

**MEDIA FRAMING OF POLICE FORCE ACTIVITIES IN TANZANIA: AN  
ANALYSIS OF *MWANANCHI* AND *HABARI LEO* NEWSPAPERS  
REPORTAGE IN 2022**

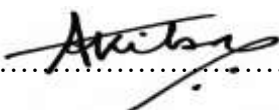
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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN MASS  
COMMUNICATION (M.A.MC)  
DEPARTMENT OF MEDIA AND LIBRARY STUDIES  
OF THE OPEN UNIVERSITY OF TANZANIA**

**2025**

**CERTIFICATION**

The undersigned certifies that, he has read and hereby recommends for examination by The Open University of Tanzania a dissertation titled: “**Media Framing of Police Force Activities in Tanzania: An Analysis of *Mwananchi* and *Habari Leo* Newspaper reportage in 2022**”, in partial fulfillment of the requirements for the Degree of Masters of Art in Mass Communication (M.A.MC).

A handwritten signature in black ink, appearing to read 'Albert Tibaijuka', is written over a horizontal dotted line.

Dr. Albert Tibaijuka

(Supervisor)

.....

Date

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

.....

Signature

.....

Date

**DEDICATION**

This study is dedicated to my wife Magreth Machota, my daughters Janeth and Jovitha, my son Amos, my Father Mr. Ignas Mella, my Mother Mrs. Zitha Kisonga, my Sisters Vicky and Flaviana, my Young Brother Deogratias, and all who participated in one way or another in making sure that I complete this work.

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## ABSTRACT

This study assessed media framing of Police force activities in Tanzania, with a focus on two prominent national newspapers, *Habari Leo* and *Mwananchi*, during the period from January to June 2022. The research is anchored in Framing Theory, which posits that the way media presents information significantly influences audience perception. This theoretical lens enabled the study to interpret how particular narratives and tones contribute to shaping public attitudes towards the Police force. Central to the analysis is the relationship between media portrayal and institutional trust, particularly the extent to which news framing attributes responsibility or fosters scepticism about the Police's intentions and competence. The theoretical grounding thus provides a framework to interrogate the normative expectations of the media in reporting security-related content. The study employed a mixed-method approach, with content analysis serving as the primary technique for data collection and interpretation. Each news article was treated as an individual unit of analysis, allowing for a structured comparison of tone, themes, and narrative emphasis across the two newspapers. The study classified reported stories into thematic categories including crime response, public safety, and institutional accountability. It also examined the use of expert voices, the depth of reporting, and the presence (or absence) of explanatory elements such as causal analysis and legal interpretation. This methodological framework was essential in identifying both overt and subtle patterns in news reporting that contribute to the construction of meaning about the Police force in public discourse. Findings reveal a predominantly negative media tone toward Police activities, with the framing often portraying the Police as reactive, distant, and occasionally abusive. The media tended to highlight crimes and crises; such as homicides, drug trafficking, and gender-based violence, without providing deeper context or explanation, thereby reinforcing a narrow and often critical image of the Police. Both newspapers showed a marked tendency to attribute blame to the Police in instances of public disorder while failing to equally acknowledge their proactive or community service roles. Moreover, the study found that the strained relationship between media and law enforcement impedes collaboration, undermining efforts to build public trust. While the Police were occasionally represented as capable and protective, recurring frames of brutality, corruption, and poor service overshadowed these narratives, indicating the need for institutional and communicative reforms on both sides.

**Keywords:** *Media frames, Police force activities.*

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## **LIST OF ABBREVIATIONS**

FGM	Female Genital Mutilations
PGO	Police General Order
TSN	Tanzania Standard Newspaper Limited
FFU	Field Force Unit

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Introduction**

Globally, there is negativity representation of the Police force in mass media being represented as corrupt, favoritism, biased, of poor services, torturing people, power abuser thus encouraging negative perception of Police force from the public. This intriguing media representation prompted the conduction of this study. This chapter gives detail information about background of the study, statement of the problem, objectives of the study, research questions, significance of the study, limitation to the study and organization of the study.

#### **1.2 Background to the Study**

Globally the basic mission of the Police force is to prevent crime and disorder and this translates into mass media measuring Police force efficiency by absence of crime and disorder, therefore where Police fail to perform their duty they are negatively represented in Newspapers (Vuma, 2012). So, if crime increases mass media will report Police force in negative frame so as Police force to take measure to overcome crime within society.

When reporting on Police force actions, journalists give both balanced and biased information. This can affect people's decisions, help them better understand a certain topic, and alter their perception (Aviwe, 2016). News reporters need to be neutral because Police force reporting includes both balanced and biased contents that can affect the public's perception and thereby decision-making. Newspapers cover Police

behavior and misconduct such as verbal abuse, excessive force, unwarranted stops and corruption. In a way, the relationship between Police force and Newspaper is conflictual in nature because of the news being reported, there is no neutral reporting of Police force in Newspaper (Reymond, 2014).

Police misconduct in Africa such as bribery, extortion, mass arrest and detention, illegal bail charges and corruption undermine integrity of the force which result in Newspapers' perception of Police force to be negative (Akupunonu and Ndidiamaka, 2014). Similar to that, legal unaccountability regarding arrests, searches, seizures and interrogations of suspects are areas of the law that have evoked major debate and controversies over Police force which result to Newspaper reporters to perceive Police force in negative light (Skolnick, 2016).

Geffey (1992) argues that the Police and the Newspaper are two organization that interact regularly. Newspapers need the Police to supply them with information about crimes while the Police need Newspapers to improve their image within community, to publicize major crimes or crime patterns, to publicize wanted persons etc. The relation is not always productive because the two do not always work cooperatively because when miscarriages of justice occur the Newspapers report them. Msinza (2018) argue that Newspapers report unfairly the Police force activities because of influence from media owners which influence editorial direction of their Newspapers just because their own economic and political interests, leading reporters to be biased in reporting Police force activities. Newspapers are powerful force for Police accountability and they are often critical of Police practices.

In Tanzania Police force is blamed in media in some cases for taking part in the extra judicial act against journalists, unlawful arrests, intimidation and declaration of a journalist equipment which is against constitution (Skolnik, 2016). This has led to negative representation of Tanzania Police force in Newspapers. This is also supported by Potgieter, (2014) who argues that Police force in Tanzania have their image suffer in Newspaper because of involvement in serious crimes like murder, assault, lack of deterrent measure to prevent crime, arrogance, aggressive, abuse of power, brutality and corruption.

In reporting Tanzania Police force activities, Newspapers most of the time report biased content. Police force activities presented in biased content influence the choice of the people and change their perception (Aviwe, 2016). Newspapers in Tanzania make Police force accountable as public engagement through mass media promotes more effective Police accountability (Romi, 2020).

Hohl (2011) argues that interaction between Police force and mass media depend on Police accountability and practices. The citizen perception and attitude toward Police force not only is influenced by media framing but also services provided. Police should treat citizens with fairness and respect and that citizens' views are heard and taken into account.

Newspapers are a very effective tool for spreading propaganda because they influence public opinion leaders who base their decisions on the arguments in leading news articles. As a result, Newspapers should adopt a code of conduct that



requires them to present news and viewpoints in an objective and impartial manner. Mfumbusa (2003) argues that mass media have influence to public, therefore, they should consider ethical standards in reporting so as to influence public positively. The issue of public trust is increasingly connected to the presentation of Police activities within mass media.

Newspapers' coverage in apply framing. This is the principle of selection and salience in media contents that needs to highly adhere to ethical standard so as to report with accuracy, balance and fairness (Etman, 1993). This is also supported by Chinyamwaka (2008) who argues that everything that a journalist writes or say has an influence to people. This influence can be good or bad. Therefore, reporters need to practice in an accountable and responsible way by presenting accurate, balanced and fair truth by especially being independent, objective and impartial.

### **1.3 Statement of Research Problem**

Print media coverage of Police force's activities is generally perceived to be negative. Jonas (2015) observes that globally the Police force is represented as corrupt, biased, torturous, abusive, unaccountable, arrogant, aggressive, brutal, disrespectful, murderous etc. Generally, there is almost no positive coverage of the Police force on the media worldwide.

Similarly, Hohl (2011) notices that the Tanzanian Newspapers' reportage of the country's Police force is negative and it is influencing and changing people's perception of this law enforcement agency. Apparently, this is one of the reasons

why most Tanzanians shy away from cooperating with the Police on security matters. Despite this general observation of negative coverage, little has been done to examine in more specific terms, the areas or manner in which the Police force is mostly condemned by print media in Tanzania, especially on news frames applied. This study therefore, aimed at analyzing the content of the print media in Tanzania, particularly *Mwananchi* and *Habari Leo* Newspapers, to spell out the specific areas or manner in which the Police force activities are framed by journalists to the extent of precipitating criticisms and negative perceptions.

#### **1.4 Objectives of the Study**

##### **1.4.1 General Objective**

To assess *Mwananchi* and *Habari Leo Newspapers* reportage of Police force activities in Tanzania.

##### **1.4.2 Specific Objectives**

- i. To examine the content reported in *Mwananchi and Habari Leo* news reports on Police force activities in Tanzania from January to June 2022.
- ii. To identify news frames used in *Mwananchi* and *Habari Leo* reports of Police force
- iii. To assess credibility of *Mwananchi* and *Habari Leo* Newspaper in framing the Police force activities from January to June 2022.

### 1.5 Research Questions

- i. What is the content reported in *Mwananchi* and *Habari Leo* news reports on Police force activities in Tanzania from January to June 2022?
- ii. What news frames used in *Mwananchi* and *Habari Leo* in reports of Police force activities from January to June 2022?
- iii. What is the credibility of *Mwananchi* and *Habari Leo* Newspapers in framing the Police force activities in Tanzania from January to June 2022?

### 1.6 Significance of the Study

This study findings may be useful for *Mwananchi* and *Habari Leo* Newspaper to identify news frame used in reports of Tanzania Police force activities. This awareness may convince them to change their narratives wherever they deem convenient and therefore improve their interplay with the police.

This study may be useful for *Mwananchi* and *Habari Leo* Newspaper to understanding her credibility in reporting Police force activities in Tanzania. This is especially for the sake of their independence, objectivity and impartiality stands to be more firm.

This study is useful for Tanzania Police force to understand how *Mwananchi* do and *Habari Leo* Newspaper reported them in news report on Police force activities. This will help them to establish media synergy to deal with public image they suffer.

This study is useful for Tanzania Police force to understand reason for negative reportage of Police force activities in mass media and to find out ways to overcome

negative representation in mass media. This study may be useful to the government in finding more effective ways to make the Tanzania Police Force provide improved services to the public through rapid responses to calls for assistance and complaints. This study may be useful to the public for the cultivation of a better understanding of the Police role and facilitating closer contact and cooperation. This study findings are key to other scholars interested in conducting similar studies. It may also be used as a source of materials for understanding related topics.

### **1.7 Limitation of the Study**

Lack of relevant local literatures, most of the literature like books and research about Newspaper framing Police force come from outside Tanzania therefore the researcher lacking relevant literature about Newspaper framing Tanzania Police force in Tanzania relied on external literature.

### **1.8 Scope of the Study**

The scope of this study is centred on the media framing of Police force activities in Tanzania, with a specific focus on the content published in two national newspapers; *Habari Leo* and *Mwananchi* from January to June 2022. The research confines itself to print media within this six-month timeframe, examining how the newspapers selected, framed, and represented news related to Police operations. This temporal and media-specific focus allowed for a manageable yet meaningful analysis of the narratives and patterns that dominate the coverage of law enforcement activities.

The study narrows its attention to the framing of crime-related content, specifically how Police are portrayed in relation to criminal incidents such as homicides, drug trafficking, and other social offenses. By treating each news article as a unit of analysis, the study maintains a micro-analytic approach within a macro-discursive context, thus balancing detail with generalization. Thematically, the scope extends to exploring journalistic tones, framing devices, thematic representation, and the attribution of responsibility, without extending into visual or audio media such as television, radio, or online platforms.

Additionally, the research does not evaluate public perception directly, but instead infers implications for public trust through media framing. It also does not assess Police activities from operational or administrative viewpoints; rather, it limits its focus to media portrayals and discursive representations. By situating itself within the theoretical framework of Framing Theory, the study maintains a communicative and sociological lens, avoiding broader political or criminological evaluations. This narrowed scope ensures methodological depth and theoretical clarity while leaving room for future research to examine other media forms, temporal ranges, or perspectives such as audience reception and Police-media collaboration.

