

**ASSESSMENT ON THE REPORTING OF JULIUS NYERERE HYDRO
POWER PROJECT: THE CASE OF TANZANIA BROADCASTING
CORPORATION AND INDEPENDENT TELEVISION**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
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CERTIFICATION

The undersigned certify that, he has read and hereby recommend for acceptance by the Open University of Tanzania (OUT) a research entitled: **“Assessment on the Reporting of Julius Nyerere Hydro Power Project (JNHPP): The Case of Tanzania Broadcasting Corporation and Independent Television”** in fulfillment of the requirements for the Master of Arts in Mass Communication (MAMC).



.....
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09th Nov. 2023

.....
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DECLARATION

I, **Mwanjala Fredy**, declare that, the work presented in this dissertation is original. It has never been presented to any other University or Institution. Where other people's works have been used, references have been provided. It is in this regard that I declare this work as originally mine. It is hereby presented in partial fulfillment of the requirement for the Degree of Masters of Arts in Mass Communication (MAMC).

.....
Signature09th Nov. 2023.....
Date

DEDICATION

I dedicate this work to my parents Fredy Mwatonoka and Ahobokile Mwaibinga, who always encouraged me to pursue the highest levels of education. I also dedicate this work to my wife Ms. Hanifa Roy, whose unending support and encouragement were invaluable in accomplishing this work.

My appreciation goes to all who participated in one way or another in providing moral and material support during my studies and I ask God's blessings upon them.

Lastly, I dedicate this work to all students, friends, media practitioners, government officials and everyone that would prefer to use this work as a catalyst to achieving goals and acquiring knowledge in general.

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ABSTRACT

The study assessed the reporting of Julius Nyerere Hydro Power Project (JNHPP) with reference to Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV). The study was guided by the general objective of the research that was to assess the reporting of Julius Nyerere Hydro Power Project (JNHPP) by TBC1 and ITV. The specific objectives were; to assess the coverage of Julius Nyerere Hydro Power Project by TBC1 and ITV, to measure viewers' responses on the reporting of Julius Nyerere Hydro Power Project by TBC1 and ITV, to examine issues covered by TBC1 and ITV of Julius Nyerere Hydro Power Project, as well as to examine the pattern of reporting by TBC1 and ITV on issues covering JNHPP. The study used descriptive research design whereby a sample of 66 was selected from Rufiji in Coast Region and Dodoma area. Purposive sampling was used to select sample for data collection. The study used questionnaire and observation to collect data, the findings presented in tables, graphs and charts. Findings indicated that TBC1 and ITV were covering JNHPP and people were informed about the project although there were improvements that should have been considered. For instance, the results show that more than 57% said there was irregular coverage of JNHPP. The study concludes that media practitioners should enhance their skills and be innovative to produce informative programs that will bring general awareness to people about the ongoing construction of JNHPP and its eventual impact. The study recommends that government officials should make sure they provide information and awareness to the public regularly in order for people to know the stages of the construction until its completion.

Keywords: *News reporting, Julius Nyerere Hydro Power Project (JNHPP), Tanzania Broadcasting Corporation (TBC)*

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LIST OF ABBREVIATION

CTN	Coastal Television Network
HTTPS	Hypertext Transfer Protocol Security
IPP	Industrial Pre Production
ITV	Independent Television
MAMC	Master of Arts in Mass Communication
JNHPP	Julius Nyerere Hydro Power Project
OUT	Open University of Tanzania
TBC	Tanzania Broadcasting Corporation
TV	Television
SGR	Standard Gauge Railway
SPSS	Statistical Package for Social Sciences
SSWM	Sustainable Sanitation and Water Management

CHAPTER ONE

BACKGROUND OF THE STUDY

1.1 Introduction

This chapter presents the background of the study, its significance, statement of the problem, objectives of the study, research objectives and questions, scope of the study as well as limitations of the study. Mass media have been part of people's lives in the world for years. As an important part of people's lives, the media has undergone extreme transitions making it a progressive industry. For instance in Tanzania since 1992, a remarkable change in television broadcasting occurred whereby local based television known as Coastal Television Network CTN was established and later in 1994 Independent Television (ITV) introduced (Sturmer, 1998).

However, their effects were a bit limited since television sets remained the preserve for urban middle-class dwellers. In most parts of the world television is considered as the most popular and ever-present public medium, offering miscellaneous and accessible contents that remain unmatched by print and other forms of media (Abu-Lughod, 1993). Television is more powerful and it has a force that provides audiences with means of seeing and interpreting the world-ways which ultimately shape their very existence and participation within a particular community.

Television's impact has always been caused by its penetration in viewers' homes, therefore reaching the potential market of the entire population especially for those with the free-to-air local broadcast channels (Baraybar, 2006). Since television in homes is interesting to watch it has become one of the important tools for leisure

time coverage among viewers (Casado, 2005). The use of television among the people particularly has raised debates and concerns to many organizations and researchers such as Anderson & Pempek (2005) who argued that this is due to the boundless access to various types of information which could affect their development, behavior and learning.

There are various and at the same time, very different approaches to the concept of consumer satisfaction. According to Giese & Cote (2000) consumer satisfaction is purely emotional or a cognitive comparison. Thus a combination of these two approaches reveals that satisfaction with a product or service contains both emotional and cognitive components (Bigne & Andreu, 2004) and is the outcome of a balancing between a subjective experience and a previous base of reference. Oliver (1980) noted that the tendency of comparison introduced in literature on content impacts consumer satisfaction within the paradigm of the disconfirmation of expectations.

1.1.1 The History of Television in Tanzania

The history of television in Tanzania is inseparable with the establishment of Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV) since they are the first television channels that came after colonial media left with the colonial rule (Sturmer, 1998). One of the important roles of television channels like any other form of media was to promote and preach nationalism among Tanzanians because that was the early period after the independence of Tanganyika and many other neighboring countries (Nyamnjohn, 2004). The contemporary media in Tanzania has the priority of what media are serving from the pre-colonial, during

and post-colonial era since the roles are changing in accordance with particular direction and focus of the country in terms of development (African Media Barometer, 2010; Sturmer, 1998).

Sometimes people seem to have a negative perception of media reportage of government issues especially when reported by public and state owned media (Afolabi, 2010). Other scholars such as Okpara (2010); Lawrence (2011) Hamida & Baba (2014) observe that media have not been effective and timely in their reportage particularly on national issues. This is sometimes caused by the ownership matters whereas there is the fact that most media organizations such as state and public owned media are primarily used to promote government issues regardless of their legalities (Batta, Ashong& Bashir 2013). In addition, most of these public and individual owned mass media do not give significant coverage and provide effective awareness on national strategic projects since people have the right to know what is going on especially in relation to their country's development (Ukonu, Akpan & Anorue, 2012).

Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV) have been reporting about the ongoing construction of JNHPP, one of the great strategic projects that aim at reducing if not ending electricity power shortage in Tanzania (Abdullatif, 2022). However, the assessment of their effectiveness on the reporting of this mega project has never been undertaken to know the reaction and response of people to their reporting. Therefore, this study intends to assess reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)

1.2 Statement of the Problem

Television with its powerful nature is impacting the viewers following the broadcasted contents as they touch people's daily lives. In measuring viewers' reaction towards any TV program there are key concepts to be considered; cognitive media effects, affects, beliefs, physiological effects, behaviors as well as attitudes (Albarracin, Zanna, Johnson & Kumkale, 2005). ITV and TBC have been doing different programs including live and recorded ones from Rufiji reporting on the progress of the strategic project of JNHPP, one of the important national projects that is expected to become a solution to the chronic electric power challenges facing Tanzanians (TBC Online, 2020).

The modality of coverage consists of live coverage from the field area showing its different stages, special discussion programs where experts from TANESCO who are responsible for project supervision explain the different issues such as technological aspect and how the project is going to solve the problem facing Tanzanians (TBC & ITV, 2019). These two TV stations are also covering the projects via news and other reports. According to Nilson (1995) media has changed the response conditions of the viewers, whereby the media's influence and ability to change perceptions, behaviors and views is so strong that traditional analytical tools for studying viewers' reaction is insufficient.

There are different studies that have been carried out concerning media reportage on the strategic national projects like that of JNHPP. Kinuu (2007) noted that media had an impact on the growth of different projects and companies in Kenya by changing environmental conditions. However, the studies do not clearly show the assessment

on the reportage of Kenya television that was the most prominent and important public television towards the building of national projects. At the corporate strategy level an organization can pursue several strategies via media; these are stability, growth, retrenchment as well as harvesting (Mudanya, 2000).

Beyond serving as a socializing utility, the value of television as a tool for social engineering has been part of a wide ranging debate since its inception as a broadcasting service in the 1930's (Schramm 1964; Katz & Wedell 1977; Schramm 1979; Noelle-Neumann 1981; Raboy 1996; McPhail 2009). The evolution of the general media takes over the public broadcasting service, and serves to purify the competence of communication between society and government, with television playing a necessary role (Smith 1978). In the current age of modernization and globalization, the media, especially through televised content, is also increasingly being used to promote governmental issues, especially strategic projects in developing countries (Arat, 2003). However, these studies do not show how the media, especially television, reported national strategic projects in terms of measuring the response and reaction of viewers towards the reports as a way to assess the good work that is always done by television stations.

Different TV programs are aired in a one way communication that does not allow people's interaction hence difficult in assessing the response or reaction of the content consumers and even those that allow consumers' interaction it is not easy to understand their reaction in terms of positivity and negativity towards the coverage itself (Heath, 2001). The study therefore is assessing the reporting of JNHPP by both Independent Television (ITV) and Tanzania Broadcasting Corporation so as to come

up with the true measurement of the way this strategic project has been covered by the media.

1.3 Objectives of the Study

1.3.1 General Objective

The main objective of this study was to assess reporting of Julius Nyerere Hydro Power Project (JNHPP) by the Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV).

1.3.2 Specific Objectives

The specific objectives of this study were;

- i. To examine issues covered by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) on Julius Nyerere Hydro Power Project (JNHPP);
- ii. To analyze reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV); and
- iii. To examine viewers' responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP).

1.4 Research Questions

- i. What are the issues covered by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) on Julius Nyerere Hydro Power Project (JNHPP)?
- ii. What is the reporting of Julius Nyerere Hydro Power Project (JNHPP) by

Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)?

- iii. What are the viewers' responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)?

1.5 Significance of the Study

The study is significant to the government, stakeholders and media practitioners because it will provide useful information on what to be improved in order to make the project successful. Also, the study is significant to the public due to the fact that improvement of media coverage about these projects especially in informing people on different government strategic projects is what counts the true responsibilities of media to the public. Also the study is significant to media practitioners and stakeholders as it exposes them to understanding the usefulness of the media in promoting government strategic development projects. The study is also important to academicians and researchers as it will pave the way for further research on the same area.

1.6 Limitation of the Study

This study was limited by respondents' willingness to participate in the study and a fixed work schedule. Funds to conduct this study were also limited since there were trips to collect data from the respondents. Thus, to ensure that the study was completely successful, the researcher used the internet to find primary data as well as to educate the society on the importance of cooperating with researchers during research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews both theoretical and conceptual literature concerning the assessment of reporting of JNHPP by TBC and ITV. The chapter also presents the definition of key terms, followed by discussion on the theoretical and conceptual frameworks.

2.2 Definition of Key Concepts

2.2.1 TV Reporting

According to SSWM (2020) a television report can be defined as a journalistic work that covers current affairs; giving out further information on the background of news events and further explanations as well as imparting the opinions and experiences of other people in the form of pictures, sounds and words.

2.2.2 Tanzania Broadcasting Corporation

Tanzania Broadcasting Corporation (TBC) it is a national and public owned media house that serves as a tool for information and entertainment program dissemination for the entire Tanzania. It was established under Public Corporation Act, 1992 to provide public service broadcasting through radio and television (MCT, 2018).

2.2.3 Independent Television

This is an associate company of IPP Limited as it started its operations in 1994 with one television station and one radio station namely ITV and Radio One respectively (MCT, 2018).

2.2.4 Julius Nyerere Hydro Power Project

Julius Nyerere Hydro Power Project (JNHPP) it is a national strategic project that is under construction, expected that after its completion it will produce electric power for the entire Tanzania and other neighboring countries (The Arab Contractors, 2021).

2.3 Theoretical Framework

2.3.1 Authoritarian Theory

This theory was first developed by Plato and it describes that all forms of communication are under the control of the government, authorities or influential and powerful bureaucrats. Under authoritarianism, the State tends to control the media with the aim of protecting and preventing people from different national threats through any form of communication (Fred, Theodore & Wilbur, 1984) In an authoritarian context the press is an instrument to enhance the ruler's power in the country thus the authorities are the ones that provide licenses and permit a certain media to operate within a particular area (Robert, 2020).

In most of the states that are guided by authoritarian theory, if any media violates the government policies or ambitions then the particular state has all rights to cancel the license or ban a particular media since the government has all rights to restrict any sensitive issues from media in order to maintain peace and security in the nation.

According to Kylie (2020) the major features of Authoritarian theory;

- i. Direct control of the media by State authorities
- ii. The exercise of power over media
- iii. Control by the powerful ruling minorities or a group of ruling majorities

- iv. Media has no room to criticize the government, its works or going against its decisions and policies
- v. Media cannot offend or write anything negative about the ruling parties in any way
- vi. Regular punishment and threats are given to the people that try to offend the government and its powers
- vii. Licensing of media by the State and giving limited rights (registration)
- viii. Cancellation of license if the media do anything wrong or negative to the government
- ix. Self-censorship of media operation
- x. Media used as a tool of propaganda
- xi. Media is used as a weapon or tool to strengthen the power of the State.

