**ASSESSMENT ON THE REPORTING OF JULIUS NYERERE HYDRO POWER PROJECT (JNHPP): THE CASE OF TANZANIA BROADCASTING CORPORATION (TBC) AND INDEPENDENT TELEVISION (ITV).**

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**A DISSERTATION SUBMITTED TO THE DEPARTMENT OF MEDIA AND LIBRARY STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE MASTER OF ARTS IN MASS COMMUNICATION OF THE OPEN UNIVERSITY OF TANZANIA (OUT).**

**2023**

# **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 (TBC) and Independent Television (ITV) in fulfillment of the requirements for the Master of Arts in Mass Communication (MAMC) of the Open University of Tanzania (OUT).



Dr. Henry L. Mambo

(Supervisor)

27th October 2022

Date

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# **DECLARATION**

I, Mwanjala Fredy, declare that this research is my original work and that it has not been presented and will not be presented by any other student for a similar or any Master degree award of the Open University of Tanzania (OUT).



Signature

27th October 2022

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 Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV). The study also had the following specific objectives; to assess the coverage of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV), to measure viewers’ responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV), to examine issues covered by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) of Julius Nyerere Hydro Power Project (JNHPP), 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 people was selected from Rufiji in Coast Region and Dodoma area. Purposive sampling was used to select samples from the particular area for data collection. The study used questionnaire and observation as data collection tools whereas the findings presented in tables, graphs and charts were analyzed by content analysis method.

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 showed that more than 57 percent said there was irregular coverage of JNHPP, which means coverage must have been done on a continuous basis through coverage in news, feature stories as well as interview programs.

The study concludes that media practitioners should enhance their skills and be innovative in order to create and produce programs with more information that will bring general awareness to people about the ongoing construction of JNHPP and its eventual impact on people’s lives.

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 as well as the advantages of having this project in the country.

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 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 and 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;

To examine issues covered by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) on Julius Nyerere Hydro Power Project (JNHPP)

To analyze reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)

To examine viewers’ responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP).

## **1.4 Research Questions**

What are the issues covered by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) on Julius Nyerere Hydro Power Project (JNHPP)?

What is the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)?

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 (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.

### **2.2.3 Independent Television (ITV)**

It is a privately owned media house under IPP that disseminates information and other kinds of programs to the people.

### **2.2.4 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.

## **2.3 Theoretical Framework**

### **2.3.1 Authoritarian Theory**

This theory which 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 (information or news).

In 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.

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.

The major features of Authoritarian theory;

Direct control of the media by State authorities

The exercise of power over media

Control by the powerful ruling minorities or a group of ruling majorities

Media has no room to criticize the government, its works or going against its decisions and policies

Media cannot offend or write anything negative about the ruling parties in any way

Regular punishment and threats are given to the people that try to offend the government and its powers

Licensing of media by the State and giving limited rights (registration)

Cancellation of license if the media do anything wrong or negative to the government

Self-censorship of media operation

Media used as a tool of propaganda

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.

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.

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 Conceptual Review**

### **2.4.1 Media Reporting of National Projects**

Media is a tool for community development in different places since it was used in reporting different developmental projects in the societies. For instance in India the role of the media can be traced to rural radio broadcasts in the 1950’s where different media were used for development purposes (Global Media Journal, 2011). The introduction of television came with the roles to improve rural primary education, provide training to teachers, and improve agriculture, health, hygiene and nutritional practices (Global Media Journal, 2011).

New technologies have also been put to serious implications for development communication. Different media outlets are now intensively using social media networks in covering the different national developmental projects aiming at providing information to the people in the society (Subir, 2004).

### **2.4.2 Public Owned Media and Development of Strategic Projects**

Andrea (2007) conducted research in the United States aiming at examining the role of state-owned media in reporting government strategic development projects. By using both qualitative and quantitative approaches the study found out that state and public-owned media contribute greatly in reporting government strategic projects. Aruna (2009) in his survey on the role of media in reporting government projects in Germany said that media play a vital role in reporting government projects. On the other hand, some people didn’t agree by pointing out that the media are useful in entertainment and getting information.

Brede (2009) conducted a research in exploring 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 of particular projects and creating awareness and understanding among the people on the projects. However, the scholars have shown how media, especially television, is 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 Banda (2007) mass media especially television provides broad wings to the people to know the wider world along with government parastatals and institutions in promoting government project development. 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 TV Reports**

Despite the fact that media has a huge impact on the consumers, vendors and producers alike, the role of mass media in changing the perception of the consumers’ activities has been less researched (Booth, 1993). Richins (1983) for example, attempted to explain the role word of mouth may have on consumers’ perception in a news event as exhibited during social interactions between consumers.

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**

Kurt & Engel (1953) argue that the effect of exposure to TV broadcasting of public events cannot be measured successfully in isolation; rather one-on-one conversation is more powerful to convince people and create broad awareness on a particular government project. 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 (Herbert, 1968). 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 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 Kerlinger (1986) research design is a plan, structure and strategy of investigation so conceived as to obtain answers to research questions or problems. 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.

## **3.5 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.

|  |  |  |  |
| --- | --- | --- | --- |
| Population  | Construction experts | Program Producers | Viewers’ |
| Area  | Pwani Region  | Dodoma Region | TBC1 and ITV Dodoma Region |

**Figure 3.1 Population of the Study**

## **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.

## **3.5.2 Sample Size**

Hanlon & Target (2011) sample size refers to the number of participants obtained from a big population that the researcher targets to incorporate for data collection and finally the accomplishment of the study. Thus in this study sample size was determined and calculated by using the Rule of Thumb formulae which states:

(N ≥ 50+8M) Whereby N = sample size, M = number of study dependent variables. This study has two (2) independent variables which are reporting of Tanzania Broadcasting Corporation and that of Independent Television.