### **1.9 Organization of the Study**

Chapter one of the study outlines the background to the problem, statement of the research problem, objectives of the study, research questions, significance of the study, as well as limitations of the study.

Chapter two present a review of related literature, empirical studies on media framing Police force activities, the definition of operational definition, the history of Newspaper in Tanzania, background information on selected Newspaper, background information of Tanzania Police force, conceptual framework, theoretical framework, review of related literature and knowledge gap.

Chapter three presents the methodological technique used in the study. It includes research design, research area, population, sample and sampling technique, data collection methods, data analysis and presentation.

Chapter four of this study present findings from field and analysis of data extracted by content analysis of the two-newspaper content in period from January to June 2022. Moreover, Chapter five cover discussion of the key findings and finally chapter six contains the Summary, Conclusion and recommendations of the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Media Framing refers to how the media package and present information to the public, media highlights certain event and then places them within a particular context to encourage or discourage certain interpretations. This chapter gives detail information about the relevant literatures used as source of information as well as operational definition, History of Newspaper in Tanzania, Background information on selected Newspaper, Background information of Tanzania Police force, Conceptual frame work, Theoretical frame work and knowledge gap.

#### **2.2 Operational Definition**

##### **2.2.1 Media Frames**

Media frames are the main topic of a news story that gives the context and highlights the important part of an issue through selection, emphasis, exclusion and elaboration (Griffin, 2012). By using a specific frame in a news report, the journalist projects an event or an issue through a desired lens (Honavar & Vincent, 2020). In this study frames are taken as contexts that attach a story to a bigger picture whose meaning is easily accessible.

##### **2.2.2 Police Force Activities**

Police force activities encompass among others; law enforcement, maintenance of peace, search, apprehension and interrogation of suspect, guarding offenders and prevention and investigation of crimes.

### **2.3 History of Newspaper in Tanzania**

The history of newspapers in Tanzania can be traced from colonial period up to date. Tanganyika was colonized by Germany (1890-1919) and later British (1920-1961). During colonial period (1890 – 1961) colonial regimes established newspaper to serve their colonial interest. There are three phases; colonial period, after independence period and then multiparty period (Sturmer, 1998). During colonial period in Tanganyika (1890 – 1960) colonialist establish newspapers to serve their own interest like administration activities.

During German colonial rule various newspapers were introduced for communication interests and needs of Germany administration. The following are newspapers introduced during Germany colonial period: Msimulizi (The story teller) was published by Anglican universities mission to central Africa in Zanzibar in 1888 which lasted for two years. Then in mid-1890 Mtenga Watu (The Converter) was introduced (Sturmer, 1998). The success of Msimulizi in Zanzibar led Anglican university mission to central Africa to introduce quarterly Kiswahili paper in Usambaa region in 1891, then in 1894 Maongezi na Maarifa (Entertainment and Information), then in 1901 bi-weekly newspaper introduced in Tanga region known as Anzeigen fur Tanga (Announcement for Tanga) in 1904 was renamed to Usambaa post which was for the Northern District of Tanga and Pwani.

In 1904 to 1914 Mbuyu ya Vandu Veu (The friend of black people) appeared in Moshi which was in Chaga dialect, then 1905 Mkoma Mbuli (Story teller) was launched by Evangelist missionary society for Germany East Africa in Tanga. In



1910 to 1916's Pwani na Bara (Coast and Hinterland) Kiswahili monthly newspaper was published by Evangelical mission in Dar es salaam (Sturmer, 1998).

The British Administration (1920-1961) saw various newspaper introduced as propaganda tool to support colonial regime. In June 25, 1921 Tanga and East coast advertiser were introduced. In January 1923 to 1931 monthly newspaper Mambo Leo (Affair of Today) was published dealing with Agriculture, Education, Native affairs, post office and forestry. Later on, in May, 1930 to 1932 Arusha monthly Tanganyika review embarked. In September 1932 to 1942 The Planter was published to devote the interest of coffee, sisal and farming industries in East Africa and finally in March 4, 1932 Anga la Tanganyika (The sky of Tanganyika) was published.

After independence newspaper were published to foster the unity and development of the country, newspaper like Uhuru which came from Sauti ya Tanu, Mwafrika na Taifa, Tanganyika standard, Ngurumo, Daily nationalist and Standard were established (Sturmer,1998). After independence, Africa was divided between those leaning towards communism and capitalism, controlled market and free market, one party political system and multiparty political systems. Later even those leaning towards single party, started to move closer to multiparty.

In Tanzania, the first discussion about the adaptation of political pluralism can be traced back to the late 1980s where newspapers played the key role of revolution "Mageuzi" in social, political and economic. Tanzania officially became a multiparty state on July 1<sup>st</sup>, 1992 which among others saw private ownership of media. This

increased publication of newspapers in Tanzania from 119 newspaper in 1986 to 180 newspapers in 1991, then 251 newspapers in 1994 to 323 newspaper in 1996, then in 2000s registered newspaper were more than 700 (MCT report,2011). Among the most notable newspapers during multiparty system number of daily newspapers increased like Uhuru, Daily News, Majira, Nipashe, The Guardian, Mtanzania, Dar Leo and Alasiri (Sturmer, 1998).

## **2.4 Background Information on selected Newspaper**

### **2.4.1 Mwananchi Newspaper**

The history of *Mwananchi* newspaper can be traced back to 1999 when Fedinand Ruhinda started communication company known as Media Communication where a daily Swahili newspaper registered on April 20, 2000 and was known as *Mwananchi* newspaper ([www.Mwananchi newspaper.co.tz](http://www.Mwananchi.newspaper.co.tz)).

On May 27,2000 the first copy of *Mwananchi* was launched, it was 12 paged newspaper sold at Tsh.150. The media communication company changed its name to *Mwananchi* Communication Limited on December 2002 which engaged in the print media and publisher of Tanzania leading daily newspaper; *Mwananchi* newspaper, The citizen, Sunday citizen, *Mwananchi* Sunday and *Mwanasport* ([www.Mwananchi newspaper.co.tz](http://www.Mwananchi.newspaper.co.tz)).

*Mwananchi* newspaper covers different issues within and outside Tanzania such as politics, social, Business, Development, Economic, Sport and Entertainment. The issues are covered as News, Feature, Opinion and Editorial ([www.Mwananchi](http://www.Mwananchi)

newspaper.co.tz). Police activities stories are also covered by *Mwananchi* newspaper for informing the public and creating awareness about the roles and duties of Tanzania Police force through writing Police activities stories in their news stories, feature stories, editorials and opinions among many others.

In *Mwananchi* newspaper news are organized from local news stories or national news stories like news stories from Dar es Salaam then stories from different regions in Tanzania and zonal news stories like central zone (region like Dodoma and Tabora). Northern zone news stories (region like Arusha and Kilimanjaro). Southern Highlands zone news stories (region like Iringa and Mbeya). Lake zone news stories (region like Shinyanga, Mwanza and Kagera). Eastern zone news stories (region like Dar es salaam and Pwani) ([www.Mwananchi newspaper.co.tz](http://www.Mwananchi.newspaper.co.tz)). After local news stories or national news stories then follow East Africa news stories and then Africa news stories and finally international news stories ([www.Mwananchi newspaper.co.tz](http://www.Mwananchi.newspaper.co.tz)).

#### **2.4.2 Habari Leo Newspaper**

The history of *Habari Leo* newspaper can be traced back to 2006 when the United Republic of Tanzania decide to introduce government owned newspaper for the purpose of disseminating government news to Tanzanians, promoting peace and harmony in society through balanced coverage following the mushrooming of private newspaper after adaptation of multiparty system and media deregulation ([www.habarileo.co.tz](http://www.habarileo.co.tz)). *Habari Leo* newspaper is a Kiswahili language daily newspaper published by Tanzania Standard Newspaper Limited (TSN) founded in

2006 by TSN. *Habari Leo* is owned by the government of The United Republic of Tanzania which hold 99% shares and the Managing Editor holds 1% share ([www.habarileo.co.tz](http://www.habarileo.co.tz)). The editor -in-chief is the President of the United Republic of Tanzania but the Managing Editor is the Chief Executive officer and contact person.

*Habari Leo* newspaper has national wide coverage and it claims to produce balanced coverage on economics, politics, national and international affairs, sports issues and Entertainment issues. They are written as News, Features, Opinions and Editorials ([www.habarileo.co.tz](http://www.habarileo.co.tz)) among many others. Police force activities stories are also covered in *Habari Leo* newspaper for informing the public and creating awareness through reporting Police force activities news stories, feature stories, editorial and opinion ([www.habarileo.co.tz](http://www.habarileo.co.tz)).

## **2.5 Background information of Tanzania Police Force**

The Tanzania Police force was officially established on August 25, 1919 by an English government announcement from the government gazette no.VOL.1 No.21-2583. At that time, it was called the Tanganyika Police force. But the army was legally established by the Police force Act of 1939 (The Police Force and Auxiliary Service Act of 1939) and Principal Legislation. this law is in force until now, though it has been amended from time to time ([www.polisi.go.tz](http://www.polisi.go.tz)).

The headquarters of the Army according to the announcement was in Lushoto District in Tanga region under leadership of Major S.T. David. Later in 1921 a group of police Inspector from Europe arrived in Tanganyika and established a specialized

Police training school in Morogoro region that met their needs and found enough professional officers. Though there were black trainees, they remained with low positions in the Police, all top positions were given to whites ([www.polisi.go.tz](http://www.polisi.go.tz)).

The colonial Police force had only men, no woman was given chance to join the army. The training was aimed at giving the trainees methods to oppress the African, to convince them that everything the colonialists said was correct. The oppression and humiliation of the African was great and that is what took a large part of the training for the colonial soldiers. A soldier was taught obedience to colonial leaders and cruelty against Africans, the goal was to rule Mtanganyika easily ([www.polisi.go.tz](http://www.polisi.go.tz)).

In 1930 the Police headquarters were moved from Lushoto in Tanga region to Dar es Salaam, the goal was to have a strong fortress that managed the performance of the other Police stations. Communications and instructions for the other stations were issued every day. Radio and Police letters were used to convey messages to the forces.

In 1949 a counter -insurgency force, Motorized company now Field Force Unit (F.F.U) was established in the country and the goal of the force was to restore peace with violence.

In 1952 a special signal branch was established in the Police without using telephone lines. The goal of the force was to ensure that the Police force is in contact at all times. Communication helped to provide and spread information more quickly and

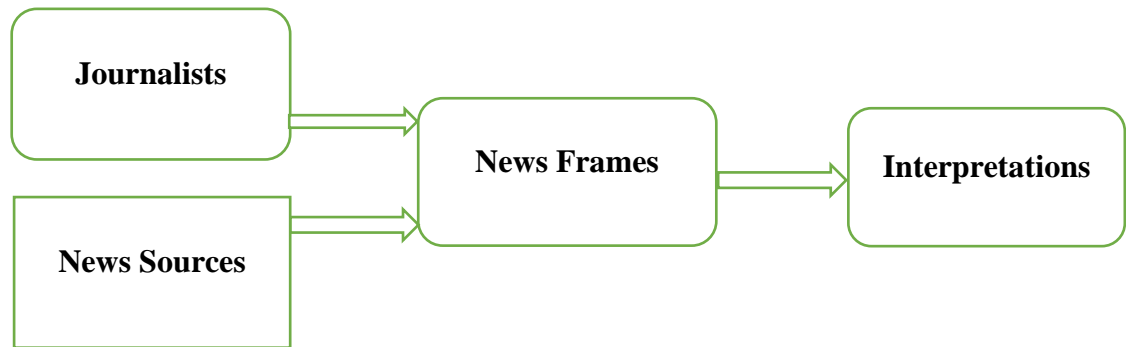
its implementation was carried out. That was the year when and that year also the women Police joined the Police force under leadership of Ms. Payee, the leader of the female Police at the time ([www.polisi.go.tz](http://www.polisi.go.tz)). After Tanganyika gained its independence in December 9, 1961 the Police force began to change its direction from serving the colonialists and began serving the people in accordance with the policies of Tanganyika people government even though it still used colonial system. It took time to change whereby Police force started protecting the citizens and their properties ([www.polisi.go.tz](http://www.polisi.go.tz)).

