Eva Solomon
WOMEN’S ROLES IN THE MEDIA: ATTITUDES TOWARDS GENDER ISSUES IN SIX TANZANIAN NEWSPAPERS

University of Tampere
International School of Social Sciences
Department of Journalism and Mass Communication
Journalism and Mass Communication
Master’s Thesis
September 2006
This study investigates women’s roles in the media: attitudes towards gender issues in six Tanzanian newspapers.

Firstly, the study examines the situation of female journalists in the aspects of education, employment status, job position and working conditions. Differences between female and male reporters in sourcing women in general issues and women issues, as well as obstacles facing these reporters in sourcing women are analyzed.

Further, the study investigates journalists’ attitudes towards the coverage and portrayal of women in newspapers under study. In addition, this work looks into the roles performed by female journalists in the coverage and portrayal of women in the media.

The findings of the study establish that the general situation of female journalists in the newspapers under study is poor, in the sense that they are not well educated and the majority of them are in lower echelons. Their attitude towards women in the media is that women are still covered less compared to men and portrayed in stereotypical roles and as sexual objects. Specifically, findings reveal that in broadsheets women are covered less compared to men and portrayed in stereotypical roles while in tabloids women are covered more compared to men but portrayed in not only their stereotypical roles but also as sexual objects and entertainment tools.
The study shows that female journalists play important roles in improving the coverage as well as portrayal of women in print media, as individual journalists, and they perform more and effective roles as members of a media-women association-TAMWA. The findings also disclose that the management of the newspapers under study and the government play important roles, which enhance the roles performed by female journalists.

The study also reveals many factors which hinder female journalists in improving the coverage as well as the portrayal of women in print media. These are: patriarchy in terms of ownership and control; poor working conditions in terms of poor pay, poor facilities, poor education; professional constraints such as agenda setting and framing theories, deadlines and lack of enough space in the media; also the absence of women in senior positions in the media as well as poor participation of women (as subjects of media content) in the media.
# TABLE OF CONTENTS

ABSTRACT.......................................................................................................................................................... II

TABLE OF CONTENTS ........................................................................................................................................ IV

ACKNOWLEDGEMENTS ...................................................................................................................................... VII

DEDICATION ..................................................................................................................................................... VIII

LIST OF TABLES............................................................................................................................................... X

LIST OF FIGURES ............................................................................................................................................ XI

CHAPTER ONE ................................................................................................................................................... 1

INTRODUCTION ............................................................................................................................................... 1

1.1. BACKGROUND TO THE STUDY .................................................................................................................. 1
1.2. STATEMENT OF THE PROBLEM ................................................................................................................ 5
1.3. OBJECTIVES OF THE STUDY ................................................................................................................... 6
1.4. SIGNIFICANCE OF THE STUDY ................................................................................................................ 6
1.5. DEFINITION OF TERMS ............................................................................................................................. 7
1.6. THEORETICAL FRAMEWORK .................................................................................................................... 9
1.6.1. Media Theories ..................................................................................................................................... 9
1.6.2. Feminist and Gender Theories ........................................................................................................... 14

CHAPTER TWO .............................................................................................................................................. 16

MEDIA IN TANZANIA, TODAY .......................................................................................................................... 16

2.1. INTRODUCTION ....................................................................................................................................... 16
2.2. MEDIA EVOLVEMENT ............................................................................................................................. 16
2.3. MEDIA DISTRIBUTION ............................................................................................................................ 19
2.3.1. Radio Stations .................................................................................................................................... 20
2.3.2. Television Stations ............................................................................................................................ 22
2.3.3. Newspapers ...................................................................................................................................... 25
2.4. GENDER AND MAINSTREAM MEDIA .................................................................................................. 26

CHAPTER THREE ........................................................................................................................................... 29

QUESTIONS OF MEDIA AND GENDER ........................................................................................................ 29

3.1. INTRODUCTION ....................................................................................................................................... 29
3.2. WOMEN JOURNALISTS IN MEDIA ......................................................................................................... 29
3.2.1. Women in Media Houses .................................................................................................................... 30
3.2.2. Women in Media Training Institutions ........................................................................................... 34
3.2.3. Women in Media Women Organizations – TAMWA ....................................................................... 36
3.3. FEMALE AND MALE REPORTERS: THE COMPARISON ....................................................................... 39
3.4. FEMALE JOURNALISTS: ATTITUDES TOWARDS WOMEN IN MEDIA .................................................... 42
3.5. MEDIA COVERAGE AND PORTRAYAL OF WOMEN ................................................................. 43
  3.5.1. Media Power .................................................................................................................. 43
  3.5.2. Media and Culture ......................................................................................................... 45
  3.5.3. Media Coverage of Women ......................................................................................... 46
  3.5.4. Media Portrayal of Women ........................................................................................ 49
3.6. WOMEN’S MEDIA ACCESS ............................................................................................. 58
3.7. MEDIA – GOVERNMENT POLICIES ............................................................................... 59

CHAPTER FOUR ...................................................................................................................... 63

RESEARCH METHODOLOGY ................................................................................................. 63
  4.1. INTRODUCTION ............................................................................................................... 63
  4.2. RESEARCH DESIGN ........................................................................................................ 63
  4.3. AREA OF STUDY ............................................................................................................. 65
  4.4. MEDIA PROFESSIONALS UNDER SCRUTINY ............................................................... 65
  4.5. SAMPLE SIZE ................................................................................................................ 66
  4.6. INSTRUMENTS OF DATA COLLECTION ....................................................................... 66
    4.6.1. Questionnaires ...................................................................................................... 67
    4.6.2. Interview Guides .................................................................................................. 67
    4.6.3. Documentary review ............................................................................................ 67
    4.6.4. Observation .......................................................................................................... 68
  4.7. PILOT STUDY ................................................................................................................ 68
  4.8. DATA ANALYSIS .......................................................................................................... 68
  4.9. ETHICAL ISSUES .......................................................................................................... 69

CHAPTER FIVE ....................................................................................................................... 70

ANALYSIS ................................................................................................................................ 70
  5.1. INTRODUCTION .............................................................................................................. 70
  5.2. FEMALE JOURNALISTS IN THE NEWSPAPERS .......................................................... 72
    5.2.1. Education ............................................................................................................... 72
    5.2.2. Media Training Institutions .................................................................................. 75
    5.2.3. Employment Status .............................................................................................. 75
    5.2.4. Working Conditions ............................................................................................ 78
  5.3. FEMALE AND MALE REPORTERS: THE COMPARISON ............................................ 79
    5.3.1. Women as Sources in General Issues ..................................................................... 80
    5.3.2. Women as Sources in Women Issues ..................................................................... 81
    5.3.3. Editors’ Views ...................................................................................................... 82
  5.4. THE COVERAGE AND PORTRAYAL OF WOMEN: JOURNALISTS’ ATTITUDES .......... 84
    5.4.1. Broadsheets .......................................................................................................... 85
    5.4.2. Tabloids ................................................................................................................ 85
    5.4.3. Editors’ Attitudes .................................................................................................. 86
  5.5. ROLES PERFORMED IN IMPROVING THE IMAGE OF WOMEN ................................ 88
    5.5.1. Female Journalists’ Roles ..................................................................................... 88
    5.5.2. Organizational Roles ............................................................................................ 91
I would like to thank all those who contributed in one way or the other towards the successful completion of this work.

I would like to thank the Embassy of Finland, Tanzania, for financial support which enabled me to pursue studies at the Department of Journalism and Mass Communication, Tampere University. I would also like to thank my Employer, the University of Dar es Salaam for allowing me to pursue my studies. Particular appreciation should go to the management of the Institute of Journalism and Mass Communication.

I am heavily indebted to Professor Kaarle Nordenstreng for his invaluable, timely, continuous and tireless guidance, advice and contribution throughout the pursuit of the study. Special thanks to my supervisor Dr. Iiris Ruoho for her constructive criticism and positive encouragement, her advice shaped the direction of this study. I would also like to thank Professor Ullamaija Kivukuru for her contribution.

I would like to thank the management and staff of the Department of Journalism and Mass Communication, Tampere University for providing help whenever needed.

My sincere gratitude and special thanks go to Professor Mwajabu Possi for her guidance and encouragement throughout the course of pursuing my studies.

I would also like to thank all journalists (especially my sisters – in the profession - Matilda Kassanga and Tuma Abdallah) and media officials involved in the study. Your support and responses to the questions enabled this work to be completed.

Finally, I am indebted to my entire family, relatives, friends and colleagues who offered a lot of encouragement and support throughout the study.
DEDICATION

This work is dedicated to my parents, Mr. Solomon Daudi and Mrs. Gladys Daudi.