Some democratic states also use this kind of approach as the only option in these kinds of conditions. In these democratic countries there are some elements of authoritarianism whereby the media is used to protect the State's interests in the shadow of promoting nationalism and patriotism. Therefore in such circumstances the media finds itself in the middle of the jungle since people need to be provided with information regardless of if they are in favor of the government or otherwise (Global Assistant, 2021). It is believed that state information when distributed may put national security at risk and cause a national threat. Therefore the theory is justified by concluding that the state is bigger than the individual person because it is the state that controls the media especially in the period of emergencies like economic competition and civil conflicts coming from internal or external threats

(Global Assistant, 2021).

The study applied this theory since they are inseparable in terms of its application, because when covering different issues journalists have to bear with national security issues as a means to protect some confidential information especially when covering major projects like that of JNHPP. The theory would help to know how these content creators from TBC and ITV in particular were free and the way they used that freedom to ethically cover issues on the ongoing strategic project of JNHPP. Therefore the theory was so helpful in accomplishing the study since based on the nature of the study, content analysis aimed at assessing the reporting of Julius Nyerere Hydro-Power Project with the reference from TBC1 and ITV.

2.4 Empirical Literature Review

2.4.1 Media Reporting of National Projects

The relationship between media and national development has been tested in different studies and found to be positive. This has been achieved through an in-depth comparative analysis of media's role in various societies as it indicates that the media play a crucial role in national development, therefore they represent the tool for shaping public opinion; promoting democracy and good governance as well as covering national projects (Bashir, 2017).

The advancement of technology that pushed the coming of television came with the roles to improve people's life standards, provide training to teachers, improve agriculture, as well as national strategic projects (Ivan, 2020). The use of social media is now taking over in almost all the traditional media as they also cover

national mega strategic projects to fulfill one of the roles of media in any country in order to provide information to its people (Global Development Network, 2021).

2.4.2 Public Owned Media and Development of Strategic Projects

Development Alternative (2018) media have been playing an important role of engaging people to make follow up on the national project as a strategy to emphasize and pressure up the construction processes and the effective utilization of a particular project. University of Kansas (2019) observed that the media play a vital role in reporting government projects by setting different agendas that are important to make people discuss hence the sharing of information among the people in the society. On the other hand, some people didn't agree by pointing out that the media are useful in entertainment and getting information.

According to Wallack (2019) television contributes in improving and promoting government strategic and mega development projects by creating awareness to the people of the stages of particular projects and creating awareness and understanding among the people on the projects. However, scholars such as O'Shaughnessy & Stadler (1999) have shown how media, especially television, helpful in covering the different projects but most of them failed to show the relationship between the media reportage and the reaction from the viewers or content consumers therefore the study is going to measure the reaction of these viewers on the projects particularly JNHPP.

2.4.2 Television and Education Provision

According to Goldman (2017) media, particularly traditional ones provide broad ground to the people to know the government parastatals and institutions in

promoting government project development as most media channels provide education to the public on the importance of government strategic development projects and ways to protect them for generations. Public owned media are sometimes facing challenges in reporting and promoting government strategic development projects. For instance they lack enough budgets on reporting hence poor reportage on a particular area (Dickson, 2017). This implies that most public media need great support from the government for accomplishment of daily journalistic works and removing hindrances especially in reporting governmental strategic development projects (Dickson, 2017).

Most state-owned media play a vital role in reporting the development of different projects especially those of the government. In Uganda 77% of media helps the public to understand different government strategic development projects, while the rest are there to promote business activities (Salmon, 2019). Furthermore, George (2018) notes that people in Zimbabwe were getting awareness on the development of their country from the media especially through television programs. However, it is clear that public and state owned media are keen to make sure they provide people (consumers) with plenty of information in order to keep them up to date about what is going on in their national projects but most of these researchers fail to assess the reaction of the viewers towards the reportage.

2.4.3 Viewers' Perception towards Television Reports

Popularly consumed television programs have received very little research attention from researchers and academicians (Gray & Dennis, 2010). However, a number of studies have assessed viewers' perception of TV program content and viewing habits

such as European Commission (2004) argued that more research should be done in this area of viewers' perception of television programs. Soroka et al. (2012) argue that publishing television stations are meant to help people to get more of the information they need, especially news and information that other commercial news cannot. That is to say most people's TV stations such as TBC and ITV are used to disseminate programs, especially national strategic projects.

This is particularly the case in Tanzania where most of these program producers have been producing live and recorded programs to show and promote national strategic projects that most of them are under government control (Dimbleby, 2005). However, these program producers of TBC and ITV are sometimes failing to measure the response and reaction of viewers towards the programs (Sturmer 1998). Hence the motive to conduct this study is to assess the reaction of viewers towards the reporting of JNHPP by Tanzania Broadcasting Corporation and Independent Television.

2.4.4 Impact of TV and Viewers' Engagement

AContentfy (2022) asserts that audience engagement is a crucial factor in success of content distribution. They hold that for the case of TV programs, the most powerful way to convince people are those discussion and interview programs that become a platform for different experts to provide education and awareness on a particular area. The engagement of viewers to the TV program is helpful in measuring their reaction on certain programs although there is a challenge of level of education, age differences, gender and other factors that affect the reaction of the television reporting about the national strategic projects (AContentfy, 2022). Furthermore, the

relationship between news casters and program producers and viewers since the perception of the viewers are based on the trust and belief they have towards news casters and TV program producers.

According to Lucile (2016), in assessing TV impacts the consumer is considered as the undisputed king of content since over the past decade, control of the viewing experience has moved rapidly to the one who holds the remote. From the commencement of the television age (the 1950s) until now, the industry has been required to respond to consumer behavior hence advances in technologies that afford more to the viewer are coming faster than ever before (Nielsen, 2016).

2.6 Conceptual Framework

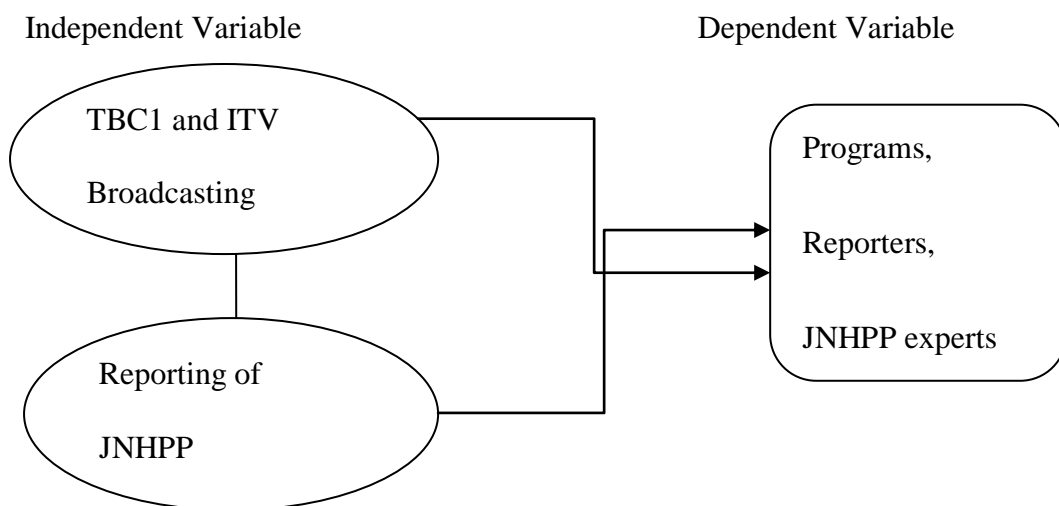


Figure 2.1: Conceptual Framework

Source: Author, (2023).

