

**ASSESSMENT ON THE CONTRIBUTION OF PRINT MEDIA ON ENERGY
AVAILABILITY REPORTS IN TANZANIA:
A CASE OF MWANANCHI AND NIPASHE NEWSPAPERS**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN MASS
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2025

CERTIFICATION

The undersigned certify that, he has read and hereby recommend for acceptance by the Open University of Tanzania (OUT) a research entitled: **“Assessment on the Contribution of Print Media on Energy Availability Reports in Tanzania: A Case of Mwananchi and Nipashe Newspapers** in fulfillment of the requirements for the Master of Arts in Mass Communication (MAMC) of the Open University of Tanzania (OUT).

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DECLARATION

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

.....

Signature

10th June, 2025

Date

DEDICATION

I dedicate this work to my family starting with my lovely husband AbdulKadir Mohammed Ramiya, my children Aarif Ramiya, Abdurrazzaq Ramiya and Amaar Ramiya, who always encouraged me to pursue the highest levels of education. I also dedicate this work to my parents who were unconditionally supporting and encouraging me to accomplish this work.

My thanks goes to all people who participated in one way or another by providing material and moral support during my studies and I ask Allah's blessing upon them. Lastly, I dedicate this work to all students, co-workers, friends, media practitioners, government officials and everyone who would prefer to use this work to achieve goals and acquire knowledge in general.

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ABSTRACT

The study assessed the contribution of Print Media on Energy Availability Reports in Tanzania with reference to Mwananchi and Nipashe Newspapers. The study was guided by the general objective of the research, which was to assess the contribution of print media on energy availability reports by Mwananchi and Nipashe newspapers. The study also had the following specific objectives; to examine coverage of energy issues by Mwananchi and Nipashe Newspapers, to examine issues covered and the frequency of coverage on energy by Mwananchi and Nipashe Newspapers, to assess the challenges facing Mwananchi and Nipashe newspapers on reporting energy issues and to propose based on (i-iii) the strategic way forward regarding coverage of energy issues by print media. The study used descriptive research design as a researcher used table work to analyse 192 newspaper copies from both Mwananchi and Nipashe for the period of two years. Purposive sampling was used to select samples from the particular area for data collection. The study used table work as a data collection tool whereas the findings presented in tables, graphs and charts were analysed through content analysis. Findings indicated that in the total of 192 newspapers from both Nipashe and Mwananchi newspapers, only 90 newspapers (47%) covered energy issues whereby from Mwananchi newspaper out of 96 copies there were 49 (51%) stories about energy issues while from Nipashe out of 96 copies there were 41 (43%) stories about energy availability. The study recommends that print media have to make some improvements in the coverage of energy availability reports with the aim of exposing opportunities for investment thus energy issues will be lifted. The study recommends that newsrooms should give their journalists a prime space on newspapers to publish energy-based stories. Media people should be trained to be competent in energy issues in order for them to report correctly and appropriately.

Keywords: *Print Media, Energy Availability, Mwananchi Newspaper, Nipashe Newspaper.*

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CHAPTER ONE

1.0 INTRODUCTION

This chapter covers the background to the study, statement of the problem, main and specific objectives of the study, research questions, significance of the study, scope of the study as well as limitations of the study.

Cristel et al., (2021) argues that the issue of energy is one of the most interesting topics nowadays. However a long-term view can be useful to clarify contemporary trends and future views, scholarly literature provides little information about the consumption of energy sources by past societies before the beginning of the 20th century. For decades media have been one of the important tools that enables the responsibility and sustainability of the mining sector to be publicly addressed and discussed in order to create a broader understanding (Benninghaus et al., 2021).

According to Dubinski (2013) the sustainability of the mining sector has been discussed and analysed under different perspectives which are; the focus on the economic importance of a particular sector and its essential role to contribute and provide raw materials needed for economic growth in a certain country. Media is considered as an important ground where these perspectives are created and discussed, because traditionally newspapers have been acting and playing a vital role as a gatekeeper of public discussion of the interplay between different news sources, journalists as well as audiences (Mononen, Sairinen & Tiainen, 2017). However, some studies focus on the print media coverage of the mining sector such as Ames & Somerville (2020) who agreed that there is still a gap because the coverage is not satisfactory.

Despite the advent of social media and its importance that seems to replace traditional media, the division of the media industry and the decrease in readership of printed newspapers, regional newspapers still play a role in connecting and controlling the flows of information (Lyytimäki & Peltonen, 2016). In Tanzania media, especially the printing media have been playing a key role in reporting about the mining industry by exploring the opportunities and exposing the wrong doers (Emel, Makene & Wangari, 2012).

Ochieng (2023) newspapers have been covering on the energy issues inadequately as there was less coverage with limited prominence given to topics of energy availability and some issues that found in the reports are cost, time, partnerships, land and economic social development. In Kenya unlike other forms of media such as broadcasting, print media has a more noticeable role to play in societal change promotion due to the fact that it is associated with longer impacts in the readers minds. The argument is supported by Njogu (2023) as he indicated that print media has become the most efficient and effective equipment to convey development and any other information to the public as they disseminate the best display and coverage aiming at promoting a new technology.

Print media have the power to influence people and policy agenda by putting priority in adding or removing by setting presented matters in a certain way because this is the capability to decide which issues, people, and topics are perceived as the most important as it is referred as the agenda-setting role of the news media (Valenzuela & McCombs, 2019). While these are not necessarily conscious choices made by the media, however, they also define the topics for the public discourse.

According to the theory of agenda-setting that proposed by Maxwell McCombs and Donald Shaw in (1972) media tell people not only what to think rather what to think about, thus the study will find out how media contribute to the energy and natural resources reporting in Tanzania.

1.2 Statement of the Problem

Although the situation and the status of reporting energy availability in Tanzania have improved slightly in the past two decades, most businesses still lack knowledge and education on practicing modern ways of promoting energy, hence leading to low productivity (Ahamadia, 2006).

Studies such as those of Lassila (2020) argued that media reporting is considered as one of the sources of data accompanying document analysis, interviews and public surveys to see how much mining is portrayed in the newspapers. Additionally, the public opinion and awareness of the people towards the mining industry is built over time and trust, either positive or negative, is shaped over time based on how the newspapers choose to frame the stated stories. This, in the end, affects and determines the policies that are made as well as the inclination people have towards investment (Mononen, Sairinen & Tiainen, 2017).