Therefore N ≥ 50 + 8\*2 = 66. Based on rule of thumb calculation, the sample size for this research was sixty six (66) 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 was 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 represent quantitative analysis through various processes such as; coding, computation and presentation of the findings in frequencies and percentages using tables, charts and graphs.

# **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**

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.

**Table 4.1: Respondents’ Personal Information (N=66)**

|  |  |  |  |
| --- | --- | --- | --- |
| Item  | Category  | Number of Respondents | Percentage  |
| Age  | 20-25 | 18 | 27 |
| 26-35 | 31 | 47 |
| 36 and above | 17 | 26 |
| Gender  | Male  | 39 | 59 |
| Female  | 27 | 41 |
| Education Level | Primary Level | 0 | 0 |
| Secondary Level | 6 | 9 |
| Advanced Level | 4 | 6 |
| University Level | 56 | 85 |
| Occupation  | Program producers | 22 | 33 |
| News Anchors | 12 | 18 |
| News Reporters | 21 | 32 |
| Peasants  | 11 | 17 |

Source: Field Data, 2022

### **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 below shows 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

### **4.1.5 Audience Engagement in Journalistic Works**

This 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.


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

Source: Field Data, 2022

### **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 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.

### **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  | Percentage  |
| Positive  | 35 | 63 |
| Neutral  | 12 | 21 |
| Negative  | 6 | 11 |
| Others  | 3 | 5 |
| Total  | 56 | 100 |

Source: Field Data, 2022

### **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 (100%) 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.

### **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 4.3 summarises the findings:



**Figure 4.3: Suggestions on the Improvements of Media Coverage (N=56)**

Source: Field Data, 2022

### **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 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 was positive in terms of modes of presentation.

### **4.1.11 The 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.

**Figure 4.4: 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 4.5: Satisfaction with the Coverage of JNHPP**

Source: Field Data, 2022

### **4.2.12 The Coverage of JNHPP project by TBC1 and ITV**

This objective 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 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:

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.

To measure viewers’ responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV); whereby 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.

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;

1. What is the extent of the reporting on the Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)?
2. What are the viewers’ reaction to the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)?
3. 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.

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.

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 contents 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.

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). 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;

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.

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.

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.

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; I am 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

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?

Frequent

Moderate                               (     )

Irregularly

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

Instant messaging

Telephone/Calls                                (     )

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

Discussion programs                                (     )

Time of coverage

Others mention…………

The Reporting of Julius Nyerere Hydro Power Project (JNHPP): A Case of Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV)

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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 Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV). The study had the following specific objectives; to assess the coverage of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV), to measure viewers’ responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV), to examine issues covered by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) of Julius Nyerere Hydro Power Project (JNHPP), as well as to examine the pattern of reporting by TBC1 and ITV on issues covering JNHPP.

Descriptive research design hereby a sample of 66 people was selected from Rufiji in Coastal Region and Dodoma area. Purposive sampling was used to select samples from the particular area for data collection. Questionnaire and observation used as tools of data collection whereby data were analyzed manually and 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 showed that more than 57 percent said there was irregular coverage of JNHPP, which means coverage must have been done on a continuous basis.

The study recommends that government officials should make sure they provide information and awareness to people in every short period of time in order for people to know the stages of the construction until its completion as well as the advantages of having this project in the country.

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

**Introduction**

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) was 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 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 viewer's homes. Therefore, television has reached the potential market of the entire population, especially for those free-to-air local broadcast channels (Baraybar, 2006). Since television in homes is suggestive in watching, it has become one of the important tools for leisure time coverage among viewers (Casado, 2005). It means that the use of television among people particularly, has raised debates and concerns to many organizations and researchers such as Anderson & Pempek (2005); he 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.

In making sure the researcher is obtaining the information on the Reporting of Julius Nyerere Hydro Power Project (JNHPP): The Case of Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) the following questions were used to guide the study;

What are the issues covered by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) on Julius Nyerere Hydro Power Project (JNHPP)?

What is the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)?

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

Background of the Study

Julius Nyerere Hydropower Project formerly Stiegler’s Gorge is a hydroelectric dam that is under construction across the Rufiji River in eastern Tanzania. The power extension is expected to produce a capacity of 2,115 megawatts (2,836,000 hp) and to produce 5,920Wh of power annually. The government of Tanzania approved the plans in 2018 then the construction started in 2019 right away (TANESCO, 2018).

The project, power station and a dam are owned by and will be managed by the government owned wing Tanzania Electric Supply Company (TANESCO). The project became one of the mega and strategic projects that is expected to solve electric problems that are facing the country altogether with supporting the development of the industrial sector in the entire country.

However, the plans of constructing the project were never implemented years ago because of the World Bank’s decision to reject finance. In the 1980s, the bank was the major financier of dams in developing countries and particularly significant in Tanzania, which was enduring an economic crisis at the time Coulson & Andrew, (2013). Among all the reasons, there is also a concern of environmental issues around the project, prompting the first Environmental Impact Assessment in Tanzania (Havnevik & Kjell, 1993). The late John Magufuli implemented the construction of the mega hydropower project as he claimed that the government wants to improve electricity supply to boost industrialization drive.

Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV) have been reporting about ongoing construction of JNHPP one of the great strategic project that aims 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 assessed 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).

Literature Review

The study reviewed other authors’ studies starting with a theoretical framework whereby  the Authoritarian theory was used in this research followed by reviews from other authors’ studies in order to know what has been covered and observing the gap in between.