The force is deployed in and throughout the United Republic for peace, the maintenance of law and order, the prevention and detection of crimes, the apprehension and guarding of offenders and the protection of property and for the performance of all such duties and shall be entitled to carry arms (The Police force and Auxiliary service Act, Cap 322, Part II S.5 (1). According to Police General Order – PGO (2021) the force is mandated for the preservation of peace, the maintenance of law and order, the prevention and detection of crime, the apprehension and guarding of offenders and the protection of property in United Republic.

## **2.6 Conceptual framework**

The representation and framing of events by Journalist play a critical role in the way society come to understand a given phenomenon, it influences the views, opinion, attitude and change their perception (Aviewe, 2016) for example leading articles in Newspaper influence the readers who form their opinion about an issue mainly on

the basis of argument contained in them. The following depiction` highlights how the framing process occurs in the news and its effect in the news:



**Figure 2.1: Conceptual Framework of Media Framing of Police Activities in Tanzania**

**Source:** Researchers conception of the study variables

The above depiction indicates that news frames come from news sources and journalists. News sources include all stakeholders that journalists will ask about an activity. In terms of this study, these involves news sources making inputs about police activities in Tanzania. With those inputs journalists receive news sources frames but they too have their own frames. Journalistic framing means journalists through their daily routine, conventions and practices they have frames through which they deliver information. Thus, news frames are born. These news frames have direct bearing on the final product i.e., the news. The frames encourage some interpretations and discourage others although news details may remain the same. This may encourage or discourage conflict, negativity, personification of the news, demonization of the police image etc.

## **2.7 Theoretical Framework**

This study used Framing theory. This theory was expounded by Entman (1993) who explained it as to select some aspects of a perceived reality and make them more salient in a communication text, in such way as to promote a particular problem definition, causal interpretation, moral evaluation and treatment recommendation. The key features in this conceptualization are not only the selection process, but more so the intention of the frame sponsors, which is to influence at different levels how an issue is considered for action.

This theory states that media focus attention on certain event and then place them with a specific field of meaning. This field of meaning can have an effect on the audience belief, attitude and behavior by connecting a particular meaning or interpretation on an issue. Journalist decide what fact to include and what not to (Entman, 1993). Framing refers to how the media package and present information to the public. Media highlight certain event and then place them within a particular context to encourage or discourage certain interpretations. In this way the media exercise a selective influence over how people view reality.

Framing is where media highlight certain event and then place them within a particular context to encourage or discourage certain interpretations. Framing influences the decision-making process by highlighting particular aspect and eliminating others. For example, Newspapers frame the news within a particular viewpoint, this can change the perception of the issue among the readers. Framing is



used to represent the communication aspect which lead to the people's preference by consenting one meaning to another which influences the decision-making process by highlighting particular and eliminating others. It is an important aspect where an issue can be highlighted to make sense of the event, it regulates the audience's perception and also the acceptance of a particular meaning. Media plays an important role in the people's perceptions; the negative framing can create a huge impact upon the people therefore media should not support any principles and thus the people can make their own decision.

Assumption of Framing Theory.

- i. Journalist select the topic they will present and decide how they will present.
- ii. Audience interprets information through their own frames, audience frames may overlap or contradict the media frame.
- iii. Frame are reinforced every time they are evoked, whether positively or negatively.
- iv. Frame building is a systematic process that occur over time.

This theory is relevant to this study, because it helped the researcher to understand media framing, and in this case, Police force activities in Tanzania. In other words, the theory helped researcher to understand how Police force activities are presented in Newspaper; which influence the choice people make and what make them change their perception against this law enforcement agency.

This theory helped a researcher in understanding and revealing different framing practices in reporting Police force activities by selecting what to report on a particular issue and silencing another through the choice of headlines and vocabulary employed which helped the researcher in identifying news frames used in *Mwananchi* and *Habari Leo* Newspaper reports on Police force activities. Framing theory helped the researcher to conduct a content analysis of every news article published concerning Police force activities to identify the major frames employed and assess the credibility of *Mwananchi* and *Habari Leo* Newspaper in reporting the Tanzania Police force activities.

This theory is relevant to this study as it helped the researcher in analyzing Newspaper reportage of Police force activities by establishing the content reported in *Mwananchi* and *Habari Leo* news reports on Police force activities in Tanzania. The content analysis results helped the researcher in understanding how Police force activities are framed in news stories to the extent of altering public attitude toward Police.

## **2.8 Review of related Literature**

### **2.8.1 Content reported in News Reports on Police Force Activities**

Geffey (1992) argues that the Police and the Newspaper are two organizations that interact regularly. The Newspapers need the Police to supply them with information about crimes, the Police need Newspaper to improve their image within society, frame and publicize major crimes or crime patterns and to publicize wanted persons. The relation is not always productive because the two do not always work

cooperatively because when miscarriage of justice occurs, the Newspaper report. It is true that Police miscarriage of justice might lead news reporter perceive Police force negatively and report them with a negative frame hence their image and reputation in community become bad, and the community will perceive them in a negative light as framed by news reporter in news. Similarly, Police force image suffers in Newspapers because of involvement in serious crime like murder, assault, corruption, lack of deterrent measure to prevent crimes, arrogance, aggressive, abuse of power and brutality. Police involvement in serious crime can lead Newspapers to report them negatively i.e frame them in negative light. Therefore, Police force should improve service delivery to enhance communication and improve image, also they should be encouraged to change and accept the values of democratic policing (Potgieter, 2014).

Also, Akupunonu and Ndidiamaka (2014) argues that Police misconducts such as bribery, extortion, mass arrest and detention, illegal bail charges and corruption undermine integrity of the force which result Newspaper perceive Police force in negative and reporting them negatively, therefore Police force should provide an improved service to public and follow Police code of conduct in their day to day Police activities. Social reality in contemporary world is predominantly constructed by the mass media including Newspapers. Mass media play an important role in public perception of Police force and in creating its image, therefore mutual relationship is important both for Police and media (Kesetovic, 2007). It is true that if Police force have mutual relationship with mass media such as Newspapers, news reporter might perceive them in good manner hence report them in positive frame.

In relation to that, Newspapers are powerful forces for Police accountability and they are often critical of Police practices. For instance, in Tanzania, Police force is blamed in media in some cases for taking part in extra judicial acts against Journalist, unlawful arrests, intimidation and declaration of journalists' equipment which is against Constitution (Arusha Press Club, 2020). This argument is also supported by Skolnik (2016) who argues that mass media are primary image builders in contemporary society. Therefore, Police force should be legal accountable in making arrest, search, seizure and interrogation so as to build their public image through mass media. Mostly importantly, Police organization must strategically control their external environment in order to maintain organization legitimacy, exploiting relationship with news reporter, in fact Police and Newspaper interdepend each other, media promote Police organization and news personnel use Police force as source of crime information (Barlow, 1995). Thus, they need to have mutual relationship which will make news reporter perceive Police force in positive light hence fairly report Tanzania Police.

Hohl (2011) argues that interaction between Police force and mass media depend on Police accountability and practices. Citizen perception and attitude toward Police force not only is influenced by media framing but also service provided. Police should treat citizens with fairness and respect and that citizen views are heard and considered. Police force provision of good service to public will help public to understand Police role, close contacted them and co-operated with them in performing their duty.

Media reports connected to Police activities and Police procedures presented in the mass media have a crucial role in the development of people's attitudes toward Police organization. Police organization must contend with mass media in order to manufacture a legitimate reputation (Chermak and Weiss, 2005). Police force should exploit their relationship with news media so as to increase public trust, because public will be connected to presentation of Police activities in mass media.

The issue of public trust is increasingly connected to the presentation of Police activities by mass media (Gorazd, 2006). Police organization must strategically control their external environment in order to maintain organizational legitimacy and one way to accomplish this goal effectively is by exploiting their relationship with the news media.

### **2.8.2 News frames used in reports of Police Force Activities**

Newspapers portray the Police in a negative light; they are portrayed as being biased and favoritism when providing services, giving poor customer services, treating people harshly, using rude language, intimidating people, torturing people, and abusing their authority, all of which contribute to the public's negative perception of the Police and mass media (Jones, 2015). This is also supported by Ronald (2014) who argues that mass media coverage of Police behavior and misconduct such as verbal abuse, excessive force, unwarranted stops and corruption structure public bad attitudes toward Police force. If Police force provide bad services to public, Newspapers will frame them in negative.

Akankasha (2020) argues that Newspapers influence readers who form their opinion about issue mainly on the basis of argument containing in the leading article. Biased, media frame Police force activities negatively and influence the mass therefore newspapers should adopt code of conduct by which they should report Police force objectively and in impartial manner. In reporting Police force, Newspapers use negative frames which influence public in forming their opinion about Police force.

Also, Jones (2015) argues that globally there is negativity representation of Police force in mass media such as Newspapers. Newspapers should create a code of conduct by which they should report Police force in an objective and fair manner so that the public may make their own decision. Police force is described as corrupt, favoritism, bias, offering inadequate services, torturing individuals, and improper use of legal power. Journalists gather and prepare news in a package of simple language that the public is interested to read and understand communicated message. In preparing news journalists adopt an angle and include material facts which have an impact on the reader (Media policy and planning issue in reporting- a report of seminar held at Nairobi, October 1990).

Similar to the above statement, newspapers cover Police force activities by applying the concept of framing, the principle of selection and salience in media content, which contribute in structuring public responses by directing attention toward some aspects of Police force activities (Entman, 1993). Framing in Newspapers structure public response. For example, if Police force is negatively framed in Newspapers, the

public will perceive Police force in a negative manner. Newspapers are very powerful tool of propaganda; they shape public opinion. Reading an article in Newspaper influences the readers who form their opinion about an issue mainly on the basis of argument contained in the leading article (Akankasha, 2020). Framing in Newspaper influence public in forming opinion for example if Police force represented negatively in Newspaper public will perceive Police force in negative way.

Gunde (2015) argue that there are various factors which influence news frame including ownership of Newspaper, market forces, editorial policy and media policy which also influence negative framing of Police force activities. The above factors have an impact in deciding what to report and which fact to include in news stories whereby Newspapers can report an issue positively or negatively.

The representation and framing of events by news sources play a critical role in the way society come to understand a given phenomenon (Vermilya, 2019). For example, the use of force by Police officers against civilian is covered regularly by news media outlets which has an impact on people's perception against Police force. Framing of event has an impact on people's perception of an event. But also how people who happen to be sources frame an event positively or negatively have an impact news frame selected in reporting that event. Globally, the basic mission of the Police force is to prevent crimes and disorder and this translates into mass media measuring Police force efficiency by absence of crime and disorder. Therefore, if Police force fail to perform their duty, they will be represented negatively in

Newspaper (Vuma, 2012). If crime increases mass media report Police force in negative frame so as Police force to take measure to overcome crime.

### **2.8.3 Newspaper Credibility in Framing Police Force Activities**

Mfumbusa (2003) argues that mass media has an influence to public therefore should consider ethical standard in reporting so as to influence public positively. It is true that the issue of public trust is increasingly connected to the presentation in news. But, still in mass media Police force is presented negatively. News stories present one sided therefore mass media such as Newspapers need to present Police force activity objectively.

Etman (1993) argues that Newspaper coverage in application of framing as the principle of selection and salience in media content, in application of framing is where presentation of bias content occurs. Everything that a journalist writes or broadcasts has an influence to people, this influence can be good or bad (Chinyamwaka, 2008). For example, if Newspaper report Tanzania Police force negatively, this will influence public to perceive Police force negatively. Therefore, Newspapers need to practice in an accountable and responsible way by presenting accurate, balanced and fair, truth, being independent, accountable, objective and impartial.

Reymond (2014) argues that Newspaper play a monitorial and surveillance role of state institution such as Police force and Court. In playing monitorial and surveillance of Police force, newspapers require neutrality in reporting Police force activities. This is also supported by (Romi, 2020) who argues that newspapers in



Tanzania make Police force accountable. Public engagement through mass media promotes more effective Police accountability. In Tanzania mass media play the same role of monitorial and surveillance making sure Tanzania Police force works accountably and responsibly in playing their role of detection and prevention of crimes and maintain law and order.

