functions of the media in a democracy” (Curran 2002: 217). Also, Ronning (1995) emphasizes this media’s watchdog role when she argues that democracy depends on “intangible principles such as, notably, freedom and responsibility: freedom of opinion and expression, and responsibility of leaders as well as those who are ruled” (Ronning 1995: 4)

According to her, the political elite and ruling class in a democratic state have a duty to guarantee liberties and accept that government actions can be criticized and even sanctioned and goes on to highlight the role of the media in criticizing and sanctioning government with a view to enabling democratic sustenance using newspaper survey evidence from Algeria, Democratic Republic of Congo(DRC), Kenya, Nigeria, and South Africa, representing at least one state from each of Africa’s five sub regions, North, Central, East, West, and Southern Africa respectively. A distinction is made between the media reporting “about” Africa’s development and reporting “for” Africa’s development, arguing that Africa’s mass media needs to wake up to its responsibilities especially in helping to set and nurture societal goals and aspirations.

This is critical in enabling the media to articulate a shared vision of progress for African states and continent at large irrespective of its commercial and other interests. In more specific terms, these responsibilities entail partnering with the state for nation building by helping to define and inculcate national ethos in citizens, ensuring a two-way information flow between government and citizens that will aid planning and

participatory development, and presenting the state and its potentials to both citizens and international community through a balanced approach focused on positive reporting of activities within the state and, ipso facto, the continent. *Media–Government Relations in Africa* Much has been said about the role of the media in the democratic/development process and its consolidation especially in the context of a free press (Keane 1991; Altschull 1995; Schultz 1998; Lawson 2002; Sawant 2002; Ojo 2003; Melber 2004).

According to traditional liberal theory, the democratic role of the media is to act as a check on the excesses of the state. In this vein, Curran (2002) states that “the media should monitor the full range of state activity, and fearlessly expose the abuses of official authority,” arguing further that “this watchdog role is said in traditional liberal theory to override in importance to all other functions of the media in a democracy” (Curran 2002: 217). Also, Ronning (1995) emphasizes this media’s watchdog role when she argues that democracy depends on “intangible principles such as, notably, freedom and responsibility: freedom of opinion and expression, and responsibility of leaders as well as those who are ruled” (Ronning 1995: 4).

According to her, the political elite and ruling class in a democratic state have a duty to guarantee liberties and accept that government actions can be criticized and even sanctioned and goes on to highlight the role of the media in criticizing and sanctioning government with a view to enabling democratic sustainability. Parliamentarians and media have a symbolic relationship. MPs and parliamentary institutions rely on the media to deliver their messages and opinions to the public. On the other hand, the media plays an important role in monitoring the work of MPs and parliament which can lead to critical analysis of their work. This relationship is inevitable in a multi-party system where the

media is guaranteed freedom of expression (Melber, 2004).

2.5.2 Role of Media on Reporting Legislation Activities

Using newspaper survey evidence from Algeria, Democratic Republic of Congo (DRC), Kenya, Nigeria, and South Africa, representing at least one state from each of Africa's five sub regions, North, Central, East, West, and Southern Africa, respectively. A distinction is made between the media reporting "about" Africa's development and reporting "for" Africa's development, arguing that Africa's mass media needs to wake up to its responsibilities especially in helping to set and nurture societal goals and aspirations. This is critical in enabling the media to articulate a shared vision of progress for African states and continent at large irrespective of its commercial and other interests.

In more specific terms, these responsibilities entail partnering with the state for nation building by helping to define and inculcate national ethos in citizens, ensuring a two-way information flow between government and citizens that will aid planning and participatory development, and presenting the state and its potentials to both citizens and international community through a balanced approach focused on positive reporting of activities within the state and, ipso facto, the continent. Media–Government Relations in Africa Much has been said about the role of the media in the democratic/development process and its consolidation especially in the context of a free press (Keane 1991; Altschull 1995; Schultz 1998; Lawson 2002; Sawant 2002; Ojo 2003; Melber 2004).

According to traditional liberal theory, the democratic role of the media is to act as a check on the excesses of the state. In this vein, Curran (2002) states that "the media should monitor the full range of state activity, and fearlessly expose the abuses of official authority," arguing further that "this watchdog role is said in traditional liberal theory to

override in importance to all other functions of the media in a democracy” (Curran 2002: 217). Also, Ronning (1995) emphasizes this media’s watchdog role when she argues that democracy depends on “intangible principles such as, notably, freedom and responsibility: freedom of opinion and expression, and responsibility of leaders as well as those who are ruled” (Ronning 1995: 4).

According to her, the political elite and ruling class in a democratic state have a duty to guarantee liberties and accept that government actions can be criticized and even sanctioned and goes on to highlight the role of the media in criticizing and sanctioning government with a view to enabling democratic sustenance using newspaper survey evidence from Algeria, Democratic Republic of Congo (DRC), Kenya, Nigeria, and South Africa, representing at least one state from each of Africa’s five sub regions, North, Central, East, West, and Southern Africa, respectively. A distinction is made between the media reporting “about” Africa’s development and reporting “for” Africa’s development, arguing that Africa’s mass media needs to wake up to its responsibilities especially in helping to set and nurture societal goals and aspirations.

This is critical in enabling the media to articulate a shared vision of progress for African states and continent at large irrespective of its commercial and other interests. In more specific terms, these responsibilities entail partnering with the state for nation building by helping to define and inculcate national ethos in citizens, ensuring a two-way information flow between government and citizens that will aid planning and participatory development, and presenting the state and its potentials to both citizens and international community through a balanced approach focused on positive reporting of activities within the state and, ipso facto, the continent. Media–Government Relations in Africa Much has been said about the role of the media in the democratic/development

process and its consolidation especially in the context of a free press (Keane 1991; Altschull 1995; Schultz 1998; Lawson 2002; Sawant 2002; Ojo 2003; Melber 2004).

According to traditional liberal theory, the democratic role of the media is to act as a check on the excesses of the state. In this vein, Curran (2002) states that “the media should monitor the full range of state activity, and fearlessly expose the abuses of official authority,” arguing further that “this watchdog role is said in traditional liberal theory to override in importance to all other functions of the media in a democracy” (Curran 2002: 217). Also, Ronning (1995) emphasizes this media’s watchdog role when she argues that democracy depends on “intangible principles such as, notably, freedom and responsibility: freedom of opinion and expression, and responsibility of leaders as well as those who are ruled” (Ronning 1995: 4).

According to her, the political elite and ruling class in a democratic state have a duty to guarantee liberties and accept that government actions can be criticized and even sanctioned and goes on to highlight the role of the media in criticizing and sanctioning government with a view to enabling democratic sustenance. Parliamentarians and media have a symbolic relationship. MPs and parliamentary institutions rely on the media to deliver their messages and opinions to the public. On the other hand, the media plays an important role in monitoring the work of MPs and parliament which can lead to critical analysis of their work. This relationship is inevitable in a multi-party system where the media is guaranteed freedom of expression (Melber, 2004).

According to Melber (2004) parliament should be aware of the relationship between the media but should not allow this fact to affect its ability to work with the media. To begin with, parliament should support the role of the media in overseeing parliament. Melber added that journalists should be given better access to legislators and facilities through

the use of news badges or passports, thus ensuring they can move freely within the institution. In any country, the legislature is the main institution for facilitating good governance given its oversight responsibilities on executive, budget allocation and monitoring, legislative, and representation. In order to carry out these functions effectively, parliament needs other actors; important among them is the media (Melber, 2004).

Melber (ibid) added that while it may be bad for MPs, parliament must acknowledge that the media has a responsibility to monitor and, in some cases, criticize MPs and parliamentary institutions. But such work must be done in accordance with the principles of good journalism. To ensure that journalists meet such standards, parliaments may promote media control and / or provide capacity building.

According to Bouchet, et al, (2003), Parliament, the Member and the Media are all seeking to achieve one objective i.e. development. To ensure that social goods and services are delivered to the poor and marginalized. In pursuit of this objective, common as it may be, can generate tensions and conflicts among the three bodies which if not well managed, may derail the very objective that they are all pursuing. The benefits of a cordial bond with the Media are obvious and I do not intend to dwell so much on that aspect.

Bouchet, et al, (2003) added that, it is important that the activity of parliament is available to the citizens via several channels. For most people television, printed media and radio broadcasts are the primary channel of communication. Plenary sessions of the parliament are broadcast live on radio and television, these days parliamentary sessions can be viewed also on-line on the Internet.

Kilimwiko, (2002) argued that in its sole discretion, the media is the public watchdog, providing public information on how governments (including the Executive, Parliament, and the Judiciary) delegate their responsibilities to the public and use public resources. Parliament needs the media to inform the public about how it is doing its job. It also requires the media to facilitate public participation in parliamentary activities.

Members of Parliament are directly elected to Parliament by the people and the Parliament of their Countries which makes it very important for citizens to know what kind of work their representatives do in Parliament and what laws those representatives do. It is here that the media, especially the newspaper, is important as it is one of the main means of transmitting information about laws passed by Parliament to the public (Ndykan, 2013). Among the many responsibilities that the media plays, is to bridge the gap between politicians who are members of parliament and citizens (Tresch 2008). The role of the media can be seen either through liberal or liberal views (Ndykan, 2013).

The interaction between media and politics are the key to political agenda-setting research. The impact of media attention for certain political issues on the amount of attention paid to those issues by parliament is well-documented (Soroka, 2002, Walgrave, Soroka, & Nuytemans, 2008). Studies drawing on data derived from surveys/interviews with members of parliament (MPs) confirm the importance and relevance of mediatized information (Davis, 2007; Herbst, 1998; Van Aelst & Walgrave, 2011; Vliegthart, Walgrave, & Zicha, 2013; Walgrave, 2008). Political actors rely on media sources for several reasons; they learn about societal issues (Vliegthart et al., 2013), the perspectives of the public (Herbst, 1998), and other elites' action programs (Davis, 2007). As such, the media form an indispensable source of information. Kleinnijhuis and Rietberg (1995) find that the media follows politics at the level of

economic attention, supporting the idea of "looking at higher agendas" (Kleinnijenhuis & Rietberg, 1995), which is confirmed by a recent study by Kleinnijenhuis (2003).