Thanks, for keeping the faith!
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCE</td>
<td>African Council on Communication and Education</td>
</tr>
<tr>
<td>BJA</td>
<td>Business Journalist Association</td>
</tr>
<tr>
<td>BPFA</td>
<td>Beijing Platform for Action</td>
</tr>
<tr>
<td>FAMW</td>
<td>Federation of African Media Women</td>
</tr>
<tr>
<td>FES</td>
<td>Friedrich Eibert Stiftung</td>
</tr>
<tr>
<td>GEMSA</td>
<td>Gender and Media Southern Africa</td>
</tr>
<tr>
<td>GMBS</td>
<td>Gender and Media Baseline Study</td>
</tr>
<tr>
<td>GMMP</td>
<td>Global Media Monitoring Project</td>
</tr>
<tr>
<td>GMMR</td>
<td>Gender and Media Monitoring Report</td>
</tr>
<tr>
<td>ICT</td>
<td>Information Communication Technology</td>
</tr>
<tr>
<td>ITV</td>
<td>Independent Television</td>
</tr>
<tr>
<td>IJMC</td>
<td>Institute of Journalism and Mass Communication</td>
</tr>
<tr>
<td>IWMF</td>
<td>International Women’s Media Foundation</td>
</tr>
<tr>
<td>MAELEZO</td>
<td>Tanzania Information Services</td>
</tr>
<tr>
<td>MCT</td>
<td>Media Council of Tanzania</td>
</tr>
<tr>
<td>MISA</td>
<td>Media Institute of Southern Africa</td>
</tr>
<tr>
<td>NSJ</td>
<td>Nordic SADC Foundation</td>
</tr>
<tr>
<td>RTD</td>
<td>Radio Tanzania Dar Es Salaam</td>
</tr>
<tr>
<td>SADC</td>
<td>Southern Africa Development Countries</td>
</tr>
<tr>
<td>SAUT</td>
<td>St. Augustine University of Tanzania</td>
</tr>
<tr>
<td>TAMSA</td>
<td>Tanzania Muslim Student Association</td>
</tr>
<tr>
<td>TAMWA</td>
<td>Tanzania Media Women Association</td>
</tr>
<tr>
<td>TCRA</td>
<td>Tanzania Communication Regulation Authority</td>
</tr>
<tr>
<td>TGNP</td>
<td>Tanzania Gender Networking Programme</td>
</tr>
<tr>
<td>TIME</td>
<td>Tanzania Institute of Media Education</td>
</tr>
<tr>
<td>TVT</td>
<td>National Television</td>
</tr>
<tr>
<td>UDSM</td>
<td>University of Dar Es Salaam</td>
</tr>
<tr>
<td>UNESCO</td>
<td>United Nations Educational, Scientific and Cultural Organization</td>
</tr>
</tbody>
</table>
# LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1</td>
<td>Radio stations</td>
<td>20</td>
</tr>
<tr>
<td>Table 2</td>
<td>Television stations</td>
<td>22</td>
</tr>
<tr>
<td>Table 3</td>
<td>Cable Television Networks</td>
<td>24</td>
</tr>
<tr>
<td>Table 4</td>
<td>Satellite Operator</td>
<td>24</td>
</tr>
<tr>
<td>Table 5</td>
<td>News Creators</td>
<td>26</td>
</tr>
<tr>
<td>Table 6</td>
<td>Who Reports on What?</td>
<td>27</td>
</tr>
<tr>
<td>Table 7</td>
<td>Media Professionals, Methodology and Information Gathered</td>
<td>63</td>
</tr>
<tr>
<td>Table 8</td>
<td>The Gender Distribution of Journalists in Newspapers</td>
<td>69</td>
</tr>
<tr>
<td>Table 9</td>
<td>The Gender Distribution of Journalists Understudy</td>
<td>70</td>
</tr>
<tr>
<td>Table 10</td>
<td>The Education Level of Broadsheets Journalists</td>
<td>71</td>
</tr>
<tr>
<td>Table 11</td>
<td>The Education Level of Tabloids Journalists</td>
<td>72</td>
</tr>
<tr>
<td>Table 12</td>
<td>Female Journalists in Broadsheets and Tabloids</td>
<td>77</td>
</tr>
<tr>
<td>Table 13</td>
<td>Why are Women Rarely Sourced?</td>
<td>81</td>
</tr>
</tbody>
</table>
LIST OF FIGURES

Figure 1: Media Content Determinants.................................................................12
Figure 2: Women Dancing...................................................................................54
Figure 3: Men and Women Dancing.................................................................54
Figure 4: Image of Man and Woman.................................................................55
Figure 5: Print Advert. .......................................................................................57
Figure 6: Female Journalists in Broadsheets..................................................75
Figure 7: Female Journalists in Tabloids..........................................................77
Figure 8: The Working Conditions......................................................................78
Figure 9: Women as Sources in General Issues.................................................80
Figure 10: Women as Sources in Woman Issues...............................................81
CHAPTER ONE

Introduction

1.1. Background to the Study

The media, occupy an increasingly central place in the lives of many people around the world, women in Tanzania being no exception!

Apart from the basic roles of the print media, i.e. informing, educating, entertaining and transmitting culture, the media is also well placed to influence attitudes – about women, their relationships and their place in the world. However, what is regularly seen, heard or read in media is a selection (basing on agenda setting and framing theories of the media) – reflecting particular priorities and views. This selection and its presentation in specific media output, reproduces certain assumptions about women’s role and status.

In the male-dominated media industry of Tanzania, and generally many other countries of the world, female journalists inherit agendas within the media, basing on the majority (male) perceptions. But, these few women working in the media industry can change those agendas, as well as convincing male journalists to reflect more adequately women issues in relation to women’s pre-occupations and priorities.

Feminist themes in communication studies for example, are concerned with two major aspects; stereotypes and pornography in relation to the portrayal of women in the media. These studies have observed that, across the globe, women are both under represented in, and portrayed in a narrow range of stereotypical roles in the mainstream media; most often either as victims of violence or/and as sexual objects.

In Tanzania, research and surveys have observed that in the last one decade or so the country has witnessed a media boom. In the early 90’s, print media concentrated on serious news items such as; politics, economics and social issues like health services, education and the like, with only a few last pages dedicated to sports and entertainment. At the moment however, newspapers dealing with soft news, entertainment and sports; as well as sex and scandal reporting have proliferated out becoming a serious separate publishing business.
From the late 80’s to date, several studies on media issues conducted by students from the Institute of Journalism and Mass Communication (IJMC), Tanzania Media Women Association (TAMWA), individual media practitioners, Media Institute for Southern Africa (MISA), as well as the Global Media Monitoring Project (GMMP-1995, 2000 and 2005) reveal that, the growth of print media also brought about cries from the Tanzanian elite women and the public at large in relation to the coverage and portrayal of women. These studies show that in the media, women are covered less compared to men and portrayed in their stereotypical roles; such as mothers, housewives and as sexual objects. While men are portrayed as heroes, with power over women and the society as a whole. I will explain more about this in Chapter Three—Questions of media and gender.

Most of the cries are directed to the tabloids. Mtambalike (1996) explains that

“The present state of affairs in the print media has not brought any positive outlook on the situation of the woman in the Tanzanian society; at worst it has further entrenched the subordinate role of the woman and made her the object, a victim of the unethical and sexist reportage”.

She adds that sensationalism and unverified news have become common place. And in this situation, women have suffered most, as they are usually the subjects of sensational reporting.

Studies observe that there is a difference between tabloids and broadsheets in relation to the portrayal of women. For example, research done in the Southern Africa Development Countries (SADC) by the Gender and Media Baseline Study (GMBS) in 2003, observe that in broadsheets women are more portrayed in their stereotypical roles, such as homemakers. While, different sources of literature on women and the media, to mention but a few, (Mtambalike 1996; Kayoka 2001; Solomon 2001; Nkya 2003) reveal that in tabloids women are not only portrayed in their stereotypical roles but also as sexual objects and entertainment tools. I will explain more about this in Chapter Three.

Moreover, tabloids are claimed to offend a sufficient number of individuals in the concerned society due to the fact that they do not stress on political or economical issues (like broadsheets) but crime, sex and gossip of the day.

As history entails, sensational journalism - typical of tabloids, was not well respected back then, when it started in the 19th C. Defleur and Rokeach (1975, p.28) explain that,
“This great new means of communication, which held forth the tantalizing potential of mass cultural and moral uplift, turned out to be a monstrous influence of societal degeneration”.

Even at the 21st C. as Weiten (1998, p.101) elaborates “Tabloid journalism is still the genre that influential theologians, scientists, lawyers, journalists and publishers would most like to have vanish from the earth”.

Additionally, in Tanzania, there are a number of complaints from the concerned audience of the public, pressure groups such as TAMWA; and media regulatory organs, such as the Tanzania Information Services (MAELEZO) and the Media Council of Tanzania (MCT); that materials published in the tabloids contain pornography which is highly associated with women in terms of images and texts. This is not only against Tanzanian culture and national ethical and moral standards but also these materials are claimed to lower the reputation of women in the society.

Mtambalike (1996) reveals that tabloids are deemed trivial but they enjoy a wide readership from the majority of the lower ranks of the Tanzanian society. And also enjoy a significant readership from the learned class, hence they continue thriving. This could be because they are market driven and guided by what Brants and Zoonen (1998, p.4) called “what is interesting rather than what is important, by an audience orientation rather than an institutional logic”.

As a result, what was formally hidden from the public eye has become generally visible. For example, to discuss about sexual issues in the open in Tanzania is a taboo. But now it is written in tabloids and everyone can access the information.

Though some of the tabloids, such as Sanifu are banned, new titles with similar contents keep on appearing on regular basis. In view of the magic bullet theory, that the society believes what they read, see or hear from the media, it is then clearly visible that the negative effects the tabloids and other newspapers have to the women and the society in general, affect the women and the society as a whole.

Bukoli and Sharif (1980) quoting Ananilea Nkya, the then editor of Radio Tanzania Dar es Salaam (RTD), saying that a good number of female and male journalists, back in the 80’s
and early 90’s, had no knowledge of gender issues which could be one reason for female journalists’ failure to improve the situation of fellow women, in the media and the society as a whole. But now that a good number of female journalists have the knowledge, what roles are they playing to improve the coverage and portrayal of women in media? The answer to this question is not well known.

One could argue that nothing will change by aimlessly complaining about women journalists since there are professional priorities in their media organisations, as Carter and Steiner (2004), argue that stories selection are made to fit legal standards, editors and owners prejudices, community culture and advertiser demands.

However, women journalists need to grasp the complex problems and limitations in typical media output, and the part that they themselves play in constructing representations of reality, through informing, educating, entertaining and transmitting culture. There is a need therefore to put a reflection on the part of media practitioners, for this matter, print – women journalists. Of course, they operate under countless professional and institutional constraints, but they also exercise many individual choices (such as selection of interviewees, image selection, angle/framing etc) that have an impact on the coverage and portrayal of women in the media.

This study therefore, looks into women’s roles in the media: attitudes towards gender issues in six Tanzanian newspapers. The six newspapers are two tabloids (Kiu and Ijumaa) and four broadsheets (Daily News, Guardian, Nipashe and Majira). The study focuses on women as producers of newspapers’ content in relation to the coverage and portrayal of women in the newspapers under study.

The study focuses on women journalists because it is argued that in a male-dominated media, men have final decision. However, it is expected that the few women in the print media industry can help to change the coverage and portrayal of women and hopefully be able to convince men to report about women differently from what they are currently doing in print media and other media. It is a fact that women working in the print medium and other media represent other women in the country, and for that matter, the society expects them to spearhead changes leading to good women’s image in the media. In addition, Kayoka (2001, p.34) explains that very little research exists in Tanzania in relation to
women and print media. It is at this point, that women as subjects of media content are slightly looked into in this study.

Additionally, since all journalists have the power to select what to report and what not to report, whereby in doing so, helps shape public opinion; it is at this point that male journalists are also going to be involved in this study, to find out if there are differences between male and female journalists in involving women in their stories. As Sheikh (1999, p.2) asserts

“Journalists have a special responsibility in shaping the image of women in the media due to their role as conveyers of messages that contribute to shape people’s opinions and feelings”

1.2. Statement of the Problem

The background to the study and chapter three of this thesis – Questions of media and gender, reveal that women have and are continuing to be covered poorly as well as portrayed negatively in print media. In the sense that women are receiving less coverage in print media compared to men. Even the little coverage they get, they are basically portrayed in their stereotypical roles, such as homemakers and worse enough they are portrayed as sexual objects and entertainment tools.

In the Tanzanian male dominated print media, men, who are also the majority in senior positions, have final decision. However, recently, there has been an increase of female journalists in the print media. And some of these females have managed to acquire senior positions. It is also generally argued that women in the media will be in a better position in spearheading changes and reflecting more adequately women issues.