Issues of energy and natural resources have been covered in the media, although it is not as much as how important the sector is. Hindmarsh (2014) states that the study of energy media coverage is focused mainly on economic and technological coverage.). Print media seem to put priority on other issues such as politics, recreation, and leisure as well as sports believing that those are the burning issues that may increase the readership of newspapers (Di Minin, Tenkanen & Toivonen, 2015). This limits

the public understanding of the issues on mining and resources availability hence poor utilization of the resources that could be suitable for economic growth. Additionally, some experts such as Suleski & Ibaraki (2017) claimed that lack of cooperation and communication among experts and journalists contributes to the problem, alongside the journalists' failure to translate scientific findings into jargon-free language, and the gaps in understanding the journalist has are some of the issues that the media industry contends with. Kideghesho & Rija (2020) in Tanzania, local newspapers have not received much recognition when it comes to coverage of the issues related to energy availability due to the sheer focus on the country's natural resources and biodiversity rather than straining resources. Following this pattern of reporting as reported by scholars above, this research intends to examine the role of print media in the energy availability report in Tanzania.

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of this study was to assess the contribution of print media on energy availability reports by print media.

1.3.2 Specific Objectives

The study was guided by the following specific objectives.

- i. To examine coverage of energy issues by Mwananchi and Nipashe Newspapers.
- ii. To examine issues covered and the frequency of coverage on energy by Mwananchi and Nipashe Newspapers.

- iii. To assess the challenges facing Mwananchi and Nipashe newspapers on reporting energy issues; and
- iv. To propose based on (i-iii) above, the strategic way forward regarding coverage of energy issues by print media

1.4 Research Questions

The study was guided by these research questions below;

- i. What is the extent to which Mwananchi and Nipashe newspapers cover energy issues?
- ii. What issues and frequency of coverage on energy by Mwananchi and Nipashe Newspapers?
- iii. What are the challenges facing Mwananchi and Nipashe newspapers in reporting energy issues?
- iv. What are the strategic ways forward regarding coverage of energy issues by print media?

1.5 Significance of the Study

The study is going to be used as an indicator of the importance of print media in reporting energy in promoting development in Tanzania as it will help the government to invest and improve policies on the mining sector since journalists through their coverage, are revealing the issues that have to be solved or improved by the government to utilize the wealth from the natural resources especially energy.

This study will be an invaluable resource in convincing civil society groups and activists to work with the newspapers in advocating for energy development in the name of promoting economic development and economic growth in Tanzania'.

Dissemination of the study will help academicians and researcher to further research on the same topic and will increase the knowledge of the status and contribution of newspapers on the reporting and promotion of energy availability.

1.6 Scope of the Study

The study confined itself to assess the contribution of print media on the energy availability reports. The study will seek information from Dar es Salaam where two Newspapers Nipashe and Mwananchi are found, and from them the analysis will be done by using only two newspapers to come up with the results. The study used agenda setting theory to explore the role played by the print media in reporting energy issues. Therefore the study was targeted to be accomplished in the period of eight months.

1.7 Limitations of the Study

The study was limited in terms of materials that will be used to get information, since only data from Mwananchi and Nipashe Newspapers obtained, thus the study was limited to these newspapers. Also citing and referencing prior studies constitutes the basis of the literature review, thus the study is limited in terms of the secondary data since there is not enough information on the subject therefore depending on the type of research design a researcher was able to secure and look for in-depth information for the completion of this study.

1.8 Organization of the Study

The study is divided into five chapters whereas chapter one consists of the general introduction, which includes the background of the study, the statement of the

problem, the objectives of the study, the research questions, the significance of the study, limitations of the study, as well as the organization of the study.

Chapter two is the literature review, which evaluates the works of other researchers on the subject, their approaches, and the researcher's criticisms of their findings. This chapter also identifies gaps in the existing literature and establishes the theoretical and conceptual frameworks used to guide the research.

Chapter three discusses the methodology employed in the study, including the research design, population and sample size, sampling techniques, data collection methods as well as the tools used for data analysis.

Chapter four presents the results of the study and provides a detailed analysis and interpretation of the findings in relation to the research objectives and questions. This chapter connects the findings to the theoretical and conceptual frameworks outlined in chapter two.

Finally, chapter five concludes the study by summarizing the key findings, discussing their implications and providing recommendations for practice, policy, and future research. This chapter also includes a reflective discussion on the limitations of the study and their potential impact on the results

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews both theoretical and conceptual literature concerning the “assessment on the contribution of print media on the energy availability report”. The chapter also presents the definition of key terms, followed by a discussion of the theoretical and conceptual frameworks.

2.2 Definition of Key Concepts

2.2.1 Energy

There is no single definition of energy rather it is defined by its forms. According to Walker et al., (2014) energy is the ability or capacity of a system to do work and supply heat, it describes its use in a special area but only scratches the surface. For a general understanding, it must be combined with additional explanation since it is in different states.

In this context energy is defined as one of the essential substance for economic, social, and global welfare, whereby most of it is produced and consumed in sustainable ways such as coal, and natural gas which are currently the main source, with more than 90% of the global commercial energy production.

2.2.2 Energy Availability

Energy availability, Semantics, Energy availability means availability of electrical power. – depending on the domain of the conversation to understand availability of energy needs focusing on different parts of the energy supply chain such as

understanding natural resources, reliability of renewable energy and lifetime efficiency of energy storage assets (Galooli, 2022).

2.2.3 Print Media

Drew (2023) defines print media as a traditional kind of media that disseminate data via revealed substances. This includes newspapers, magazines, brochures, books as well as posters.

2.2.4 Print Media Coverage

This is the mass media role wherein it stocks the information or regarding portions of records through the broadcast form of courses. Print media insurance is one of the oldest methods by which people nevertheless proportion data across an entire institution of audiences. It most effectively publishes data in a published form after which it releases it to its users to make it more reader-pleasant via the usage of books, magazines, newspapers and others (Byjus's, 2023).

2.3 Theoretical Framework

2.2.1 Agenda Setting Theory

Agenda setting theory is one of the important communication theories put forward by Maxwell McCombs and Donald Shaw in 1968, which evaluates the position and place in newspapers and the time of publication. The media filters, organizes and focuses on certain topics and small titles, leading the public to believe that these topics are more important than others. One of the most important aspects of the process concept that determines the role of mass communication is the time frame of this phenomenon.

Thus, the methodology created helps to evaluate the effect of radio advertisements on maternal health and the positive effect on male support and thus participation in maternal care. After being exposed to mass media, viewers will form their opinions on or focus on topics that are deemed worthy of inclusion in their psychological processes (Littlejohn and Foss, 2009).

Mass media, society or media audience, society or public should be aware of the effect of mass media so that they can evaluate the general truth and thus form a clear statement about a topic (Zain, 2014).

Mayer and Cornfield (2008), in their study examining the important role of election processes, stated that the impact of social media has increased with the emergence of social media. When conducting political campaigns, the agenda set must be well designed because the media has the power to tell people not only what to think, but also what they should think (McCombs, 2004).