2.5.4. East Africa Legislative Assembly Activities

The East African Community (EAC) is located on the eastern coast of Africa and was first formed over 40 years ago by the Republics of Kenya, Tanzania, and Uganda. The countries share common borders, Lake Victoria, the Swahili language, and the same ethnicity along the borders. Rwanda and Burundi were accepted into the Community in June 2007. Other countries which form the greater East Africa are Ethiopia and Rwanda. This study is only concerned with the trio which, until recently, formed the EAC.

The Permanent Tripartite Commission for East Africa Co-operation (PTCEAC) was first formed in early 1967 and became the EAC later that year (Katende and Kanyeihamba 1973). They formed it in an effort to achieve regional collaboration through common markets, mutual trust, political will, peaceful co-existence, and good neighborliness (Sircar 1990). The EAC was dissolved in 1977 due to irreconcilable political differences in governance, economic disparities, and militarism under former dictator Idi Amin (Aseka 2005). The initiative failed for a lack of political will and a resolution to work together.

The continued disproportionate sharing of benefits among the Community and their bitter disagreements over human rights violations and the disregard for the rule of law also contributed to their demise (Kaiser and Okumu 2004). The EAC of that time lacked adequate policies to address how modern African states should govern, develop, and cooperate. After a series of mediation talks between Tanzania, Kenya, and Uganda that began in 1984, the heads of state signed an agreement to equitably divide the assets and liabilities of the defunct EAC (Kaiser and Okumu 2004).³⁷ In 1990, the trio called for

the restoration of their former tripartite agreement to strengthen their economic, social, cultural, political, and sustainable development in an effort to foster and to promote the shared interests of East Africans (Aseka 2005). The heads of state set the bar high by calling for peaceful settlement of political and ethnic conflicts between and within each partner-state and attaining a monetary currency for the union and ultimately a political federation.

The creation of the EAC entity was a good idea but it faced a myriad of intangibles which looked good in theory but unachievable in practice (Aseka 2005; Kaiser et al. 2004). For instance, Article 6 of the treaty establishing the EAC declares that one of the fundamental principles that govern the partner-states includes: Good governance including adherence to the principles of democracy, the rule of law, accountability, transparency, social justice, equal opportunities, gender equality, as well as the recognition, promotion and protection of human and people's rights in accordance with the provisions of the African Charter on Human and Peoples' Rights.”

In 1999, the Treaty Establishing the East African Community was signed. The East African Community was revived and regional cooperation was fully established by the declaration of the EAC Convention. The treaty was ratified in 2000 by heads of state. Seven years ago, the EAC Parliament was formed. Since then, the EAC has established its own Parliament, issued a standard passport to citizens of member states, and adopted a new flag. At the end of 2006, the EAC had 110 million people and a combined GDP of \$ 40 billion. During the EAC Heads of State Summit in 2007, leaders said having a larger population and GDP combined, could spur further economic growth and reduce poverty through traditional regional markets.

The trinity was a sure way to find the trinity again and keep their old differences and animosity at bay. In 2007, the EAC Cabinet and the EAC Secretariat presented six options for the Commonwealth song for consideration in each of the partner countries. In 2007, Rwanda and Burundi were socially recognized. Meanwhile, there has been an ongoing debate over the general presidential election under universal authority by 2013 and who would have political and administrative power. While the formation of the EAC is a good idea for some scholars, they say that it is based on theoretical structures but is not accessible (Aseka 2005; Kaise and Okumu 2004). For example, the establishment of a political federation could lead to more political instability because of differences in the military, judicial, and economic conditions of each country.

The East African Parliament was established under the Treaty of the East African Community under Article 9. The Convention was signed on November 30, 1999 at the Sheikh Amri Abeid Karume Stadium in Arusha, Tanzania, and came into effect on 7 July 2000 by the Partner States of the Republic of Uganda, Republic of Kenya; and the United Republic of Tanzania. The Republic of Burundi and the Republic of Rwanda ratified the Convention on 18 June 2007 and became full members on 1 July 2007 when the Republic of South Sudan joined 16 April 2016 and became a full member on 5 September 2016 and thus expanded the number of Commonwealth Partner States to six (EALA, 2016). Under the Charter, Parliament consists of nine members elected by each Member State; former members of the office who are the Minister or Assistant Minister responsible for East African Community Affairs from each Partner State; Secretary General and Community Advocate (EALA, 2018).

Currently, Parliament has 54 elected Members; and 8 former members of the general function 62. Parliament plays a major role in advancing the objectives of the Community; this function includes legal mandate, representation and oversight (EALA,

2016). Article 49 of the Convention states that Parliament shall be the legislative body of society; to communicate with the National Assembly of the Partner States on matters relating to society; discuss and approve the community budget; adhere to the annual reports on the activities of the Community, the annual audit reports of the Audit Commission and any other reports referred to by the Council; discuss all matters relating to the community and make recommendations to the Council as it deems necessary for the implementation of the Convention.

2.5.5. Frequency of Newspapers Reporting on Legislative Activities

Eisele (2017) studied on newspaper exhibitions of the European Parliament and national parliaments (NPs) on European Union (EU) issues. Understanding the basic views of journalists, it captures the activities of public parliaments and looks at their influence on the appearance of parliamentary news in Finland, Germany and the United Kingdom in regular sessions in 2011 and 2012. Of advertisers on eager reading. In addition, the results appear to support the notion that parliaments in the EU are seen more as supporting legal entities, in EU decision-making.

In Kenya a study by Eucabeth (2012) on parliamentary media coverage found that the number of media brands given to Kenyan women and men MPs was not the same, and women MPs received less coverage than their male counterparts. In that division, news stories, political analysis, services, editors and commentaries showed all MPs who were involved in the political, economic and social spheres and the copies took on an unstable and gender-based voice that was not widely confirmed.

Earl et al (2004) noted that the newspaper's decision to cover the event was entirely influenced by the type of event, the news agency, and the issue involved.

To what extent could the ideological position of an MP be affecting his/her media access and media reactivity differences between access and reactivity, In terms of access, getting covered by the media, journalist to prefer to give airplay to those politicians who share their ideological position. We know from surveys among journalist that most of them place themselves on the left side of the ideological left-right spectrum (while they consider their medium to be more right-wing) (Van Dalen and Van Aelst 2012). This leads to the expectation that left-of-centre MPs met with more frequent coverage. Added to that, in many European countries there is an ongoing debate of how the media deals and should deal with the radical-right populist parties (see, for example, Walgrave and De Swert 2002). There is some evidence that radical-right populist parties have less frequent contacts with journalists and are treated differently in the media compared to other parties (Van Aelst et al. 2010; Viegenthart, Boomgaarden, and Van Spanje 2012).

Although various studies have shown that news factors indeed serve as journalistic selection criteria and also guide the reception by the audience (Eilders 1997), news value theory has heavily criticized for its conception of a passive, apolitical media that mechanically responds to presumably objective characteristics and properties of events and actors. On the one hand, critics have objected that a measurable “objective” reality does not exist. As a consequence, news values cannot be described as given, intrinsic characteristics of events or actors that can serve as intersubjective and culture-free guidelines for the selection of news (e.g., Rosengren 1974; Schulz 1976). On the other hand, it has argued that news decisions reflect, to an important degree, the media’s own political preferences and interests. In this view, journalists not merely select events because of their “natural relevance” but rather because they serve their own purposes (Staab, 1990).

Empirically, it was shown that journalists consciously or not indeed attribute a higher news value to events (or actors) that are compatible with their own political orientations (Kepplinger et al. 1991). These objections were in line with media bias theory, where bias means “a systematic tendency to favour (in outcome) one side or position over another” (McQuail 1992: 191). This implies a political slant in the selection of news, but not necessarily a distortion. While truthfully reporting the positions and arguments of political actors, the media tend to give disproportionate attention to positions, issues and actors that correspond to their own preferences. Such implicit partisanship in the news selection process, We grasped with the concept of political parallelism, which most basically refers to the extent to which the different media reflect distinct political orientations in their news and current affairs reporting (Hallin and Mancini 2004).

From this point of view, members of parliaments are given differential access to the media according to their party affiliation or their issue-specific political positions. Historically, a very strong partisan press existed in many European countries, including Switzerland, which not only acted as advocate for the goals of specific political parties but also “paralleled” them through close organizational ties and the partisanship of their readers (Seymour-Ure 1974). While the partisan press has progressively disappeared from the 1960s onward, newspapers continue to have ideological affinities with certain political parties and display distinct political tendencies in most European countries (Hallin and Mancini, 2004). In fact, many newspapers have a clearly recognizable “editorial profile” that reflects their political identity (McNair 2003) and remains relatively consistent over time.

According to Tresch (2009), parliamentarians from political parties with historical affinities for certain newspapers or parliamentarians who share the issue-specific political position of a particular newspaper got more coverage than legislators who do

not fit into a newspaper's editorial line. Alternatively and closely related to news value research media are primarily interested in controversy and preferably cover parliamentarians from the extremes of the political spectrum. This selection behavior would at the same time disadvantage center parties because they do not easily fit into the contra punctual format the media tend to apply to their coverage of the news (Kuklinski and Sigelman, 1992).

In Kenya a research by Eucabeth (2012) on the media coverage of parliamentarians found that the amount of print media coverage given Kenyan women and men parliamentarians was uneven, with women parliamentarians received less coverage compared to their men counterparts. Across the divide, news stories, political analysis, features, editorials and commentaries featured both parliamentarians who were covered in political, economic and social spheres and the articles a took neutral tone with gendered frames not being substantially established.

Political and ideological factors are not the only possible sources of bias, however. Unequal media access might also stem from economic or commercial considerations, which become increasingly relevant to attract a less partisan audience in an ever more competitive media market. As a consequence, newspapers try to respond to the tastes and preferences of their readership. One way of doing so is to "localize" their news coverage and to turn to legislators from their own market district (Schaffner and Sellers, 2003).

2.5.6 Themes covered and prominence given by the mass media to parliamentary news

One of the main tasks of the news media in any society is to tell the public what they consider to be important. The public enlightenment of the relative importance and

reinforcement of issues through news coverage in the media is a function of agenda setting (Wanta 1997). It proposes that media exposure to issues in news content leads to attitudes towards that issue salience (Lasorsa 1997; Wanta 1997).