However, the attitudes of these female journalists towards the coverage and portrayal of women, as well as their roles in improving the coverage and portrayal of women in print media is not well known.
1.3. Objectives of the Study

The objectives of the study are:

- To examine the situation of female journalists in the newspapers under study, in respect of their level of education, employment and general working conditions.
- To find out if there are differences between female and male reporters in sourcing women in general issues and women issues.
- To find out the attitudes of journalists towards the coverage and portrayal of women in the print media.
- To examine the roles performed by female journalists and media/women associations in improving the coverage and portrayal of women in print media.

1.4. Significance of the Study

The significance of the study lies in the following contexts:

(a) The study helps in determining the situation of print female journalists we have in the field in terms of their level of education, employment and general working conditions. This information reveals their strengths and weaknesses in solving the problem under study, and the way forward.

(b) The findings of this study also helps in generating new knowledge in the area of women and print media, as very little research exists in this area in Tanzania.

(c) The study also helps in giving some lights on the line between professionalism and business.
1.5. Definition of Terms

There have been various attempts at classifying newspapers as tabloids and broadsheets. Although technically they refer to the physical size of the newspaper, as Cutlip (2006, p. 215) states; tabloids consists of five or six columns, each of which is about 2 inches wide and has a length of approximately 14 inches, while broadsheets are twice as large, usually eight columns wide and 300 lines deep, or 22 inches deep by 14 inches wide. But these newspapers are also equated to the seriousness and depth of news coverage (Rudin and Ibbotson 2002, p.10); meaning broadsheets are more serious and detailed than tabloids which are basically entertaining. For the purpose of this research, tabloids and broadsheets are not defined according to their size, but rather according to their content.

**Tabloids:** According to McQuail (2005, p.31), these are newspapers that specialize in human interest stories, in dramatic and sensational styles of reporting and presentation, stressing on sex, crime and gossip of the day. They are claimed to be sensational, trivial and irresponsible.

**Broadsheets:** Also referred to as ‘quality newspapers’ or ‘serious newspapers’, these stress on politics, economics and other important social issues like health, education, communication.

**Female/women journalists:** For the purpose of this research, female/women journalists are all those women working in the print media industry as reporters and editors.

**Journalist:** This is a person who practises journalism, the gathering and dissemination of information about current events, trends, issues and people. Depending on context, the term journalist also includes various types of editors, and visual journalists, such as photographers, graphic artists and page designers. ([http://en.wikipedia.org/wiki/Journalist](http://en.wikipedia.org/wiki/Journalist)). In the context of this study, journalists are male and female reporters and editors.

**Role:** For the purpose of this research, roles are those activities done by female journalists in their positions as reporters and editors; and as members of their media-women
association (TAMWA); in improving the coverage and portrayal of women in print media. The roles are divided into three categories, which are: individual roles - these are performed by individual female journalists in their media houses; associational roles - these are performed by female journalists (collective efforts) through their media women association, TAMWA; and lastly, organizational roles - these are performed by media houses under study and the government, they are important as they enhance the individual and associational roles.

**Poor coverage** also referred to as ‘sins of omission’ in (Morna 2001): For the purpose of this research, poor coverage means less articles gearing towards women issues, as well as less women referred as sources of information.

**Negative Portrayal** also referred to as ‘sins of commission’ in (Morna 2001): The coverage of women basing on their stereotypical roles such as homemakers, wives, mothers; and as sexual objects and entertainment tools - prominent in tabloids.

**General issues**: For the purpose of this research, these are issues that revolve around politics, economics, health, communication, science, gender, etc.

**Women issues**: Issues that touch aspects of women in terms of women’s health, HIV and AIDS, family and child care, sexual harassment and discrimination, rape and battering, widow cleansing, female genital mutilation, homeless/single mothers, quality of life and other social related issues.
1.6. Theoretical Framework

1.6.1. Media Theories

The background to the study and chapter three of this thesis, explain that there is a body of academic work which reveals that women across the world are poorly covered and negatively portrayed in the mass media. This could be due to priorities set in the news and how the news or other information are presented in the media. This study revolves around the media theories explained below.

The social constructionism theory in (McQuail 2005) elaborates that the mass media select, value and prioritize some events, persons, values and ideas leading to the construction of reality. This selection, valuing and prioritizing of some events, persons, values and ideas is also what is sometimes referred to as ‘Agenda Setting’.

The basic assumption of the agenda setting theory as Fourie (2001, p.304) explains, is that whether consciously or unconsciously, the media create a particular image of reality. The media confronts us on daily basis with events that are, according to the media, important. It can then be observed that, everyday the media has a list of topics (issues on which the media focuses). Definitely, in the process of selection, there is omission of certain events and issues, and the overemphasis of others and hence establishing a particular way for media users to think about reality. For example, stories in relation to women are few due to the fact that they are not the priorities in the agenda, ‘they don’t make news’, as journalists normally say! This set of priorities has most of the time left behind the minority groups, women for this matter, constructing a reality that women are not that active in the development sector, which is not true. Eventually this leads to poor coverage of women in the media.

On the other hand, even the little coverage women get from the media is most of the time negatively portrayed, basing on their stereotypical roles and equating women to sexual objects. In other words, the way the selected women issues are presented in the media – ‘framing’.
**Framing theory** is closely related to the agenda setting theory. It describes the influence on the public of the angles in journalistic reporting. According to Fourie (2001, p. 305), angles are the interpretative and ideological frameworks from which journalists report about an issue and the contextualisation of reports within a specific (ideological) framework. For example, the portrayal of women in newspapers basing on their stereotypical roles creates a situation whereby most people believe that women don’t perform other activities apart from domestic ones while in the actual sense some women are in politics, science, economics and not always attending to domestic issues.

Another example is the way Tanzanian tabloids report about women who hang in bars at night in short skirts or revealing clothes, that are prostitutes! The results are that the public, being only exposed to negative aspects in such reporting, have negative perceptions of such kind of women, even though it is not always true. From the explanations above, it can be argued that the agenda setting and framing theories are also concerned with how the media's legitimisation of issues and events affect our perceptions of reality.

Additionally, media theorists claim that, the components of framing such as selectivity and angle, contradict pure objectivity as well as leading to unintended biases. For example, why always report of a woman being raped because she was alone in a bar at night, or wearing short skirt, instead of sometimes considering the security situation in the country? It is due to those reasons that scholars in Mass Communication, such as Dennis McQuail is of opinion that, media cannot objectively report on social reality as long as there is selectivity, because selectivity will only reproduce certain meanings!

Moreover, the *spiral of silence theory* explains how the media create a specific image of what the public opinion is and how media users accept that to be public opinion, (Fourie 2001). For example, newspapers portray women who are dressed half-naked as prostitutes, it is what the newspapers present as what the public thinks, but it is not necessarily the case.

On the other hand, there is an issue of business/money. As the *critical political economy theory* argue that media institutions are considered to be part of the economic and political systems (McQuail, 2005). He explains that, this can be seen with the tendency of media
ownership being in the hands of a few as well as marginalization of opposition and alternative voices. He elaborates that the media are largely run as business enterprises, with one of the priority goals in many media organizations being profit making. The media, whether private or public is under pressure to make ends meet, unfortunately women fall victims in that process of profit making. As Morna (2001, p. 38) explains, “with the media increasingly driven by the quest for a huge financial profit, the commodification of women in media content is likely to intensify”.

§

Influences on Media Content

On the other hand, the coverage and portrayal of women in media, are influenced by at least six factors in which action is required.

As the diagram below shows, these in turn are closely related to each other.
Figure 1: Media Content Determinants.

Source: Modified from: (Morna 2004b, p.17)
The modified diagram above originally has the three factors in the inner circle, which are reporters, content shapers and audience. These are important to my study, however to fit more with what my study requires, I have added the government, media regulatory organs and pressure groups in what I put together as an outside circle. I differentiate the inside circles and outside circles by having those factors which directly detects media content in the inside and those factors which indirectly detects media content in the outside.

The three direct factors; **reporters, content shapers** and the **audience** are referred to as direct factors because they are directly involved in deciding on what should be published or aired in media. Meaning they have a lot of influence on the published articles or aired programmes we see in media, as will be explained below.

There are also three other factors which indirectly detects media content. These are the **government institutions** responsible for media such as the ministry of information, **media regulatory organs** (governmental media regulatory organs, such as MAELEZO and non-governmental media regulatory organs, such as MCT) and **pressure groups**, such as TAMWA, Tanzania Gender Networking Program (TGNP). I refer to them as indirect factors because they are indirectly involved in determining media content. Meaning, they react to media content after it has been published or aired. The factors are explained in details below:

**Direct Factors**

**Reporters**: As journalists, these report on various issues in our society. They make a lot of individual choices in their reporting which in turn contribute greatly to the final media content.

**Content Shapers**: These are editors/or and media owners who are the decision makers. They play a prominent role in shaping media agenda.

**Audience**: Media, whether public or private is produced for a market. Those who produce content respond to the dictates of that market, the audience. Many times journalists speak of giving the public what they want.
Indirect Factors

Pressure groups: These are media observers and monitors, who watch how the media cover issues in a gender perspective. These include MISA, TAMWA, Gender links, TGNP and others. TAMWA is also concerned with upgrading the status of women in the media-as producers and subjects of media content. These associations help in shaping media content to cover and portray more appropriately women issues.

The government: There are laws and policies set by the Tanzanian government for media to abide, such as Articles 38 and 39 of the Newspaper Act of 1976. For example, makes it an offence, any publication that tends to injure the reputation of a person, (defamation). As well as prohibiting pornographic materials.

Media Regulatory organs: There is a governmental regulatory organ, MAELEZO, which has banned many newspapers for violating registration rules and journalism ethics. There is also a non-governmental organization, the MCT dealing with ethics. For example, Article 5 (a) of the list of Code of Ethics adopted by founders of the MCT urge journalists to have respect for human dignity: The article states: ‘a journalist should avoid violation of individual privacy and human dignity unless such violations is done for a provable public interest’.

Article 9 warns on sensationalism, stating: ‘a journalist must guard against high lighting incidents out of context, either in headlines or in narration’.

The above factors play prominent roles in determining and shaping what goes to be published or aired in the media.

1.6.2. Feminist and Gender Theories

Although the participation of women in the decision-making positions in the media and other sectors in the society is notoriously low, feminist theorists, such as Lisbert Van Zoonen, Deborah Chambers, Linda Steiner, Carole Fleming, Coleen Morna, Margareth Gallagher, Marjan De Bruin and Karen Ross, to mention but a few, argue that if there are
many women working in the media, it will contribute to the visualization that they will be playing new roles, expressing their opinions, conducting interviews and programmes – with a touch of a woman’s point of view.