There is a relationship between states' rebalancing agendas and the extent of media coverage, and state economic, political, and programmatic characteristics. Furthermore, it suggests that media coverage reflects broader shifts in state-level attitudes toward rebalancing, and this is where the power of agenda setting theory is being measured (PMC, 2016)

Through agenda setting, media seem to influence the diffusion of issues, with audiences among political elites, the media and the voting population (Denham, 2010). Additionally, agenda construction is influenced by extra media factors, and

the intermediate agenda emphasizes on the transfer of issue salience among the media (Shoemaker and Reese, 1996).

Therefore, the study and the theory are inseparable in terms of meaning since the study is looking at the way print media contribute to the reporting of energy and the theory insists on the powerfulness of media in making something more important to the audience, thus the theory aided the completion of the study.

2.3 Empirical Literature Review

This part covered related studies that have been covered globally, regionally as well as nationally.

2.3.1 Journalists and Specialization in Newspapers Coverage on Mining and Natural Resources.

Lyytimäki et al (2021) conducted a study focusing on print media coverage on mining in three European countries which are Finland, Germany and Spain that are representing different geological and socioeconomic backgrounds and aimed to examine local and regional media coverage of energy mining.

The study selected the sample on a basis of the period of two years whereby the study's results reveal that regional newspapers report about energy mining issues relatively intensively even in the absence of major accidents or other media incidents causing peaks of attention, the tone of the articles in the newspapers generally neutral to positive towards mining activities, reflecting the specific local settings, historical experiences as well as future expectations. Despite the different contexts of the three countries, there were considerable similarities to the topics spotted, including

common themes of mining revival, mining events and social interaction, history of mining and damages related to mining. There was also a coverage on the future employment opportunities related directly or indirectly to the mining industry and the need to balance environment and safety risks and socio-economic prosperity, typically covered through ordinary disputes among the mining sector, public authorities, regional non-governmental organizations and local initiatives.

Obasi and Msughter (2023) in their study reveal that the media were not involved enough in reporting about energy issues as a result the struggle for a healthy environment among the people was not in its importance; none of the mass media had an environmental column to monitor energy mining activities in the entire state. The study therefore concluded that the media have the role to scrutinize the affairs of the state environmental actors in order to hold the mining companies accountable hence protecting the interests of the mining communities in the state.

In relation to that, in Tanzania Rija and Kideghesho (2020) argue that the reporting of energy issues was overall higher than the coverage of socio-political issues however newspapers reported very few research-based news and some news were incorrectly presented, suggesting inadequate knowledge on conservation issues among the journalists and a limited interaction between the media and experts in the covered area or scientists. The study suggested that energy education for journalists should be improved. Interaction and information sharing between scientists and journalists are critical factors in improving the quality of news and feature stories coverage flowing to the general public and policy makers.

Mwesiga (2018) notes that media coverage in any area starts with specialization in academic institutions like colleges and universities. Although regions' newsrooms increasingly employ journalists that have graduated from universities and colleges, very few of them come with specialized knowledge of important areas such as energy and natural resources hence poor or unsatisfied coverage of media on the particular issues.

The contribution of print media towards energy and natural resources in newsrooms nowadays is not welcoming since many journalists have a so called "quick turn" this means they are turning into general reporters that very often jump from one issue to another without any adequate technical knowledge about the developments/events they report on. Patterson (2015) argues that the best way to make some improvement in the accuracy and correctness of news and assuring its contribution to the public awareness of different issues such as energy and natural resources is for journalists to make fuller use of knowledge since knowledge is the key to consolidate story context.

2.3.2 Journalism and the Challenges in Energy Coverage

Ochieng (2019) observes that there is less coverage on the geothermal energies by the newspapers whereby most of the stories cover the themes such as cost, time, partnerships, as well as social economic development. The study therefore recommends that the media should be involved in telling and simplifying what and how renewable energy is going to benefit the development of the countries.

Arnold (2010) notes that the impact of news priming by printing media is significant for decision making by the audiences since most people rely on the available

information that people get from the media, especially the print ones. Udomsilp (2014) agrees that accurate and factual information from newspapers is powerful in influencing people in valuing their resources and how to use them.

The coverage of the media on energy and natural resources is measured by the knowledge and capability of journalists. Revenue Watch (2020) argues that many journalists in Africa have limited technological support and some of them are facing political and editorial interference. Furthermore, in countries where oil, gas or mineral production is new, such as Ghana and Uganda, journalists face another additional problem of having little or poor knowledge about the industry and other related economic issues.

Therefore, to see the intensive contribution of the media on energy availability, journalists should be trained in how to report on oil, gas and mining issues.

According to Boykoff & Roberts (2007) media coverage is one of the contributors among several factors that have created and impacted science and public understanding. However, most of these media works lack competence and appropriateness as some journalists are not trained enough to specify different areas intensively hence failing to play its vital responsibility in materializing and mobilizing people to concentrate on energy (Muller & Hepburn, 2006).

2.3.3 The Role of Media in Accelerating Renewable Energy Adoption

The study conducted by Hivo (2020) argued that in order for the media to promote energy access, journalists should be trained and mentored to have a broad awareness and understanding about the issues that face the sector because this will be able to

enable journalists to practice journalism in a analytical and self-driven ways in researching, documenting as well as reporting hidden stories.

They hold that in most cases media have lost power to aid consumer intelligence as it would help consume, digest and decrypt the technical language and terminology so that the language will be understandable by laymen. Therefore, if well used and utilized in activism, journalistic works could spark energy and natural resources investments in high-priority areas hence the development of the sector.

Koerner (2014) observes that few newspapers tried to generate media coverage of all the nuclear incidents and reported consistently throughout the investigation period. In supporting the argument Ramana (2011) argued that the power and importance of news media should not be underestimated since news media plays a key role in society and is often the motivation for people to gather more information on a particular topic. News media affects both personal values and decision-making thus people perceive biased portrayals of events in the media.

Media framing can affect the public's opinion and policy debates as Du & Han (2020) agree that mass media's power to set an agenda about nuclear energy is observed especially in the country with strong development strategy, together with global trend media framing power to the broader understanding of the linkage between media and nuclear energy development.

According to Marmus (2015) and Banda (2016) smallholder business people in South Africa were not ready to respond to free markets challenges because farmers had little access to markets and lack marketing information therefore, they suggested

the encouragement of the development of supporting market institutions and provision of adequate essential public goods and services such as technological and information services, marketing services and others. Anthony (2018) and Joyce (2020) have acknowledged the necessity of helping people in rural areas to access markets. The collection of related marketing information, processing them, storing them, and disseminating them to the intended beneficiaries will benefit the market, hence welcoming more investors.