**Authoritarian Theory**

This is the theory which describes that all forms of communications are under control of the government, authorities or influential and powerful bureaucrats. The theory believed to be originated from the philosophy of Plato in 407-327 B.C. In 1964 political scientist Juan Linz influenced the theory by defining for qualities of this theory; limited political pluralism that achieved with constraints on the legislature, political parties and interest groups. Under authoritarian theory, the governing state tends to control the media with the aim of protecting and preventing people from different national threats through any form of communication (information or news).

In an authoritarian context, the press is an instrument to enhance the ruler's power in the country rather than any threats; thus the authorities are the ones providing license and permitting a certain media to operate within a particular area.

In most of the states that are guided by authoritarian theory, if any media violate the government policies or ambitions, 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.

The major features of the Authoritarian theory are the following;

Direct control of the media by state and authorities

The exercise of power to media

Control by the powerful ruling minorities or a group of ruling majorities

Media has no room to criticize the government, its works or going against its decisions and policies

Media cannot offend or write anything negative about the ruling parties in any way

Regular punishment and threats are given to the people that try to offend the government and the powers

Licensing of media by the state and giving limited rights (registration)

Cancelation of license if the media do anything wrong or negative to the government

Self-censorship of media operation

Media used as a tool of propaganda

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 are used to protect the state's interests in a shadow of promoting nationalism and patriotism. In such circumstances, the media finds itself in the middle of the jungle since people need to be provided with information regardless if they are in favor of  the government or otherwise.

It is believed that state information when distributed may put national security at risk and cause a national threat. 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 that are coming from internal or external.

The strength of this theory is that it creates unity and solidarity among the people to work for their country and being patriotic to defend and protect the nation's interests in all spheres of life. However, its weakness is that the ruling class uses the media only for their own benefits while the freedom of ordinary people is limited thus most of these resumes need the media to be on their side (Shraddha, 2018).

Despite the above-stated weakness, 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 the major project like that of JNHPP. The theory helped to know how these content creators from media 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.

Empirical Literature Review

Media Reporting of National Projects

Media is a tool for community development in different places since it was used in reporting different developmental projects in the societies. For instance in India media’s role can be traced to rural radio broadcasts in the 1950’s where different media were used for development purposes (Global Media Journal, 2011). The introduction of Television came with the roles to improve rural primary education, provide training to teachers, and improve agriculture, health, hygiene and nutritional practices (Global Media Journal, 2011).

New technologies have also been put to serious implications for development communication. Different media outlets are now intensively using social media networks in covering the different national developmental projects aiming at providing information to the people in the society (Subir, 2004). Therefore, the study wanted to know the extent in which TBC1 and ITV covered on JNHPP by also implying the use of social media.

Public owned Media and Development of Strategic Projects

Andrea (2007) conducted research in the United States aiming at examining the role of state-owned media in reporting government strategic development projects. By using both qualitative and quantitative approaches the study found out that state and public-owned media contribute greatly in reporting government strategic projects. Moreover, Aruna (2009), in his survey on the role of media in reporting government projects in Germany, concluded that media plays a vital role in reporting government projects. On the other hand, some people, such as Nancy (2013) didn’t agree by pointing out that the media are useful in entertainment and getting information. Hence, at the end there will be a measurement on how media are able to cover mega and strategic projects like that of JNHPP.

Brede (2009) conducted a research in Television and reportage of governmental projects exploring the contribution of Television stations in reporting governmental development projects whereby the study found that Televisions greatly contributed in improving and promoting government strategic development projects by informing people the stages of particular projects and creating awareness and understanding among people on the projects. However, scholars, such as Brede (2009) Nancy (2013) and Aruna (2009) have shown how media, especially television, is covering the different projects but most of them failed to show the relationship between the media reportage and the reaction from viewers of contents consumers; therefore the study is going to measure the reaction of these viewers on the project, particularly the JNHPP.

Television and the Provision of Education

According to Banda (2007) mass media, especially Television, provides wide wings to people to know the outer world along with government parastatals and institutions in promoting government project development. Most media channels provide education to the public on the importance of government strategic development projects and ways to protect them for generations. However, Banda’s claims do not show clearly its implications especially in relation to the authoritarian context. Therefore the study is going to measure the correlation between the variables by showing how media report about governmental projects especially in the Tanzanian context

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 lack of enough budgets implies that most public media need great support from the government for accomplishment of daily journalistic works and removing hindrance in media, 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 viewer’s towards the reportage. Hence, the study is going to come up with appropriate answers to the objectives of this study.

Viewers’ Perception towards a TV Reports

Despite the fact that media has a huge impact on the consumer’s, vendors and producers alike, the role of mass media in changing the perception of the consumers activities has been less researched (Booth, 1993). Richins (1983), for example, attempted to explain the role of word of mouth that might have on consumer’s perception in a news event as exhibited during social interactions between consumers. It means that consumers have the power to intervene and perceive. Therefore the study is also going to measure the response and interventions of the consumers towards the social media interaction.

Even though popular consumed television programs have received very little research attention from researchers and academicians (Gray & Dennis, 2010), a number of studies have assessed viewers’ perception of TV program content and viewing habits such as European Commission (2004) that  argued that more research should be done in this area of viewer’s perception of television programs.

Moreover, 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 that 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 program (Sturmer 1998). Hence the motive to conduct this study was to assess the reaction of viewers towards the reporting of JNHPP by Tanzania Broadcasting Corporation and Independent Television.

Impact of TV and Viewers Engagement

Kurt & Engel (1953), argue that the effect of exposure to TV broadcasting of public events cannot be measured successfully in isolation; rather, one on one conversation is more powerful to convince people and create broad awareness on a particular government project. 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 (Herbert, 1968). However, 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. Hence the study is going to draw conclusions on how the engagement works between news casters and content creators and content consumers.