The reporting of JNHPP by TBC1 and ITV affect the provision and availability of information that influence awareness among the people.

2.6 Research Gap

Research gap is simply an unanswered question or unresolved problem in a certain field which reflects a lack of existing study in that particular space. There is various information from other authors in the same field, mostly assessing the role of media in exposing national and strategic projects. There are authors that assess the coverage of media in different national projects; therefore there is still a gap or unanswered issues such as the relationship of these strategic projects and the way media report them. Despite all the relevant studies in the same area, there is a gap that has not been covered enough, especially the reporting of television media on the strategic projects like that of Julius Nyerere Hydro Electric Power Project.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter consists of methods and techniques used to conduct this study whereas the methodologies include research design, area of study, population sample size, sampling procedures, data collection and data analysis.

3.2 Research Approach

The study used a mixed research approach since it combined elements of both qualitative and quantitative in order to answer the research questions. Mixed method is more useful in gaining a complete picture than a stand-alone qualitative or quantitative study as it integrates benefits of both methods Tegan (2021). The method is appropriate especially in the areas such as behavioral issues, health as well as social sciences especially in multi-disciplinary settings and complex societal research.

3.3 Research Design

According to Shona (2021) research design is a strategy of answering study's research questions using empirical data to obtain. This plan is a complete scheme or program of the research as it includes an outline of what a researcher will do from hypotheses and their operational implications to the final analysis of data. The study used descriptive research design in making sure that the objective of this study is accomplished. Descriptive research design refers to the method of carrying out a scientific research by collecting in-depth data or information that describe persons, events or situations in a pre-arranged manner for stimulating broad understanding of

the particular subject (Loeb et al, 2017).

3.4 Area of the Study

According to John (2016) selection and explanation of the characteristics of the research area that is appropriate for a particular area is very important since the place will be used by a researcher to conduct his/her study. Thus the study area of this research was Dodoma Region. The reason for choosing this area is that Dodoma is the capital city of Tanzania in which different media practitioners of TBC and ITV and also experts from JNHPP are dwelling.

3.4 Population of the Study

The population of this study consisted of construction experts from site, media people from TBC1 and ITV, program producers in Dodoma Region, and the construction team of JNHPP.

Table 3.1: Population of the Study

Population	Construction experts	Program Producers	Viewers'
Area	Pwani Region	Dodoma Region	TBC1 and ITV Dodoma Region

3.5 Sampling Procedure and Sample Size

3.5.1 Sampling Procedure

Sampling is the process of selecting a group of people from a population to participate in a study; it is the process of selecting a set of people representing the group they selected for research (Ogula, 2005). The study used judgmental or purposive sampling that is non probability sampling which involves the researcher carefully choosing each individual to be part of the sample. The researcher's knowledge is

primary in this sampling process as the members of the sample are not randomly selected.

5.3.2 Sample Size

Simarjeet (2021) is an act of choosing the number of observers or replicates to include in a statistical sample. Thus in this study sample size was determined and calculated by using the Rule of Thumb formulae which states:

$(N \geq 50 + 8M)$ Whereby N = sample size, M = number of study dependent variables.

According to Poverty Action Lab (2018) this method presents some important ideas very clearly in terms of the clear terminology, the diagrams and the uncluttered design. Therefore $N \geq 50 + 8 * 2 = 66$. Based on rule of thumb calculation, the sample size for this study was sixty six that was composed of fifty six media practitioners of TBC and ITV that were obtained through judgmental sampling technique, and ten experts from the construction area of JNHPP that was also obtained through judgmental sampling procedure.

3.6 Data Collection Methods

In selecting a method of data collection, the socioeconomic-demographic characteristics of the study population play an important role (Kothari, 2006). Since the study was based on a mixed approach and based on the nature of content analysis, the study used questionnaires as methods of data collection and based on the nature of the study, content analysis applied too. The selection of these methods was based on the choice of research design that was descriptive design and content analysis method aimed at seeking detailed information about a particular subject.

The reasons for choosing these methods or tools of data collection were that; they were suitable depending on the nature of the study; also they were appropriate in making sure the researcher is not only acquiring data but also he gets more accurate information for the accomplishment of this research.

3.7 Ethical Consideration

The study secured permission from the Open University of Tanzania to undertake the study in Dodoma Region. Also before commencing data collection the researcher requested permission from the Dodoma City Municipal. In observation the researcher used an overt kind of observation whereby the observed group of people was aware of what was going on hence they cooperated during the process. Again, the information that was collected from the sample, especially personal information was confidential and was used for this study only.

3.8 Data Analysis and Presentation

Talend (2021) data processing can be defined as a series of actions or procedures performed on data for the aim of verifying, organizing, transforming, integrating and extracting data in an appropriate form for subsequent use. The collected data were analyzed both qualitatively and quantitatively. Furthermore, the study used content analysis in representing qualitative analysis using quotations and support from literature reviews. Statistical Package and Social Science (SPSS) was used to analyse quantitative analysis through various processes such as; coding, computation and presentation of the findings in frequencies and percentages using tables, charts and graphs. SPSS is a software program used by researchers in various disciplines for quantitative analysis of complex data (Kate, 2022).

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter consists of analyzed data and it also discusses the research findings regarding the reporting of Julius Nyerere Hydro Power Project (JNHPP) construction with reference to the case of Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV).

4.1.1 Description of Respondents

The study used experts from JNHPP project, TV program producers from both TBC and ITV who were working around the area of JNHPP construction as well as those who were interviewed in the Tanzania Mpya and Tanesco na Maendeleo of TBC1 and ITV respectively. The respondents' age was between 20 and 40 years old. Both males and females were included in the study.

4.1.2 Personal Information

Table 4.1: Respondents' Personal Information (N=66)

Item	Category	Number of Respondents
Year	20-25	18
	26-35	31
	36 and above	17
Gender	Male	39
	Female	27
Education Level	Primary Level	0
	Secondary Level	6
	Advanced Level	4
	University Level	56
Occupation	Program producers	22
	News Anchors	12
	News Reporters	21
	Peasants	11

Source: Field Data, 2022

All the 66 respondents used questionnaires; 56 among them were the media practitioners and the rest 10 were ordinary people (viewers) who were consuming these contents from TBC1 and ITV. Table 1 shows the demographic characteristics of the respondents that were also categorized in terms of age, gender, occupation as well as education level.