Consequently, there is a need to make an investigation on the contribution of newspapers on reporting energy and minerals in South Africa.

Mbonane (2020) studied the challenges of energy in promoting economic development in Congo. It is revealed that challenges facing energy and minerals are as follows; lack of good leadership, accessibility in rural areas as one of the challenges facing business from accessing information on energy and minerals prices, lack of enough markets on minerals as well as poor methods and lack of enough capital used in promoting energy and minerals in Tanzania. Also, the issue of poor access to markets by these rural farmers is attributed to poor road infrastructure. Therefore, due to lack of market information such as price of produce at the markets, quality and quantity of produce required at the markets.

2.3.4 Media's Framing Power on the Renewable Energy Reporting

Arlt, Brauer, Reetz & Wolling (2019) in their study revealed that there was a media coverage on renewable energies through three different frames: by pointing out economic and technological challenges, by focusing on environmental and social problems and by considering positive matters of the technologies. Thus, the study

revealed that the Fukushima accident did not cause the expected changes in framing rather media coverage and their impacts remained the same.

Chinyeaka et al., (2018) in their study argue that newspapers play a vital role in reporting energy and minerals however there are some challenges facing newspapers in reporting energy and minerals in developing countries.

Sylvester & Maponya (2014) when examining the contribution of mass media in reporting energy and minerals in South Africa said that the access to market information is helpful in developing competitive markets that can improve the economy of both business companies and regions at large. Morrison (2021) explored the understanding level of audiences towards media messages related to energy and mineral prices as he argued that youths understand the messages produced by mass media related to agricultural prices in Tanzania, especially in rural areas.

UNDP Report (2015) in most of the African emerging rich countries in oil, journalists lack the knowledge and skills to report and write in-depth stories about mining issues. UNDP in partnership with the media council of Kenya came up with the program to train journalists on how to report journalistic issues especially on emerging issue of extractive industry since an active and knowledgeable press plays a critical role in helping inform and engage the public, citizen groups and parliaments on the sector and help them hold government and companies accountable.

2.3.5 Media Coverage on Energy and its Future

Tuboscope (2023) social media sites are now taking over in the area of energy since they are making information about energy so easy and accessible so that investors are able to get information on different issues such as places for extraction, market information and many others. Social media and local media are the immediate source of information that can reach the general public within a very short period of time.

Kideghesho & Rija (2020) the future of newspaper depends on its engagements on the new media since people (audience) are now able to access all the information right on their hands thus following their importance role in reporting about energy availability newspapers need to be more active by turning themselves into electronic newspapers.

Newspapers in Nigeria succeeded to frame different stories on renewable energy. Mbamalu (2020) argues that the Government is the most dominant actor, and newspapers frame it as an influencer and policy driver in renewable energy. Newspapers frame investors as technology-driven players, whereby consumers, apart from receiving low attention, are passive actors. The study concludes that too much use of news as content sacrifices the interpretive frames needed in contextualizing renewable energy events and actors to influence public perception. Therefore newspapers do not address formerly held negative perceptions of renewable energy in Nigeria.

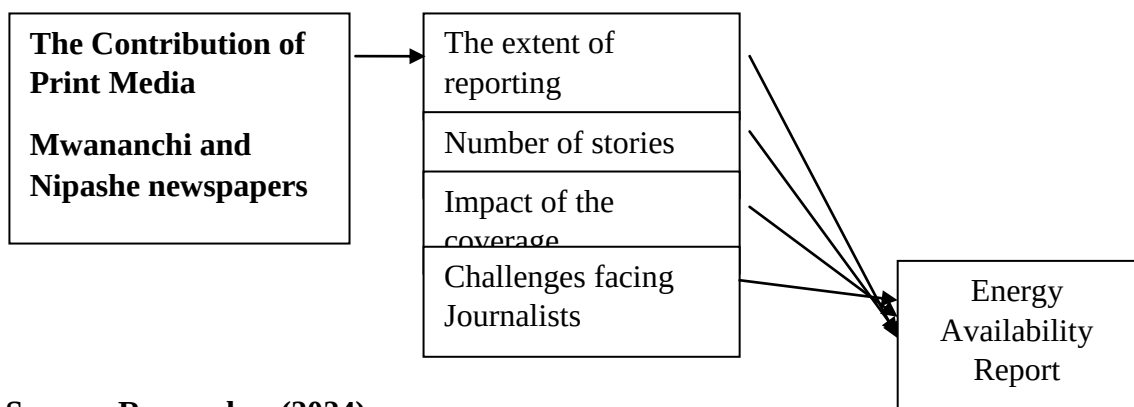
2.4 Conceptual Framework

A conceptual framework is a written or visual representation of an expected relationship between variables. Variables are simply the characteristics or properties

that a researcher wants to study. The conceptual framework is generally developed based on literature review of existing studies and theories about the topic (Bas Swaen, 2015).

In promoting energy availability reports, the media has the role of contributing by making sure the extent of reporting, number of stories, establishing the impact of coverage as well as the recommendations for the better future of newspaper coverage on the energy availability. There was also the importance of training journalists to have skills and knowledge in energy issues reporting.

Figure 2.1: Conceptual Framework



Source: Researcher (2024)

2.4.1 Operationalization of the Variables

2.4.1.1 The Extent of Reporting

This means the extent in which print media report about energy availability in Tanzania making it valuable and to open doors for investment from both internal and outside the country for the country's development.

2.4.1.2 Number of Stories

This involves the newspapers' role of publishing a big number of stories on the energy availability as a contribution to promote the energy sector.

2.4.1.3 Impact of the Coverage

This involves the overall impact of the media's coverage on the energy availability issues so that to make sure the important information is available for people to be aware of the energy projects and the opportunities found.

2.4.1.4 Challenges and Setbacks

These involve the challenges and setbacks facing the journalists and the industry at large as a result a less coverage on the energy issues in Tanzania. also, journalists' capability and knowledge ability in creating reports on the specific areas of energy in particular.

2.5 Research Gap

A literature review suggests that there are several studies that have been conducted showing the contribution of print media on energy availability. Some of these studies were done by Hivo (2020) and Sylvester & Maponya (2014) have found various roles and contributions of newspapers in reporting energy. However, there are some challenges facing the energy and minerals sector in accessing and exploring information for product prices, such as a lack of communication networks and cellular phones, and poor infrastructures on Information Communication Technologies, (Eskola, 2005). Also, Mwangi and Kariuki (2015) found that there are many contributions of energy and minerals even though adoption of disruptive data-

driven technologies, not least because of the very large proportion of the workforce engaged in energy and minerals in many emerging and developing economies.