They argue that once more women are in position of power and authority (in the media and elsewhere in the society) more women will be found in media content. Eventually, this will help society build a different image of women as they contribute their knowledge and actions in different fields in the society. Feminist theorists are of the view that women in media will spearhead changes in the media industry in improving the coverage as well as the portrayal of women in the media.

On the other hand, more success will be achieved if both male and female journalists are involved in that process of change. Gender theorists, such as Cynthia Carter, Coleen Morna, Gill Branston and Stuart Allan, to mention but a few; argue that all minorities in the society, such as the poor, men inclusive, should be heard in the media. Gender awareness and gender training courses are important tools of change that gender theorists believe in.

In view of the theories of media, feminist and gender- media theories, it is observed that issues raised by them are useful in investigating this particular problem of my study.
CHAPTER TWO

Media in Tanzania, Today

2.1. Introduction

This chapter gives a brief but clear picture of media in Tanzania today, before looking into ‘media and gender’ in the following chapter. It starts by showing a brief history of the media in Tanzania and its current situation, as well as how the media operates, on a theoretical perspective – (which determines its roles) and a bit of a legal perspective. It also shows the distribution of media in Tanzania as well as the gender distribution of journalists working in the mainstream media.

2.2. Media Evolvement

Media in Tanzania can be categorized into four phases. Phase one comprise of media during colonial regime, German and British colonial rule, (1880’s – 1960’s). Phase two, indigenous press during the British colonial rule, (1940’s – 1960’s). The media immediately after independence can be categorized into phase three, (1960’s – middle 80’s); and phase four, the media during the liberalized economy (early 90’s – to date). (Sturmer 1998; Rioba and Karashani, 2002, p. 2)

History records that the first newspaper in Tanzania was started by Missionaries in Zanzibar in 1888. It was called ‘Msimulizi’, meaning ‘The News Bearer’ (Sturmer 1998, p. 29). Others followed later in both Zanzibar and Tanganyika, such as ‘Habari za Mwezi’ meaning ‘Monthly News’, in 1894. My intention is not to discuss about these early papers but to give some brief information about them.

The main objective of these missionaries’ newspapers, as Rioba (1995, p. 2) explains was to publicize the missionaries as well as the colonial governments’ ‘good’ work.

In contrast, a number of tribal as well as national newspapers sprung up during the British Colonial rule, between the 1940’s and 1960’s. A few African elites started these
newspapers to express their feelings and attitudes against colonial rule. Some of these newspapers include: Komkya (in Kilimanjaro region); Lumuli and Mbegete (in Lake Victoria) and Arumeru (in Arusha region). (Rioba 1995, p. 2)

Rioba, explains that in the 1950’s, ‘Mwafrika’ meaning ‘The African’, became the first nation-wide newspaper that advocated for more representation of Africans in the Legislative Council, which later lead to self-government and independence.
This was also followed by other newspapers with the aim of mobilizing the people to claim their independence from the colonial regime.

Immediately after independence in 1961 and thereafter until 1992, the government, led by Chama Cha Mapinduzi (CCM), owned most of the media. The CCM party had two newspapers: the daily Uhuru and the weekly Mzalendo newspaper. The government also owned a public daily paper, Daily News and a weekly sister publication, Sunday News. All the four papers still exist under the same ownership and management.

In addition, to date, the government owns and manages two public radio stations – Radio Tanzania Dar es Salaam (RTD), Sauti ya Tanzania Zanzibar (STZ) and two television stations, Television ya Taifa (TVT) and Television Zanzibar (TVZ).

The introduction of multiparty political system and economic liberalism in the early 90’s brought about the growth of a vibrant private media. A number of private newspapers, as well as 47 radio stations and 28 television stations have been established across the country, (Tanzania Communications Regulation Authority - TCRA, 2006). The TCRA report also reveals that there are 15 cable television networks, as well as journals, magazines and newsletters that are published. There are about 15 journalists associations and about the same number of press clubs in the country.

The operation of these media can be described as follows: Before and immediately after independence, media in Tanzania was operating under authoritarian theory, where by, government sat policies to ensure they have full control of the media. As Siebert, Peterson and Schramm (1979, p. 26) puts it,
“Under the authoritarian philosophy all instrumentalists operating within the state should advance the objectives and policies of the state the same applies to the media”.

Kilimwiko (2002) also explains that the media through a nationalistic and socialistic Tanzania were made to support the state and the ruling party, right or wrong.

On the other hand, apart from being too authoritative, media immediately after independence as Rioba (1995, p. 4) explains played a key role in linking the government and the people. Media propagated unity and installed a sense of confidence in the people. The media also became a medium of educating the masses and persuading them to undertake a common course in fighting against poverty, ignorance and diseases.

Private media in the liberalized economy from the early 90’s onwards, struggled and is still struggling to be free from government control and influence, that is to say, the media is adopting the libertarian theory. According to (Siebert, Peterson and Schramm), in this theory, the media is not an instrument of government, but rather a people’s device for presenting evidence and arguments in relation to government issues and policies.

“Under this theory, everyone with economic means can enter the communication field, and his survival depends on his ability to satisfy the needs and wants of his consumers in the face of competition from other units seeking the same market” (Siebert, Peterson and Schramm 1979, p. 53).

A typical example is the mushrooming of newspapers in Tanzania, some of them dying and others succeeding.

Tanzanian media has never succeeded in attaining full libertarian theory but operates under both authoritarian and libertarian theories. There have been cries about press freedom, but this freedom is not absolute, rather is subject to limitations. Instead, media people are urged to be socially responsible in their reporting, the social responsibility theory.

The social responsibility theory contends that, although libertarian principles may be basically sound, their operation in the complex of contemporary society demands some form of control, preferably by the media themselves with a benevolent government in the
background unobtrusively checking the ground rules. (Siebert, Peterson and Schramm 1979, p. 29)

Similarly, the list of code of ethics adopted by the founders of the Media Council of Tanzania in article 4 states: ‘a journalist shall, in collecting and disseminating information, bear in mind his/her responsibility to the public’.

Although freedom of expression is guaranteed in article 18 of the constitution of the United Republic of Tanzania, this freedom has some form of control. For example, the article is contradicted by the Newspaper Act of 1976. The Act gives the Minister responsible for information, powers to cease registration of any newspaper, which the minister thinks does not qualify – section 5 (2). This could be healthy for the Tanzanian society, with regard to materials that are harmful to the society, for example, the publication of sexual materials in tabloids. As Morna (2004b, p. 39) argues, “every genuine democracy guarantees free speech, but every right carries a responsibility, and every responsibility has to be monitored and regulated”.

Moreover, there is one important thing that the Authoritarian and Social Responsibility theories share, “both agree that the press should not be permitted to degrade the culture of a nation” (Siebert, Peterson and Schramm 1979, p. 29).

It can be observed that Tanzanian media is revolving around the three theories of the press; the authoritarian, libertarian and the social responsibility. And the roles, depending on the policy of that particular media, revolve around promoting the ruling government, criticising and telling the whole truth, as well as self censorship in publishing or broadcasting news and other information.

2.3. Media Distribution

Tanzania has radio, television and newspapers (both government-owned and private-owned) as the mainstream media. There are also Community Media and ICT’s. Radio is the most powerful media in both rural and urban areas, due to the fact that it is cheap in terms of consumption, its ability to cross the literacy barriers and its allowance of doing other activities while listening to the radio. At present there are 47 radio stations and 28 TV
stations country wide (TCRA, 2006). Also, there are over 500 publications, inclusive of newspapers, magazines, journals, newsletters and other publications (MAELEZO, 2003). Almost 60% of the household in the country have access to the radio set. However, television and the majority of newspapers are predominant in urban areas (MAELEZO, 2003). Women remain very limited in the participation and access to these media.

**Tables 1, 2, 3 and 4** below show the distribution of broadcast media (Radio and Television) in Tanzania.

**Key:**

2.3.1. Radio Stations

**Table 1: Radio stations.**

<table>
<thead>
<tr>
<th>S/NO.</th>
<th>NAME OF STATION</th>
<th>LICENCE CATEGORY</th>
<th>SERVICE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Radio 5 Arusha – Arusha</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>2.</td>
<td>Orkonerei FM Radio – Arusha</td>
<td>COM</td>
<td>District</td>
</tr>
<tr>
<td>3.</td>
<td>Sunrise FM Radio – Arusha</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>4.</td>
<td>Triple ‘A’ FM Radio – Arusha</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>5.</td>
<td>Safina Radio – Arusha</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>7.</td>
<td>PRT – Radio Tanzania</td>
<td>PSB</td>
<td>National</td>
</tr>
<tr>
<td>8.</td>
<td>Radio One – Dar es Salaam</td>
<td>CSB</td>
<td>National</td>
</tr>
<tr>
<td>12.</td>
<td>Radio Choice FM – Dar es Salaam</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>13.</td>
<td>Radio Tumaini – Dar es Salaam</td>
<td>NCB</td>
<td>Regional</td>
</tr>
<tr>
<td>15.</td>
<td>Radio Uhuru FM – Dar es Salaam</td>
<td>CSB</td>
<td>Regional</td>
</tr>
<tr>
<td>17.</td>
<td>Magic FM Radio – Dar es Salaam</td>
<td>CSB</td>
<td>Regional</td>
</tr>
<tr>
<td>No.</td>
<td>Radio Station</td>
<td>District</td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td>---------------------------------------------------</td>
<td>---------------</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Business Times Radio FM – Dar es Salaam</td>
<td>CSB</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>WAPO Radio – Dar es Salaam</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Praise Power Radio – Dar es Salaam</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Upendo Radio FM – Dar es Salaam</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Morning Star FM – Dar es Salaam</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Radio Quran – Dar es Salaam</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Radio Kheri – Dar es Salaam</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Mambo Jambo Radio – Dar es Salaam</td>
<td>CSB</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Radio Mlimani FM – Dar es Salaam</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Radio Mwangaza – Dodoma</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Radio Uzima – Dodoma</td>
<td>CSB</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Country FM – Iringa</td>
<td>CSB</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Radio Huruma – Kigoma</td>
<td>CSB</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Sibuka FM Radio – Maswa</td>
<td>CSB</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Radio Habari Njema – Mbulu</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Radio Ukweli – Morogoro</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>Abood Radio – Morogoro</td>
<td>CSB</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>Radio Imaan FM – Morogoro</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Radio Sauti ya Injili – Moshi</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Radio Kili FM – Moshi</td>
<td>CSB</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>Victoria FM Radio – Musoma</td>
<td>CSB</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>Radio Free Africa – Mwanza</td>
<td>CSB</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Radio Kiss FM – Mwanza</td>
<td>CSB</td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Radio Sauti FM Stereo – Mwanza</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Radio Sengerema – Mwanza</td>
<td>COM</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>Radio Kwiza – Ngara, Mwanza</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>Radio Faraja – Shinyanga</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>Radio Maria – Songea</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Radio Chemchemi Sumbawanga - Sumbawanga</td>
<td>NCB</td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>Voice of Tabora – Tabora</td>
<td>CSB</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** TCRA. Feb. 2006

Table 1 above shows that there are six radio stations which go national wide, (Radio Tanzania Dar es Salaam, PRT, Radio One, Clouds FM, Radio Free Africa and Radio Maria) the rest are restricted to their districts or regions. Although the distribution of these radio stations is almost countrywide, many of them are based in Dar es Salaam, about 21 (45%).
With the exception of Radio Tanzania Dar es Salaam and PRT, which are government owned, the ownership of the rest of the radio stations is basically with private individuals and institutions. Radio Mlimani FM of the University of Dar es Salaam and Radio Sauti FM of St. Augustine University, belong to the higher learning institutions. Almost 26 (55%) of these radio stations are Commercial Service Broadcasting.