The relationship between Police and Newspapers strongly influences the way in which crime news is reported. Still in mass media, the Tanzania Police force is presented negatively. Media owners tend to influence the editorial direction of their Newspaper just because of their own economic and political interest, leading Newspaper being bias in favor or against someone or something (Msinza, 2018). Similar to that Chan (2015) argue that news values, including the sacred belief in objective reporting, are questioned in the light of controversies over editorial judgement within and outside the newsroom. It is true that media owner influence editorial direction which has an impact in reporting truth accurately. For example, if a media owner because of his own interest is against Tanzania Police force his media will cover biased content against Police force by defending owner's interest, but his newspaper is supposed to be objective.

Dahl, T (2019) argues that same event can be reported different by different media that is what we called media framing. The message that we receive in mass media is not neutral but show the power and angle of view of political and economic elite behind the news. Mass media do report event in different way depending on various

factors such as media policy, owner interest, market force, journalist personal interest which lead reporting un objective, inaccuracy, untrue and biased contents.

In reporting Police force activities, journalists report both balanced and biased contents. This can influence the choice people make, people improve a specific conceptualization and change their perception (Aviwe, 2016). In reporting Tanzania Police force, reporters may also unconsciously reporter both balanced and sometimes biased contents which influence public in making decision.

Gliguie and Edemk (2003) argues that Newspapers play a central role in engaging public in the process of decision making and stimulating wide and inclusive debates on public matters. The application of framing is where mass media package and present information to the public by placing it with a particular context which has an impact to public in making decisions. For example, if Tanzania Police force is presented negatively in mass media, audience will perceive it in negative way, therefore newspapers need report objectively.

## **2.9 Knowledge Gap**

Studies about newspapers framing of Police force activities show that there is negatively representation of Police force. Police force is presented as corrupt, favoritism and biased in providing services, providing poor service, harsh treatment, rude language, intimidating people, torture people, abuse of power which encourage negative perception from public and mass media (Jones, 2015). But there is no any

study that assess *Mwananchi* and *Habari Leo* Newspaper framing of Police force activities in Tanzania.

Newspapers are very powerful tool of propaganda as they shape public opinion. Article in Newspaper influence the readers who form their opinion about issue mainly on the basis of argument in news. Newspaper should adopt code of conduct by which they should report news and views in objective and impartial manner.

Therefore, this study assess media framing Tanzania Police force activities, to establish content reported in *Mwananchi* and *Habari Leo* news reports on Police force activities in Tanzania, identify news frame used in *Mwananchi* and *Habari Leo* Newspaper and assess credibility of *Mwananchi* and *Habari Leo* Newspaper in reporting the Tanzania Police force activities.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter covers research approach, research design, target population, area of the study, sampling technique, sample size, data collection procedures and instruments. It also covers data analysis procedure, reliability and validity of research tools and ethical considerations. Under this section the research also presents tools used during data collection. Moreover, it identifies analysis techniques that were used.

### 3.2 Research Approach

While the study set out to be more qualitative following interpretive paradigm, it as well employed quantitative methodologies and thus a mixed methods approach was used to capture both aspects in relation to media framing of police force activities in Tanzania. The combination of qualitative and quantitative methods is considered appropriate using inductive and deductive reasoning, in the content analysis to produce a general, comprehensive and representative picture of media framing of police force activities. According to Venkatesh et al (2013) mixed method research is empirical research that involves the collection and analysis of both qualitative and quantitative data. The approach incorporated strength from each method while also addressing weaknesses and thus complementing each other.

### 3.3 Research Design

Research design outlines how the research is expected to be carried out. It is regarded as a “Blue Print” for collection, measurement and analysis of data. It underpins issues concerning the techniques to be used to gather data; sampling procedures as well as how time and cost constraints will be dealt with (Creswell & Clark, 2017). This study is designed as a descriptive study. The description is for both qualitative and quantitative data. This helped to establish content reported in *Mwananchi* and *Habari Leo* news reports on Police force activities, identify news frame used in *Mwananchi* and *Habari Leo* Newspaper and assess the credibility of *Mwananchi* and *Habari Leo* Newspaper in reporting the Tanzania Police force activities.

### **3.4 Study Area**

According to Kothari (2004) study area refers to the geographical location for which data were collected. In this study, data were collected at Kigoma regional library, Kigoma Town where the researcher also resides.

### **3.5 Population**

The population is the entire group or things involved in the study. This involves the population of all respondents a study will use to generate the required information in the study (Kothari, 2004). For the purpose of this study the population included all newspapers copies from Mwananchi and *Habari Leo*. The study used news articles from *Mwananchi* and *Habari Leo* Newspapers, which reported about Tanzania Police Force activities, published between January and June 2022. Only stories related to Police were read and analyzed.

### **3.6 Sampling Procedures and Techniques**

Kothari (2014) defines sampling as the process used to select a sample or content which would be studied or observed in the entire population under observation, essentially representing a fraction of it. In this study, the researcher used the whole population sampling for the quantitative part and used purposive sampling for qualitative analysis of stories. Stories reporting on police activities were sampled for content analysis, published between January and June 2022.

### **3.7 Sample Size**

The sample size refers to the number of items to be selected from the universe/population to make up a representative sample of the total population (Kothari, 2004). This study used 178 stories all of which reported on police force activities during the period under study whereas 21 purposively selected news stories were followed for the qualitative part and the researcher ensured that research questions are thoroughly answered and that no new information on the topic is given apart from repetition of the same available in other news articles. This was a saturation point and the researcher stopped to qualitatively analyze such stories.

### **3.8 Data Collection Methods**

A research method is simply a technique for data collection, which can involve a specific instrument, such as a self-completion of questionnaire or structured interview, schedule, or participant observation whereby the researcher listens to and watches others Bell et al (2022). Research methods are also mechanisms, which the researcher employs during data collection (Krishnaswami, 2003). The researcher used content analysis to collect all data from the news articles published between January and June 2022. Only stories related to Police were selected, read and analysed. The study used this method because it is appropriate to this research, it provides the result and information which are descriptive (Kombo and Tromp, 2006). The type of content analysis that is Conventional Content analysis and Summative content analysis. In conventional content analysis, coding categories are derived directly from data, while summative content analysis involves counting and comparison, usually of keyword or content (Kombo and Tromp, 2006). Conventional

content analysis was used in this study in analysing framing practice in *Mwananchi* and *Habari Leo* Newspaper representing Tanzania Police force in selecting what to report of a particular Police activity and silencing another, through the choice of headline and vocabulary employed.

Also, Summative content analysis was applied in examining the representation of Tanzania Police force in the two selected newspapers through comparing and contrasting *Mwananchi* and *Habari Leo* Newspaper framing of Tanzania Police force activities, two selected newspapers were analyzed to find out how do government and private owned Newspaper represent Tanzania Police force.

### **3.9 Data Analysis**

The researcher applied both quantitative and qualitative analysis, where by data were analyzed using critical discourse analysis to assess *Mwananchi* and *Habari Leo* Newspaper framing of Police force activities in Tanzania from January - June 2022. Data were analyzed using critical discourse analysis to unpack the representation of Tanzania Police force in two selected newspapers. Comparing and contrasting *Mwananchi* and *Habari Leo* (private and government owned) Newspapers' representation of Tanzania Police force.

*Mwananchi* and *Habari Leo* Newspaper content were analyzed from January to June 2022 with focus on their framing of Tanzania Police force. The findings on the content reported in *Mwananchi* and *Habari Leo* news reports on Tanzania Police force activities, identifying news frame used in *Mwananchi* and *Habari Leo* Newspaper and assessing credibility of *Mwananchi* and *Habari Leo* Newspaper in

reporting the Tanzania Police force activities were triangulated with each other. The data analysis process was carefully related to research question formulated. The data obtained from *Mwananchi* and *Habari Leo* Newspaper copies were analyzed in line with how they frame Police force activities, content reported in *Mwananchi* and *Habari Leo* news reports on Tanzania Police force activities, to highlight news frame used in *Mwananchi and Habari Leo* Newspaper and assessed their credibility in reporting the Tanzania Police force activities.

The researcher also used thematic content analysis for qualitative analysis. First, the researcher identified patterns and interconnections between various different news elements within one news story (which was a unit of analysis for this study) then after reaching to 21 articles where it was that no new patterns were detected the researcher mapped the themes where the researcher sought to highlight themes and even more subcategories as was appropriate. Then the researcher highlighted the mentioned interconnections, interrogated them and then expanded the discussion to reveal the meaning of each theme.

### **3.10 Data Presentation**

Data collected are presented using statistical frequencies in percentages, graphs, quotes, summary and paraphrases/descriptions and their explanations to show the nature of *Mwananchi* and *Habari Leo* Newspaper framing of Police force activities in Tanzania from January to June 2022.



### **3.11 Ethical Considerations**

Ethics are regarded in this study as codes of behavior considered correct. It is crucial that all researchers are aware of research ethics. Ethics relate to two groups of people; those conducting research, they should be aware of their obligations and responsibilities, and the “researched upon”, they have basic rights that should be protected. This study was conducted with regard to fairness and justice by eliminating all potential risks of violating such codes of ethics. Ethical issues observed in this study include informed consent, right to anonymity and confidentiality, right to privacy, justice, beneficence and respect for persons” as Brink and Wood (1998) contend.

Moreover, the researcher asked for research permit and clearance from the Open University of Tanzania and other relevant authorities before embarking in the data collection process. After collecting data, the researcher thrived to present facts objectively and accurately, as far as the researcher is concerned the findings are for academic purpose only, and is to be made available and accessible for further academic researches.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Introduction

This study analyzed two newspapers' contents in the period of January through June 2022 with focus on stories of Police force activities in Tanzania. The data in this study are intriguing, showing a level of fairness not anticipated before by the researcher and yes there are also challenges to be addressed. In particular, this chapter presents data, analyses them and makes findings discussions. The data are presented alongside the respective specific research objectives which are to examine the content reported in *Mwananchi* and *Habari Leo* news reports on Police force activities in Tanzania from January to June 2022. Secondly, to identify news frames used in *Mwananchi* and *Habari Leo* reports on Police force activities from January to June 2022. Lastly, to assess credibility of *Mwananchi* and *Habari Leo* Newspaper in framing the Police force activities from January to June 2022.

#### 4.2 Contents published on *Habari Leo* and *Mwananchi*

##### 4.2.1 Topics Reported

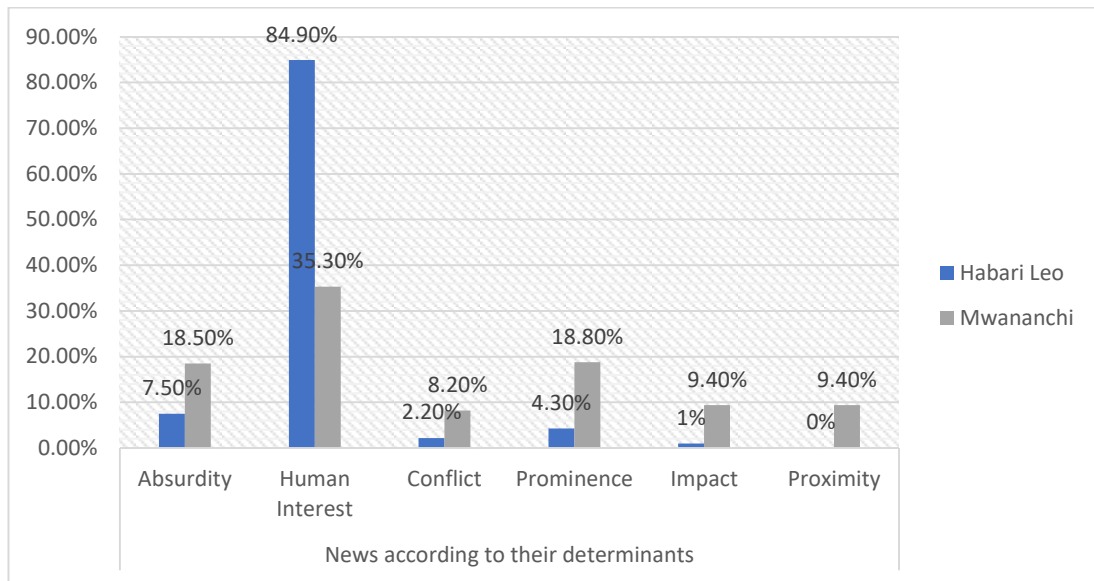
All the stories under study i.e. 178 stories identified relating to police force activities only 12 of them were not related to crimes while the rest were, ranging from Homicides, murder cases, corruption, suicides, fraud, drug trafficking, cybercrimes, and other crimes. As stated, articles dedicated to other issues concerning Police activities were 12. These articles were more about how to improve the Police force like laws governing Police activities, Police administrations and traffic accidents.