4.1.3 The Frequency on Coverage of JNHPP

The results from content analysis done by coding show that there was a well-organized and planned timetable for the reporting about this strategic project of JNHPP in terms of time and schedules. According to the analysis done by coding the themes that appeared in the media contents in both TBC1 and ITV, there were special programs that aimed at providing information about the project itself. Independent Television has been airing a program known as "*Tanesco na Maendeleo* " whereby interviews and other means were used to provide information to the viewers.

In the programs different experts were invited to give explanations or answer the questions raised from the people. TBC1 also have a program by the name *Tanzania Mpya* that is aired on a weekly basis with the same contents aiming at exposing the ongoing construction activities of the strategic project of JNHPP and how it is going to boost the economy of the entire country especially in strategic sectors such as infrastructure, industries as well as social services.

4.1.4 Kinds of Journalistic Works used to Cover JNHPP

The question aimed at knowing the kinds of works that were produced by media people when covering JNHPP. Therefore, out of 56 respondents 32 (57%) said it was

done through discussion programs, 13 (23%) mentioned news reporting, 11 (20%) indicated live coverage. Table 3 summarizes the findings.

Table 4.3: Kinds of Journalistic Works Covered about JNHPP (N=56)

Item	Number of Respondents	Percentage
News reporting	13	23
Discussion and Interview programs	32	57
Live coverage in the field	11	20
Others	0	0
Total	56	100

Source: Field Data, 2022

The results means that nowadays most people prefer discussion and interview programs since they are more interactive and emphasize engagement among the content consumers, therefore media people should make sure they produce more programs of this kind.

4.1.5 Audience Engagement in Journalistic Works

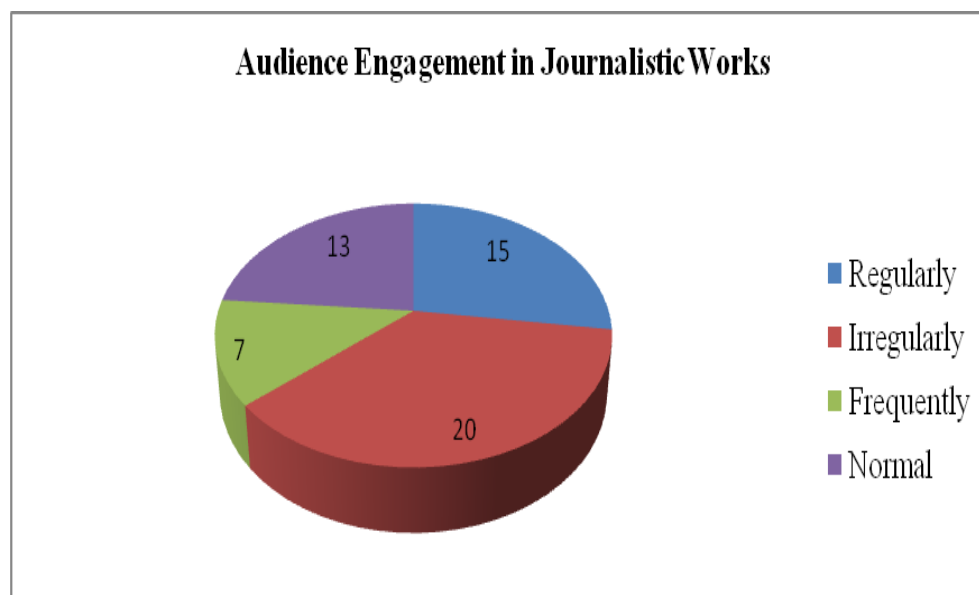


Figure 4.1: Audience Engagement in Journalistic Works (N=56)

Source: Field Data, (2022).

The question intended to know if there was an engagement of audience in the journalistic works. Thus, out of 56 respondents who had to provide answers 20 (36%) said irregularly, 15 (27%) respondents said regularly, 13 (23%) mentioned normal while the rest seven said frequently. Figure 3.1 summarizes the findings. The results show that the big number of respondent said there was irregular audience engagement in journalistic works. The results means that efforts should be added to make sure regular engagement is emphasized so that journalists and programs producers will be able to get instant feedback from their audiences.

4.1.6 Multiple Channeling of the Contents

From the objective the researcher wanted to know the way media (traditional ones) that are ITV and TBC1 applied social media in engaging with people so that the produced content would reach to the audience instantly. Both TBC1 and ITV were sharing parts of their contents via social media sites such as Facebook, Twitter and Instagram. Also the Tanzania *Mpya* program is uploaded in YouTube channel of TBC Online after being aired so that people would be able to watch at their convenient time; same with *Tanesco na Maendeleo* by Tanesco in their YouTube channel to reach more people especially through mobile devices. The results mean that with the introduction of new media as a new way of socializing with people, all the traditional media are supposed to engage people through social media channels so that they feed them with their contents.

4.1.7 The Feedback Received from Experts of JNHPP

The question aimed at exploring the feedback that was obtained from the experts of JNHPP. Out of 56 respondents that were asked to state the feedback they observed,

35 (63%) were positive, 12 (12%) were neutral, six (11%) said negative and the rest three (5%) mentioned others as illustrated in Table 4.4

Table 4.4: The Feedback Received from experts of JNHPP (N=56)

Item	Number of respondents
Positive	35
Neutral	12
Negative	6
Others	3
Total	56

Source: Field Data, 2022

The results means that people that are consuming contents from TBC1 and ITV are positively reacting to the contents that are consuming as it indicates that media people have to maintain that consistency in producing more programs.

4.1.8 The Areas/Aspects most Covered about JNHPP

The intention of this part was to know the areas/aspects that have been covered since commencement of the construction of JNHPP. From the people that responded to the question, out of 50 respondents 32 (64%) mentioned aspects such as the progress of the projects, visits of different top leaders and others mentioned general information about the advantages of the project after its completion. The results mean that people are in need of information about what is going on about their national mega projects especially those touch people's interests.