Parliament is not just the seat of legislative activity; it is, above all, a public forum in which problems of public interest are debated and decisions taken. Parliament is the expression of the people's will. The public is entitled to take up matters with its representatives, not just in order to convey to them its needs and aspirations, but also in order to supervise parliament's activity. To do so, it must be well informed about this activity (Kleinnijenhuis, et al, 1995). Clearly, Kilimwiko, (2002) claimed that, the resources available to parliaments are not sufficient for information on their proceedings to be disseminated widely. The public therefore depends on the media for its information.

Khalid, et al, (2014) said that direct information initiatives and radio or television broadcasts where these exist are not sufficient to make parliament the focal point of public participation in political life. Any analysis of the reasons for this situation should take account of the primary importance of television as a means of informing the public about parliamentary proceedings. Moreover, it is clear that daily newspapers devoting significant space to parliamentary proceedings tend to be followed by relatively small readerships.

Norton (2007) argues that “coverage of Parliamentary proceedings by the serious press has shifted from the parliamentary reporter to the sketch writer, with humorous coverage of the behavior of Parliamentarians taking precedence over discussion of the issues under debate”. This details how low the Parliamentary agenda has fallen on the media radar. After doing a study on the media coverage of Parliament institutions in Britain

and Germany, Negrine (1999) found that “the nature of parliamentary coverage has been undergoing continual change for over a century”. He further argues that there had been a gradual decrease in the coverage of Parliament.

Tresch (2009), argued that empirical studies generally refer to the latter aspect and measure the frequency with which a political actor appears in the news. Media presence, for its part, is hardly ever measurable given that the number of actors competing for media attention is potentially unlimited, but at least unknown. Therefore, it is possible to examine who is in the public eye and who is not and what distinguishes the two kinds of legislators. This conceptual distinction between presence and prominence in the media might constitute an important contribution to the literature that has not yet differentiated between the two dimensions of standing. While all previously discussed theoretical factors can be expected to be relevant for both aspects, their relative impact might vary. For instance, while a speech in parliament might be sufficient to make the news once, it hardly is enough to get more regular coverage and attain some level of prominence in the media. Conversely, experience and status might not be necessary for occasional presence in the media, but they certainly seem important to become a frequent speaker in the media.

2.5.7 Readers’ Perceptions on Newspapers Coverage on Parliament Activities

The media is one of the most important and effective mechanisms for the control of powerful institutions and individuals by reason of its ability to sway public opinion. Those who wish to mould public opinion must do so largely through the media (The Fitzgerald Report, 1989). The journalists, who cover the Parliamentary activities, are collectively identified as the Parliamentary Media Gallery. These journalists, who work for newspaper, television and radio organizations, collect and publish information on

parliamentary activities. According to Daramola (2013), one of the difficult human endeavors to report is politics and parliamentary proceedings. To be working as a beat reporter for parliamentary proceedings therefore, requires more carefulness and dedication. It is just like walking on a tightrope. One wrong step, you are in for a charge of libel.

Daramola (2013) claimed that, what makes the parliament or legislature difficult to report is that members of both bodies are constitutionally immuned of being charged to court for libel for any libelous statements made on the floor of the House whereas a reporter who reports such Libelous statements, stands the risk of being jailed if he is found guilty on a charge of libel. Where the problem really lies is that in many parliamentary proceedings, members make defamatory statements. Since they know that they are constitutionally immuned, they feel free to say anything they like. While the parliamentarians are free to say anything they like and can get away with it, the reporters are not so free. What that boils down to is that a reporter who is assigned to report parliamentary proceedings must weigh the members' utterances very well with a view to sifting the chaff from the grain.

All libelous statements made by members on the floor of the House must be eliminated in the story. This network also allows the creation of an open network for journalists covering the parliamentary debates to stay in contact with their press rooms and editors thereby speeding up media coverage of National Assembly debates.

Tresch (2009) argued one of the challenges that undermines media's role in oversighting parliament is the fact that media owners are often political leaders or business men/women with close relation with political leaders. Journalists noted many instance of

media on advertisement from government often results in some media stories being killed in efforts to sustain income coming from government advertisements. Another challenge that legislatures and members consistently had to grapple with is inaccurate reportage. Bouchet, et al, (2003) noted that parliamentary reportage can be technically challenging for the average trained journalist. Parliament has its own jargons and nuances and a reporter of parliamentary proceedings need to appreciate these nuances if the report is to reflect the true and accurate intendment of the House. Unfortunately, most media houses have limited or no training budget at all for training of their staff on parliamentary reporting.

According to Bouchet, et al, (2003) while some of this inaccurate reportage may be easy to remedy, others may be fatal to the House as a body or an individual Member. The inaccurate report may either be deliberate or innocent, and the House normally needs to distinguish between the two in order to determine the appropriate cause of action. Where it is determined that the report was not deliberate, a retraction, rejoinder or an apology may suffice to cure any damage that may have occasioned. On the other hand, where it is the case that the information was deliberately published to denigrate the House, it may be appropriate to take a more stringent action.

2.6 Empirical Literature Reviews

Ndykan, (2013), conducted a study in South Africa with the title of Assessing news coverage of South Africa Legislative Laws. This study is based on the case study of the coverage of New Age and Times. The findings indicated that despite journalists being expected to serve the national interest of the state, differences can be observed in coverage, reporting and providing spaces to news and articles related to New Age and The Times. The study relates to our study as it deals with the coverage of legislative.

Because data in this study also shows that journalist cover EALA and provide prominence for articles about it: news stories, feature articles, editorials, and opinions each newspaper makes its own decision on what is of national interest.

The study also showed that Daily News and Daily Nation differently for the same event, although in some cases for instance- both reproduced the speech of the President of Tanzania that he gave to the EALA when it convened at Pius Msekwa Hall at Tanzania's parliamentary grounds. Tresch (2009) also established that the more a parliamentarian participated in the debate on the bilateral agreements with the EU, the higher his or her chances of being covered by a Swiss newspaper.

Findings suggested that “the more a senator spoke about the Middle East issue on the Senate floor, the more attention that senator was given in the media”. Given the fact that the findings of this study shows that high profile figure, such as the Speaker and chairpersons of different committees generally have more opportunities to speak as leaders of debates and representing committee deliberations to the plenary sessions they ended up getting more coverage on Daily News, Daily Nation as well as Daily Monitors when it comes to pictures as well prominence of leaders mattered in the results of this study. Sellers and Schaffner (2007) examined the media coverage of U.S. senators from 1980 to 1986 using questionnaire methods they found that seniority appeared to attract greater interest and coverage. Gibbons (2007) did research in South Africa on the coverage of political campaigns in print media, using questionnaire method and found that news were covered but with a main focus on the ruling party.

Wilhoit and Sherrill (1968) studied on wire service visibility of U.S. senators using questionnaire method and they found that there is a correlation between visibility and state size. Bystrom et al. (2004) and most other researchers, studied election campaigns

in the USA, One could argue that the political landscape is different from the UK. For example the division of male and female issues is not exactly the same, and the family of a candidate plays a less important role in campaigning in the UK.

In the current study Vliegenthard & Roggerb theory seem to make a resounding point. One can see in the results that although media have a technical upper hand in choosing the frame of the stories, their choices could not steer clear important issues as presented in the EALA activities. In other words, when journalists take the bit the report from the EALA, their choice of issues to prime can only be made from the choices—that is issues—fronted by the assembly's activities.

Study on the Challenges of Reporting Politics in a Multiparty State for National Development, a survey of Port Harcourt journalists in Nigeria by Ochonogor and Okon (2015), found that Journalists suffer stress especially, through news-sourcing, processing and presenting which is always hurried and deadline-bound; that stress is a factor in the reportorial process makes journalist to commit errors of facts and grammar and that that the stress factors can be minimized.

2.7 Research Gap

The researchers were able to write on the media coverage on the parliamentary activities or legislative in different countries include South Africa, Kenya and Nigeria. However the researcher studied media in general. Neither of studies have investigated on the coverage of legislature by the newspapers. The researcher wanted to feel this knowledge gap by assessing the role of print media on reporting EALA activities and specifically the researcher wanted to explore on the major activities of members of EALA that were reported in Daily News, Daily Monitors, and Daily Nation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter focuses on the research methodology used and touches several areas such as research design, area of the study, sampling techniques, sample size, methods of data collection and data analysis.

3.2 Research Design

This study used descriptive research technique based on both quantitative and qualitative study approaches. Descriptive research design enables the researcher to identify characteristics of the particular group or category of people that are unique to the specific population, (Merriane & Huston, 2014). This study used both qualitative and quantitative approaches because of their advantages; that qualitative approach covers issues in great depth and detail, allows the interaction with research subjects, avoids prejudgment and provides data collection based on experiences, (Edmonds, 2012). It is also flexible and creates openness.

Quantitative approach, on the other hand, allows for a broader study, involving a greater number of subjects, and enhances the generalization of the results. Generally, quantitative methods are designed to provide summaries of data that support generalizations about the phenomenon under study, (Almalki, 2016). According to Creswell, (2014) the strategy of employing both approaches enables the researcher to get the best information because of the nature of the research which aims at assessing the coverage of *Daily News* and *Daily Nation and Daily Monitor* on 15th Sitting Forth meeting and first session on East Africa Legislative Assembly 2018 Budget.

The study analyzed contents on Africa Legislative Assembly activities reports in *Daily News*, *Daily Nation* and *Daily Monitor* newspapers, The researcher used qualitative research design approach to address the research problem.

3.3 Area of the Study

Burns (1997) defines ‘study area’ as an interdisciplinary research as in the social science in a distinct geographic, socio-cultural, or political area aimed at a scientific understanding of the area as an entity and at relating it to other areas. This study was carried out at Daily News headquarter office located at plot No 11/4, Nelson Mandela Expressway, in Temeke District, which is one of municipals in Dar es Salaam City. Furthermore, it was also carried out at Daily Nation headquarter at Nation Centre Kimathi Street, in Nairobi, Kenya and at the headquarter of the Daily Monitor located at 29-35 8th Street (Namuwongo Road) in the Industrial Area of Kampala, Uganda's capital and largest city, It is worth noting that the information providers such as editors, senior and junior reporters including their newspapers libraries are at their respective headquarters.