*Habari Leo* reported on 31<sup>st</sup> January 2022 that six people were murdered in Kilindi district in Tanga region on January 30, 2022, due to the conflict between an agriculturalist and livestock keeper. The chief of special operations of the Police force SACP Mihayo Nsekela said that Police force investigated the incidents that led to apprehending 40 suspects of the murder. In the story, *Habari Leo* reports that in the operation, the Police had found 11 guns, 10 bullets for shotgun, 70 lolls, four sword including ones used to kill a mother and her child.

Also, the Police force was able to find a car with registration T.936 CNE which was used by the suspects to escape after committing murder. An example of accident stories read, is of May 2022 which reports that 38,276 motorcycles broke the Road Act by speeding, driving without a driving license, driving drunk, exceeding a passenger, and driving a motorcycle without motorcycle insurance. Mutafulungwa said that motorcycles are the main source of road accidents and added that the Police force will take measures to prevent road accidents.

#### **4.2.2 News Determinants**

Related to human lives are the cases that dominate Police activities covered during the period.



**Figure 4.1: News According to their Determinants**

**Source:** Field Data 2022

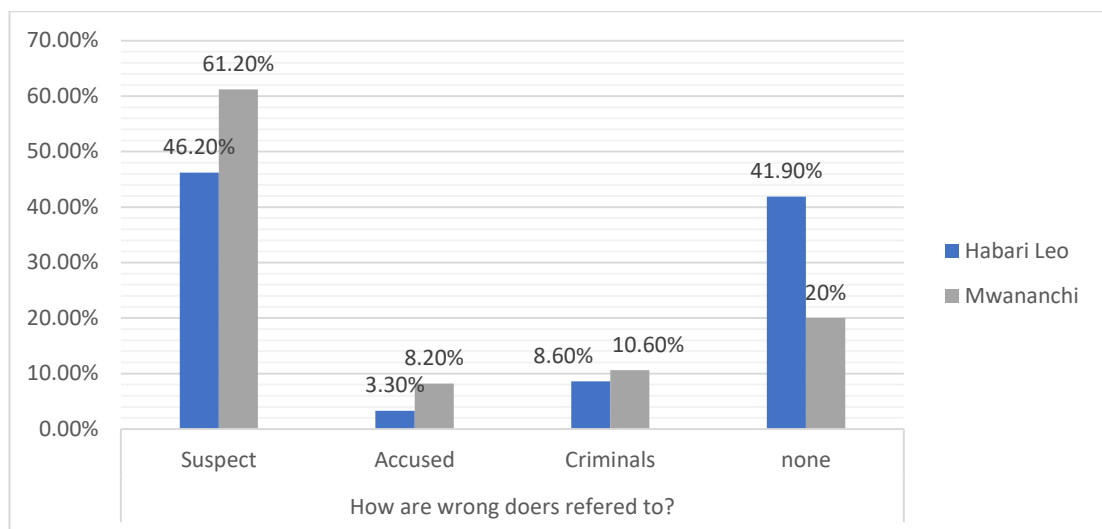
The contents published in the two newspapers as indicated in the above diagram show that human interest stories dominated. These were stories based on dangers faced by ordinary peoples experiencing sufferings and deaths. Most police stories reported are based on murder, homicides and other human sufferings.

#### 4.2.3 Journalistic Details

The stories read had overall fair distribution among the journalistic 5W+H, except for the why news detail. Newspapers focused on the who did what where when how and neglected the reasons or rather root causes of such incidents like to answer the question why. While it might be normal to report crime cases without pinpointing to the factors or rather determinants, it is likely a revelation of the small lenses through which journalists see Police forces. Lacking of perspectives that indicate Police forces activities and their rationality maybe strategically so to make sure blames are avoided and where necessary no one other than the suspects are incriminated.

#### 4.2.4 News treatment of Suspects

The newspapers under study fairly treated suspects in their coverage of Police activities *Mwananchi* called them suspects by 61.2%, *Habari Leo* by 46.2%. but a nil number of articles slipped and condemned the suspects naming them as criminals as shown in the diagram below:



**Figure 4.2: News treatment of Suspect**

**Source:** Field Data 2022

Media is not the jury and therefore is not supposed to declare a person criminal during justice proceedings. Media should let the court of law prosecute justice for victims and suspects. The tendency of labeling suspects as criminals or accused before they are actual confirmed so or put in formal trial is violation of human rights. Someone remains innocent till the court makes judgement about the case they are suspected.

#### 4.2.5 Emerging Themes in the Coverage

Reading the contents posted in *Habari Leo* and *Mwananchi* for the mentioned period, there were many themes that emerge. For the sake of this study scope, four themes were identified and presented below:

### **Police trust is low**

The read articles indicate one form or another of the clashes between Police activities and civilians or victims besides the suspects. In 18 articles Police have been directly accused or blamed of mishandling the situations. In some articles, Police integrity is in questions and sometimes even committees are said to have been formed to investigate Police activities in connection to extra judiciary actions attributed to them. Police use excessive force, Police are killers too, Police receive bribes and many accusations made.

### **Police are less proactive**

The two newspapers have portrayed Police as reacting to what is going on rather than working to prevent crimes. In different stories the Police force has come to rescue after conflicts have ensued, after murder have been committed and after other crimes were committed. It is likely that there was no way for the media to know how many stories Police have prevented from happening. But as things stand, the Police force in Tanzania is framed as the reactive force rather than the proactive.

### **Crime fighting**

As mentioned earlier, nearly all stories were about some sorts of crimes. It is true that the Police work to ensure the safety of the people and their properties. In Tanzania,

the Police if framed in as crime fighters and all the stories in the two newspapers attribute them to crime fighting. The meaning of it is that whenever one sees the Police, such person is likely to attribute their presence with some sort of crimes.

### **Police are capable**

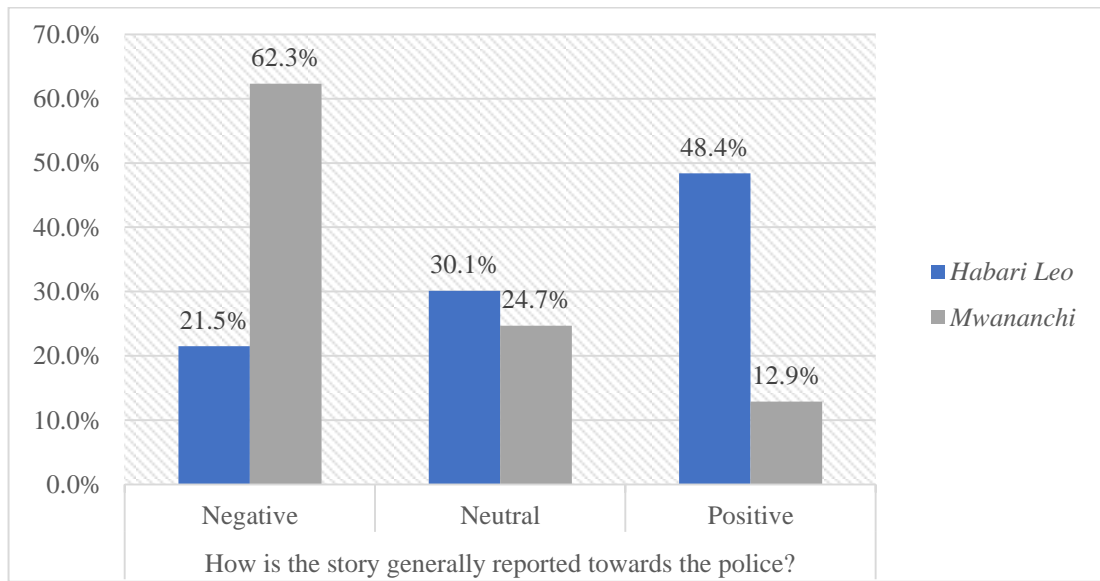
Despite the accusations, blames and whatever else was thrown to the Police, the two newspapers heavily reported Police as the force capable of safeguarding the citizens and their properties. Most stories portray Police as Bonafide to the public for security reasons.

## **4.3 Media Frames**

The second objective of this study was to identify news frames used in *Mwananchi* and *Habari Leo* reports of Police force activities from January to June 2022. News frames regarding to Police activities were assessed based on the already established criteria from literature review. The following are dominant news frames identified:

### **4.3.1 Negativity**

In terms of negativity and positivity, three criteria were used to identify the level of media tone towards Police force activities. Generally, Police force activities are reported negatively with *Mwananchi* at 62.3% and *Habari Leo* at 21.5%. The two media reportage of Police activities are negative and, in most cases, Police carries the blame for what happens in the field. The following figure shows the distribution of media reportage towards Police activities in the analyzed articles:



**Figure 4.3: Distribution of Media Attitude toward Police Activities**

**Source:** Field Data 2022

Astonishingly, suspects are treated with civility than the Police who are executing justice in the newspapers. In some cases, Police were blamed for misconducts although the news could not show any such evidence of the wrong doing. The negative frame was used to report the Police during the period of this study. A story in *Mwananchi* (13 June 2022) may be summarized as follows:

*“In Tarime District, Mara region, various stakeholders including the Police force, social workers, and non-governmental organizations have taken some measures to overcome FGM. The commanding officer of Sirari District Festo Ukule said that the Police force takes measures to eradicate female genital mutilation by providing education to citizen about the effects of female genital mutilation. They conduct Police operations to find suspects committing the offense. Social worker officer Sirari District Siwema Silvester said that they have an understanding with retired traditional midwives to stop doing genital mutilation. She insisted on giving information about people who are still doing that action and forming*



*economic groups for economic development to reduce the malpractice”.*

The news article shows the effects caused by female genital mutilation and various measures taken to overcome female genital mutilation (FGM) but the tone of the story is negative towards the Police showing that they are not doing their job enough and female genital mutilation still takes place in many areas of Mara region under their watch. Some of these FGM acts are being done in the open while, yes, others are discreetly done in secrecy.

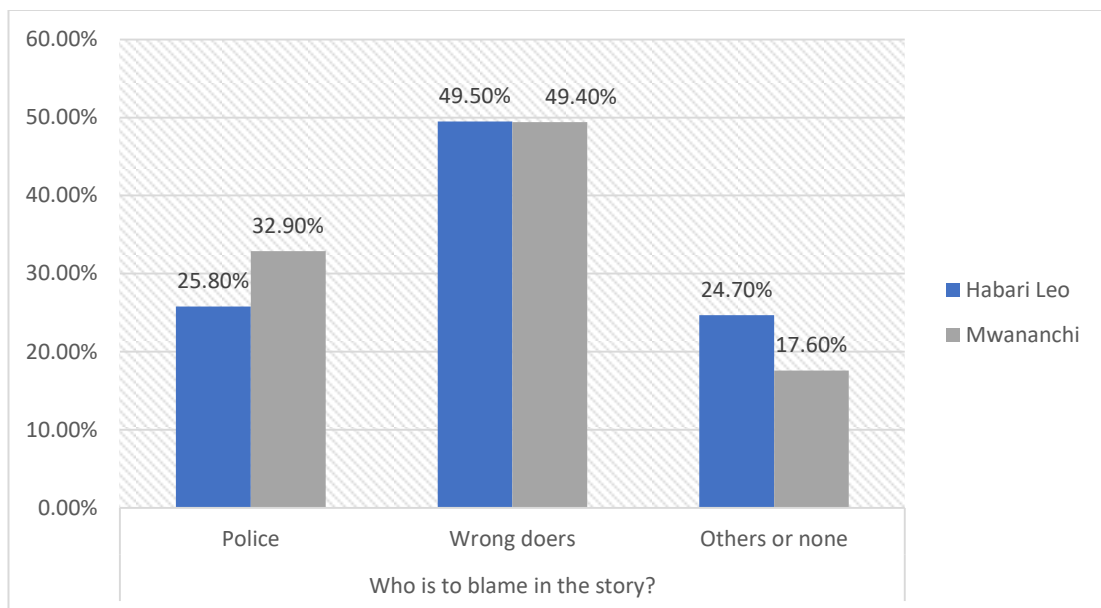
Another negative coverage of the Police was about:

*“Agrochemical businesses in Newala, Mtwara region. It is about a suspect who was using the name of the Prime minister of the United Republic of Tanzania Hon.Kassimu Majaliwa in selling fake agrochemical. The suspect used his fake products claiming they were agrochemical given by the government. Addressing the citizen Shaka Hamdu Shaka Secretariat of NEC CCM of ideology and propaganda said that businessmen use person names in marketing and selling fake agrochemical. The person was arrested by Police force a few days later. But he was soon released without proper legal action against them. What made it difficult to arrest him earlier? Was this due to his economic status”?*

The reporter associated the delay in arresting the suspect with corruption thereby branding Police force negatively. The story blames the Police force's failure to arrest suspects who sell fake agrochemicals products on time. These are dangerous to the agriculture sector in Mtwara region. The story call for more sources such as agrovets, farmer unions and organizations, the government and many others for their viewpoints. It was supposed to include comments from a specialist in agriculture, agriculture unions, and farmer-based organizations in Mtwara.