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 organization to the viewer are coming faster than ever before (Nielsen, 2016). Hence, media people are now using social media to engage with people since there is instant feedback, the study is also seeking how media reportage on JNHPP have been perceived by the consumers.

Eventually from the literature reviews authors have tried to show how media have been reporting on the mega and national strategic projects, however most of them have not shown how viewers are responding to the contents after consuming as well as the relationship between media reportage and the authoritarian context. Thus the study is going to have better insight and finally come up with the proper answers.

Research Methodology

This study used a mixed-methods research approach as it combined elements of both qualitative and quantitative approaches in order to answer the research questions. Tegan (2021) asserts that mixed methods are more useful in gaining a complete picture than a standalone qualitative or quantitative study as it integrates benefits of both methods.

The method is appropriate especially in the areas such as behavioral issues, health as well as social sciences, especially in multidisciplinary settings and complex societal research. Hence, both qualitative and quantitative data will be able to be explored and presented accordingly.

The study used descriptive research design in making sure that the objective of this study is accomplished; this is the design of carrying out a  scientific research by collecting in-depth data or information that describe persons, events or situations in a prearranged manner for stimulating broad understanding of the particular subject (Loeb et al, 2017).

In making sure that the information is obtained for the completion of this study, the study area of this research was Dodoma and Pwani regions; the reason for choosing these areas being the following: Dodoma is the capital city of Tanzania with different media practitioners of TBC and ITV, and also experts from JNHPP are dwelling in coastal areas particularly Pwani region.

Since the study was based on a mixed methods approach and based on the nature of content analysis, the study used closed-ended questionnaires as methods of data collection and based on the nature of the study content analysis implied too. The selection of these methods was based on the choice of research design that was descriptive design.

The mixed method approaches have recently risen to prominence. The reason that more researchers are opting for these types of research is that both qualitative and quantitative data are simultaneously collected, analyzed and interpreted (Mohammad, 2013).

Mixed methods research combines elements of qualitative and quantitative research in order to answer the research question. Mixed methods can help a researcher to gain a more complete picture than a standalone quantitative or qualitative study as it integrates benefits of both methods (Tegan, 2021).

There was also the consideration of ethics; as researchers we secured the permission from the Open University of Tanzania to undertake the study in Dodoma Region. Also, before commencing data collection researchers requested permission from Dodoma City Municipal in order to be safe for whatever comes in the way. In observation the researchers 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. Eventually, the information that was collected from the sample, especially personal information, was confidential and was used for this study only.

Findings

The findings of this study obtained after the intensive analysis done from the collected data from the sample also contents from social media channels of both ITV and TBC1 were analyzed through SPSS and coding then data presented in forms of tables, graphs and charts as shown below

The Frequency on Coverage of JNHPP

The results from content analysis done by coding, 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. One participant said “we had a schedule and timetable of producing programs that had to be aired via tv and social media” These words mean that there was a coverage of JNHPP since these program producers had timetables although the coverage was not regular.

Subir (2004) argued that different media outlets are now intensively using social media networks in covering the different national developmental projects aiming at providing information to the people in the community in order to create general awareness.

In most cases, Independent Television have been airing the 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 out explanations or answer the questions raised from the people. TBC1 also have a program by the name Tanzania Mpya that is aired in 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 amplify the economy of the entire country especially in strategic sectors such as infrastructure, industries as well as social services.

Kinds of Journalistic Works used to Cover JNHPP

The question was asked: what are the kinds of works that are produced by media people? 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 shows the findings below;

Table 1: Kinds of Journalistic Works Covered about JNHPP

|  |  |  |
| --- | --- | --- |
| 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 above presented data means that discussions and interview programs were the ones produced much in order to reach people and feed them with information

Audience Engagement in Journalistic Works

The question was asked: how much do the audiences engage in journalistic works. 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.

Figure 1: Audience Engagement in Journalistic Works


Source: Field Data, 2022

The above presented data means that people were engaging irregularly probably because of lack of live coverage because most people need instant feedback when engaging in the journalistic works.

Multiple Channeling of the Contents

The study objective states: to examine the multi channeling of the contents among TBC1 and ITV. From this objective, the researcher wanted to know the way media (traditional ones) that are ITV and TBC1 implied 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 Tanzania Mpya have been uploaded in YouTube channel of TBC Online after being aired so that people would be able to watch at their convenient time, same to Tanesco na Maendeleo have also been uploaded by Tanesco in their YouTube channel to reach more people especially through mobile devices

The Feedback Received from experts of JNHPP

The question was asked: what is the feedback obtained 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 the table 4:

Table 2: The Feedback Received from experts of JNHPP.

|  |  |  |
| --- | --- | --- |
| Item  | Number of Respondents  | Percentage  |
| Positive  | 35 | 63 |
| Neutral  | 12 | 21 |
| Negative  | 6 | 11 |
| Others  | 3 | 5 |
| Total  | 56 | 100 |

Source: Field Data, 2022

The above presented data means that many people were following the news and reports from the media TBC1 and ITV being among them, to be up to date with what is going on at Rufiji area where JNHPP project is going on.

The Areas/Aspects most Covered about JNHPP

The question was asked; what are the areas that have been mostly covered in the project? The intention of this question 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 (100%) 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 presented data means that most people wanted to know the progress and the stages that the project passes through that indicates that people are in need of information regularly especially about the mega and strategic project that use citizen’s taxes.

Suggestions on the Improvements in Coverage

The question was asked: what are the improvements in coverage of JNHPP? The question aimed at urging respondents to suggest improvement of coverage. The respondents suggested improvements of coverage by adding 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 The chart below shows the findings;

Figure 2: Suggestions on the Improvements of Media Coverage



Source: Field Data, 2022

The above-presented data means that there is still a missing point in the JNHPP coverage since most people need to have more live coverage showing the progress of the project itself so that people will be notified of what is going on about JNHPP and other strategic projects.