The reason for choosing these areas are that, are because they have many followers and readers all over the East Africa, Daily News has 8,200 copies circulated daily throughout the country according to REDD + Politics for Media Report of 2014. The Daily Nation has an average of a daily circulation of 16,169 copies daily up to the fourth quarter of 2019 (According to Uganda Business News, 2020) while The Daily Nation has 170, 000 copies circulated daily throughout Kenya (Wachira, 2014).

3.4 Target Population

Oswala (2001) defined population as the number of person or objects to be covered by the study or with which the study was concerned. According to Maxwell (2005)

population is the aggregate of all cases that confirm to designate sets of specification. At the same time, Kombo and Tromp (2002) defined population in research as the totality of the objects under investigation. This study used three daily newspapers of Daily news (Tanzania) Daily Nation (Kenya) and Daily Monitor (Uganda) during the 15th sitting forth meeting, first session at East Africa Legislative Assembly held on 2018 to monitor the reporting coverage of EALA activities during the assembly meeting.

The researcher used both telephone and questionnaire interview to interview EALA Speaker and 30 EALA Representative's from Tanzania, Kenya and Uganda to accomplish the purpose of the study in identifying the reasons EALA activities is not priorities of East Africa Newspapers. Also the research interviewed the readers of the Daily News, Daily Nation and the Daily Monitor to quantify their views their public opinion concerned towards coverage of EALA activities to those newspapers. The foreign editors of Daily News, Daily Nation and Daily Monitor to assess the frequency they played on reporting during EALA meeting session

3.5 Sample Size

A sample as defined by Saunders, et al (2007) is a sub group or part of large population; and Kothari (2006) added that a sample should be a true representative of population. The sample size was chosen out of a total of 135 copies of newspapers published from April to June 2018. The total is comprised of 45 copies of *Daily News*, 45 copies of *Daily Nation* and 45 copies of *Daily Monitor*, Respondents sample size was 150 people who read English newspapers.

The three newspapers were responsible to cover all activities when EALA approved its budget for the financial year of 2018/2019 during the 15th sitting forth meeting, first session of EALA. This study used a case study design by applying three newspapers,

Daily News,(Tanzania) Daily Nation (Kenya) and Daily Monitor (Uganda) because these newspapers covered a big areas as they are circulated everyday throughout the East African Countries, Kenya, Uganda, Tanzania, Rwanda and Burundi.

The study observed types and numbers of stories published into three selected newspapers on examining the role of print media on reporting EALA activities for three month from April to June 2018 through content analysis The study also used 44 respondents, whereby one EALA Speaker, 25 EALA representatives of the Parliament, 15 East Africa newspapers readers and 3 editors of the Daily News, Daily Nation and Daily Monitor.

The study observed all political, economic and social news, features or editorials published into two selected newspapers which related to EALA activities for two month from April to June 2018. Connection to that, the study also involved 28 respondents whereby three (2) editors of two selected newspapers, fifteen (25) members of EALA and ten (10) readers of selected print media from Tanzania were purposively interviewed to ascertain the conditions under which they observed the coverage of the newspapers on EALA activities.

3.6 Sample Procedure

The researcher used purposive sampling to select the sample. The method is based on characteristics of a population and the objective of the study. According to Kumar (2011) purposive sampling allows the researcher to apply the best sample according to the purpose of the study. Patton (1990) argued that purposeful sampling was used extensively in both qualitative and quantitative research for the identification and selection of cases rich in information related to the phenomenon of interest.

In this study, a research applied purposive sampling enabled the researcher to select useful cases only for the subject. It saved time and money as it allowed the researcher to go to the reliable correspondents. In this study, a researcher applied purposive sampling techniques. This a type of sampling in which the researcher chooses subject with specified characteristics (Kothari, 2001). This sampling involves use of own judgment or perception to identify a sample unit and sample out of it. Purposive sampling is preferred to select key informants who have rich information to the central issues being studying.

This study employed purposive sampling in sense that it is based on characteristics of the population of the EALA Representatives from Kenya Tanzania and Uganda and EALA's Speaker to identify the reasons new papers of East Africa is not EALA meeting assembly is not reported, Purposive sampling was used to select the media practitioners of Daily of Monitor, Daily News and Daily Nation.

This study was also used a case study design by applying three newspapers, Daily News, (Tanzania) Daily Nation (Kenya) and Daily Monitor (Uganda) because these newspapers covered a big areas as they are circulated everyday throughout the East African Countries, Kenya, Uganda, Tanzania, Rwanda and Burundi.

The study observed types and numbers of stories published into three selected newspapers on examining the role of print media on reporting EALA activities for three month from April to June 2018 through content analysis.

3.7 Data Collection Methods

3.7.1 Content Analysis

According to Krippendorff, (2004) content analysis can be defined as the study of human recorded communication. It is a method of text analysis among the set of

empirical methods of social investigation, (Merriane & Huston, 2014). The study employed both quantitative and qualitative content analysis to obtain information on the assessment of newspapers coverage of East Africa Legislative Assembly of 2018,

3.7.1.1 Quantitative Content Analysis

The study used quantitative method to assess news coverage of EALA 2018 in order to explore the number and length of stories, placement and page provided for each theme. Also the study employed quantitative method to discover the numbers of the EALA sitting covered by newspapers. Quantitative data was analyzed by measuring the size of news articles, determined by length and location of the article in the newspaper.

The method was relevant for this study because it examined the news content at Daily News and Daily Nation and Daily Monitor newspaper. The researcher was able to ascertain the role of print media on reporting EALA activities. This method was useful because it can helped the researcher to analyze communication and social interaction without the direct involvement of respondents. Another important aspect of this method was that, it offered the researcher a chance to study current subjects. For example in this study the researcher examined news stories in real time during EALA's budget estimation for financial year 2018/2019.

This enables her to study the development of the occurrences news topics, types of stories, story stone, prominence given and overall story tone among other key issues. On the one hand, content analysis of news, features and editorial published were carried out to ascertain the coverage of three newspapers on EALA activities in 2018 based on the source, type, topic, lead dominance and overall story theme of each unit of analysis so as to support results from quantitative content analysis.

3.7.1.2 Qualitative Content Analysis

Qualitative content analysis seeks to discover underlying themes in materials being analyzed (Wimmer & Dominick, 2011). The researcher used qualitative content analysis to examine the content of the news coverage on EALA Parliament. Through qualitative content analysis, the study examined the themes such as messages of the story, implementation of EALA activities and messages' tones (positive, negative or neutral).

3.7.2 Questionnaire

The study obtained data from readers of *Daily News*, *Daily Nation* and *Daily Monitor* by using questionnaire. (Saunders & Thornhill, 2009) argued that questionnaire is considered in general terms to include all techniques of data collection in which each person was asked to respond to the same set of questions in a predetermined order. This study used structured questionnaire by using both open and close-ended questionnaires to obtain information on the assessment of newspapers coverage on East Africa Legislative Assembly. The questionnaire presented in written question and answer format. This technique enabled the researcher to distribute the questionnaire to individuals, (Cozby & Bates, 2011). The questionnaire allowed the researcher to contact large numbers of respondents quickly, because each respondent filled the questionnaire themselves and returned it to the researcher.

Standardized questions were asked in a predetermined order (Wimmer & Dominick, 2011). Researcher used close-ended questions because they provide greater uniformity of response and are easily quantified. Open-ended questions used to give the respondents more freedom in answering questions and an opportunity to provide in-depth responses where that was appropriate.

3.8 Data Analysis

Data analysis is the process of evaluating data using analytical and statistical tools to discover useful information. Data obtained from the study were presented and analyzed by using both qualitative and quantitative data analysis.

3.8.1 Quantitative Data Analysis

Quantitative data analysis may include the calculation of frequencies of variables and differences between variables (Creswell, 2014). The study used descriptive statistics to reduce the data for easier interpretation of frequency distributions. These measurements provide frequency distribution summaries by using tables and percentages.

3.8.2 Qualitative Data Analysis

Qualitative data refers to non-numeric information such as interview transcripts, notes, video and audio recordings, images and text documents (Creswell, 2014). Since this study used content analysis, the researcher applied qualitative content analysis to identify and analyze themes concerning EALA coverages. Data analysis was used to identify themes and extent of the industrial news coverage and then interpret it to get a clear meaning in order to know how *Daily News*, *Daily Nation* and *Daily Monitor* covered of East Africa Legislative Assembly session sitting.

3.9 Ethical Considerations

According to Creswell, (2014) while conducting a research, the researcher should anticipate and address ethical dilemmas that may occur at every stage of the research. Therefore, before conducting this study the researcher had submitted an official letter to *Daily News*, *Daily Nation* and *Daily Monitor* to request the primary data to be used in the study. The researcher examined the articles published and interpreted them in an ethical

Gall et al, (2007), defined ethical is a principal or moral guiding a researcher protecting research participants from possible harm and how to secure privacy and confidentiality during data collection. In this study three issues are highlights and taking into consideration.

First, the researcher recognizes political and educational authority by seeking permission to conduct research in the Dar es Salaam region. Secondly, the researcher respects and maintains the consent and right to distribute data from respondents. The names of the people and their offices are not be identified and the names of the respondents are represented by letters or numbers. This reduced the likelihood of participants being identified. After collecting information, the data I deleted after its use for professional purposes as expected.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents research findings collected using mixed method of research design which includes both qualitative and quantitative data. Findings were collected from content analysis, questionnaires as well as interviews of data collection methods. The aspects examined in content analysis through Daily News, Daily Monitors and Daily Nation newspapers from April to June on 2018.