Furthermore, some scholars such as Ramana (2011) agreed that print media play a very critical role in reporting the issues of mining and natural resources although there is no author or a study that explained or measured the extent in which print media is covering or reporting about the topic. Thus the accomplishment of this study will ensure the results are well known as of how print media contribute to the energy availability. Therefore, despite the reviews of literature in this area there is a gap in various areas that still need to be investigated such as ways of training journalists, indoor and outdoor training by the media houses as well as specialization in media houses and how they are affecting the reportage on the energy availability by print media.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter contains the overall description of the study's approach, area of the study, research design, population of the study, sampling procedures, data collection instruments, data analysis and ethical consideration.

3.2 Research Approach

The study used qualitative research approach since it was useful in exploring the phenomenon that have less information. Also the study was looking the in-depth information on the contribution of the print media on the energy availability reports.

3.3 Research Design

Thakur (2021) defines research design as the overall strategy which is chosen to intermingle the different parts of the study consistently and logically to ensure a researcher to efficiently address the research problem; it constitutes the sketch for the collection, measurement, as well as analysis of the data.

In this study descriptive research design was used since it is an appropriate tool used by researchers to explore information about a particular group or phenomenon. This kind of design provides a detailed and accurate picture of the features and behaviors of a particular population or subject (Sirisilla, 2023). The research design was applied by aiding a researcher in describing systematically and accurately a population, situation as well as phenomenon of the study (McCombes, 2023). Since the study is assessing the newspaper coverage on energy availability, the design

aided a search of primary and secondary information, and aided in-depth data collection from samples hence the completion of the study.

3.4 Area of the Study

The selection of the characteristics of the research area that is proper for a particular area is very important since the place was used by a researcher to conduct his/her study hence the accomplishment of it (John, 2016).

Therefore the area of this study was Kinondoni district, the justification of selecting this area is that; this is the place where Mwananchi and Nipashe newspapers' companies are found, also proximity and infrastructure were another reason for choosing this area since it was easy for a researcher to collect data as she used a table work by analysing the newspapers for the planned period of time thus it supported the accomplishment of the study.

3.5 Population of the Study

The study examined in depth information about the contribution of the print media on the energy availability reports by Mwananchi and Nipashe newspapers. Thus, the population of this study was newspapers from both Mwananchi and Nipashe for the period of 24 months from January, 2021 to December, 2023 whereby the analysis of these newspapers was on a weekly basis. This was done so because for the period of two years a researcher was able to measure how much these newspapers covered about energy availability.

3.6 Sample and Sampling Techniques

3.6.1 Sampling Procedure

McCombes (2023) defines sampling procedure as the process of choosing a means that will be used to select a sample that is representative of the group as a whole. Therefore, depending on the nature of the study, not all newspapers or stories were suitable to contribute or provide useful information, therefore the study used judgmental or purposive sampling, this is a non-probability sampling whereby a sample is selected by considering prior knowledge of the sample about a particular topic.

Further, it allows a researcher to pick a sample as he/she sees fit, a researcher chooses a sample by considering a prior knowledge of a particular sample, therefore, in the case of this study a researcher selected newspapers and stories that had the most useful information that aided the accomplishment of the study.

3.7.2 Sample Size

Based on the kind of study that is qualitative in nature, the sample size for this study was 192 whereby each month 8 newspapers was taken making total of 96 newspapers per year, thus for the period of two years a total number of newspapers was 192 as categorized below;

Table 3.1: Sampling Table

Year	Period range	Number of Newspapers
2021- 2022	January- December	96
2022- 2023	January – December	96
Total		192

Source: Researcher (2024)

3.8 Data Collection Instruments

Simplilearn (2023) defines data collection as the process of collecting and evaluating the collected information from multiple sources aiming at finding answers to research problems, and answering questions, hence an evaluation of the outcomes. Considering the qualitative nature of the study, content analysis used to collect data by using table work hence obtaining useful information as indicated in the table below;

3.8.1 Coding Scheme

According to Urban Institute (2022) this is a procedure of setting codes that are defined by the words and phrases where a researcher assigns to categorize a segment of the data by topic. In order to develop a coding scheme a researcher has to consider the questions that is trying to answer as well as related topics to those questions (Urban Institute, 2022).

Therefore, in this study themes such as number of stories, implications of data, style of story writing, challenges of journalists and recommendations for better future were coded hence presented in terms of tables, charts, words and themes.

3.9 Data Analysis and Presentation

Data analysis refers to a series of actions or procedures performed on data for the aim of verifying, organizing, transforming, integrating as well as extracting data in a proper form for successive use (Talend, 2021)

The obtained information through content analysis was analyzed through both content analysis and data coding methods to organize data logically. These methods used because they are appropriate enough to come up with true and accurate answers but also they were not complicated rather helping the accomplishment of the study. Therefore the collected data presented through tables and charts to simplify its flow.

3.10 Ethical Consideration

The study observed ethical issues including confidentiality, avoiding plagiarism, acknowledging sources, and asking for consent of the respondents. The study secured permission from the Open University of Tanzania to undertake the study in Kinondoni Municipal Council. Also before commencing data collection a researcher requested permission from Mwananchi Communication Limited and IPP Media that owns Nipashe Newspapers in order to be safe for whatever comes in the way.

CHAPTER FOUR

4.0 PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presents, analyzes and discusses the research findings regarding, “Contribution of Print Media on Energy Availability Reports in Tanzania: A Case Study of Mwananchi and Nipashe Newspapers”. It examines how Mwananchi and Nipashe Newspapers reported on the energy availability in Tanzania through collected information that were presented and analyzed.

The data presented, analyzed and discussed in this chapter was obtained through table work as the study was guided by the following specific objectives:

- i. To examine coverage of energy issues by Mwananchi and Nipashe Newspapers.
- ii. To examine issues covered and the frequency of coverage on energy by Mwananchi and Nipashe Newspapers.
- iii. To assess the challenges facing Mwananchi and Nipashe newspapers on reporting energy issues; and
- iv. To propose based on (i-iii) above, the strategic way forward regarding coverage of energy issues by print media

4.2 Reporting Rate

The study established that Mwananchi and Nipashe newspapers for the period of two years, from January, 2021 to December, 2023 had published a total of 106 stories that covered energy availability with different themes. In each month 8 newspapers

were selected making a total of 96 per each newspaper. Thus from 192 newspapers there were 90 stories on the energy availability.