### 2.3.2. Television Stations

#### Table 2: Television stations.

<table>
<thead>
<tr>
<th>S/NO.</th>
<th>NAME OF STATION</th>
<th>LICENCE CATEGORY</th>
<th>SERVICE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Televisheni ya Taifa (TVT) – Dar es Salaam</td>
<td>PSB</td>
<td>National</td>
</tr>
<tr>
<td>2.</td>
<td>Coastal Television Network (CTN) – Dar es Salaam</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>3.</td>
<td>C2C Television – Dar es Salaam</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>4.</td>
<td>Dar es Salaam Television (DTV) – Dar es Salaam</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>5.</td>
<td>Channel Ten Television – Dar es Salaam</td>
<td>CSB</td>
<td>National</td>
</tr>
<tr>
<td>6.</td>
<td>Independent Television (ITV) – Dar es Salaam</td>
<td>CSB</td>
<td>National</td>
</tr>
<tr>
<td>7.</td>
<td>East Africa (C5) – Dar es Salaam</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>8.</td>
<td>Cable Entertainment Network (CEN) – Dar es Salaam</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>10.</td>
<td>Iringa Municipal Council TV – Iringa</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>11.</td>
<td>Iramba District Council TV – Kiomboi</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>12.</td>
<td>Mbeya Municipal Council – Mbeya</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>13.</td>
<td>Mbozi District Council – Mbozi</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>14.</td>
<td>Mbozi Coffee Curing Company TV – Mbozi</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>15.</td>
<td>Abood Television – Morogoro</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>16.</td>
<td>SUATV – Morogoro</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>17.</td>
<td>Mzumbe University TV – Morogoro</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>18.</td>
<td>Musoma Town Council TV – Musoma</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>19.</td>
<td>Star TV – Mwanza</td>
<td>CSB</td>
<td>National</td>
</tr>
<tr>
<td>20.</td>
<td>Ashanti Goldfield TV – Geita</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td></td>
<td>Television Station</td>
<td>Type</td>
<td>Location</td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------------</td>
<td>-----------</td>
<td>------------</td>
</tr>
<tr>
<td>21.</td>
<td>Njombe District Council TV – Njombe</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>22.</td>
<td>Songea Town Council TV – Songea</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>23.</td>
<td>Masasi District Council TV – Songea</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>24.</td>
<td>Sumbawanga Town Council TV - Sumbawanga</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>25.</td>
<td>C.G TV Transmission Center – Tabora</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>27.</td>
<td>Rungwe District Council TV – Tukuyu</td>
<td>NCB</td>
<td>District</td>
</tr>
<tr>
<td>28.</td>
<td>Tunduru District Council TV – Tunduru</td>
<td>NCB</td>
<td>District</td>
</tr>
</tbody>
</table>

**Source:** TCRA. Feb 2006

**Table 2** above shows that more than 18 (63%) of the television stations are Non-Commercial Service Broadcasting, eleven of them are owned by Municipal or District Councils.

There is only one public service television station, TVT and nine commercial service televisions.

About 27 (98%) of television stations are owned by private people and institutions.
Cable Television Networks

Table 3: Cable Television Networks.

<table>
<thead>
<tr>
<th>S/NO.</th>
<th>NAME OF STATION</th>
<th>LICENCE CATEGORY</th>
<th>SERVICE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Millan Video Center – Arusha</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>2.</td>
<td>Arusha Cable Television – Arusha</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>3.</td>
<td>Cable Television Network (CTV) – Dar es Salaam</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>4.</td>
<td>Cable Television Network (CTV) - Morogoro</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>5.</td>
<td>Cable Television Network (CTV) – Tanga</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>6.</td>
<td>Cable Television Network (CTV) – Mbeya</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>7.</td>
<td>Win Cable Television- Dar es Salaam</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>8.</td>
<td>International Entertainment Cable Television Network (IECTN) – Moshi</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>9.</td>
<td>Space Satellite Cable Television – Musoma</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>10.</td>
<td>Bharat Video Centre – Mwanza</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>11.</td>
<td>Mwanza Satellite Cable Television - Mwanza</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>12.</td>
<td>Ghana Cable Television – Mwanza</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>13.</td>
<td>Tabora Cable Television – Tabora</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>14.</td>
<td>California Cable Television – Tabora</td>
<td>CSB</td>
<td>District</td>
</tr>
<tr>
<td>15.</td>
<td>Bahman Satellite Cable Television – Tanga</td>
<td>CSB</td>
<td>District</td>
</tr>
</tbody>
</table>

Source: TCRA. Feb. 2006

The fifteen cable televisions are located in several regions, as Table 3 above shows and all of them are Commercial Service Broadcasting.

Satellite Operator

Table 4: Satellite Operator.

<table>
<thead>
<tr>
<th>S/NO.</th>
<th>NAME OF STATION</th>
<th>LICENCE CATEGORY</th>
<th>SERVICE AREA</th>
</tr>
</thead>
</table>

Source: TCRA. Feb. 2006

As it is evident in Table 4 above, there is only one satellite operator, MultiChoice Tanzania Ltd.
2.3.3. Newspapers

Tanzania Information services (MAELEZO) has categorized newspapers into three groups:

- Serious mainstream newspapers – dealing with hard news and analyses,
- Those dealing with soft news, entertainment and sports, and
- Sex and scandal tabloids

90% of the circulation is in urban areas serving less than 17% of the population (MAELEZO, 2003). The report reveals that, Tanzania is the second country with the highest media growth rate in Southern Africa, with more than 500 publications, inclusive of newspapers, magazines, journals, newsletters and other publications. Appearing; daily, bi-weekly, weekly, bi-monthly, monthly, quarterly, bi-annually and annually. The first country is South Africa.

The big publishing companies are: The Guardian ltd., Business Times ltd. and Habari Corporation.

Generally, print media ownership in Tanzania is by government, political parties, religious denomination/institutions, commercial/private business and training institutions. The Print media in the country have created employment to more than 3,000 direct employees and more than 6,000 indirect employees, mainly street vendors. (MAELEZO, 2003)

Below are some of the mainstream newspapers appearing daily and weekly as per MAELEZO report of 2003 and through observation.


2.4. Gender and Mainstream Media

A research carried out by the Federation of African Media Women (FAMW) in the SADC region in 1999 shows that there are a total of 625 officially known journalists in Tanzania. Of the total, women constitutes 161 (26%) and men 464 (74%), Morna (2001, p.55). Likewise Kilimwiko (2002, p.39) shows that in 2001, the number of journalists in Tanzania increased to 3000, with 30% women. There are definitely more journalists now!

Tables 5 and 6 below show the distribution of male and female journalists in the mainstream media. The data provided are obtained from the GMBS – Tanzania Report, (Kwaramba and Morna, 2003, p. 10), which monitored eleven media. Six print dailies (The African, The Guardian, Daily News, Nipashe, Majira, Mtanzania); one print weekly (Kiu); the state radio (Radio Tanzania Dar es Salaam), one local private radio (Radio One) and the state television (TVT) and a Private TV station (ITV). The study focused solely on the news, it monitored 2784 news items in the 11 media during September, 2002. The eleven media outlets were considered to be broadly representative of the Tanzanian media. (At the time of monitoring there were over 60 newspapers, 12 radio stations, six TV stations and a number of cable TV and Networks (Kwaramba and Morna, 2003, p. 10).

News Creators

Table 5: News Creators.

<table>
<thead>
<tr>
<th>Media</th>
<th>Women (%)</th>
<th>Men (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Television Reporters</td>
<td>53</td>
<td>47</td>
</tr>
<tr>
<td>2 Television Presenters</td>
<td>52</td>
<td>48</td>
</tr>
<tr>
<td>3 Radio Reporters</td>
<td>40</td>
<td>60</td>
</tr>
<tr>
<td>4 Print Reporters</td>
<td>21</td>
<td>79</td>
</tr>
</tbody>
</table>

Source: (Kwaramba and Morna, 2003).

As Table 5 above shows, women constitute the highest proportion of television reporters, (53%) and also a big proportion of Television presenters (52%).
Sadly, the report reveals that, although women constitute the highest percentage in Television media, they have a short life span. “The heaviest concentration of female television presenters is in the 20 – 34 years bracket”. (Kwaramba and Morna, 2003, p.13) More men unlike women can go up to 35 -49 years. Both men and women (if they are still there at all) tend to step down in the 50 – 64 year category.

Although women do stand their best chance in Television media, as seen, they have a very limited life span. This leads to the argument that the main factor for women’s success in the visual media is looks rather than ability. As Chambers, Steiner and Fleming (2004, p.1) argue, “in television – where spectacle counts- emphasis on the decorative value and even the sexualization of women journalists is overt”.

Women are also averagely well available in the radio media, 40%. However, they are few in the print media category, only 21%.

Who Reports on What?

### Table 6: Who Reports on What?

<table>
<thead>
<tr>
<th>S/N</th>
<th>Issues</th>
<th>Women (%)</th>
<th>Men (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Economics</td>
<td>11</td>
<td>35</td>
</tr>
<tr>
<td>2</td>
<td>Political stories</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td>3</td>
<td>Disaster/War/Conflict</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>Crime</td>
<td>14</td>
<td>40</td>
</tr>
<tr>
<td>5</td>
<td>Labour/Education</td>
<td>16</td>
<td>41</td>
</tr>
<tr>
<td>6</td>
<td>Health/HIV/AIDS</td>
<td>19</td>
<td>31</td>
</tr>
<tr>
<td>7</td>
<td>Sustainable Development</td>
<td>16</td>
<td>42</td>
</tr>
<tr>
<td>8</td>
<td>Mining and Agriculture</td>
<td>20</td>
<td>44</td>
</tr>
<tr>
<td>9</td>
<td>Human Rights</td>
<td>5</td>
<td>34</td>
</tr>
<tr>
<td>10</td>
<td>Gender Equality</td>
<td>21</td>
<td>36</td>
</tr>
<tr>
<td>11</td>
<td>Gender Violence</td>
<td>13</td>
<td>47</td>
</tr>
<tr>
<td>12</td>
<td>Children</td>
<td>22</td>
<td>35</td>
</tr>
<tr>
<td>13</td>
<td>Entertainment stories</td>
<td>9</td>
<td>52</td>
</tr>
<tr>
<td>14</td>
<td>Sports</td>
<td>8</td>
<td>25</td>
</tr>
</tbody>
</table>

**Source:** (Kwaramba and Morna, 2003)
Table 6 above shows that there is no single category of news that female journalists predominate.