4.1.9 Suggestions on the Improvements in Coverage

The respondents suggested improvements of coverage by increasing the number of programs in order to make sure the project is positively covered and people get to

know. From the findings out of 56 respondents that responded to the question 31 (55%) said live programs, 16 (29%) said discussion programs, and the last nine (16%) said time of coverage should be prime one. Figure 4.2 summarizes the findings:

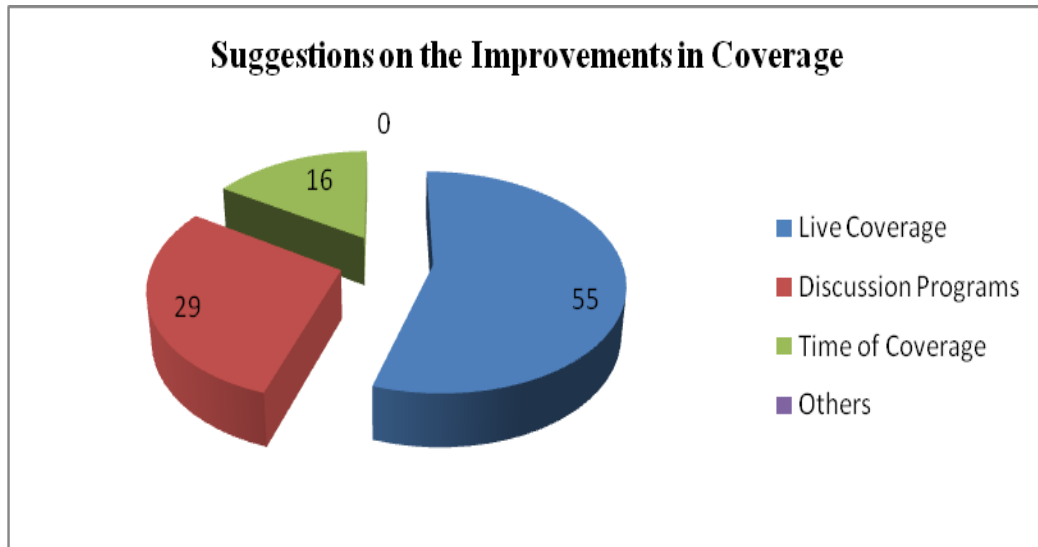


Figure 4.2: Suggestions on the Improvements of Media Coverage (N=56)
Source: Field Data, (2022).

The findings mean that nowadays people need programs that are live in terms of time so that they will be able to get the most updated information about their projects.

4.1.10 Mode of Contents Presentation

Most of the media in Tanzania have been covering different national projects although some do not use technical and proper means of disseminating the messages to the audience hence misunderstanding or misinformation among the people. From *TanESCO na Maendeleo* and *Tanzania Mpya* of ITV and TBC1 respectively producers and media practitioners have worked hard to use simple language especially when mentioning numbers and figures about the project itself. For instance, through *Tanzania Mpya* program aired June 2021 there was an expert who explained what it

means to produce megawatt 2115, as it is going to reduce the cost of living by lowering the electricity billing price and improving the standard of living by facilitating infrastructures, industries and other sectors. During the news, economists were analyzing the relationship between JNHPP and the effectiveness of Standard Gauge Railway as it needs effective and efficient electricity power therefore the reporting were positive in terms of modes of presentation.

4.1.11 Most Watched TV Stations

The question intended to know the TV stations that were watched mostly by people in relation to the JNHPP. Out of ten people who responded to the question, five (50%) said TBC1, three (30%) mentioned ITV and the other two mentioned other channels. The chart below shows the results. The findings mean that traditional media are still reliable to make sure audience is provided with important information so long as they are accompanied with social media usage.

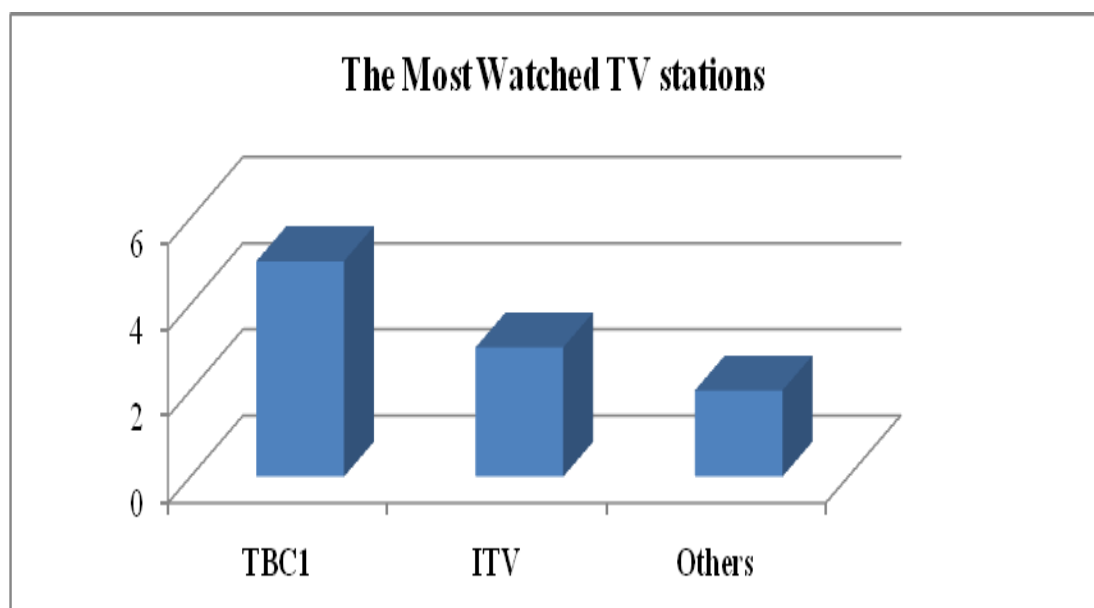


Figure 4.3: The Most Watched TV Stations

Source: Field Data, (2022).

4.1.12 Satisfaction with the Coverage of JNHPP

The intention was to find out if people were satisfied with the contents that were prepared and aired on TBC1 and ITV or any other media especially for the programs concerning JNHPP. Six (60%) people out of ten said moderate, one respondent (10%) said very much while the rest three (30%) said less satisfied as the chart below shows.

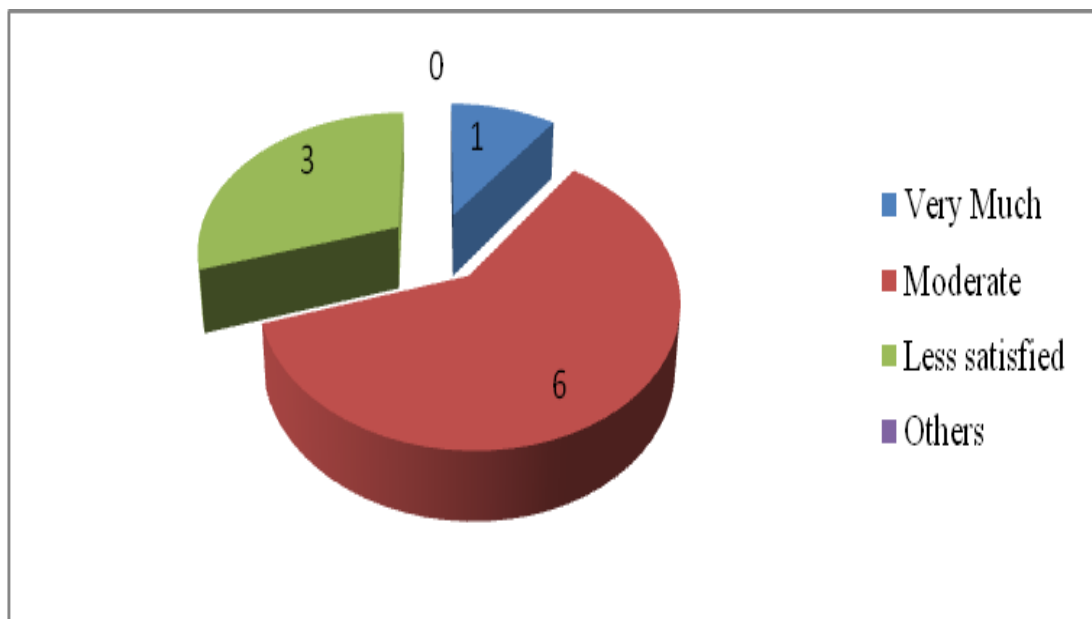


Figure 4.4: Satisfaction with the Coverage of JNHPP

Source: Field Data, (2022).