Table 4.1: Reported Cases

Issues Reported	Total Number of Responses
Makamba: TANESCO isiingizwe kwenye siasa literally translated as Makamba: TANESCO should not be tossed into politics	24
HitilafuMfumowauzalishajiumeme, TANESCO yasababisha giza literally translated as problems in TANESCO's power production system as it has caused darkness	
TANESCO yasematatizoyaumemeimekwisha literally translated as Tanesco says electricity problem is over	
TANESCO yapewa kibano kukatika umeme literally translated as TANESCO has been pointed a finger because of electricity cut off	29
Mkakatimzito TANESCO kukabili makali ya umeme literally translated as TANESCO's Strong strategies to end electricity burden	
TANESCO yaonyavishokamradiwa REA vijijini literally translated as TANESCO warns fake workers on the REA project in the villages	
TANESCO yapokeamtambowa MW 20 literally translated as TANESCO receives a 20 MW plant	
Miezisitakuamuahatimabosimpyawa TANESCO literally translated as Six months to decide the state of TANESCO's new boss	
TIC yawatoahofuwawekezajikukatikaumeme literally translated as TIC tells investors that there will be no electricity problems	42
Serikaliyalipamiloni 58 kupeleka umeme soko la samaki Tumbe literally translated as The government has paid 58 million to supply electricity to the fish market in Tumbe	
Ujazajimajibwawa la Nyerere, vigogo wenyeng'ombemaelfuwaingiamatatani literally as The process of water filling in Nyerere dam has put big sharks with thousands cattle in trouble	

Rais Samia kufunga lango la handakiBwawa la Nyerere literally translated as President Samia to wind up an entrance of Nyerere Hydroelectric power dam	
Waziri azuiamkandarasikutiasainimkatabampya semantically translated as Minister rejects a constructor to sign a new contract	10
ACT yatoaushaurimradiwagesiasilia semantically translated as ACT advised authorities on the liquified natural gas	
Uzalishajigesiasiliakuongezekanchini translated as Natural gas production to rise in Tanzania	
Umeme waRusumokuanzaMachi that is semantically translated as Rusumo's electricity starts in March	20
Safari yaumemevijijinikwaasilimia 100 mwaka 2024 semantically translated as 100 percent rural electrification in 2024	
Wananchiwaombavituovyakujaziagesiyamagari semantically translated as Citizens request car gas filling stations	28
Serikalinasektabinafsiunganisheninguvugesikwenyemagari translated as, "Government and private sector join forces on compressed natural gas	
TANESCO yawatoahofuwananchikukatikakwaumeme semantically translated as TANESCO removes the fear of the people from power outages	
Watanzania 170 kupatamafunzomradiwa EACOP semantically translated as 170 Tanzanians to get trainings in the EACOP project	
TANESCO: Tumeanzakwendakidijitali semantically translated as TANESCO: We have started to operate digitally	39
Bei yamafutayaanzakushukasoko la dunia semantically translated as fuel price started to fall in the world market	
MradiwaMchuchuma, Ligangakuneemeka literally translated as Mchuchuma and Liganga Project, to be improved	
WawekezajiSektayagesi Nigeria wawaumasikioWatanzania literally translated as Investors in the gas sector from Nigeria alert the Tanzanians on the gas issues	

Source: Researcher, 2024

4.3 The Coverage of Energy Issues by Mwananchi and Nipashe Newspapers

The aim of this objective was to know the contribution of print media which are Nipashe and Mwananchi newspapers in covering energy availability reports, this helped to know the kinds of contents journalists published on their newspapers about energy issues.

4.3.1 Number of Stories on Energy issues

Objective number one aimed at finding the number of stories covered on the energy availability. The study's findings show that in the total of 192 newspapers from both Nipashe and Mwananchi newspapers 90 (47%) newspapers covered stories about energy issues while the rest 102 (53%) were not covered about energy issues at all. Table 4.1 illustrates this part.

Table 4.2 Number of Stories (n=192)

Items	Frequency	Percentage
Energy Availability	90	47
Other Issues	102	53
Total	192	100

Source: Field Data (2024)

The findings from Table 4.1 revealed that newspapers have not covered enough about energy issues as indicated by 41 (21%) number of stories by Nipashe Newspaper that is below average. This shows that media houses have not invested adequately in reporting on the energy issues hence denying the ability to expose economic opportunities from the energy sector to the citizens.

The findings show that only 41 (21%)) reported about energy issues therefore this means that the media have not contributed enough on the reporting of energy issues.

However, through its power media has the role to report about the energy issues as argued by Chinyeaka et al., (2018) who argued that newspapers play a vital role in reporting energy and minerals however there are some challenges facing newspapers in reporting energy and minerals in developing countries.

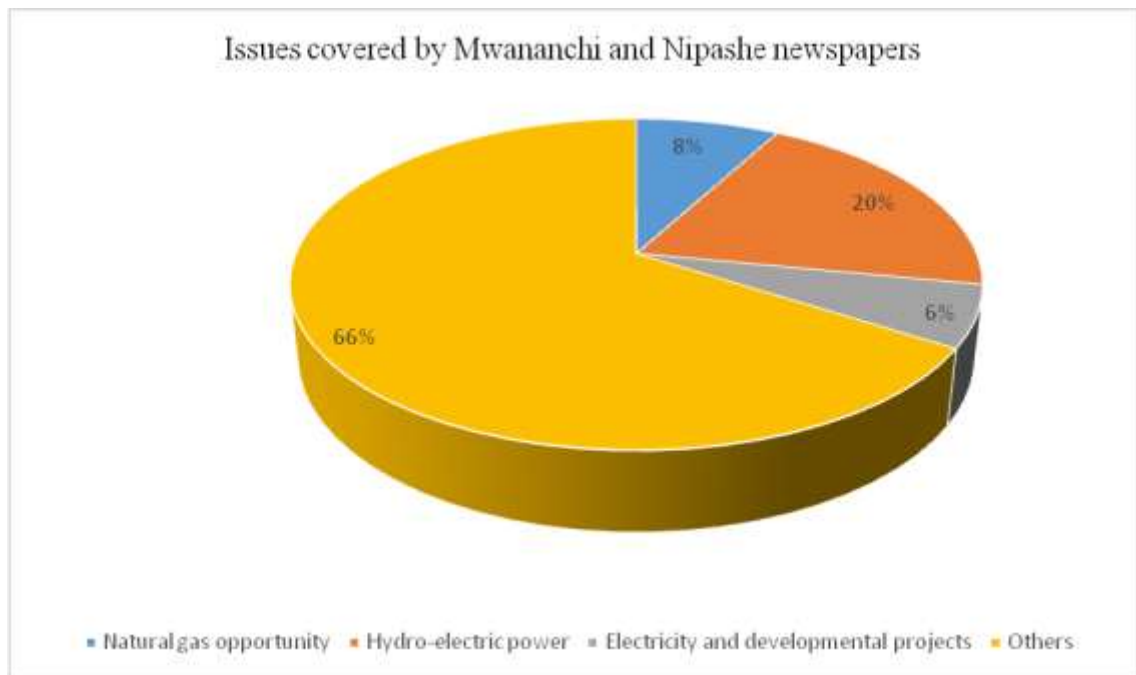
Sylvester and Maponya (2014) when assessing the contribution of mass media in reporting energy and minerals in South Africa observed that the access to market information can help develop competitive markets which can improve the economy of both business companies and regions at large.