Despite the fact that Tanzania is rich in media, a lot needs to be done to have a balance of male and female in media, especially print media whereby females are only 21%. Even in areas where women dominate, such as television, as shown in Table 5, men still report more compared to women in all issues, as it is evident in Table 6.
CHAPTER THREE

Questions of Media and Gender

3.1. Introduction

This chapter presents several issues in relation to media and gender which raise a number of questions and arguments. It has six sections. Firstly, I survey the situation of female journalists in the media industry as a whole. Secondly, I look into the differences between female and male reporters in their reporting. Thirdly, I examine the attitudes of some female journalists in relation to the coverage and portrayal of women in the media. The coverage and portrayal of women in the media (with more focus in newspapers) is looked at in section four of this chapter, aspects of media power and culture are not left behind. Fifthly, I investigate the ability of women to access media. And finally, I examine the government policies in relation to media.

The information helps in providing solutions to the problem under investigation. This chapter is followed by the methodology used in the study, chapter four.

3.2. Women Journalists in Media

Throughout the world women are few in media institutions, women are not even present in the history of journalism. This could be due to the nature of journalism, originally being associated with war and bearing in mind the stereotypical roles present during that time, women didn’t stand a chance. In England, for example, history records that the first period in which there was solid evidence that printed accounts of events were made available to a mass public was during the English Civil War in the mid 17th C. (Rudin and Ibbotson 2002, p. 17).

Although there is no recent audit of the actual proportion of women and men within the SADC region media, a UNESCO study in 1995 found that overall women constitute 20% of media practitioners in Southern Africa region, and less than 5% of media owners (Morna and Mufune 2005a, p. 13).
In Tanzania, there were only 230 (19% women) journalists in 1991, the number increased to 3000 (30% women) in 2001, (Kilimwiko 2002, p. 39). There are definitely more journalists now!!

This section looks into women in media houses, in media training institutions as well as in media women associations, as explained below in 3.2.1, 3.2.2 and 3.2.3 respectively.

3.2.1. Women in Media Houses

With exceptions of countries such as Finland, Thailand or Mexico, where the percentage of women in journalism ranges from around 50%, in other countries it is as low as 6% such as Sri Lanka or Togo. (Peters 2001, p. 4)

Generally, in the male-dominated media industry, there are few women working in the media industry and fewer women in higher positions. “The average percentage of women journalists around the world is 38%. The percentage of women editors, heads of departments or media owners is shockingly low, only 0.6%” (Peters 2001, p. 4).

Moreover, of those women hired by media organizations, most of them are found in administrative jobs rather than in the production and editorial posts, usually associated with the creation and development of media output. For example, there are very few camera women or technicians in studios. As Gallagher (1994) points out, “In almost every country studied in Africa, Asia, Europe and Latin America, more than 50% of all female media workers are to be found in administration and service jobs”.

Tenganamba (1999) reveals that Tanzanian media houses are generally under male dominance, females cover only 2%. Out of the 43 newspapers observed in 30 media houses, 42 newspapers had male editors, while only one newspaper had a female editor.

Women’s power in the media industry and other sectors in Tanzania is very minimal and this somehow limits them from ensuring proper coverage of women in the male-dominated media industry. As Morna (2001, p. 43) reveals

“Studies have shown that unless women occupy a critical mass of at least one third of decision-making positions in institutions, their presence make little difference to institutional culture”.

30
In Tanzania, during colonial days and immediately after independence, many women worked for Radio. As Sanga and Sharrif (1999) explain that most women working in media, were in the area of broadcasting and they were picked because of their voices.

In the last few years, Kwaramba and Morna (2003, p.14), reveal that despite the fact that, women have achieved equality with men in Television presenters and reporters, where women constitute 53% and 52% of the totals and 40% as radio journalists, women constitute only 21% of the reporters in Tanzania’s print media.

Where do these women go?
Sadly, studies show that women in print journalism could reach the point of attaining higher posts but unfortunately a high percentage of them leave the print media and go to Public Relations (PR) where the job seems to be softer. As Morna (2001, p. 58) reveals, “in PR glamour and charm rather than intellectual and analytical skills are more highly valued”.

Carter, Branston and Allan (1998, p. 39) also reveal that although women are a majority in the schools for journalism and mass communication, after finishing school they do not work very often in the daily press. Partly, they tend to find employment in PR and information management, magazine publishing and infortainment television. What are regarded as low-status fields of journalism.

This brings a very important argument in relation to the increase of women in the journalism industry. Zoonen (1998, pp. 35-39) argues that it is unlikely that an increase in the number of women in media production will have a major impact on the nature of media content, but rather that changes in the nature of media content (due to innovations in genre and/or to economic transformations) will affect the number of women in the media industries.

Poor Working Conditions
Women are discriminated in journalism in terms of finding media jobs and advancing at the work place. Studies from various countries show that male journalism graduates are more successful than females in finding jobs and advancing in the profession. (Gallagher 1995)
Generally, women are greatly outnumbered by men in senior-level posts in the media. Peters (2001, p.17) identifies problems faced by female journalists worldwide as: Stereotypes - cultural attitudes expecting women to be sub-ordinate and subservient, as well as negative attitudes towards women journalists. Additionally, employment is cited as a problem in the sense of lack of equal pay, lack of access to further training, lack of fair promotion procedures, lack of access to decision making positions, sexual harassment, age limits and job segregation.

Similarly, studies and observations reveal that the media environment is also generally characterized by men looking down upon women as second-class citizens, and sometimes lack of confidence among women themselves. Sexual harassment, tendency of women to avoid journalism as it is considered to be a man’s job, low wages, general PHD (pull her down) mentality among women who often accuse successful women of having slept their way to the top, are some of the harsh environment facing female journalists in media houses. (Robins 2000)

These issues should be revisited so as to improve the situation of women in the media.

Sexual harassment is reported as being a problem to the advancement of female journalists in Tanzania. A research done with Daily News and Uhuru newspapers in Dar es Salaam discloses that there were cases of sexual abuse of female journalists by senior male journalists. However there was no female byline which condemned the acts and no one dared to raise the issue in public. (Kallaghe 1992)

A similar study conducted in 2005 with the IPP Print Media reveals that 67% of female journalists between the ages of 18-30 years were sexually harassed. (Mfinanga 2005, p. 10)

Mfinanga explains that some women fall victims due to their laziness and lack of initiative at work, end up failing to accomplish their assignments and ask for male counterparts to help them.

Another problem facing female journalists worldwide is social and personal obstacles - conflicting family and career demands, lack of support facilities (day care centres) and lack of self-esteem. According to a survey conducted by the International Women’s Media
Foundation (IWMF) in 1995, women journalists identified ‘balancing work and family’ as the number-one obstacle to their advancement. Additionally, these women said they had to be twice as good as male journalists to be recognized.

The facts above show that men dominate the media industry, and hence have a voice on what should be published or aired. To the contrary, women, accompanied by the poor working conditions, cannot oppose what should be published or aired once the decision has been made, even when the materials portray women negatively.

**The Critical Mass vs. Empowerment**

As for the assumption that media content will change for the better if more women are involved in it’s production has been an integral part of the debate surrounding women’s coverage and portrayal in the media throughout the world, over the years. Frohlich (2004, p. 66) reveals that since the mid 1980s there has been an increase in female employees in the field of communication, advertising and public relations, as well as an increase in the number of female students in this field.

Additionally, Gallagher (1994) points out that in 1992 a survey of managing editors of the 100 largest daily newspapers in the USA found that 84% of responding editors agreed that women in the media have made a difference, especially in expanding the range of topics considered newsworthy that revolve around women issues.

With great consideration of Zoonen’s argument mentioned above (p. 31 of this thesis), it also seems difficult to change long-established media practices and routines as women just have control over women topics, considered to be ‘soft’ news.

As Chambers, Steiner and Fleming (2004, p. 2) argue, that the increase of the number of women in journalism does not necessarily indicate their empowerment as the rise has been patchy. Women have not yet reached a critical mass in ‘serious’ news beats. Moreover, they remain a minority in the top management jobs in news organizations, where a ‘glass ceiling’ (an invisible but seemingly unbreakable barrier preventing women from breaking through to the top echelons in the media industry) continues to limit women’s promotion to key decision making positions. GMMP 2005 also asserts the same fact.
The argument suggests that the focus should not only be on female journalists but also on the media industry as a whole, for example the industry should break the glass ceiling.

However, Morna (2001) urges that those ‘few’ women in media must still struggle to achieve recognition and respect as media professionals.

**A Possible Solution?**

On the other hand, researchers on gender and media reveal that, of all the strategies to bring about greater gender balance and sensitivity in the media, training remains one of the most important ways of opening the eyes of the media to the more professional reporting and fresh story ideas that gender awareness brings. Morna (2001, p. 62) insists, “gender training is important for providing a lens through which all levels of media view their work”.

Perhaps, the challenge is, how best to deliver such training!

**3.2.2. Women in Media Training Institutions**

The Beijing Platform for Action (BPFA) recognizes education as important in uplifting the status of women. Education equips women with skills for understanding and interpreting the world around them and for participating in efforts towards positive change for women themselves as individuals and also as members of the society as a whole. Education is also regarded as a fundamental and universal human right. Its role in the empowerment of women is therefore critical.

Journalism education in relation to gender as Chambers, Steiner and Fleming (2004, p. 10) argue, is a bit problematic. In the sense that the presence of early academic text books that addressed students as male and assumed all journalists would be male, offers no analysis of gender divisions and the gendered structure of the profession. This, as according to Chambers, Steiner and Fleming shows that journalism education has long discouraged women who entered journalism programs from pursuing journalism as a serious career. Although today, options and courses are provided on gender issues, many key journalism texts still fail to address gender centrally.
Additionally, there is one important point that Chamber, Steiner and Fleming raise; the presence of women lecturers in journalism classrooms. This, as has been researched by Grunig (1993) in Chambers, Steiner and Fleming (2004), has an influence on the performance of female students. It was found out that, the more women teaching the subject, the better female students perform.