### 4.3.2 Attribution of Responsibility

Attribution of responsibility frame was assessed where Police, suspects and other actors as sources were examined in the reported news. The results clearly show a high level of attributing responsibility to Police. Although a good number of responsibilities was pinned against suspects and wrong doers, a substantial portion of reported news blamed the Police for the troubles. Take a look at the distributed responsibility in the figure below:



**Figure 4.4: Attribution of Responsibility**

**Source:** Field Data 2022

In this figure *Mwananchi* in 32.9% articles attributed responsibility to the Police while *Habari Leo* followed closely at 25.8%. Police are blamed for especially mishandling crimes. It seems the media point fingers to weaknesses during Police

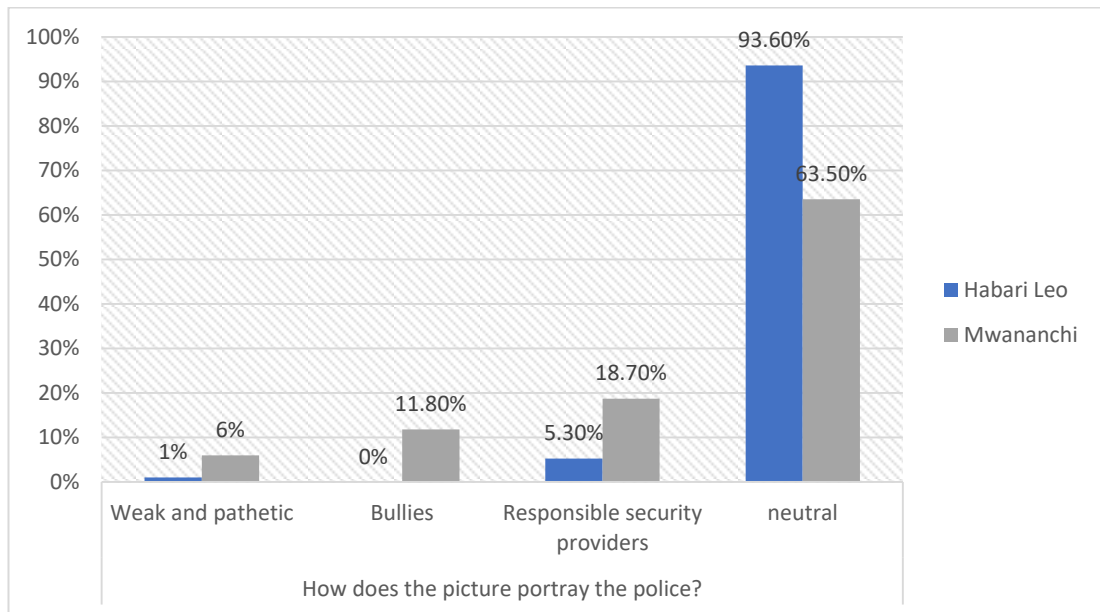
execution of justice. There was a story in *Mwananchi* about congestion in Police lockup and prisons. In summary:

*“The reporter tried to show that in Zanzibar despite having a good government plan for prisoner behavior corrections, nowadays prisoners are doing hard work in prison and their number is increasing because of several factors which government needs to adjust. One of the great problems is investigation taking long time even for petty criminal cases, denied bailing of suspects even in bailable offences and long sentences for small crimes. The article says that the government needs to make changes to overcome the congestion of Police lock-ups and prisons. The article says that the government should look at and reform bail conditions”.*

The summarized article above indicates the problem that the Police deal with the bail procedures and investigations on criminal cases. But due to difficulties in bail conditions some of the suspects fail to get bail. Indeed, the blame is that Police investigations take too long to complete thus eventually leading to congestion in Police lock-ups and prisons. In a way this puts responsibility on the Police rather than on the suspects who commits petty crimes.

#### **4.3.3 Visual Framing**

This study turned to visuals used to present the Police activities. In this respect the distribution was across variables such as weak Police, bullies, responsible force and neutral. The neutral variable also meant stories without visuals in which there were 93.6% and 63.5% for *Habari Leo* and *Mwananchi* respectively. Police stories barely contains any visuals.



**Figure 4.5: Visual Framing of Police Force Activities**

**Source:** Field Data 2022

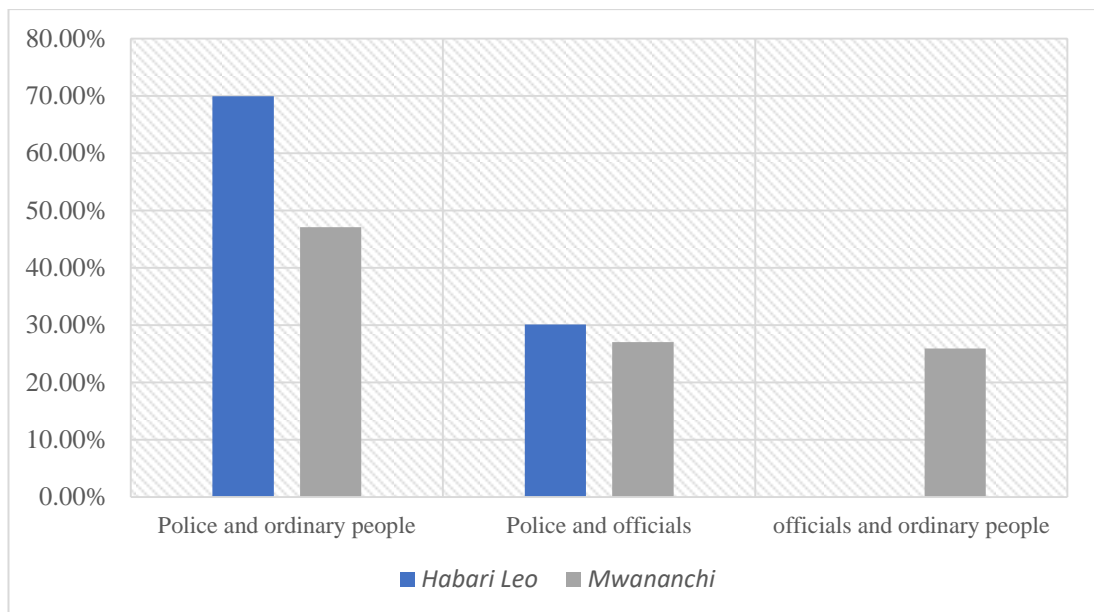
Interestingly, the share between bullies (11.8%) and weak (6%) Police on one hand almost matched the portrayal of Police force as responsible force in *Mwananchi* (18.7%). *Habari Leo* kept a low tone in terms of Police depiction with none of the picture portraying Police as bullies while only 1% showed they showed weaknesses in justice conduct.

#### 4.4 Credibility

This study in the end attempted to assess the credibility of the newspaper towards Police force activities in Tanzania during the period under this study. The data show that to an extent *Mwananchi* and *Habari Leo* Newspaper were objective in their framing of the Police force activities.

#### 4.4.1 Sourcing Objectivity

First, the research sought to see where in most cases the Police stories come from. The framing seems to suggest that Police deal with ordinary people per-se. The meaning of this setting is that Police deal with ordinary people crimes. In other words, Police deal with petty crimes and not grand crimes. These petty crimes can be as serious as homicides and murder. Meanwhile crimes committed from other areas such as in government, its institutions or corporates are not the level for the Police to deal with.



**Figure 4.6: Sourcing Objectivity**

**Source:** Field Data 2022

On 6<sup>th</sup> March 2022 *Habari Leo* reported the following as summarized:

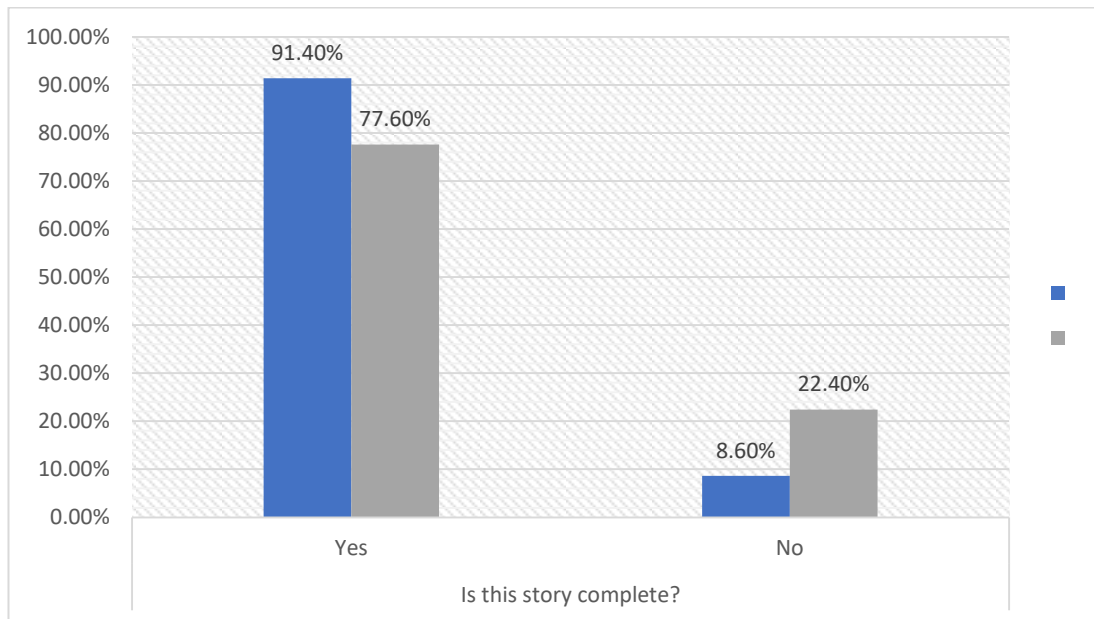
*“It was about the murder of a pregnant woman Jacqueline Samweli (19) from Mpasa village, Nkasi District in Rukwa*

*region said to be killed by her husband Didas Kasoro who then buried her. Addressing mass media, Regional Police commander Rukwa region said that the murder occurred due to family conflict between wife and husband and husband left the house after committing the offense. After investigation, the Police were able to find the suspect and place where the dead body was buried. Health official Dr. Englibert Kapembwa examined the cause of death by doing a postmortem. He found that the woman died due to injuries that caused internal bleeding making her loose lot of blood. Village chairman Ramadhani Mtimkavu said that the two of them fought many times, a statement to which many other villagers attested”.*

The story uses diverse sources and thus is said to be objective as it balanced the views of different sources giving opinions and views such as the Police force, medical practitioners, village chairman, and citizens. Journalists do not go to balance story to suspects as is tradition.

#### **4.4.2 Story Completeness**

The study attempted to assess the completeness or lack of it in the story by looking at the presence of important news details. It was especially important to assess whether there were some questions to the story that were left unanswered by the reporters. The following figure indicate the distribution of stories between those that were deemed complete and those that were incomplete in some sense.