The result indicate that people need some more improvements to make the contents more satisfiable among the people as stated in other presented results of this study.

4.2.12 The Coverage of JNHPP Project by TBC1 and ITV

This objective was aimed at assessing the coverage of strategic projects of JNHPP by two TV stations that are TBC and ITV in relation to the way contents reached to the audiences. From the findings TBC and ITV were covered by creating different kinds of content. For instance 57 percent of the total respondents said they created

discussion and interview programs while 23 percent mentioned news reporting. From *Tanesco na Maendeleo* and *Tanzania Mpya* programmes of ITV and TBC1 respectively producers and media practitioners have worked hard to use simple language especially when mentioning numbers and figures about the project itself. For instance, through *Tanzania Mpya* program aired June 2021 there was an expert who explained what it means to produce megawatt 2115, as it is going to reduce the cost of living by lowering the electricity billing price and improving the standard of living by facilitating infrastructures, industries and other sectors.

During the news economists were analyzing the relationship between JNHPP and the effectiveness of Standard Gauge Railway as it needs effective and efficient electricity power therefore the reporting were positive in terms of modes of presentation. Banda (2007) argued that mass media especially television provides wide wings to the people to know the outer world along with government parastatals and institutions in promoting government projects' development. Most media channels provide education to the public on the importance of government strategic development projects and ways to protect them for generations.

Moemeka (1991) in social responsibility theory emphasizes that media are responsible to their societies by promoting people, revealing and exposing all the efforts done by the government in order to create great awareness of the governmental issues among the people in the community. Therefore public and private owned media are responsible to serve societal issues such as development of strategic projects as well as different national campaigns.

4.2.2 Viewers' Responses on the Reporting of JNHPP by TBC1 and ITV

This objective aimed at understanding the responses of content consumers of different kinds of contents on the JNHPP that were produced by TBC1 and ITV. From the findings, most people (media practitioners) said the response was good. For instance, out of 56 respondents 35 (63%) said there was a positive response from their consumers.

Soroka, et al., (2012) publishing television stations were meant to help people to get more of the information they need, especially news and information that other commercial news cannot. That is to say most people's TV stations are used to disseminate programs, especially national strategic projects. Sometimes journalists and other media practitioners fail to measure feedback from their audiences hence failure in assessing what to improve in their content creation (Sturmer, 1998). The most common use of frames is in terms of the framing the news or media place on the information they convey. They are thought to influence the perception of the media contents by the audience; in this way it could be construed as a form of second level agenda-setting whereby they not only tell the audience what to think about, but also how to think about that particular issue (Gregory, 1972).

4.2.3 The Issues Covered by TBC and ITV about JNHPP

This part addressed the third objective that wanted to know the issues that have been covered by TBC1 and ITV on the ongoing strategic project of JNHPP in order to measure the effectiveness of the coverage and people's choice on what to be consumed in terms of media products. From the content analysis that was done by

coding, *Tanzania Mpya* and *TanESCO na Maendeleo* of TBC1 and ITV respectively were creating contents based on the importance of the project, time frame, impact of the project after completion, tracing relationship between JNHPP and other sectors such as development of industries and infrastructure especially the strategic project of Standard Gauge Railway.

Brede (2009) studied the contribution of television stations in reporting governmental development projects whereby the study found that television stations greatly contribute in improving and promoting government strategic development projects by informing people the stages and development of strategic projects and creating great awareness and understanding among the people. According to Goffman (1974) framing theory suggests that how something is presented to the audience influences the choices people make about how to process the particular information. Frames are abstractions that work to organize or structure the meaning of the message.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The chapter provides a general summary of the study on the topic which assessed reporting of Julius Nyerere Hydro Power Project (JNHPP) Construction: The Case of Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV). The chapter presents the summary of the study by considering the objectives, recommendations and conclusion as well as connecting areas for further study.

5.2 Summary

This study assessed reporting of Julius Nyerere Hydro Power Project (JNHPP) by the Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV) that was supported by the following specific objectives:

- i. To evaluate the coverage of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV); whereby the findings show that TBC1 and ITV were covering by creating different kinds of content. For instance 57 percent of the total respondents said they created discussion and interview programs while 23 percent mentioned news reporting.
- ii. To measure viewers' responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV); according to the findings, most people (content creators) said the response was good. For instance, out of 56 respondents 35 (63%) said there was a positive response from their viewers.

- iii. To examine issues covered by Tanzania Broadcasting Corporation (TBC); from the findings, content creators from both ITV and TBC1 said news, interview and discussion programs are the most covered types of content on JNHPP since people need to know about the project.

A total of 66 respondents participated in the study whereby purposive sampling technique was used to select a sample. The data was collected through questionnaire and observation whereby questionnaire sheets were distributed to the respondents to obtain data. Later SPSS and content analysis were used to analyze data which was then presented in graphs, figures and tables.

Findings indicate that out of 56 respondents 32 (57%) said it was done through discussion programs, among ten respondents that attempted the question seven (70%) said YES while three (30%) said NO. Also on the question of audience engagement 20 (36%) said it is irregular. Therefore findings indicate that the media are covering the ongoing strategic project of JNHPP through different kinds of contents such as news reporting, discussion programs, feature stories as well as short clips shared through social media. The most important thing is to improve content and increase the frequency these programs are produced in order to feed people with more informative and educative content.

5.3 Conclusion

The study was guided by the research questions as stated below;

- i. What is the extent of the reporting on the Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and

Independent Television (ITV)?

- ii. What are the viewers' reaction to the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)?
- iii. What are the viewers' responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)?

Therefore this section draws key findings of this study to address the above three research questions that guided the study.

5.3.1 The Areas that should be improved in JNHPP Coverage

The question aimed to know from respondents the things that should be improved in order to have better coverage on this important ongoing strategic project of JNHPP. Out of 56 (100%) respondents, 50 (89%) suggested that time for covering this project should be added since there are few weekly programs and irregular news coverage therefore in order for the society to be well informed about the project there should be a campaign set by the media to make sure people are well informed.