To support that, Okunna (1988), one of the few African women trainers, fears the absence of female trainers in the journalism profession. As she confesses,

“There is a strong possibility that as journalism students graduate into journalists, the learning they acquire from the male dominated teaching will predispose them to selecting and reporting events and issues to reflect a male ordering of priorities, even when some of the reporters are themselves women”.

Kwaramba and Morna (2003) also attest the same fear, elaborating that despite the fact that there are more female students in journalism courses, there is still one big question to be asked, ‘what happens to female students when they enter the profession, where they seem to become rapidly invisible to the media, specifically print media?’ There are many questions one could ask him/herself; why are females not seen? Why are they not almost there in the print media as well as in media training institutions? Why do they prefer PR? Is it still because they see mainstream journalism as a male thing? Or do they lack proper guidance?

Although in Tanzania and throughout the world, women are on the increase in the media profession, they are still a minority presence within the mainstream media organizations and more so in media training institutions. Currently, there are only two female trainers at the IJMC, the rest are men. There are only three female trainers at St. Augustine University of Tanzania (SAUT) and 20 male trainers (www.saut.ac). There are no female trainers in Tanzania Institute of Media Education (TIME). There are hardly any female trainers in other media training institutions in the country.

It can be argued that, the continuing absence of women in the media industry has serious implications for both the quality and quantity of information disseminated about women and also for the creation, planning, use and content of news and other articles and programs.
3.2.3. Women in Media Women Organizations – TAMWA

The Tanzania Media Women Association (TAMWA) is an important media-women organisation dealing with issues affecting female journalists, women and the society as a whole. Many female journalists belong to this association.

TAMWA was established in 1987, defining itself as both a professional and an activist organization. Its mission is to use the media to sensitize society on gender issues, advocate and lobby for policy and legal changes which favour the promotion of the rights of women.

It is a membership organization that confers full membership to Tanzania professional women journalists, preferably, holding a degree or diploma in journalism. It began with 12 members and today has more than 100 members (TAMWA Annual Report, 2003)

“Its strategic programmes and directives are intended to cultivate and enhance the capacities of diverse local organizations based upon democratic principles of equality from a gender-perspective” (TAMWA Annual Report, 2003)

TAMWA’s strategy include identifying problems facing women and children and creating awareness on the problem and then lobbying for legal and policy changes. Coined as ‘Media Bang Style’, the strategy’s skeleton in achieving prosperous implementation relies upon the dissemination of newsworthy stories to various reputable, local media institutions – print, radio and television-, at the same time. TAMWA claims that the value in using the time sensitive approach is simple, “multiple media outlets often report our news releases simultaneously. The process reaches a greater number of people” (TAMWA Annual Report 2003, p.1)

TAMWA’s major roles are divided into three areas; training, research and speaking for the voiceless, as explained below.
Training

TAMWA focuses on training, both short and long courses as well as exchange programmes, whereby participants are provided with skills needed to report on critical issues facing women and children.

As a female journalist media organization, TAMWA has managed to train nearly 60 female politicians on how to properly access and use the media in order to publicise their work and visibility in the public eye.

In conjunction, 40 journalists and more than 30 editors (male and female) were also the recipients of instruction on the importance and best methods to publicize women’s activities and images without reinforcing patriarchal ideologies. (TAMWA Annual Report, 2003)

Additionally, a total of 30 senior leaders in the ministry of Community Development, Gender and the Children, including the then Minister, Dr, Asha Rose Migiro and 26 officers were trained on techniques of engaging with media for the ministry’s accountability to the public.

Furthermore, a total of 103 women political aspirants for 2005 general elections and 31 journalists from Dar es Salaam, Morogoro and Mbeya region, benefited from trainings geared to empower the women linking them with journalists for familiarization and equipping them with skills on how to handle and attract media.

Almost all TAMWA training and capacity building programs manifest and offer participatory training workshops for media professionals in order to equip them with appropriate data and story telling expertise that look to highlight not sideline the newsworthiness of women issues.

In 2003/2004 for example, TAMWA provided training for 40 journalists and 28 editors (male and female). Both learned the negative impact patriarchy has on women and girls, men and boys. (TAMWA Annual Report, 2003)
They were also told how the media often unconsciously reinforces harmful images and stories of women and the need for change. TAMWA further trained 55 female politicians on how to access the media to promote their activities and images.

There is also an International Exchange Programme, an eight-month practical training, which started in 2002. It functions to build the capacity of media women associations of five countries, Tanzania, Kenya, Uganda, Zambia and Ethiopia, and other foreign countries such as Norway.

§ Research
In collaboration with other organizations, such as MISA and Gender Links (a South African gender activist organization), TAMWA has managed to do several studies, some of the successful ones include, the Media Representation of Women in the Southern Africa Media and the Gender and Media Baseline study.
There are also several other publications in relation to women and the media. The findings of the studies provide basis for more efforts in improving the image of women in the media.

§ Speaking for the voiceless (Advocacy)
TAMWA has managed to learn to speak on behalf of the voiceless as well as helping the voiceless to be heard and spearhead change. By producing accurate news stories that once failed to make the headlines.

Among most significant TAMWA’s success includes Sauti ya Siti- meaning Voice of Siti, published since 1988, acts as a flagship of the association, as an example of positive portrayal of women in the media and a means of sensitizing and informing women and the society on issues of concern to women.

Additionally, Sheikh (1999) reveals that significant headway has been made in informing positively the portrayal of women in the media, with a number of notable quality productions such as ‘Women’s Special’ in the Daily News newspaper. This extends to the airwaves with programmes like, Jarida la Wanawake- meaning ‘Women’s Journal’, on television (ITV) and ‘Women’s half hour’- on radio (RTD) and other programs.
The *Sauti ya Siti*, Women’s Special, *Jarida la Wanawake*, Women’s half hour and others, are managing to shift the spotlight, bringing issues of the marginalized, majority of whom women and the children to the fore front. Women issues, such as pregnancy, HIV/AIDS, family and childcare, sexual harassment and discrimination, rape and battering, homeless/single mothers, female genital mutilation, forced marriages, wife inheritance and widow cleansing and quality of life for women, are given special attention by the above mentioned programs. (TAMWA Annual Report, 2003)

Additionally, through TAMWA’s recognised media and development expertise, amongst the country’s influential decision-making bodies, media institutions and the government have taken heed, altering their philosophies, policies and internal structure due to an appreciation and understanding of gender equality.

TAMWA has also managed to formulate a special programme called ‘*Promoting the visibility of women factor in development*’. This is a strategy aiming at addressing the imbalance between men and women in decision making positions, as men are holding a greater degree of power and authority compared to women, patriarchy being the primary vehicle through which gender disparities are regulated and enforced. This is one of TAMWA’s focal points, among the five years strategic plan (2003-2007) partly funded by the embassy of Finland in Tanzania. (TAMWA Annual Report, 2003)

It can be argued that this association is powerful and through various techniques, has managed to perform important roles in relation to proper coverage and portrayal of women in Tanzanian media. Chambers, Steiner and Fleming (2004) also argue that media women organizations worldwide have proved to be very effective.

### 3.3. Female and Male Reporters: The Comparison

Several studies observe that female and male reporters report differently in general issues as well as issues concerning women. Others notice that women interview women sources while men interview male sources under certain conditions. And vice versa

Chambers, Steiner and Fleming, (2004, p.1) explain that worldwide, women are still concentrated in sectors considered to be ‘soft’ news, such as those with an emphasis on
‘human interest’ stories, features and the delivery of a magazine style of journalism. Compared to men who are in ‘hard’ news, referring to politics, science, economics etc

Additionally, other studies (Covert 1981, Mills 1997, Meyers 1997, Skidmore 1998, Christmas 1997) in Chambers, Steiner and Fleming (2004, p. 6), show that compared to men, women reporters focus on issues affecting women’s lives, personalities and personal views more often and use a broader definition of news in developing a human-interest angle.

The well-known Feminist Media Scholar, Liesbert van Zoonen in Chambers, Steiner and Fleming (2004), is of the view that women have a ‘woman view’. That women compared to men journalists, are more interested in their audiences, more concerned about the background and context of stories, more enquiring about experiences than end results, and cite more female sources. Weaver (1997) in Carter and Steiner (2004 p.37), also attests the same facts.

Zoonen argues that women are somewhat dismissive of male journalists´ detachment and indifference, she also argues that men use objectivity as a shield to distance themselves against the kind of sensitivity and sympathy that journalism requires.

However, according to studies done in Britain and the USA (Weaver and Wilhoit 1986, 1996, Weaver 1997, Henningham and Delano, 1998) in Chambers, Steiner and Fleming (2004), reveal that socio-economic background and political values better predict journalists attitudes and values than gender.

The situation in Tanzania is quite interesting. Hassan (1993) reveals that of the 60 newspaper readers (respondents) in Tanzania, 83% said female reporting was sometimes dull. The figures suggest that those respondents will prefer reading male articles to female articles. Hassan also reveals that, male reporters excel more than female reporters in writing hard news in newspapers. And male reporters have an overall good performance in the contribution to journalism compared to female reporters. He explains that this is the case because men are more educated, daring and trusted compared to women.
Mchuchuri (2002) reveals that very few female reporters in Tanzanian print media can write hard news and investigative stories. Instead, most female reporters concentrate on areas such as; education, health, fashion, arts as well as women and children issues, while male reporters take up economics, science and politics. Mchuchuri elaborates that the argument underlying this kind of segregation is listed as: women are timid, lack initiative and confidence, uninformed and cannot work long and odd hours.

He narrates that, there is a long way for the female journalists to take full control writing in the newspapers. As he explains that a study done with the Guardian Limited newspapers and Business Times newspapers reveal that 75% of all representative samples of newspapers selected appeared on front page were male reporters and that 95% of all English newspapers stories on front page had male by-lines. On the Swahili newspapers, female by-lines constituted 35% while male by-lines were 65%. Male reporters therefore, due to the factors mentioned above, were assigned ‘sensitive assignment’.

On the other hand, Gender and Media Monitoring Report (GMMR)-Tanzania (2005), reveals that Television media has the most women sources (22%) followed by press (21%) and radio (4%). The report explains that this could be because most anchors and reporters in television are women. In case of newspapers, the trend might be influenced by the fact that the number of women joining the field is growing up due to the mushrooming of journalism training institutions which offer short courses training ranging from six weeks to three months and through sensitization programmes to which most of these young women belong; like TAMWA and MISA. For this reason, most of these young women reporters are likely to find sources of news from their fellow women.

Additionally, another research carried out by Hemed (1992) shows that female reporters are competent in the journalism profession if they are well trained. Similarly, Tenganamba (1999) reveals that, these well trained female reporters are competent, when involved in managerial positions and they influence decision making.