4.2 To what extent Daily News, Daily Nation and Daily Monitor reported EALA session

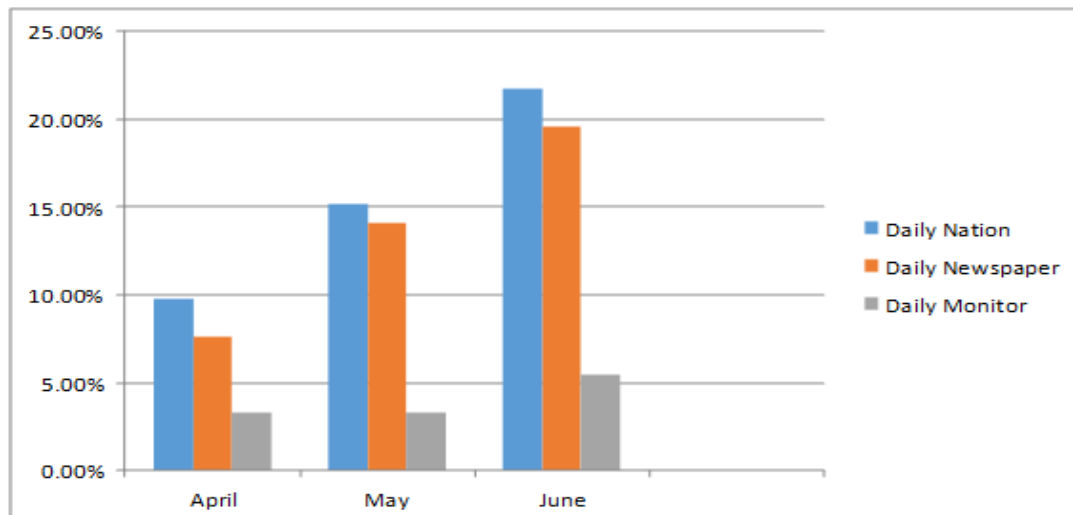
Under this section content analysis focused on the number of news articles of EALA published in the Daily Newspaper (Tanzania), Daily Nation (Kenya) and Daily Monitors (Uganda) within a period of April to June, 2018. Therefore, in the analysis below we would see to what extent the selected newspapers report 2018 EALA session. The aspects examined here include news topic, format, news type, geographic locus, news source and lead dominance and overall story tone on EALA activities.

This research question was answered using a quantitative data from content analysis. Under this section the content analysis used to examine how the selected newspaper covered EALA session held on April 24, 2018 to June 11, 2018. The researcher was familiar to this question in sense that it was connected to specific objective number one and it was also the first sitting since its member states to be selected as representative in December 2017. The researcher concentrated more to this question because it was connected to specific objective number one and it was also the first sitting since EALA member states to be selected as representatives in December 2017 whereby at that time

media had to give more space to the activities of the assembly. In this session, MP's were discussed common market, custom union, report of the development of SGR (Standard Gauge Railway) which link Rwanda, Burundi, Uganda and Tanzania, and progressive report of hinterland roads project of Nyakanazi- Kasulumanyoro and Rumonge in Bunjumbura. However, newspaper's decision to cover the event was entirely influenced by the type of event, the news agency, and the issue involved (Earl et al, 2004). The selected newspapers did not provide enough space for EALA activities as shown in table below as follow:

A total of 135 newspapers articles were analyzed during the period under review to bring out the latent dimension of the publications in order to answer this research question. Of all reviewed stories 32 of news articles were appeared in Daily Nation, while 29 of news articles reported in Daily Newspaper and 21 of news articles were seen in Daily Monitors. In examine the extent of reporting of EALA activities in the three selected newspapers were classified into months as follows in the figure below.

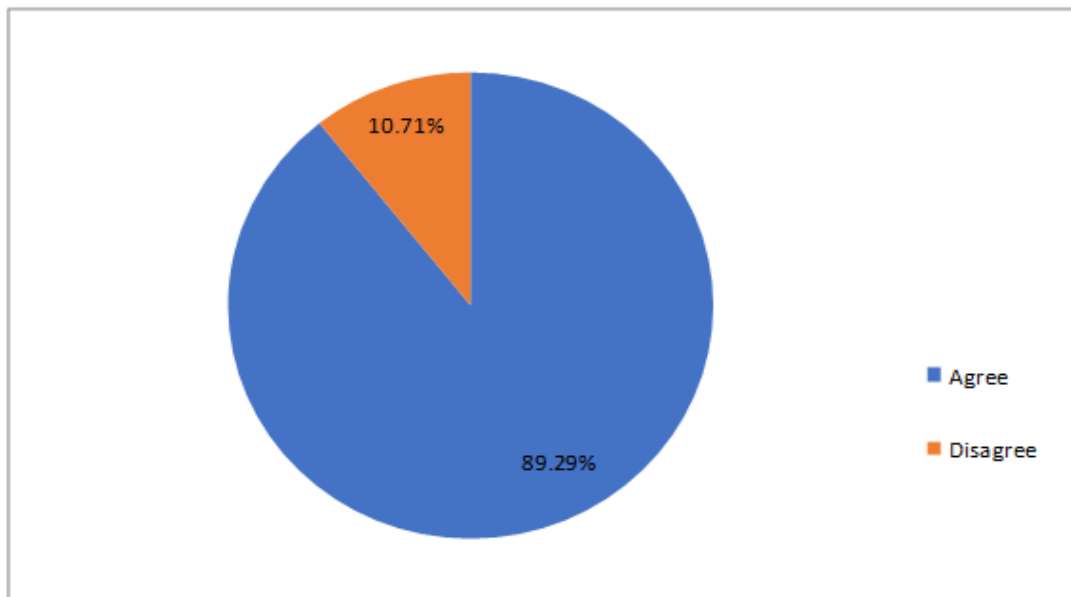
Figure 4.1: Extent that Daily News, Daily Nation and Daily Monitor reported EALA 2018 session



Source: Researcher findings 2021

The data also collected focused on the distribution of respondent' on the significance of EALA coverage. The research findings are shown in the following figure.

Figure 4.3: Distribution of respondents on the importance of coverage of EALA activities



Source: Researcher findings 2021

Questionnaire and telephone interview with some of members of parliaments, media practitioners and ordinary people on answering, what extent do the selected newspapers report 2018 EALA session. In answering this question, 12 respondents were identified that the newspapers do so at low level, while 9 respondents were said the newspapers reported with high level. Furthermore 7 of respondents were said at average and 5 of respondents said that the newspapers reported at very high level. The findings summarized in figure 3 below as follows.

Table 4.1: Distribution of respondent's rate coverage frequency of EALA forth assembly

Descriptions	Frequency
Very High	04
High	06
Average	09
Low	18
Total	37

Source: Researcher findings 2021

4.2 What are the roles of EALA?

In open questionnaire, respondents were solicited to reveal the role of EALA. MPs identified the EALA activities that are carried out by the legislature. Among the tasks assigned by these MPs are to contact the National Assembly of the Partner States on matters relating to the Community; In addition, EALA negotiates and approves the Community budget; considering annual reports on the activities of the Community, reporting on the annual audit activities of the Audit Commission and any other reports referred to by the Council; Members of Parliament also address all issues concerning the Community and make recommendations to the Council as it deems necessary for the implementation of the Convention.

As well as for the purpose of performing its functions, establishing any committee or committee for such purposes as it deems necessary where it recommends to the Council the appointment of Clerks and other officers of Parliament and to enact its own rules of procedure and those of its committees. In an interview with the former Speaker of the EALA, said that the roles of the EALA: I have been the speaker of this parliament for a little while, but I firmly believe that the activities of parliament have not changed much, and as they have increased, they will still remain in the development of member states. "

4.3 How Often Do You Read Daily News (Tanzania) Daily Nation (Kenya) and Daily Monitor (Uganda) Newspapers?

The respondents were asked to tell how often they read three selected newspapers, and 14 of respondents said they read the newspapers once a day, while 9 of respondents read the newspapers more than once a week, followed by 8 of respondents who said they read the newspapers less than once a week while 6 of respondents read the selected newspapers once a week and 8 respondents were read less than once a day. The findings summarized in Table 3 below as follows:

Table 4.2 : Distribution of respondents reading the selected newspapers

Descriptions	Frequency
Once a day	14
Once a week	6
More than once a week	9
Less than once a week	8
Total	37

Source: Researcher findings 2021

The findings from the table above shows that most respondents read selected newspapers therefore a basic premise is that any news articles associated with the legislative activities were seen and readable.

4.4 How Would You Rate Coverage Frequency of EALA forth Assembly, First Meeting and First Session in All Selected Newspapers?

In questionnaires, respondents were asked if they could measure the coverage rate of the first meeting and the first session of Parliament's activities in the Daily News, Daily Nation, and Daily Monitor. The purpose of this question was to determine whether the selected newspapers give due reporting to the EALA activities. In answering this question 15 respondents were identified that the newspapers do so at low level, while 8

respondents were said the newspapers reported with high level. Furthermore 9 of respondents were said at average and 5 of respondents said that the newspapers reported at very high level. The findings summarized in table 4 below as follows:

Table 4.3: Distribution of Respondents Rate Coverage Frequency of EALA 2018 Assembly

Descriptions	Frequency
Very High	05
High	08
Average	09
Low	15
Total	37

Source: Research findings 2021

From the findings shown in the table above, it shows that the news of the parliament is not given a place in most of the media within the community.

Apart from that, under this section analysis focused on the number of stories published in the Daily Newspaper (Tanzania), Daily Nation (Kenya) and Daily Monitors (Uganda) within a period of April to June, 2018. The analysis of selected newspapers attention demonstrates that from April to June, there is little coverage of EALA activities. A total of 135 newspapers articles are seen in all three selected newspapers whereby 43 of news articles were appeared in Daily Nation, while 38 of news articles reported in Daily Newspaper and 11 of news articles were seen in Daily Monitors. The newspapers covered more information from the central government's budgets of member states while EALA news was covered little. The findings summarized in table below as follows:

Table 4.4: Represents EALA activities reported in Daily Nations, Daily Newspaper and Daily Monitor

Descriptions	Frequency
Daily Monitor	11
Daily Nation	43
Daily Newspaper	38
Total	92

Source: Researcher findings 2021

Furthermore, in monthly distribution analysis the Daily Nation reported a total of 43 news articles for April, May and June 2018 whereby 20 of news articles in June, while 14 of news articles in May of news articles in April. Daily Newspaper reported a total of 38 news articles whereby 18 of news articles were reported in June, while 13 of news articles reported in May, and 7 of news articles were reported in April, while the Monitor has 11 news articles which classified as 5 of news articles were reported in June, 3 news stories reported in May and 3 covered in April. These findings illustrated in the bar chart as follows:

4.5 What Are Themes Covered by the Daily News, Daily Nation and Daily Monitor on the EALA?

This is the second research question which examined themes covered by selected newspapers on the EALA activities. The aspects examined here include news topic and prominence given to a story.