5.3.2 The Coverage of JNHPP project by TBC1 and ITV

This objective was aimed at assessing the coverage of strategic projects of JNHPP by two TV stations that are TBC1 and ITV in relation to the way content reached to the audiences. From the findings TBC and ITV covered this by creating different kinds of content. For instance 57 percent of the total respondents said they created discussion and interview programs while 23 percent mentioned news reporting.

Banda (2007) argued that mass media especially television provides wide wings to the people to know the outer world along with government parastatals and institutions in promoting government projects development.

Most media channels provide education to the public on the importance of government strategic development projects and ways to protect them for generations. Moemeka (1991) in social responsibility theory emphasizes that media are responsible to their societies by promoting people, revealing and exposing all the efforts done by the government in order to create great awareness of the governmental issues among the people in the community. Therefore public and private owned media are responsible to serve societal issues such as development of strategic projects as well as different national campaigns.

5.3.3 Viewers' Responses on the Reporting of JNHPP by TBC1 and ITV

This objective aimed at understanding the responses of viewers of different kinds of contents on the JNHPP that were created or reported by ITV and TBC1 since they were covering the ongoing project by highlighting every step of the construction. From the findings, most people (content creators) said the response was good. For instance, out of 56 respondents 35 (63%) said there was a positive response from their viewers.

Soroka et al. (2012) publishing television stations were meant to help people to get more of the information they need, especially news and information that other commercial news cannot. That is to say most people's TV stations are used to disseminate programs, especially national strategic projects. Sometimes journalists

and other media practitioners fail to measure feedback from their audiences hence failure in assessing what to improve in their content creation (Sturmer, 1998). In Uses and Gratification Theory, audiences are responsible for choosing media to meet their desires and needs to achieve gratification. This theory would then imply that the media compete against other information sources for viewers' gratification (Berelson, 1959).

5.3.4 The Issues Covered by TBC and ITV about JNHPP

This part addressed the third objective that wanted to know the issues that have been covered by TBC1 and ITV on the ongoing strategic project of JNHPP in order to measure the effectiveness of the coverage and people's choice on what to be consumed in terms of media products. Thus 10 (100%) respondents were content producers, news anchors as well as web reporters said they have been covering the construction and the way the completion of the project is going to liberate the nation by providing enough energy and power to run different sectors such as industries. For instance, from the findings, content creators from both ITV and TBC1 said news, interview and discussion programs are the most types of content that are covered from JNHPP since people need to know about the project as they are taxpayers.

Brede (2009) studied the contribution of television stations in reporting governmental development projects whereby the study found that television greatly contributes in improving and promoting government strategic development projects by informing people the stages and development of strategic projects and creating great awareness and understanding among the people.

5.4 Recommendations

Based on the research objectives and key findings the study recommends the following;

- i. Media practitioners should conduct as much audience research as they can since it is the proper way of knowing the needs and wants of audiences. Further, media practitioners have to be creative in reporting, news anchoring, and producing feature stories about the ongoing strategic project of JNHPP.
- ii. Government should support media owners to cover different developmental and strategic projects that are built by the government in order to make people aware of their taxes' expenditures.
- iii. Journalists, broadcasters and program producers should be creative; also they should be passionate about creating good reports that will be educative and informative to the audience since they are the ones to consume what has been prepared by these media experts.
- iv. Media houses should adopt the use of social media especially in this era where most of media contents are shared through social media therefore for any content to go viral it needs to be shared via social media.

5.5 Recommendations for Further Studies

This study covered media coverage only on the strategic project of Julius Nyerere Hydro Power Project but there are so many areas that have to be covered, thus further research has to be conducted in order to assess roles of media in covering different developmental and strategic projects within the country and all over the world.

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APPENDICES

APPENDIX I: Questionnaire Sheets for Experts from JNHPP and TV program Producers

I am Mwanjala Fredy; a student at Open University of Tanzania, undertaking a Master's degree in Mass Communications. I am kindly asking you to answer my questionnaire which aims at fractional fulfillment of research project on **“Assessment on the reporting of Julius Nyerere Hydro Power Project (JNHPP): The Case of Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)”** the information that you will provide in this questionnaire will be confidential and will not be given out to any other person.

SECTION A. Personal Information

Choose the right answer and fill it in the blankets

1. What is your age?
 - a) 10-20
 - b) 21-30 ()
 - c) 31-35
 - d) 36 and above

- 2) What is your gender?
 - a) Male
 - b) Female ()

- 3) What is your occupation?
 - a) Program producer
 - b) News anchor
 - c) Field reporter

d) Other mention.....

4) What is your education level?

a) Primary level

b) O-level ()

c) A- level

d) University level

SECTION B. General Information

5) How often have you been covering about JNHPP?

1. Frequent

2. Moderate ()

3. Irregularly

4. Others specify.....

6) What kind of journalistic works do you use in coverage of JNHPP?

a) News reporting

b) Discussion and Interview programs ()

c) Live coverage in the field

d) Others specify.....

7). Do you engage your audience/viewers in your reports and other works?

a)YES

b) NO ()

8) From the (7) above, how do you get feedback from the viewers?

. Social media

a. Instant messaging

b. Telephone/Calls ()

c. Other mention.....

9) What is the feedback of the works that have been aired so far?

a) Positive

b) Neutral

c) Negative

d) Others specify.....

10) Mention at least five areas/aspects that you have covered about JNHPP?

-
-
-
-
-

11. What do you think should be improved?

. Live coverage

a. Discussion programs ()

b. Time of coverage

c. Others mention.....

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4th August 2022

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Independent Television (ITV),
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RE: RESEARCH CLEARANCE

The Open University of Tanzania was established by an Act of Parliament No. 17 of 1992, which became operational on the 1st March 1993 by public notice No.55 in the official Gazette. The Act was however replaced by the Open University of Tanzania Charter of 2005, which became operational on 1st January 2007. In line with the Charter, the Open University of Tanzania mission is to generate and apply knowledge through research.

To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf of the Government of Tanzania and Tanzania Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you **Mr. MWANJALA, Fredy Mwatonoka, Reg No: PG202000997** pursuing **Master of Arts in Mass Communication (MASSCOM)**. We here by grant this clearance to conduct a research titled **"Assessment on Reporting of Julius Nyerere Hydro Power Project (JNHPP) Construction: The Case of Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)"**. He will collect his data at your Office from 9th August 2022 to 9th September 2022.

In case you need any further information, kindly do not hesitate to contact the Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O.Box 23409, Dar es Salaam. Tel: 022-2-2668820. We lastly thank you in advance for your assumed cooperation and facilitation of this research academic activity.

Yours,
THE OPEN UNIVERSITY OF TANZANIA

Prof. Magreth S. Bushesha
DIRECTOR OF POSTGRADUATE STUDIES.