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. In news economists were analyzing the relationship between JNHPP and the effectiveness of Standard Gauge Railways as it needs effective and efficient electricity power therefore the reporting were positive in terms of modes of presentation

The above presented data means that some media have to not only focus on the national projects but also they have to make sure the language selection is suitable for the people in order to make sure consumers understand what is being presented.

The Most Watched TV Stations

The question was asked: what are the most watched TV stations? This 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.

Figure 3: The Most Watched TV Stations



Source: Field Data, 2022

The above presented data means that the choice of channel that most people preferred depended on the contents produced and the number of programs that a channel airs, hence there must be a consistency in production of these programs as well as many live programs that will attract more people to watch a certain television station.

Satisfaction with the Coverage of JNHPP

The intention was to find out if people were satisfied with the contents that were prepared and aired in 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 chart shows below:

Figure 4: Satisfaction with the Coverage of JNHPP



Source: Field Data, 2022

The above presented data means that some people were not satisfied by the programs, therefore this is like a alert call for journalists and content creators to work hard in order to make sure people are satisfied with what they are producing.

The Coverage of JNHPP project by TBC1 and ITV

The study objective discussed in this section states: Examining issues that reported or covered on Julius Nyerere Hydro Power Project (JNHPP).

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 TBC1 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 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. In the news economists were analyzing the relationship between JNHPP and the effectiveness of Standard Gauge Railways as it needs effective and efficient electricity power therefore the reports were positive in terms of modes of presentation.

The above presented data means that the media are always playing their roles in making sure that people are fed with information especially about their national strategic projects and by considering patriotism and national security.

Therefore it shows that the media are responsible for provision of information especially about those with national interest like what has been done by TBC1 and ITV.

Moreover, 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 also 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.

Viewers’ Responses on the Reporting of JNHPP by TBC1 and ITV

The objective dealt with in this section states: Examining viewers’ responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP). 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 influencing the perception of the media contents by the consumers, in this means it could be interpreted as a form of second level of agenda setting since they not only tell the audience what to think but what to think about a particular issue (Gregory, 1972).

The Issues Covered by TBC1 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. One of the research participants said: “we were conducting interviews with leaders as we wanted them to state the issues about time of the projects and the outcome of the project” The above presented data means that only needed information had to reach the audience by considering national security aspects.  Therefore, the journalists and program producers were very keen to make sure they collected information and fed people.

Moreover, Brede (2009) studied the contribution of television stations in reporting governmental development projects whereby the study found that televisions 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 message meaning. Hence, the information was framed in a way that they would be of impact to people by avoiding non important information.

Conclusion and Recommendations

Based on the objectives of the study that wanted to evaluate the coverage of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV); 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

The study also wanted to measure viewers’ responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV); therefore according to the findings, the response was good. For instance, out of 56 respondents 35 (63%) said there was a positive response from their viewers.

Also the study needed to examine issues covered by Tanzania Broadcasting Corporation (TBC); from the findings, both ITV and TBC1 conducted interview and discussion programs that were the most types of content that are covered from JNHPP since people need to know about the project.

The 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.

Therefore findings indicate that the media are covering the ongoing strategic project of JNHPP through different kinds of content 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 increasing frequency in these programs will be produced in order to feed people with more informative and educational content.

Eventually, the recommendations that will aid the provision of information to the people as a means to be aware of the mega projects like that of JNHPP;

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 JNHP. Also, the 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.

Journalists, broadcasters, program producers should be creative, also they should specify in digging how to create a good report that will be educative and informative to the audience since they are the ones to consume what has been prepared by these media experts. Media houses should imply 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.

The recommendations for the further studies are; this study covered media coverage only on the strategic project of Julius Nyerere Hydro Power but there are so many areas that have to be covered, also the relationship between authoritarian context in provision of information and consideration of national security issues, thus further researchers has proceed conducting researches 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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Conflict of Interest

There is no conflict of interest that may rise regarding the publication of this article.

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Authors’ Biographies



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The Reporting of Julius Nyerere Hydro Power Project (JNHPP): A Case of Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV)

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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 Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV). The study had the following specific objectives; to assess the coverage of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV), to measure viewers’ responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV), to examine issues covered by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) of Julius Nyerere Hydro Power Project (JNHPP), as well as to examine the pattern of reporting by TBC1 and ITV on issues covering JNHPP.

Descriptive research design hereby a sample of 66 people was selected from Rufiji in Coastal Region and Dodoma area. Purposive sampling was used to select samples from the particular area for data collection. Questionnaire and observation used as tools of data collection whereby data were analyzed manually and 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 showed that more than 57 percent said there was irregular coverage of JNHPP, which means coverage must have been done on a continuous basis.

The study recommends that government officials should make sure they provide information and awareness to people in every short period of time in order for people to know the stages of the construction until its completion as well as the advantages of having this project in the country.

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

**Introduction**

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) was 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 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 viewer's homes. Therefore, television has reached the potential market of the entire population, especially for those free-to-air local broadcast channels (Baraybar, 2006). Since television in homes is suggestive in watching, it has become one of the important tools for leisure time coverage among viewers (Casado, 2005). It means that the use of television among people particularly, has raised debates and concerns to many organizations and researchers such as Anderson & Pempek (2005); he 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.

In making sure the researcher is obtaining the information on the Reporting of Julius Nyerere Hydro Power Project (JNHPP): The Case of Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) the following questions were used to guide the study;

What are the issues covered by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) on Julius Nyerere Hydro Power Project (JNHPP)?

What is the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV)?