4.4 Issues Covered and the Frequency of Coverage on Energy by Mwananchi and Nipashe Newspapers

The objective number two sought to know the issues about energy availability that were covered in Nipashe and Mwananchi Newspapers and the frequency of coverage. From the findings the most appeared themes were hydroelectric powers, natural gas as well as electricity power and development.

Out of 192 stories from both Mwananchi and Nipashe newspapers 39 (20%) covered about hydro-electric power, 15 (8%) stories covered about availability of natural gas, another 11 (6%) stories covered about electricity and developmental projects and 127 (66%) covered other issues as illustrated in the chart below:

Figure 4.1.: Issues covered by Mwananchi and Nipashe Newspapers(n=192)



Source: Field Data, 2024

Results from Figure 4.1 show that the most appeared themes were hydro-electric powers as indicated by the 39 (20%) stories out of 192 of the total stories collected from the mentioned newspapers, 15 (8%) stories covered about availability of natural gas, another 11 (6%) stories covered about electricity and developmental projects and 127 (66%) covered other issues

This shows that despite the fact that the reportage was less in terms of number of stories, there were important issues such as the hydro-electric power especially by referring the ongoing project of JNHPP in Rufiji, as well as availability of natural gas as a means to contribute the growth of Tanzania's economy.

The availability of information resources cannot suffice to satisfy the information needs of people as argued by Sylvester and Maponya (2014) when examining the contribution of mass media especially print media in reporting energy and minerals

observes that the access to market information can help developing competitive markets which can improve the economy of both business companies and regions at large hence the contribution of print media can be manifested practically.

Furthermore, Mbamalu (2020) agreed that the newspapers frame issues such as those of energy ones and they act as influencers and policy drivers in renewable energy. Newspapers are able to frame investors as technology-driven players, whereby consumers apart from facing low attention, are also passive actors. The study concludes that too much use of news as content sacrifices the interpretive frames that are needed in contextualizing renewable energy incidents and actors to populate public perception.

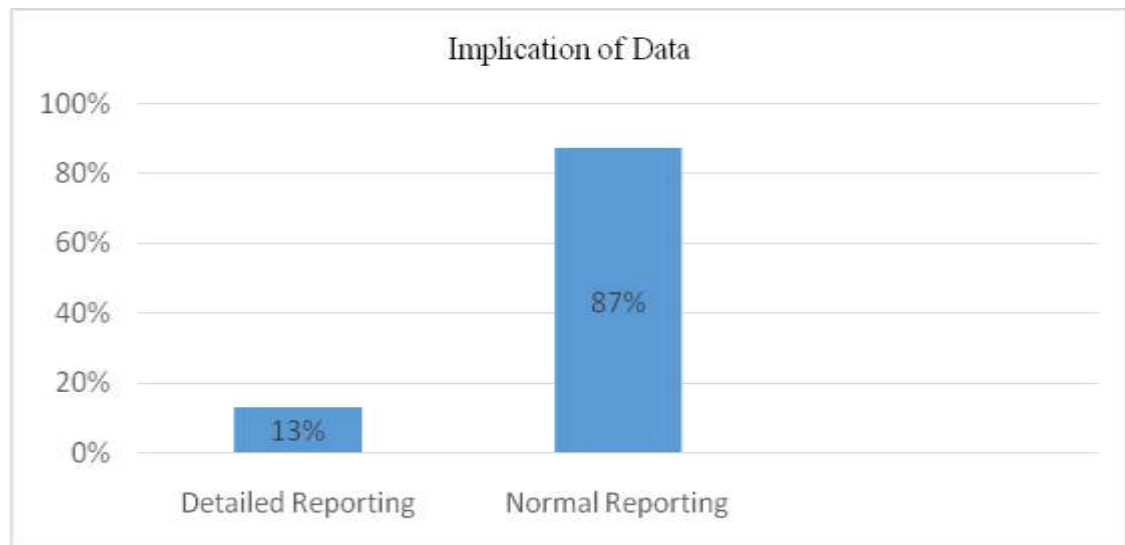
4.5 Challenges facing Mwananchi and Nipashe Newspapers on Reporting

Energy Issues

Objective number three aimed at assessing the challenges and setbacks faced Mwananchi and Nipashe newspapers when reporting about energy availability in Tanzania. The findings of the study show that less use of data, lack of prior information about the energy topics are the most challenging factors towards the reportage on the energy issues.

From the analysed stories out of 192 stories only 24 (13%) stories were reported heavily and in detail with the use of data but the rest news stories were reported with less in-depth information on the particular matters. The graph below illustrates:

Figure 4.2 Implication of Data in the stories



Source: Field Data, 2024

Figure 4.2 shows that the proper way of reporting by implying data in the stories about energy availability report was less compared to the general way of reporting as indicated by the 13% of the stories that were reported in detail with in-depth information while the rest 87% were reported in a general way. This shows that most journalists and media practitioners are facing challenges of incompetence that lead them not to be able to write stories in detail and within depth information such as implication of data and statistics to support the reportage.

Hivo (2020) argued that for the print media to contribute to the energy availability report, the media practitioners should be trained and mentored in order for them to have a broad understanding and awareness about the issues that face the sector because this will enable them to be more analytical and self-driven in researching, documenting as well as reporting untold stories.

The argument is also supported by Boykoff and Roberts (2007) who observes that in order to see the intensive contribution of the media on energy availability, journalists should be trained in how to report on oil, gas and mining issues.

Mass media coverage has proven to be one of the contributors among several factors that have created and impacted science as well as public understanding. However, most of these journalistic works lack competence and appropriateness because journalists are not taught to specify different areas intensively hence failing to play its vital role in materializing and mobilizing people to concentrate on energy (Muller and Hepburn, 2006).

4.6 Strategic way forward regarding coverage of Energy issues by Print Media

4.6.1 Efficiency and Specialization in reporting

Efficiency and professionalism are one of the important key items that guide journalism as a profession since they are essential in making a story newsworthy. From the collected data, coverage on the energy availability was also affected by lack of specialization and efficiency that are proved by lack of in-depth information in the stories about energy issues.

Also lack of feature stories is a proof of inefficiency and unprofessionalism since journalists are not able to pitch topics and explore issues deeply in order to raise some hidden information that could act as a clue to lead investors in energy availability and investments and making citizens know their country's resources as well.

Out of 90 stories from Mwananchi and Nipashe newspapers only 32 (17%) stories were featured and the rest 160 (83%) stories were hard news on the study topic as shown in table 4.2.