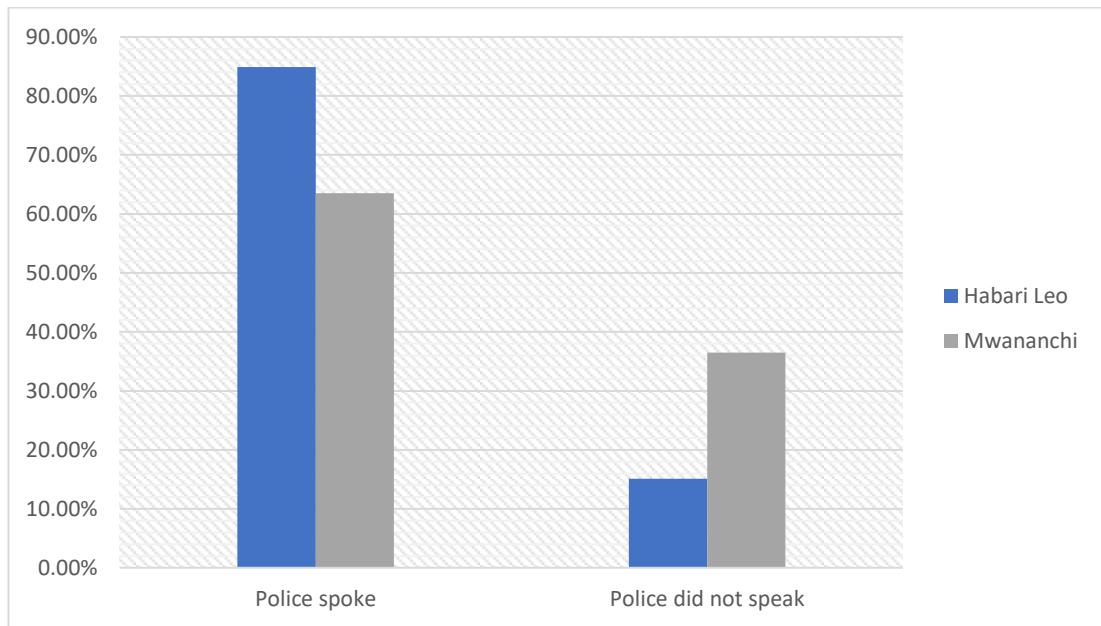
**Figure 4.7: Story Completeness**

**Source:** Field Data 2022

The story details that the researcher sought to assess include the famous 5W+H which is a model of questions used by journalists to exhaust news details. In most respect the why detail was the most missing than the rest. Not as anticipated, the how details were well covered in the Police activities coverage. No wonder the Police were framed negatively by putting their work to too much scrutiny.

#### 4.4.3 Police Voice

This variable looked at whether the Police views were included in the final piece of news published. Yes, wherever accused of misconducts and wherever Police were involved they actually got a chance to speak their own point of views. In the stories with Police views, they show that Police play their roles to prevent crimes and apprehend suspects of murder crime, educating citizens on what to do to avoid misunderstanding and in general Police are benevolence.



**Figure 4.8: Police Voice in News Published**

**Source:** Field Data 2022

Though in some stories Police did not speak, but generally the news about them always contains their voices in one form or another. Besides, it is not taken as their job to brief the media. But as it has been pinpointed already, Police got leverage to speak their voices to the public. There was a story on drug transportation by airplane, one citizen from India who was flying from Harare Zimbabwe was caught at Julius Nyerere International Airport by Police with 17 kilograms of heroin. The story was reported on 19 April 2022 in *Habari Leo*. The story in summary:

*“A person known as Rockhole Lhungdim Indian citizen who was traveling by airplane from Harare Zimbabwe to Mumbai India through Tanzania Julius Nyerere international airport in Dar es Salaam, arrived at 10:00 am with ATCL airplane. He was at the passengers’ terminal area waiting for another plane to fly from Dar es salaam Tanzania to Mumbai India at 8:00 pm with his two bags. Police searched his bag before he proceeded with*



*travel. They caught him 17 kilograms of heroin which were well packed in his two bags. Regional Police Commander Tanzania Airport ACP Jeremia Shila commended the good work by the Tanzania Police Force to fight against drug business and drug trafficking in Tanzania.*

This indicate the viewpoint of the Police actually being explicitly articulated in the news. Another such story comes from *Mwananchi*. The news article was about the illegal transportation of migrants by one suspect Joachim Joseph the driver. In summary:

*“They were caught by the Police force in the Chemba district in Dodoma region transporting 15 illegal migrants from Ethiopia and Somalia by a car Toyota Land Cruiser Amazon. Addressing mass media Regional Police Commander of Dodoma region Martin Otieno said that the suspect changed the car registration number from T 752 BVL to SU 35970. Otieno said the suspect used a government registration number to make sure his car was not inspected by the Police. The Police force found another suspect who was doing illegal transportation of migrants. The number of illegal migrants in Tanzania is increasing and it is common in Kilimanjaro, Tanga, Morogoro, Manyara, Dodoma, Iringa, and Mbeya regions”.*

In the two stories, the Police force is given hearing in the story besides the positive coverage of their heroic activities. They speak their mind and the RPC also representing them speak from Police point of view. This disregard local sympathy towards illegal immigrants in Tanzania.

## **CHAPTER FIVE**

### **DISCUSSIONS OF THE FINDINGS**

#### **5.1 Introduction**

Key data from the previous chapter indicate that in the general outlook, newspapers were biased in their reportage towards the Police force activities during the period under study. It is however important to point out that while this is not surprising, the trajectory with which media has chosen to report the force in the both short and long run have serious implications on the image of the Police. Adversity towards the Police is ironic as the force ensures security of civilian and their properties. But in light of this study data direction, it is important to engage a serious debate that eventually may rightly answer the research questions. The following account is the typical discussions of the study findings arranged according to the research questions from chapter one.

#### **5.2 Nature of Content reported**

Akankasha (2020) argues that Newspapers influence readers who form their opinion about issue mainly on the basis of argument containing in the leading article. This study has pointed to the types of topics most covered as related to the Police force in Tanzania ranging from Homicides, murder cases, corruption, suicides, fraud, drug trafficking, cybercrimes, and other crimes. Other articles are dedicated to other issues concerning Police activities on how to improve the Police force like laws governing Police activities, Police administrations and traffic accidents. Newspapers are very powerful tool of propaganda; they shape public opinion. Reading an article in Newspaper influences readers who then form their opinion about an issue.

Potgieter (2014) argues that Police force in Tanzania have their image suffer in Newspaper because of involvement in serious crime like murder, assault, lack of deterrent measure to prevent crime, arrogance, aggressive, abuse of power, brutality and corruption. Indeed, Mastrorocco and Ornaghi (2020) argue that, when violent crime is less salient in the news, Police officers alter their effort allocation away from clearing violent crimes in favor of other Police activities because of an overall decrease in crime salience. In their study, the scholars found that Police behavior changes in response to the change in local news content. The same maybe relevant in Tanzanian context, whereas pointed Police are more related to crime fighting than other activities in the local newspapers content during the period under study.

On news details, the why element was discovered in this study to be inadequate among the articles in both newspapers. The rest of the details were well covered. Dahl (2019) argues that same event can be reported different by different media that is what we called media framing, message that we receive in mass media is not neutral but show the power and angle of view of political and economic elite behind the news. This is true when the why element is dropped out, maybe it is so to avoid necessary trouble of seeking out expert opinion, which actually is not welcome as it might put Police conduct under scrutiny. So, crime related news goes without establishing rationales of Police acts especially from pundits such as lawyers who otherwise could have answers to such questions.

*Habari Leo* and *Mwananchi* newspapers focused on the who did what where when how and neglected the reasons or rather root causes of such incidents like to answer the question why. Journalists are unable to report on all of an event's details simultaneously. By choosing to include or exclude details, or by highlighting salient details in a particular order, journalists unavoidably induce a preferred interpretation among readers (Ziems and Yang 2021).

Social scientists have experimentally manipulated framing devices related to Police violence, including law and order, Police brutality, or racial stereotypes, revealing dramatic effects on participants' perceptions of Police shootings (Fridell, 2017; Dukes and Gaither, 2017; Porter et al., 2018). Meanwhile, the representation and framing of events by journalists play a critical role in the way society come to understand a given phenomenon, it influences the views, opinion, attitude and change their perception (Aviwe, 2016). In this study as stories were mostly related to deaths from crimes, no wonder most of the news in the reported newspapers were based on human interest. Human interest stories dominated based on human life especially. Most Police stories reported are based on murder, homicides and torture. The representation and framing of events by news source play a critical role in the way society come to understand a given phenomenon (Vermilya, 2019).

Skolnik (2016) argues that mass media are primary image builder in contemporary society. Therefore, Police force should be legally accountable in making arrest, search, seizure and interrogation so as to build their image in public through mass media. In the studied media, the tendence of labelling suspects as criminals or

accused before they are actual confirmed so or put in formal trial, is violation of human rights. Media watchdogs have called attention to the tendency of news reports and Police department press releases to describe Police killings using language structures specifically designed to diminish the central, active role of Police officers in the killings (Moreno-Medina, et al, 2022). Newspaper in Tanzania makes Police force accountable, public engagement through mass media promote more effective Police accountability (Romi, 2020). Someone remains innocent till the court makes judgment about the case they are suspected. Newspapers are powerful force for Police accountability and they are often critical of Police practices. In Tanzania, Police force is blamed in media in some cases for taking part in the extra judicial acts against journalist, unlawful arrests, intimidation and declaration of a journalist equipment which is against constitution (Skolnik, 2016).

The major themes highlighted related to content published in *Habari Leo* and *Mwananchi* are first the newspapers show that trust in the Police is low. Akupunonu and Ndidiamaka (2014) argues that Police misconduct such as bribery, extortion, mass arrest and detention, illegal bail charges and corruption undermine integrity of the force which result Newspaper perceive Police force in negative and reporting them negatively. The read articles indicate one form or another of the clashes between Police activities and civilians or victims besides the suspects. Police have been directly accused or blamed of mishandling the situations.

In some articles, Police integrity is in questions and sometimes even committees are said to have been formed to investigate Police activities in connection to extra

judiciary activities attributed to them. Police use excessive force, Police are killers too, Police receive bribes and many accusations made. Scholars have demonstrated that controversial Police use of force against minority civilians prompts strong emotional reactions, increases support for body-cameras, changes beliefs about excessive force, and alters attitudes toward law enforcement (Mullinix et al 2021).

Police were less proactive in Tanzania as portrayed in *Habari Leo* and *Mwananchi* during the period under study. But stories such as those related to FGM as reported earlier show that Police force has initiatives to be proactive and prevent crimes before they happen. As argued, Police force in Tanzania have their image suffer in Newspaper because of involvement in serious crime like murder, assault, lack of deterrent measure to prevent crime, arrogance, aggressive, abuse of power, brutality and corruption (Potgieter 2014). *Habari Leo* and *Mwananchi* have portrayed Police as reacting to what is going on rather than working to prevent crimes. In different stories Police force have come to rescue after conflicts have ensued, after murder have been committed and after other petty crimes were committed. Maybe there was no way for the media to know how many crimes Police have prevented from happening. But as things stand, the Police force in Tanzania is framed as the reactive force rather than the proactive.

Another theme is Crime fighting where nearly all stories were about some sorts of crimes. It is true that the Police work to ensure the safety of the people and their properties. In Tanzania, the Police is framed in as crime fighters and all the stories in the two newspapers attribute them to crime fighting. The meaning of it is that

whenever one sees the Police, such person is likely to attribute their presence with some sort of crimes. A study in Nigeria revealed low compliance with the Anti-Torture Act and other constitutional provisions. Infractions against the criminal code, like sexual assault, intimidation, and deception, were reported. Education, training, and monitoring of officers, with strategic development of policing that will engender intelligence-based investigation is suggested to address these violations (Aborisade and Oni, 2020).

One study mentions that policing's core function is crime which involves preventing, investigating, and solving crimes. Secondly the study establishes that the public view that crimes are solved by Police. More importantly, the argues that these assumptions together are what this Article terms the Police myth. The public recognizes that there are unsolved mysteries and that Police are not perfect, especially when it comes to abuse and misconduct, but it also assumes largely that Police fulfil their core function (Baughman, 2021). *Habari Leo* and *Mwananchi* also indicate that Police force is capable. Despite the accusations, blames and whatever else was thrown at the Police, the two newspapers heavily reported Police as the force capable of securing safety in Tanzania. Most stories portray Police as Bonafede to the public for security reasons. Newspaper in Tanzania makes Police force accountable, public engagement through mass media promote more effective Police accountability (Romi, 2020).