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

**Background of the Study**

Julius Nyerere Hydropower Project formerly Stiegler’s Gorge is a hydroelectric dam that is under construction across the Rufiji River in eastern Tanzania. The power extension is expected to produce a capacity of 2,115 megawatts (2,836,000 hp) and to produce 5,920Wh of power annually. The government of Tanzania approved the plans in 2018 then the construction started in 2019 right away (TANESCO, 2018).

The project, power station and a dam are owned by and will be managed by the government owned wing Tanzania Electric Supply Company (TANESCO). The project became one of the mega and strategic projects that is expected to solve electric problems that are facing the country altogether with supporting the development of the industrial sector in the entire country.

However, the plans of constructing the project were never implemented years ago because of the World Bank’s decision to reject finance. In the 1980s, the bank was the major financier of dams in developing countries and particularly significant in Tanzania, which was enduring an economic crisis at the time Coulson & Andrew, (2013). Among all the reasons, there is also a concern of environmental issues around the project, prompting the first Environmental Impact Assessment in Tanzania (Havnevik & Kjell, 1993). The late John Magufuli implemented the construction of the mega hydropower project as he claimed that the government wants to improve electricity supply to boost industrialization drive.

Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV) have been reporting about ongoing construction of JNHPP one of the great strategic project that aims 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 assessed 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).

**Literature Review**

The study reviewed other authors’ studies starting with a theoretical framework whereby  the Authoritarian theory was used in this research followed by reviews from other authors’ studies in order to know what has been covered and observing the gap in between.

**Authoritarian Theory**

This is the theory which describes that all forms of communications are under control of the government, authorities or influential and powerful bureaucrats. The theory believed to be originated from the philosophy of Plato in 407-327 B.C. In 1964 political scientist Juan Linz influenced the theory by defining for qualities of this theory; limited political pluralism that achieved with constraints on the legislature, political parties and interest groups. Under authoritarian theory, the governing state tends to control the media with the aim of protecting and preventing people from different national threats through any form of communication (information or news).

In an authoritarian context, the press is an instrument to enhance the ruler's power in the country rather than any threats; thus the authorities are the ones providing license and permitting a certain media to operate within a particular area.

In most of the states that are guided by authoritarian theory, if any media violate the government policies or ambitions, 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.

The major features of the Authoritarian theory are the following;

Direct control of the media by state and authorities

The exercise of power to media

Control by the powerful ruling minorities or a group of ruling majorities

Media has no room to criticize the government, its works or going against its decisions and policies

Media cannot offend or write anything negative about the ruling parties in any way

Regular punishment and threats are given to the people that try to offend the government and the powers

Licensing of media by the state and giving limited rights (registration)

Cancelation of license if the media do anything wrong or negative to the government

Self-censorship of media operation

Media used as a tool of propaganda

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 are used to protect the state's interests in a shadow of promoting nationalism and patriotism. In such circumstances, the media finds itself in the middle of the jungle since people need to be provided with information regardless if they are in favor of  the government or otherwise.

It is believed that state information when distributed may put national security at risk and cause a national threat. 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 that are coming from internal or external.

The strength of this theory is that it creates unity and solidarity among the people to work for their country and being patriotic to defend and protect the nation's interests in all spheres of life. However, its weakness is that the ruling class uses the media only for their own benefits while the freedom of ordinary people is limited thus most of these resumes need the media to be on their side (Shraddha, 2018).

Despite the above-stated weakness, 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 the major project like that of JNHPP. The theory helped to know how these content creators from media 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.

Empirical Literature Review

Media Reporting of National Projects

Media is a tool for community development in different places since it was used in reporting different developmental projects in the societies. For instance in India media’s role can be traced to rural radio broadcasts in the 1950’s where different media were used for development purposes (Global Media Journal, 2011). The introduction of Television came with the roles to improve rural primary education, provide training to teachers, and improve agriculture, health, hygiene and nutritional practices (Global Media Journal, 2011).

New technologies have also been put to serious implications for development communication. Different media outlets are now intensively using social media networks in covering the different national developmental projects aiming at providing information to the people in the society (Subir, 2004). Therefore, the study wanted to know the extent in which TBC1 and ITV covered on JNHPP by also implying the use of social media.

Public owned Media and Development of Strategic Projects

Andrea (2007) conducted research in the United States aiming at examining the role of state-owned media in reporting government strategic development projects. By using both qualitative and quantitative approaches the study found out that state and public-owned media contribute greatly in reporting government strategic projects. Moreover, Aruna (2009), in his survey on the role of media in reporting government projects in Germany, concluded that media plays a vital role in reporting government projects. On the other hand, some people, such as Nancy (2013) didn’t agree by pointing out that the media are useful in entertainment and getting information. Hence, at the end there will be a measurement on how media are able to cover mega and strategic projects like that of JNHPP.

Brede (2009) conducted a research in Television and reportage of governmental projects exploring the contribution of Television stations in reporting governmental development projects whereby the study found that Televisions greatly contributed in improving and promoting government strategic development projects by informing people the stages of particular projects and creating awareness and understanding among people on the projects. However, scholars, such as Brede (2009) Nancy (2013) and Aruna (2009) have shown how media, especially television, is covering the different projects but most of them failed to show the relationship between the media reportage and the reaction from viewers of contents consumers; therefore the study is going to measure the reaction of these viewers on the project, particularly the JNHPP.

Television and the Provision of Education

According to Banda (2007) mass media, especially Television, provides wide wings to people to know the outer world along with government parastatals and institutions in promoting government project development. Most media channels provide education to the public on the importance of government strategic development projects and ways to protect them for generations. However, Banda’s claims do not show clearly its implications especially in relation to the authoritarian context. Therefore the study is going to measure the correlation between the variables by showing how media report about governmental projects especially in the Tanzanian context

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 lack of enough budgets implies that most public media need great support from the government for accomplishment of daily journalistic works and removing hindrance in media, 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 viewer’s towards the reportage. Hence, the study is going to come up with appropriate answers to the objectives of this study.