Table 4.5: Showing themes stories covered by the Daily Newspaper, Daily Nation and Daily Monitor

News Topic	Newspapers		
	Daily News	Daily Nation	Daily Monitor
	Freq.	Freq.	Freq.
Politics	12	09	10
Economic	11	13	08
Treaty	03	06	01
Public Health	02	02	01
Education	02	01	07
Sports	03	04	03
Total	33	35	30

Source: Field Data 2021

A total of 98 stories analyzed during the period under review. Most 38 of stories published in all selected newspapers were economic, while 35 of stories appeared into those newspapers concentrated on politics, 10 of stories published were concentrated on treaty, 10 of news stories were related to sports, and 10 of stories concentrated to education and 5 of stories were related to public health within East African Countries. It was discovered that EAC newspapers give more coverage on economic stories basically because it is more considerable progress for developing counties. Economic factor still played an important role in compelling news editors and reporters to prioritize politics in their news coverage. It can be argued that the amount of coverage given to different topics, was influenced by economic. However, politics stories were given more prominence than economic stories because it is more dramatic and appealing to the readers

From content analysis on May 23, 2018, the Daily Nation contained a story which involving political talks between the Speaker of the EALA and the Speaker of the

Kenyan Parliament. The newspaper's story titled: *EALA, Kenya National Assembly speakers hold talks*. On Friday, May 6th 2018, the Daily Nation reports on its front page that President Uhuru Kenyatta on Friday urged the East African Parliament to strengthen its Secretariat so that it can better serve the region and play a greater role in integration with a titled: "*Kenyatta receives EALA Speaker.*"

Findings indicated that only three news items out of 98 articles had appeared on the front page of the Daily Nation newspaper without sufficient length prominence. Most of news articles published by Daily Nation, Daily Newspaper as well as Daily Monitors appeared at inside pages.

The selection of news presented on all front pages of three newspapers clearly reflects the papers' respective editorial standpoints and market orientations. Few news stories are, in themselves, significant or important enough to merit front page coverage in all three papers. It takes a major scandal issue, politics, economic, crime and law, accidents, and some news priorities. All three newspapers' own staffs are features prominently. This is how the newspapers go on developing an identity in competitions. The front pages of these three papers represent three distinct news cultures. This is not to say that the journalists working for three respective papers have basically different ideas on abstract new values like proximity and identification, significance and sensation.

News prominence has an advantage that it allows for transparent and objectives measure regarding the original gate-keeping processes of a story selection. Specifically, prominences is operationalized as essence, the more newsworthy a new item is covered by media practitioners because it contains more news factors the more prominence it should be assigned and the longer and earlier the article should appear within a news produce (Schulz, 1982 cited by Boukes, et al, 2020). Connection to that, the findings

obtained from questionnaires indicated that most of 15 of respondents were said the prominence given to EALA activities from media are weak, while 9 of respondents were said the prominences were average, while 4 of respondents were said the prominence were good. The findings summarized in table 4.6 below as follows:

Table 4.6: Prominence given to EALA activities in three selected newspapers

Descriptions	Frequency
Excellent	1
Good	7
Average	14
Weak	15
Total	37

Source: Field Data 2021

Furthermore, based in depth interview with readers on the issue of prominence to EALA activities

“As an newspapers reader, I am well aware that there are criteria used to weigh information on the front page of a magazine. The information must contain negative aspects of an event or issue. If we see that the legislature has negative impacts, it must be given a major role not only in the newspaper but also in other electronic media.” (Source: Interview conducted on January, 2021)

(Source: Interview conducted on January, 2021)

Respondent two said that significant geographical proximity increased story prominence of popular outlets both in terms of story length and front positions. He added that in case for foreign news is the circumstance that news services produce news stories as products on a market that is they should produced at lowest possible cost and sold to many clients in all East African countries as possible. He said they could not spend much time fighting over the news of the parliament even though there were many incidents that could

impress readers. They as a media outlet looking for the possibility of commercial self-employment by considering influence on editorial priorities and market orientations by implying a need to simplify stories so that they are comprehensible to abroad segment of the population. He added that media's market orientation is reflected in several ways include front page headline to serve as adverts for the paper. He characterized three legs on which news site stands: sports, celebrities and major news events.

Respondents number three claims that:

“As journalists, we are not bound by any rules or ethics to report EALA’s news with prominence. If we as observer we have seen in EALA there is scandal issues, crimes, sports and pop culture will be given high priority. We are here to conduct journalistic duties but at the same time we are in competition with news enterprises which opposed to social services institutions. In our newsroom post mortem is done to establish how much money we previous issue made.” (Source: Interview conducted on January, 2021).

4.6 Why Do You Think EALA Activities News Reporting Is Important?

This question was answered using a combination of quantitative data from questionnaires and qualitative data from in depth interview with members of EALA and foreign editors of selected newspapers. Respondents were asked about importance of news reporting on EALA activities being published within the media. In response to this question, a large number of 26 of respondents agreed that there was a need for parliamentary information to be appeared in newspapers. Only 11 of respondents were disagreed on that. The findings summarized in the pie chart below as follows:

Most of those who affirmed, this is because the media monitors three pillars include legislative to check and balance their operations. The media is the defender of public interests and promoter of human rights and the rule of law. In this situation, journalists

watch what is taking place in the EALA. They added that MPs and institutions provide the mass media with news events through its activities. All things that are happening within EALA are used by media for the benefit of the society by relaying the information to the members of the society.

One of the EALA MPs says:

There is a need for the activities of this parliament to get adequate coverage from the media within and outside the community. First, we as MPs know that EALA and mass media have a symbiotic relationship. MPs and the institutions of parliament rely upon the media to derive their activities such as raising matters relating to the community, debating and approving the budget of the community to the general public. On the other hand, media plays an important role in monitoring our work as MPs and EALA at large that can result in a critical analysis of our work.

(Source: Interview Data, March 2021).

He said that there is no reason for the legislature's activities not to have enough coverage from East African's media, because the primary role of journalists is to ensure citizens have access to the essentials within EALA. He added that media attention can influence political debates and eventually the resulting legislation. Although the media obviously has no power to pass law, journalists may influence the behavior of legislators by paying attention to a bill. During the legislative debates in both houses, media attention plays a role although it is not the cause of the content of their contribution due to its importance.

Another member of MP claims

I am asked this a lot by my students, most of whom do not like the news of Parliament. But regardless of age, it is always important to know what is going on in the Community Assembly (EALA). If our media regularly reports

on the activities of this House, citizens from member states will not be able to be misled or deceived. For example, there are people who do not know in EALA what is going on. So the absurd thing when posted on social networks or published on social media; in relation to our parliament this is easy to believe because there is not enough coverage in the activities of this parliament. I believe that if the citizens of the member states are well educated, when people see what seems to be a bad quote, they will be able to tell if it is true or not, and people will have a logical (not emotional) response. And if people have good news, they will have a better conversation, because the current issues come up in the conversation.”
 (Source: Interview with MP from Tanzania, January 2021).

In connection to the importance of news reporting on EALA activities being published within the media another respondent adds:

I do not ask to be concerned with information. I'm just saying it's important to know who the big names are and what they do. This is especially true of politicians, who may be making decisions that affect your life; but it can also be true about sports or the weather or even celebrities. The more you know what's going on in the world, the more you will be able to make good decisions - like, you can decide to join an organization or advocate for something or support a candidate. So, even if you spend a few minutes looking for important people and learning a little about what they are doing, you are setting yourself on the path to having better information; and democracy is to survive and thrive, knowledgeable people (of any age) are essential. (Source: Interview Data, January 2021)

He said members of EALA often depend on the media to inform EAC's people and possibly others nationally and internationally on what is happening in the parliament. As a result, journalists are fairly powerful because they decide which issues, and thus the supporting member to publicize. He added that journalist also decided the angle or the content of the story. In this way, they play a very important scrutinizing role in the EALA activities. However, the media aim to filter the information received and present

information in a way which they believe best represents the story. It's important to cover all EALA activities in sense that people want to know what is happening in the house.

4.7 What Are Readers' Perceptions on Newspapers Coverage on Regarding the EALA Activities?

This is the third research question which examined readers' perceptions on reporting EALA activities. In response to this question, respondents said that most of newspapers in EAC seek commercial news than those found in EALA. For example, the respondent number three said that people with no knowledge or interest in journalism have established media organs as profitable investments as opposed to social service institutions and their interest number one is to make quick money to pursue some private interests. This is proven with the post-mortem in some of these newsrooms is done to establish how much money the previous issue made. The group focuses more on making profit and not social activities carried out by EALA. This has had serious ethical implications as well.

One of the open-ended questions in the questionnaire was related to what was being done to ensure the media played a major role in reporting EALA news. In answering this question, respondents said that journalism changed drastically from service writing to business. But now a wind has changed, advertising supported journalism is dead. We should use this moment to restructure the media along more democratic lines.

He says:

Today our media is prouder to keep the parliamentary news of the developed countries than this EALA, so journalists in this EAC region should be proud of their unity. One thing that is important here is that cultural influence in other cultures exists and is strong. The control of foreign culture in our African media is enormous. Attempts to fight against this imperialism

usually fail in many ways. It is good to note that control or governance cannot occur without the consent of those who are led, or controlled. This is what ensures that there is harmony in the social realm. So journalists should be educated about this issue. (Source: Interview Data with MP of EALA, January 2021).

Apart from that, many acknowledged that challenges faced journalists in reporting EALA activities were demands of their work. Several respondents said that many journalists, especially those working for newspapers, have worked overtime and have no time for research or reading on EALA.

In addition, the readers stated that the media has a responsibility to the public. He suggested that if it happened to journalists to have enough money to cover EALA news then the key role would be to inform and educate the public, and that journalists should learn to deal with political authority and "pen power." Integrity, professionalism and honesty were all considered essential qualities for any journalist to possess.