### **5.3 News Framing of Police Activities**

The representation and framing of events by Journalist play a critical role in the way society come to understand a given phenomenon, it influences the views, opinion,

attitude and change their perception (Aviwe, 2016). For example, leading articles in Newspaper influence the readers who form their opinion about an issue mainly on the basis of argument contained in them. In terms of explicitly framing, by using a specific frame in a news report, the journalist projects an event or an issue through a desired lens (Honavar & Vincent, 2020). This study has indicated a general negative tone associated with Police activities coverage in newspapers in Tanzania. As stated in the previous chapter, Police force activities are reported negatively with *Mwananchi* at 62.3% and *Habari Leo* at 21.5%. The two media attitude towards Police activities are negative and, in most cases, Police carry the blame for what happens in the field. Jonas (2015) observes that globally the Police force is represented as corrupt, biased, torturous, abusive, unaccountable, arrogant, aggressive, brutal, disrespectful, murderous etc. Generally, there is almost no positive coverage of the Police force on the media worldwide.

In reporting Police force activities journalists report biased content, presenting both balanced and biased content which can influence the choice people make, improve a specific conceptualization and change their perception (Aviwe, 2016). Attribution of responsibility, although a good number of responsibilities was pinned against suspects and wrong doers, a substantial portion of reported news blamed the Police for the troubles. Newspapers in Tanzania make Police force accountable, public engagement through mass media promote more effective Police accountability (Romi, 2020). Also, mass media coverage of Police behavior and misconduct such as verbal abuse, excessive force, unwarranted stops and corruption structure public bad attitudes toward Police force (Ronald, 2014).



Reymond (2014) on his study argues that Newspapers play a monitorial and surveillance role of state institution such as Police force and Court. In terms of visual framing, it was discovered that the share between bullies (11.8%) and weak (6%) Police on one hand almost matched the portrayal of Police force as responsible force in *Mwananchi* (18.7%). Newspapers portray the Police in a negative light; they are portrayed as being biased and favorites when providing services, giving poor customer service, treating people harshly, using rude language, intimidating people, torturing innocent people, and abusing their authority, all of which contribute to the public's negative perception of the Police and mass media (Jones, 2015). But another study found that brief exposure to static images of law enforcement disseminated by the media does not independently affect people's opinions about the performance of Police in society. Rather, people's global opinions about the Police are shaped by their own beliefs, prior experiences with officers, and cumulative, self-selected media consumption (Wozniak et al, 2021).

#### **5.4 Credibility in Media Reporting**

In terms of general credibility of the news, in reporting Tanzania Police force activities Newspaper, most of the time report biased content, Police force activities presented in bias content which influence the choice of the people and change their perception (Aviwe, 2016). This study has established that Police news in Tanzania are slanted tending to be more sourced from ordinary people who are either suspect of wrong doing or victims of such rather than experts such as lawyers.

News values, including the sacred belief in objective reporting, are questioned in the light of controversies over editorial judgment within and outside the newsroom (Chan, 2015). Moreover, in the two newspapers *Habari Leo* and *Mwananchi*, most stories were complete in the studied articles. Not as anticipated, the how details were well covered in the Police activities coverage. No wonder the Police were framed negatively by putting their work to too much scrutiny. In Tanzania, Police force is blamed in media in some cases for taking part in the extra judicial act against Journalist, unlawful arrests, intimidation and declaration of a journalist equipment which is against Constitution (Arusha Press Club, 2020).

While the voice of the Police was present in the articles presenting their favorable point of view as playing their roles to prevent crimes and apprehend suspects of murder crime, educating citizens on what to do to avoid misunderstanding and in general Police are benevolence, the other voices tended to be critical of the Police activities than complements. Police force is presented as corrupt, favoritism and bias in providing services, providing poor service, harsh treatment, rude language, intimidating people, torture innocent people, abuse of power which encourage negative perception from public and mass media (Jones, 2015).

According to Gunde (2015) there are various factors which influence news frame including ownership of Newspaper, market forces, editorial policy and media policy which also influence negative framing of Police force activities. In this respect, media owner tends to influence the editorial direction of their Newspaper just because of their own economic and political interest, leading Newspaper being bias

in favor or against someone or something (Msinza, 2018). Newspapers should create a code of conduct by which they should report Police force in an objective and fair manner so that the public may make their own decision (Jones, 2015). Also, the Police force should improve service delivery to enhance communication and improve image, also they should be encouraged to change and accept the values of democratic policing (Potgieter, 2014).

## CHAPTER SIX

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 6.1 Introduction

This study embarked into examining the framing of Police force activities in the two newspapers in Tanzania during the period from January to June 2022. The study has found out that the coverage on Police force is extensive only slanted negatively towards the Police. This last chapter presents summary of the key findings, conclusion and recommendations of the study in the following account.

#### 6.2 Summary of the Key Findings

The contents reported in *Mwananchi* and *Habari Leo* news reports on Police force activities in Tanzania are mainly based on crimes. The study has established that rarely were some reportages that showed Police activities in a different light outside crimes. In Tanzania, Police force is still grappling with petty crimes ranging from homicide to murder cases, human trafficking, drug trafficking and female genital mutilation. Basically, human interests especially as related to loss of life has been a major feature of the content. The study also establishes that the ‘why’ element in the news is lacking, the gap that shows the less use of expert sources who can explain root causes to an incident such as especially lawyers. This is more favorable to Police because it does not risk their activities to be put under legal scrutiny. Mainly the newspaper would attempt to describe the ‘how’ and leave out the ‘why’.

The newspapers have been careful not to judge the suspects as accused or criminals till the court of law confirmed them so. Thematically, the content reported in *Habari*

*Leo* and *Mwananchi* has established four themes; trust in the police force is low in Tanzania, Police are less proactive, Police is framed in news as crime fighters and Police force is capable. The relationship between media and Police has not been well defined and therefore most references show that the media distance from Police activities rather than collaborating with Police in crime fight. This may say much of what is going on between Police activities and public trust. As the news continues to portray Police activities from distance, not as partners, the public trust in the Police is at risk.

Media have concentrated on crime fighting role of the Police and have left out the rest of the Police roles. Due to activities in the Police being those of fighting crimes, a negative social attribute, media are swayed away to report Police in the same light. Police are reported more as reactive and not proactive in their roles although Police have much proactive activities, they perform but they do not attract media attention. But in general media seem to perceive Police force as a capable force in their roles.

The identified news frames used in *Mwananchi* and *Habari Leo* reports of Police force activities includes the negative tonality and attribution of responsibility to the Police. The police are put under scrutiny in a way that newspapers both private *Mwananchi* and government *Habari Leo* generally showed more negative tone towards the Police force than positive or neutral. Police are portrayed in the negative light. Police media relationship have been growing tense and there is a need to address such standoff as earlier as possible. Usually, a journalist would look at Police with suspicious eyes instead of collaborating with them as partner institution for

public's protection. Police takes more responsibility for whatever wrong happen in their activities than credit for generally being able to respond to crimes. Images of law enforcement disseminated the two media were generally neutral, while a small number discussed previously has equaled share portraying Police as bullies and as benevolent, both cases were low though.

On credibility of *Mwananchi* and *Habari Leo* Newspaper in framing the Police force activities, the media coverage are generally slanted/ Police force activities presented in bias content which may influence their perception. Journalist described the Police in terms of brutality in a number of articles. It was seen also that Police were defending their positions. Their voices were present in the articles presenting their favorable points of view as playing their roles to prevent crimes and apprehend suspects of murder crime, educating citizens on what to do to avoid mischief and in general Police are benevolence. The other voices tended to be critical of the Police activities than complementary. Police force is presented as corrupt, favoritism and bias in providing services, providing poor service, harsh treatment, rude language, intimidating people, torture people, abuse of power which encourage negative perception from mass media and public.

### **6.3 Conclusions**

This study set out to examine how the Tanzanian media; specifically, *Habari Leo* and *Mwananchi*, framed Police force activities from January to June 2022, using Framing Theory as a lens for interpreting media content and tone. The research revealed that the coverage of Police operations was predominantly framed through a

negative lens, with frequent attribution of responsibility to the Police and a limited emphasis on their proactive or community-serving roles. Crime-related incidents dominated the reporting, often presented without deeper contextual or expert analysis, which contributed to a skewed representation of the Police force's overall function. The findings underscore a communication gap between the Police and the media, where journalistic neutrality or detachment has morphed into an implicit distancing from institutional collaboration. This disconnect has implications beyond media narratives; it may erode public trust in law enforcement, amplify perceptions of Police misconduct, and hinder the broader societal goal of cooperative security and public safety. Although some articles did acknowledge the Police's competence and contributions to crime prevention, these instances were overshadowed by a prevailing focus on brutality, corruption, and institutional inefficiency.

In sum, this study highlights the urgent need for mutual engagement between media and law enforcement agencies to improve transparency, accountability, and public communication. Both institutions, while distinct in mandate, share a collective responsibility in shaping informed, balanced public discourse. Strengthening editorial policies, integrating expert voices, and institutionalizing open communication frameworks between the media and Police can pave the way toward more accurate, constructive, and trust-building narratives in Tanzania's public sphere.

## **6.4 Recommendations**

### **6.4.1 For Action**

The findings of this study indicate general negative tonality in the Newspaper reportage of Police force activities in Tanzania during the period under study. It is therefore ample time for *Habari Leo* and *Mwananchi* newspapers to take into consideration their roles in shaping public opinion towards Police activities in Tanzania, and come up with methods to collaborate media and Police activities in Tanzania for the well-being of the public information.

The general media slant towards the Police may have their justifications, but for the Police force in Tanzania, it is an opportunity to explore how they are perceived by news reporters in Tanzania and work to address gaps leading to negative coverage. In this way the Police will find ways to address negative representation in mass media. The government in collaboration with policy makers may find this study findings useful in developing ample information policy not only about the Police but government communication in general in Tanzania. Tanzania needs to develop a full-fledged policy on information and communication to provide journalists with working framework so that they do not unconsciously slant their information against institutions that safeguard public interests such as security forces.

#### **6.4.2 For Further Studies**

Deriving from the key findings of this research, there are knowledge gaps that any interested scholar might find intriguing to study. A study should be conducted to examine the perception of journalists towards police force in Tanzania. Secondly, a study should be conducted on online media reportage of Police force activities in



Tanzania. Thirdly, there is a gap on understanding why media avoid exploring the why element among the 5Ws+H news details when the subject involves crimes.

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## APPENDICES

### Data collection Instrument

#### Codebook GUIDE for analysis of news reporting of police force in Tanzania

1. The newspaper:

1 *Habari Leo*

2 *Mwananchi*

2. Date: Write YY/MM/DD i.e. For 19 April 2022 will be 220419

3. Journalist (Write full name(s)) from the by-line

4. Title: (write full title of the article)

5. Topic (write down the main topic of the story). Ask yourself, what is this news article about?

6. Explain what is the story problem that the Police were dealing with.

7. Explain what aspects of the story are more highlighted (i.e 5Ws+H)

8. Explain any theme (s) that you think the story portrays

9. i) What are the sources viewpoints in the story?

1. None 2. Complementary views 3. Contradictory views

ii) Explain for your answer in 9 (i) above

10. i) How is the story generally reported in terms of negativity or positivity towards the Police? 1. Negative 2 Neutral 3. Positive

ii) Explain for your response in 10 (i) above

11. i) Who is to blame in the story?

1. Police 2. Wrong doers 3. Others

ii) Explain for your answers above

12. i) Explain the story in terms of news values

1. Absurdity 2. Human interest 3. Conflict 4. Prominence 5. Impact 6. Proximity

ii) Explain for your response in 12 (i) above

13. Explain any quote, metaphor, hyperbole or example used in the story.

14. i) Examine the picture used, how does it portray the Police force?

1. Weak and pathetic 2. Bullies 3. Responsible security providers

ii) Explain for your answers in 14 (i) above

15. Examine the wording used in the title. What are common words and or phrases used to portray Police force activities?

16. i) Examine the sources used. What type of sources are used? 1. Police and ordinary people 2. Police and officials 3. Officials and ordinary people

ii) Explain for your response in 16 (i) above

17. i) Examine the words used towards the wrong doers. How are they referred to?

1. Suspects 2. Accused 3. The media convicted them

ii. Describe your answer in 17 (i) above

18. i) How fair is the story reported towards the Police?

1. Police spoke 2. Police did not speak

ii) Explain for your answer in 18 (i) above

19. i) How objective is this story generally?

1. Subjective i.e. has some biases 2. Objective i.e neutral/impartial

i) explain

20. i) Is this story complete? Does it leave some questions unanswered? 1. Yes 2.

No 3. I do not know

ii) Explain for your answer in 20 (i)

21. Write down any comment on the story, it may be a question you have or anything related to it.