Viewers’ Perception towards a TV Reports

Despite the fact that media has a huge impact on the consumer’s, vendors and producers alike, the role of mass media in changing the perception of the consumers activities has been less researched (Booth, 1993). Richins (1983), for example, attempted to explain the role of word of mouth that might have on consumer’s perception in a news event as exhibited during social interactions between consumers. It means that consumers have the power to intervene and perceive. Therefore the study is also going to measure the response and interventions of the consumers towards the social media interaction.

Even though popular consumed television programs have received very little research attention from researchers and academicians (Gray & Dennis, 2010), a number of studies have assessed viewers’ perception of TV program content and viewing habits such as European Commission (2004) that  argued that more research should be done in this area of viewer’s perception of television programs.

Moreover, 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 that 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 program (Sturmer 1998). Hence the motive to conduct this study was to assess the reaction of viewers towards the reporting of JNHPP by Tanzania Broadcasting Corporation and Independent Television.

Impact of TV and Viewers Engagement

Kurt & Engel (1953), argue that the effect of exposure to TV broadcasting of public events cannot be measured successfully in isolation; rather, one on one conversation is more powerful to convince people and create broad awareness on a particular government project. 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 (Herbert, 1968). However, 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. Hence the study is going to draw conclusions on how the engagement works between news casters and content creators and content consumers.

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 organization to the viewer are coming faster than ever before (Nielsen, 2016). Hence, media people are now using social media to engage with people since there is instant feedback, the study is also seeking how media reportage on JNHPP have been perceived by the consumers.

Eventually from the literature reviews authors have tried to show how media have been reporting on the mega and national strategic projects, however most of them have not shown how viewers are responding to the contents after consuming as well as the relationship between media reportage and the authoritarian context. Thus the study is going to have better insight and finally come up with the proper answers.

**Research Methodology**

This study used a mixed-methods research approach as it combined elements of both qualitative and quantitative approaches in order to answer the research questions. Tegan (2021) asserts that mixed methods are more useful in gaining a complete picture than a standalone qualitative or quantitative study as it integrates benefits of both methods.

The method is appropriate especially in the areas such as behavioral issues, health as well as social sciences, especially in multidisciplinary settings and complex societal research. Hence, both qualitative and quantitative data will be able to be explored and presented accordingly.

The study used descriptive research design in making sure that the objective of this study is accomplished; this is the design of carrying out a  scientific research by collecting in-depth data or information that describe persons, events or situations in a prearranged manner for stimulating broad understanding of the particular subject (Loeb et al, 2017).

In making sure that the information is obtained for the completion of this study, the study area of this research was Dodoma and Pwani regions; the reason for choosing these areas being the following: Dodoma is the capital city of Tanzania with different media practitioners of TBC and ITV, and also experts from JNHPP are dwelling in coastal areas particularly Pwani region.

Since the study was based on a mixed methods approach and based on the nature of content analysis, the study used closed-ended questionnaires as methods of data collection and based on the nature of the study content analysis implied too. The selection of these methods was based on the choice of research design that was descriptive design.

The mixed method approaches have recently risen to prominence. The reason that more researchers are opting for these types of research is that both qualitative and quantitative data are simultaneously collected, analyzed and interpreted (Mohammad, 2013).

Mixed methods research combines elements of qualitative and quantitative research in order to answer the research question. Mixed methods can help a researcher to gain a more complete picture than a standalone quantitative or qualitative study as it integrates benefits of both methods (Tegan, 2021).

There was also the consideration of ethics; as researchers we secured the permission from the Open University of Tanzania to undertake the study in Dodoma Region. Also, before commencing data collection researchers requested permission from Dodoma City Municipal in order to be safe for whatever comes in the way. In observation the researchers 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. Eventually, the information that was collected from the sample, especially personal information, was confidential and was used for this study only.

**Findings**

The findings of this study obtained after the intensive analysis done from the collected data from the sample also contents from social media channels of both ITV and TBC1 were analyzed through SPSS and coding then data presented in forms of tables, graphs and charts as shown below

The Frequency on Coverage of JNHPP

The results from content analysis done by coding, 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. One participant said “we had a schedule and timetable of producing programs that had to be aired via tv and social media” These words mean that there was a coverage of JNHPP since these program producers had timetables although the coverage was not regular.

Subir (2004) argued that different media outlets are now intensively using social media networks in covering the different national developmental projects aiming at providing information to the people in the community in order to create general awareness.

In most cases, Independent Television have been airing the 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 out explanations or answer the questions raised from the people. TBC1 also have a program by the name Tanzania Mpya that is aired in 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 amplify the economy of the entire country especially in strategic sectors such as infrastructure, industries as well as social services.

Kinds of Journalistic Works used to Cover JNHPP

The question was asked: what are the kinds of works that are produced by media people? 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 shows the findings below;

Table 1: Kinds of Journalistic Works Covered about JNHPP

|  |  |  |
| --- | --- | --- |
| 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 above presented data means that discussions and interview programs were the ones produced much in order to reach people and feed them with information

Audience Engagement in Journalistic Works

The question was asked: how much do the audiences engage in journalistic works. 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.

Figure 1: Audience Engagement in Journalistic Works


Source: Field Data, 2022

The above presented data means that people were engaging irregularly probably because of lack of live coverage because most people need instant feedback when engaging in the journalistic works.