Other respondent said that, "the newspapers are done to impact people into three main motives that is to make people read, understand and react. People should read what they need. Through what they need, they will easily understand the matter. And they will react by working on what they have read and understood. My view is that, the East African media, must inform us about our Parliament. Through this information we will build a quick understanding of our problems and how to deal with them, and we will finally be persuaded to bring on development of our nations." (Source: Interview data, January 2021).

CHAPTER FIVE

SUMMARY CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This is the final chapter of the thesis. It presents the summary, discussion, conclusion and recommendations based on the findings of the assessment of Print Media Coverage of East African Legislative Assembly in 2018.

5.2 Summary

The study probed the assessment of Print Media Coverage of East African Legislative Assembly in 2018: A case of Daily Newspaper, Daily Nation, and Daily Monitor. It had three specific objectives namely, to assess the extent to which Daily News, Daily Nation and Daily Monitor reported EALA session, to identify themes covered by the Daily News, Daily Nation and Daily Monitor on the EALA and to explore the readers' perception on Daily News, Daily Nation and Daily Monitor regarding the EALA coverage. The study was guided by two theories namely agenda setting and Gate keeping theories and used content analysis approach to analyze the newspaper content. The units of analysis were stories, features, opinions and editorials. Data gathered from the study were analyzed by using both qualitative and quantitative approaches. The data revealed low coverage in terms of frequency.

Agenda theory is relevant to the study in sense that audiences subconsciously become more interested in those issues given prominence in media. The gate keeping theory is relevant to this study in sense that, some news collected by journalists from general public, are sent to the editors (gatekeeper) for editing, to determine suitable and unsuitable ones.

Furthermore, the study population was selected and from it a sample of 37 respondents were chosen. The study employed mixed method which included qualitative and quantitative data to complement findings and triangulate, and in turn validate the data from different sources. Data were obtained through questionnaires, in-depth interviews and content analysis method of data collections which served as field data of the study.

Moreover, data from this study had shown that the news reporting of the EALA activities were the minority and without given enough prominence on all selected newspapers. However, most of the stories were obtained from the news events rather than self-initiative. Based on the findings, efforts should be done by newspapers to increase the frequency of EALA media coverage. Journalist should write in-depth and investigative stories of the ongoing EALA sitting.

5.3 Discussion of Findings

The discussion part based on three research questions, thus: what is the frequency of print media played its role on reporting the EALA, Although *Daily News*, *Daily Nation* and *Daily Monitor* played some roles in create awareness to East Africa people concerning EALA activities, this study revealed that the initiative did not receive satisfactory coverage from the three papers. The coverage was low in terms of frequency and placement. 42 percent of the articles published by these newspapers started on the front page, and hidden in inside pages of both studied newspapers. By implication, East Africa Legislative Assembly was not considered important to these newspapers. However, EALA deserves to be given the desired attention bearing in mind its potential in the development of the East Africa Community.

5.3.1 What is the Frequency of Print Media Played Its Role on Reporting the EALA?

The analysis of the findings for the research question one focused on extent of print media played and its role on reporting the EALA. The result for this question provides insight to media practitioners on reporting EALA activities. The findings of this question indicated that

Firstly, majority of respondents were identified that the newspapers do so at low level, while few of respondents said the newspapers reported with high level. Furthermore, some of respondents said at average and of respondents said that the newspapers reported at very high level. Secondly, findings from content analysis indicated that 46 of news articles were appeared in Daily Nation, while 41 of news articles reported in Daily Newspaper and 11 of news articles were seen in Daily Monitor.

Findings from this question indicated that the selected newspapers did not provide much news related to EALA activities. The newspapers concentrated more on reporting member states' parliaments than the EALA. Although local parliaments and EALA were similar in carrying out their activities, the newspapers still focused more on the local parliamentary. The newspapers editors determined what kinds of news are suitable for their readers and which one are unsuitable.

Generally, the few published news articles in all selected newspapers appeared on advocating or defending their mother countries, this means the newspapers have believed as lapdog for the interest of their countries within EALA. A lapdog news media, according to Bagdikin (1987) displays lack of independent power of being reliant upon government (mother country), corporate and elite source for both information and economic support. On other hand, might play a role similar to what has been described

by Tichenor, et al, (2006) as guard dog. A guard dog newspaper is one that does not operate for the community in generic, but for a group that have sufficient power and influence. The coverage of the Daily Nation, Daily Newspaper and Daily Monitors could see in this context that each newspaper could be serving the interest of mother country within the EALA activities.

5.3.2 What Are Themes Covered by the Daily News, Daily Nation and Daily Monitor on the EALA?

The research from research question two provides evidence that economic stories played an important role in compelling news editors and reporters. However, politics stories were given more prominence than economic Most of stories published in all selected newspapers were economic, while few stories appeared into those newspapers concentrated on politics.

The data revealed that EAC newspapers give more coverage on economic stories basically because it is more considerable progress for developing counties. Economic factor still played an important role in compelling news editors and reporters to prioritize politics in their news coverage. It can be argued that the amount of coverage given to different topics was influenced by economic. Economic news stories shape people's economic perceptions, which in turn, have profound impacts on a range of other attitudes and behaviors, and sometimes even gain on the economy itself.

In societal perspective, it is imperative to read economic news on papers-both its contents and its effects- because it has such a strong bearing on the daily lives of EAC citizens. This means that, economic news from EALA meets certain standards and conditions of news value theory. News value theory according to Eilders (2006) deals with news selection and the way it is published and somewhat also with the audience.

One of the main assumptions on news value and news factors deals with the phenomenon of factors influencing the process of news selection in different media outlets.

Apart from that finding also indicated that only three news items out of 92 articles had appeared on the front page of the Daily Nation newspaper without sufficient length prominence. Most of news articles published by Daily Nation, Daily Newspaper as well as Daily Monitors appeared at inside pages. The selection of news presented on all front pages of three newspapers clearly reflects the papers' respective editorial standpoints and market orientations. Few news stories are, in themselves, significant or important enough to merit front page coverage in all three papers. It takes a major scandal issue, politics, economic, crime and law, accidents, and some news priorities. The front pages of these three papers represent three distinct news cultures. This is not to say that the journalists working for three respective papers have basically different ideas on abstract new values like proximity and identification, significance and sensation.

News prominence has an advantage that it allows for transparent and objectives measure regarding the original gate keeping processes of a story selection. Specifically, prominences is operationalized as essence, the more newsworthy a new item is covered by media practitioners because it contains more news factors the more prominence it should be assigned and the longer and earlier the article should appear within a news produce (Schulz, 1982 cited by Boukes, et al, 2020).

5.3.3 What Are Readers' Perceptions on Newspapers Coverage on Regarding the EALA Activities?

The third research question examined readers' perceptions on reporting EALA activities. In response to this question, respondents said, "the people with no knowledge or interest

in journalism have established media organs as profitable investments as opposed to social service institutions and their interest number one is to make quick money to pursue some private interests. This is proven with the post-mortem in some of these newsrooms is done to establish how much money the previous issue made. The group focuses more on making profit and not social activities carried out by EALA. This has had serious ethical implications as well.”

The findings revealed that at present most media outlets, especially newspapers, are looking for information that will help them become more economically viable than service information. So news that does not benefit the media house is given less space and sometimes completely ignored or unpublished. This means that EALA was not productive in the selected newspapers because it did not advertise its budgets on them. The findings supported by Tresch (2009). Tresch argued one of the challenges that undermines media’s role in oversighting parliament is the fact that media owners are often political leaders or business men/women with close relation with political leaders. Journalists noted many instances of media on advertisement from government often results in some media stories being killed in efforts to sustain income coming from government advertisements.

Connection to that, findings indicated that newspapers from EAC were faced with western opium of news reporting especially when it comes to international news reporting. This data associated with media imperialism model as expressed by Kalyami, et al, (2000). Media culture is increasingly marked by convergence or the coming together of previously distinct technologies as in a cell phone that also allows users to read newspapers. So if newspapers do not provide space for parliamentary activities, then the alternative is to use parliamentary websites to monitor what is going on within EALA.

5.4 Conclusion

This study explored the assessment of Print Media Coverage of East African Legislative Assembly in 2018. The findings from the study indicate that Daily Nation, Daily Newspaper and Daily Monitor did not give enough coverage to EALA activities. The findings revealed that the few new stories appeared into the newspapers from EALA activities concentrated more on economic which shape people's economic perceptions which in turn, have profound impacts on a range of other attitudes and behaviors, and sometimes even gain on the economy itself. The findings revealed that at present most media outlets, especially newspapers, are looking for news that will help media houses become more economically viable than service information. Therefore, the statistical results support both gate-keeping and agenda setting theories that some news collected from various locations including in EALA house were sorted to determine what issues and stories suitable for the public to think about.

5.5 Recommendations

In view of the findings and the conclusion, the press should set an agenda of making EALA coverage important through information dissemination and packaging of reports. Efforts must be made by editors to increase their reportage on industrial drive. It is not enough to report what government says, but media practitioners should put their self-initiative to report more of EALA news aiming at letting East Africans be aware of the EAC issues. Also, Members of Parliament should co-operate with the media in facilitating parliamentary activities because all journalists and MPs are jointly dependent on each other in achieving community development.

5.6 Area of Future Study

This study has focused on the assessment of *Daily News*, *Daily Nation* and *Daily Monitor* coverage on East Africa Legislative Assembly coverage. Therefore, further studies should be conducted to examine factors limiting media coverage on EALA sessions. Also studies should be conducted to investigate the extent to which television or radio played their role in the implementation of EALA planning and projects.