Table 4.3 Efficiency and Specialization in Reporting

News Type	Frequency	Percentage
Feature stories	32	17
Hard news	160	83
Total	192	100

From Table 4.2 the findings revealed that there were few feature stories about energy availability reports as indicated by the 32(17%) stories out of 192 while hard news were 160 (83%) of the total stories. This shows that most of the stories were having not enough information since the stories were reported in a general way rather than writing feature stories.

Mwesiga (2018) argue that the contribution of print media towards energy and natural resources in newsrooms nowadays is not welcoming since many journalists have a so called “quick turn” this means they are turning into general reporters that very often jump from one issue to another without any adequate technical knowledge about the developments/events they report on

For instance June 30, 2022 there was a story in Mwananchi newspaper with a title, “*gesi inazalisha umeme mwingi*” literally translated as Gas produces enough electricity power” the story have many numbers and data but are not well organized, there could be an implication of charts and tables to illustrate data so that readers would read and understand.

The report of UNDP (2015) observes that in many emerging oil rich countries in Africa journalists lack the knowledge and skills to report and write in detail with in-depth information on energy availability and mining issues as a result media do not play its role in contributing to energy availability. UNDP argues that it is important for the media organs and boards to train journalists on how to report journalistic issues especially on emerging issues of extractive industry since hence measuring the contribution of print media on the energy availability reports.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This study presented and discussed the findings of the analysis of the Contribution of Print Media on Energy Availability Reports in Tanzania: A Case Study of Mwananchi and Nipashe Newspapers. The specific objectives of the study were to examine coverage of energy issues by Mwananchi and Nipashe newspapers, to examine the frequency of coverage on energy availability by Mwananchi and Nipashe newspapers, to assess the challenges facing Mwananchi and Nipashe newspapers on reporting energy issues and to propose the strategic way forward regarding coverage of energy issues by print media.

The primary and secondary data were collected by using table work analysis and presented in tables, charts, graphs as well as explanations.

5.2 Summary of the Key Findings

This section has four subsections that summarize the main research findings according to the specific research objectives.

5.2.1 The coverage of energy issues by Mwananchi and Nipashe newspapers

The study indicates that the coverage of Mwananchi and Nipashe newspapers on the energy availability was not that enough in terms of number of reports or stories. Also there was no implication of data in story writing since data journalism is one of the important items in making readers understand easily therefore, the coverage lacks in-depth details on the energy issues.

The study's findings show that in the total of 192 newspapers from both Nipashe and Mwananchi newspapers, 90 newspapers (47%) covered energy issues. From Mwananchi newspaper out of 96 copies there were 49 (51%) stories about energy issues while from Nipashe out of 96 copies there were 41 (43%) stories about energy availability.

However most of the stories were single source-based stories and most of them were not from specific areas and feature stories rather they were from general topics or daily reports.

5.2.2 Frequency of Coverage on Energy availability by Mwananchi and Nipashe Newspapers.

The study indicates that for the period of two years there were 90 stories from both Mwananchi and Nipashe Newspapers as per eight newspapers each month, this means that the coverage was not done in a consistent way with no proper continuation.

From the findings the most appeared themes were hydroelectric powers, natural gas as well as electricity power and development. Out of 192 stories from both Mwananchi and Nipashe newspapers 39 (20%) covered hydro-electric power, 15 (8%) stories covered about availability of natural gas and another 11 (6%) stories covered about electricity and developmental projects.

The results indicated that energy issues were not covered by newspapers in a consistent way as a result the number of the stories about energy issues was low compared to other areas.

5.2.3 The challenges that Faced Mwananchi and Nipashe Newspapers on Reporting Energy Issues.

The study shows that there are some setbacks and challenges that journalists were facing during the reporting, especially on energy availability. Some of them were lack of training, lack of specialization in newsrooms, brown envelopes to journalists, business interests and many others.

From the study, findings revealed that out of 192 stories 24 (13%) were covered in detail and with the implication of data to support the stories and other stories were reported in terms of news stories with less in-depth information on the particular matters. Most of these challenges that journalists faced were observed through the journalistic works that seemed to lack some key and important items that have to be in a journalistic work such as facts, multiple source-based stories as well as consciousness and competence among the journalists.

The results observed that for the newspapers to have contributions on the energy availability media houses have to prepare training and seminars for their journalists, content creators as well as other media practitioners that are working in the print media field.

5.2.4 Strategic Ways Forward Regarding Coverage of Energy Issues by Print Media

The findings of this study show that the mentioned newspapers did not produce feature stories with in-depth information on the energy issues. Out of 192 stories from Mwananchi and Nipashe newspapers only 32 (17%) stories were featured and the rest 160 (83%) stories were hard news.

Therefore, for the betterment of the contribution of print media on the energy availability reports there should be an intensive power and capability in writing more feature stories that will be containing more specific information on a particular agenda.

5.3 Conclusions

Based on the results of this study, the contribution of print media on energy availability is low since most of these newspapers have covered few stories about energy issues compared to other areas. For instance, in the number of 192 stories from the newspapers there were 41 (21%) of stories that covered energy issues, which is below the average. This shows that media houses have not invested in reporting on the energy issues hence denying the ability to expose economic opportunities to the citizens.

Most of the stories covered by Mwananchi and Nipashe Newspapers are general in terms of coverage so there could be specialization of the journalistic works that could enable more detailed journalistic works especially with the use of data journalism, pitching specific story ideas as well as trainings to the journalists. For example, from the data out of 192 stories covered by both Nipashe and Mwananchi newspapers only 24 stories were covered in detail and by implying data and statistics to simplify the readability to a story consumer. Therefore there should be some improvements in the media houses especially the print ones so that the coverage on the energy issues will be lifted.

5.4 Recommendations

Based on the findings presented and discussed in chapter four and summarized in earlier sections of this chapter, the following recommendations.

5.4.1 Recommendations for Action

- Print media should improve the coverage of energy issues by increasing the number of energy-based stories in their newspapers, also they should aid consumer intelligence by consuming, digesting and decrypting the technical language and terminology into a normal or the so called a lay man language.
- Newsrooms should support and encourage their journalists by giving them prime space and time in their newspapers so that it will be a driving factor to increase the contribution of print media on the energy availability report.

5.4.2 Recommendations for Further Studies

- This study has covered only an area of energy with reference to the reporting from Tanzania's daily newspapers which are Mwananchi and Nipashe newspapers however, there are many other academic areas that have to be improved in terms of coverages and measuring its contribution such as coverage of gas and oils, agricultural sector, as well as fishery industry. Also, other kinds of media should be used to measure the contributions towards different sectors in Tanzania such as electronic media as well as the emerging and fast-growing social media.

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