Multiple Channeling of the Contents

The study objective states: to examine the multi channeling of the contents among TBC1 and ITV. From this objective, the researcher wanted to know the way media (traditional ones) that are ITV and TBC1 implied 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 Tanzania Mpya have been uploaded in YouTube channel of TBC Online after being aired so that people would be able to watch at their convenient time, same to Tanesco na Maendeleo have also been uploaded by Tanesco in their YouTube channel to reach more people especially through mobile devices.

The Feedback Received from experts of JNHPP

The question was asked: what is the feedback obtained 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 the table 4:

Table 2: The Feedback Received from experts of JNHPP.

|  |  |  |
| --- | --- | --- |
| Item  | Number of Respondents  | Percentage  |
| Positive  | 35 | 63 |
| Neutral  | 12 | 21 |
| Negative  | 6 | 11 |
| Others  | 3 | 5 |
| Total  | 56 | 100 |

Source: Field Data, 2022

The above presented data means that many people were following the news and reports from the media TBC1 and ITV being among them, to be up to date with what is going on at Rufiji area where JNHPP project is going on.

The Areas/Aspects most Covered about JNHPP

The question was asked; what are the areas that have been mostly covered in the project? The intention of this question 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 (100%) 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 presented data means that most people wanted to know the progress and the stages that the project passes through that indicates that people are in need of information regularly especially about the mega and strategic project that use citizen’s taxes.

Suggestions on the Improvements in Coverage

The question was asked: what are the improvements in coverage of JNHPP? The question aimed at urging respondents to suggest improvement of coverage. The respondents suggested improvements of coverage by adding 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 The chart below shows the findings;

Figure 2: Suggestions on the Improvements of Media Coverage



Source: Field Data, 2022

The above-presented data means that there is still a missing point in the JNHPP coverage since most people need to have more live coverage showing the progress of the project itself so that people will be notified of what is going on about JNHPP and other strategic projects.

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. In news economists were analyzing the relationship between JNHPP and the effectiveness of Standard Gauge Railways as it needs effective and efficient electricity power therefore the reporting were positive in terms of modes of presentation

The above presented data means that some media have to not only focus on the national projects but also they have to make sure the language selection is suitable for the people in order to make sure consumers understand what is being presented.

The Most Watched TV Stations

The question was asked: what are the most watched TV stations? This 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.

Figure 3: The Most Watched TV Stations



Source: Field Data, 2022

The above presented data means that the choice of channel that most people preferred depended on the contents produced and the number of programs that a channel airs, hence there must be a consistency in production of these programs as well as many live programs that will attract more people to watch a certain television station.

Satisfaction with the Coverage of JNHPP

The intention was to find out if people were satisfied with the contents that were prepared and aired in 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 chart shows below:

Figure 4: Satisfaction with the Coverage of JNHPP



Source: Field Data, 2022

The above presented data means that some people were not satisfied by the programs, therefore this is like a alert call for journalists and content creators to work hard in order to make sure people are satisfied with what they are producing.

The Coverage of JNHPP project by TBC1 and ITV

The study objective discussed in this section states: Examining issues that reported or covered on Julius Nyerere Hydro Power Project (JNHPP).

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 TBC1 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 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. In the news economists were analyzing the relationship between JNHPP and the effectiveness of Standard Gauge Railways as it needs effective and efficient electricity power therefore the reports were positive in terms of modes of presentation.

The above presented data means that the media are always playing their roles in making sure that people are fed with information especially about their national strategic projects and by considering patriotism and national security.

Therefore it shows that the media are responsible for provision of information especially about those with national interest like what has been done by TBC1 and ITV.

Moreover, 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 also 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.

Viewers’ Responses on the Reporting of JNHPP by TBC1 and ITV

The objective dealt with in this section states: Examining viewers’ responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP). 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 influencing the perception of the media contents by the consumers, in this means it could be interpreted as a form of second level of agenda setting since they not only tell the audience what to think but what to think about a particular issue (Gregory, 1972).

The Issues Covered by TBC1 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. One of the research participants said: “we were conducting interviews with leaders as we wanted them to state the issues about time of the projects and the outcome of the project” The above presented data means that only needed information had to reach the audience by considering national security aspects.  Therefore, the journalists and program producers were very keen to make sure they collected information and fed people.

Moreover, Brede (2009) studied the contribution of television stations in reporting governmental development projects whereby the study found that televisions 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 message meaning. Hence, the information was framed in a way that they would be of impact to people by avoiding non important information.

Conclusion and Recommendations

Based on the objectives of the study that wanted to evaluate the coverage of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV); 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

The study also wanted to measure viewers’ responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC) and Independent Television (ITV); therefore according to the findings, the response was good. For instance, out of 56 respondents 35 (63%) said there was a positive response from their viewers.

Also the study needed to examine issues covered by Tanzania Broadcasting Corporation (TBC); from the findings, both ITV and TBC1 conducted interview and discussion programs that were the most types of content that are covered from JNHPP since people need to know about the project.

The 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.

Therefore findings indicate that the media are covering the ongoing strategic project of JNHPP through different kinds of content 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 increasing frequency in these programs will be produced in order to feed people with more informative and educational content.

Eventually, the recommendations that will aid the provision of information to the people as a means to be aware of the mega projects like that of JNHPP;

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 JNHP. Also, the 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.

Journalists, broadcasters, program producers should be creative, also they should specify in digging how to create a good report that will be educative and informative to the audience since they are the ones to consume what has been prepared by these media experts. Media houses should imply 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.

The recommendations for the further studies are; this study covered media coverage only on the strategic project of Julius Nyerere Hydro Power but there are so many areas that have to be covered, also the relationship between authoritarian context in provision of information and consideration of national security issues, thus further researchers has proceed conducting researches 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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