REFERENCE

- Aseka, Eric Masinde. (2005). *Transformational Leadership in East Africa: Politics, Ideology and Community*. Kampala, Uganda: Fountain Books Publisher,
- Balnaves, M. and Caputi, P. (2001). *Introduction to Qualitative Research Methods: An Investigative Approach*. London, UK: SAGE Publications Inc.
- Berger, A.A. (2011), *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*, 2nd Edition. London, UK: Sage Publications Inc.
- Burns, R.B. (1997). *Introduction to Research Methods*. 3rd Edition. South Melbourne, Australia: Addison Wesley Longman Australia.
- Burns, R.B and Grove, S.K. (2001). *The Practice of Nursing Research: Conduct, Critique & Utilization*, 4th Edition. Philadelphia, USA: WB Saunders.
- Crowe, M., Inder, M. and Porter, R. (2015), *Conducting Qualitative Research in Mental Health: Thematic and Content Analysis*, Australian and New Zealand Journal of Psychiatry, SAGE Publications Inc.
- Creswell, J.W. (2013), *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*, 3rd Edition. London, UK: SAGE Publication Inc.
- Creswell, J.W and Plano Clark, V.L., (2011). *Designing and Conducting Mixed Method Research*, 2nd Edition. Los Angeles-USA: Sage Publications Inc.
- Daramola, I. (2013). *Ethics and Legal Issues Consideration in Public Affairs Reporting: A Study of Parliamentary Reporting in Nigeria*. Lagos Nigeria: Rothan Press Ltd.
- Dallimore, E. J. (2000). *A Feminist Response to Issues of Validity in Research*, Women's Studies in Communication. SAGE Publications Inc
- Rubin, A. and Babbie, E. (2013). *Essential Research Methods for Social Work*, Third Edition. Belmont, USA: Brooks/Cole.

- Hyden, Goran et al (2002). *Media and Democracy in Africa*, New Brunswick, NJ, USA: Transaction Publishers.
- Kunbuor, B. (2014). *Parliament and Print Media: Parliament of Ghana at the Post Election Seminar in Swaziland*. Accra, Ghana: Clark Publishing Inc.
- Khalid, M. et al (2014). Impacts of Media on Society: A Sociological Perspective,” *International Journal of Humanities and Social Science Invention*, Sage Publications Inc.
- Kothari, C. R. (2001), *Research Methodology: Method and Technique*, Published in: 2008 International Conference on Advanced Computer Theory and Engineering
- Kombo J. and Tromp F., (2002) *Proposal and Thesis Writing*, Pauline Publications Africa, Nairobi Kenya.
- Makilla. S., Mauggo, W. and Simon, B. (2008). *Introduction to Journalism*. Study Manual. The Open University of Tanzania. Dar es Salaam, Tanzania.
- Romano, A. (1999). *Development Journalism: State verse Practitioner Perspectives in Indonesia*. Media Asia, SAGE Publications
- Kleinnijenhuis, J., & Rietberg, E. M. (1995) *Parties, Media, the Public and the Economy: Patterns of societal agenda-setting*. European Journal of Political Research, SAGE Publication
- Keyton, J. (2011), *Communication Research: Asking Questions, Finding Answers*, 3rd edition. New York: McGraw-Hill.
- Oswala, E. C. (2001), *Introduction to Research Methodology*, Onitsha: Africana-Fep Publishers Ltd
- Patton, M. (2002), *Qualitative Research and Evaluation Methods*, 3rd edn. Thousand Oaks, CA: Sage Publications.
- Saunders, M., Lewis, P. and Thornhill, A. (2007), *Research Methods for Business*

- Students*, 4th Edition, Financial Times Prentice Hall, Edinburgh Gate, Harlow
- Semujju, R. B. (2016), *Community Media Narrowcasting in Uganda: An Assessment of Community Audio Towers*, Unpublished Doctoral Thesis. Durban: University of Kwazulu-Natal.
- Sarantakos, S. (2005), *Social Research*, 3rd Edition. Hampshire: Palgrave Macmillan.
- Gall, M., Gall, J., & Borg, R. (2007), *Educational Research: An Introduction*, 8th Edition, New York, NY: Pearson Education.
- Morse, J. M., and Niehaus, L. (2009), *Mixed Method Design: Principles and Procedures*, Walnut Creek, CA: Left Coast Press.
- Priest, S. H. (2010), *Doing Media Research: An Introduction*, 2nd Edition, London: Sage Publications Inc.
- Folarin, B. (2002), *Theories of Mass Communication: An Introductory Text*, 3rd Edition, Abeokuta: Link Publications.
- Jairo Lugo Ocando and An Nguyen (2017), *Developing of News: Global Journalism and Coverage of Third World Development*, Routledge Taylor & Francis Group, London and New York.
- Jibril, G.I. (2017) *Communication and National Disaster Management; A Study of 2005, Flood Risk Awareness Campaign among the Resident of Jalingo Metropolis*. (Unpublished PhD thesis), Ahmadu Bello University, Zaria, Nigeria.
- Littlejohn, S. W. and Foss, K. A. (2009). *Encyclopedia of Communication Theory*. New York, USA: SAGE Publication Inc.
- McQuail, D. and Windahl, S. (2015). *Communication Models*. London, UK and New York, USA: Routledge, Taylor & Francis Group.
- White, D.M. (1950). The Gatekeeper: A Case Study in the Selection of News. *Journalism Quarterly*, 27(4): 383-390. doi:10.1177/107769905002700403

- Shoemaker, P., r, Eichholz, M., Kim, E. and Wrigle, B. (2009). The Individual and Routine Forces in Gate-keeping, *Journalism and Mass Communication Quarterly*, 78(2): 233-246.
- Soroka, S. N. (2002). Issue Attributes and Agenda Setting by Media, the Public, and Policymakers in Canada. *International Journal of Public Opinion Research*, SAGE Publications
- Soroka, S. N., Stecula, D. A., & Wlezien, C. (2008). It's (change in) the (future) Economy, Stupid: Economic indicators, the media, and public *opinion*. *American Journal of Political Science*, SAGE Publications.
- Peter, J. and Lauf, E. (2002), *Reliability in Cross-National Content Analysis, Journalism and Mass Communication Quarterly*, Longman Press, London UK.
- Polit, D. F. and Beck, C. T. (2012). *Nursing Research: Generating and Assessing Evidence for Nursing Practice*, 9th Edition, Philadelphia: Wolters Kluwer Health/Lippincott Williams and Wilkins.
- Herbst, S. (1998), *Reading public opinion: How political actors view the democratic process*. Chicago, IL: Chicago University Press.
- Bouchet, N; and Kariithi, N.K (2003), *Parliament and the Media: Building an Informed Society*. *World Bank Institute, Commonwealth Parliamentary Association*
- Earl Jennifer; Martin, Andrew; Andrew; McCarthy John D and Soule, Sarah (2004), *The Use of Newspaper Data in the Study of Collective Action*. *Annual Review of Sociology*, Vol. 30.
- Tresch Anke (2009), *Politicians in the Media: Determinants of Legislators' Presence and Prominence in Swiss Newspapers*, the *International Journal of Press and Politics*, SAGE Publication.

Van Dalen, A. and P. Van Aelst (2012), '*Political Journalists: Covering Politics in the Democratic Corporatist Media System*', in D. Weaver and L. Willnat (eds.), *the Global Journalist in the 21st Century*. New York: Routledge.

Viegenthart, R., H. Boomgaarden, and J. Van Spanje (2012), '*Anti-immigrant Party Support and Media Visibility: A Cross-party, Over-time Perspective*', *Journal of Elections, Public Opinion and Parties*,

Yin, R.K. (2004), *Case Study Research Design and Method*, Thousand Oaks, CA Sage Publications

Welman, C., Kruger, F. and Mitchell, B. (2005). *Research methodology*. 3rd edition. Cape Town: Oxford University Press Southern Africa.

Van Aelst, Peter, Lotte Melenhorst, Joop Van Holsteyn, and Joeri Veen. (2015), "*Lawmaking and News Making: Different Worlds After All? A Study on News Coverage of Legislative Processes in the Netherlands*," *The Journal of Legislative Studies*.

APPENDICES

Appendix 1: Questionnaire for East Africa Legislative Assembly Representatives

My name is MHILIWA, GLORY; I am a final year student pursuing Master of Mass Communication at the Open University of Tanzania (OUT) I would like to take this opportunity to interview you in connection with the collection of research data on an assessment of print media coverage of East Africa Legislative Assembly in 2018: a Case of Daily News, Daily Nation and Daily Monitor

SECTION A: General Questions

1. How long have you been a member of EALA
 (1-3 years) (4-6 years) (7-9 years) (More than 10 years)
2. What is your position at East Africa Legislative Assembly?
 a) Speaker b) Representative
3. What is your responsibility at EALA?

SECTION B –Put a TICK IN YOUR ANSWER

1. What are the roles of East African Legislative Assembly (EALA)?

2. How often do you read Daily News (Tanzania) Daily Nation (Kenya) and Daily Monitor (Uganda) newspapers?

(Once A Day) (Once A Week) (More Than Once A Week) (Less Than Once A Week)

3. How would you rate coverage frequency of EALA forth Assembly, first meeting and first session at Daily News, Daily Nation, and Daily Monitor

(Very High) (High) (Average) (Low)

4. What are the prominences given to EALA activities coverage at Daily News, Daily Nation and Daily Monitor?

(Excelent) (Good) (Average) (Weak)

5. How strongly do you agree or disagree, the coverage of EALA activities is important?

(Agree) (Disagree) (Neither Agree Nor Disagree)

If AGREE Why it is important

6. What is your suggestion towards improving EALA activities coverage

Appendix II: Questionnaires for Editors

Opening Section

My name is MHILIWA, GLORY; I am a final year student pursuing Master of Mass Communication at the Open University of Tanzania (OUT) I would like to take this opportunity to interview you in connection with the collection of research data on an assessment of print media coverage of East Africa Legislative Assembly in 2018: a Case of Daily News, Daily Nation and Daily Monitor

SECTION A

General Questions Put a Tick in your Answer

1. How many years you have been in Media?

(1-4 years)

(5-8 years)

(9-14years)

(15 years and above)

2. Can you tell me about your experience in day-to-day journalism?

SECTION B

1. What do you understand on East African Legislative Assembly (EALA)?

2. What is the frequency played by your media on reporting the East African Legislative Assembly?

3. What are themes covered by the Daily News, Daily Nation and Daily Monitor on the EALA?

4. What are readers' perceptions on Daily Newspaper, Daily Nation and Daily Monitors on regarding the EALA coverage?

Interview Guideline

1. What do you understand about East African Legislative Assembly (EALA)?
2. What is the frequency played by your media on reporting the East African Legislative Assembly?
3. What are themes covered by the Daily News, Daily Nation and Daily Monitor on the EALA?
4. What are readers' perceptions on Daily Newspaper, Daily Nation and Daily Monitors on regarding the EALA coverage?