Therefore, the assumption that female and male reporters report differently, is not true if these journalists are well and equally trained. However, there are issues of individual
perceptions, initiative, creativity and ethics, where you find these reporters taking different angles or see issues in different point of view, that’s when the difference comes.

3.4. Female Journalists: Attitudes towards Women in Media

This section tells the attitudes of a few women media scholars and practitioners in relation to the coverage and portrayal of women in the media.

Worldwide, media have not been properly reporting the positive aspects of women but those aspects in relation to women’s stereotypical roles. In 1995, the fourth world conference on women in Beijing, highlighted the media as ‘a critical area of concern’ in the struggle for equality and gender justice because the media were listed as one of the major obstacles to women’s advancement (Gallagher 1995).

Back in 1981, Gallagher explains that the mass media portray women and issues affecting them in a manner that is predominantly negative and ‘special’ as though women were not part of normal society.

“Women are front page news when they are portrayed in a negative light, otherwise their stories are buried in the middle pages. This is because the media aim at portraying women as a group of inferior human beings” (Gallagher 1981).

Peters (2001), explains that women are dissatisfied with their media portrayal and the industry has done little to change its practices. Women are grossly under-represented and where they do feature, they are still portrayed in a narrow range of stereotype roles.

Zoonen (1994) emphasizes that feminist calls for more realistic images of women as women’s lives and experiences are not properly reflected by the media.

Morna (2001, Morna and Mufune 2005b) sees that the coverage and portrayal of women in the African media is still poor, despite many efforts by activists.

Additionally, Okunna (1988) states, “the mass media play a very important role in shaping the attitude about the role of women in a society, which most of the time is portrayed as low and negative”.

42
These attitudes therefore, are central to determining the status of women in that society. She explains that in both developed and developing nations, public attitudes regarding the role of women in society are major determinants in deciding the status of women. In shaping these attitudes, the media exert a strong influence.

Mwendamseke (2003) explains that in Tanzania, women are not well presented in the media. They are normally portrayed as inferior who cannot stand on their own.

Reacting to Tanzanian tabloids, Mtambalike (1996) sees that women have become subjects of the unethical, sensational and sexist reportage.

Nkya (2003) states that women are still portrayed as sex workers, mothers, wives in the media of Tanzania.

The attitudes of these women media scholars reveal that there is a big problem in the way women are covered and portrayed in the media. This suggests that something has to be done to improve the situation. Let’s now see the state of the coverage and portrayal of women in media, as explained below.

**3.5. Media Coverage and Portrayal of Women**

This section looks into the coverage and portrayal of women in the media. But firstly, I examine the power of media as well as media relation with culture because media power and culture have a strong connection to the coverage and portrayal of women, as will be explained. The intention of this section is to show the problems involved in the coverage and portrayal of women in media as well as the need for improvement.

**3.5.1. Media Power**

Sanga and Sharriff (1999) reveal that the mass media have become important agents of socialization, almost virtually replacing traditional socializing institutions such as the family, home, school, church, mosques and peer groups. Sanga and Sharriff state that “Mass media now dispense information and values that would have been transmitted by the traditional institutions”.
The power of the media to make and unmake the image of women in society, therefore, cannot be denied or underestimated.

Unfortunately, studies reveal that since the 1980’s, when the roles of African women have been undergoing a fundamental change to increased participation in the political, social and economic sectors of society, the tendency of the media has been to ignore or distort these significant events.

It can be argued that a system of roles and relationships between women and men that are determined by the political, economic, social and cultural context, for example, a woman’s place is in the kitchen or at home attending to domestic issues while a man is outgoing meeting new challenges and explore the world around him, has resulted into stereotypes towards men and women. These deeply entrenched stereotypes are reflected by the media in their portrayal of women and men as homogenised beings: tending to make invisible or make less of women’s contributions in all areas of life at local, national, regional and international levels.

Ironically, the media remains, and are increasingly, one of the most powerful forces on earth for influencing societal attitudes and stereotypes.

“Powered by awesome and fast changing technology with it’s vast reach, the media is quite simply one of the most powerful forces on earth today for shaping the way people think” (Morna 2001, p. 33).

Since the media is power and believed to be the truth, Morna (2001) argues that this power can be used constructively or destructively. For example, constructively by helping to shift societal mindsets that have become deeply ingrained structural barriers to the advancement of women. Unfortunately, research shows that the media is doing the opposite. It is reinforcing and legitimising those barriers.

Media power can also be observed in respect of politics and economics. Nordenstreng (2000, p.332) explains that concentration, globalization and commercialization are variants of the political and economic power imposed on media.
It is true that media in many countries, especially third world countries, are controlled by politics and those with monetary power in terms of ownership and agenda setting.

In Tanzania, since the early 1990s there has been a proliferation of newspapers, magazines and periodicals. These publications have exposed Tanzanians to views, opinions and commentaries other than those of the dominant ruling class. If this power is used constructively, it will help to improve the situation of women not only in the media industry but also the society as a whole.

3.5.2. Media and Culture

Media are the major links between society and its culture. Baran (2002, p.16), defines culture as the world made meaningful. Although culture is constructed within a particular society, it is maintained through communication using the media. Culture limits as well as liberates us, it differentiates as well as unites us. It defines our realities and thereby shapes the ways we think, feel and act.

The media so fully saturate our everyday lives that we are often unconscious of their presence, not to mention their influence. With examples from the local Tanzanian media, tune the radio stations and the manun’gayembe song is playing (a song which portrays unmarried women that are bad and unfit to the Tanzanian society), switch on the TV and get to see this local drama about a woman being portrayed in those stereotypical roles, a housewife, and you will be able to prove this.

And read newspapers, for example, tabloids which are blamed for portraying women as sexual objects. What picture are the media portraying to the society about women? How do the media shape the coming as well as the present generation? As Baran (2002, p. 16) states, “Media help define us, they shape our realities”.

It can be argued that, communication whether through media or other means is the foundation of our culture. It is a process embedded in our everyday lives that informs the way we perceive, understand and construct our views of reality and the world. The people responsible in the communication process should therefore be careful not to degrade our
culture. Additionally, they should be able to preserve, maintain, repair and transform our culture. The mass media help in the process of preserving and transforming culture.

When looking at media effects on culture, one can ask oneself, for example; do tabloids cause Tanzanian children and youths to engage in sexual acts because of pornographic materials they contain? Or are women portrayed negatively in media only? Perhaps, we should not debate media effects only on media and forget other underlying factors that influence certain behaviors, one of them being culture! McQuail (2005, p. 466) explains that, “although it is true that media have effects, it is difficult to establish when and to what extent an effect has occurred or is likely to occur”.

For example, it is reported over the Tanzanian media that a greater number of young girls in Tanzania, engage themselves in sexual activities (both in rural and urban areas). But one can ask whether the Tanzanian print media, specifically tabloids are responsible for this. Considering other factors, like poverty and culture (whereby in some Tanzanian tribes such as Zaramos, when a girl reaches puberty (between 9 – 15 years) is considered a full grown woman and is taught how to behave like one. Many tribes in Tanzania have a culture referring women as sexual objects and second class citizens.

Baran (2002) explains that the hidden, but much more important impact of media operates at the cultural or macro-level. It can therefore be argued that, the negative portrayal of women, for example, in newspapers, contributes to the cultural climate in which real-world negative portrayal of women becomes more acceptable.

3.5.3. Media Coverage of Women

The fear of women not being well covered by the male dominated media, started as early as 1820, when one of the first white American feminist, Susan B. Anthony, recognized that something had to be done. She believed that as long as newspapers were controlled by men, women’s ideas and deepest convictions will be prevented from reaching the public. Together with other women, they managed to produce some newspapers, which concentrated on women issues. Such as Revolution in 1868, Stone’s Women Journal and other papers which sprang up between the late 19th C. and early 20th C. (Byerly 2004, p. 228)
The general view of many researchers show that men are covered more than women in the media on issues relating to politics, economics, science and the like while the few women are heard in issues related to their stereotypical roles, such as domestic issues. And that the media are trained to look for the voices of authority, Morna (2004b, p. 164) explains that “…everyone else, the majority of whom women, are treated as incidental”.

In Tanzania, Tenganamba (1999) reveals that women are covered poorly by the Tanzanian media. Additionally, Mwabina (1988 p. 8) shows that male and female officials are covered differently. He explains that women are either ignored or trivialized, and that the coverage of women is done when they are involved in scandals, entertainment and fashions.

Women in Entertainment

Kwaramba and Morna (2003), reveal that in Tanzania, the majority of sources for hard news stories are men while women constitute less than 10% only of the news sources in the economics, politics and sports. This leads to poor representation of women in the media, since the women are not heard in what is referred to as important and sensitive news but the media, for this matter, newspapers use women as subjects of entertainment in terms of photographs, cartoons and news content in relation to their stereotypical roles.

The report also shows that women in certain occupational categories are virtually silent, other than on gender equality and gender violence, the only areas in which women’s voice predominate have to do with the body and beauty, rather than with the mind, economic and political challenges. Women’s views as sex workers amounted to 83% and as beauty contestants 77% and this is typical of tabloids. (Kwaramba and Moma, 2003, p. 13)

In addition, Tanzanian older women are invisible in both print and electronic media as well as in private and public media. To the extent women’s voices are accessed, they are likely to be in the 35-49 year bracket for both print and electronic media. Surprisingly, male voices dominate even in agriculture, where women perform most of the work. It is even worse in the area of mining whereby men are quoted by 100% while women are 0% quoted as source of information. (Kwaramba and Moma, 2003, p. 13)
Women in Politics

Politics is one special area that women are virtually silent. Traditionally, women are expected to occupy the home and other private/domestic issues. Politics is one of the most public spaces that women can seek to occupy. It’s due to the above facts that Morna and Mufune (2005b, p.109) argue that women in the Southern Africa region constitute 52% of the population and yet only occupy, an average of 18% of parliamentary seats. This fact is not only problematic but also undemocratic!

Several studies and evidence reveal that media tends to be far more hostile to women than to men in politics, and it’s due to that fact that women are less exposed than men in relation to political matters. Morna and Mufune (2005b, p. 109) explain that the unfortunate upshot of this is that women in decision-making, the one category of persons who should at least get the attention of the media, are either invisible or portrayed in ways that often demean their standing.

In Tanzania, research shows that women’s views and voices are grossly underrepresented. “With exclusion of unknown sources, women constitute only 16% of all the news sources” (Kwaramba and Morna 2003, p. 13). The report further reveals that women in decision making are also underrepresented, while women comprise 22.5% of the members of parliament, they constitute only 10% of those accessed in the political category. These limitations of media content can be linked to women’s under-representation, lack of power in the media industry and hence lack of control of what goes in the media.

Some Improvement?

While Kwaramba and Morna (2003) reveal that men who speak to the media comprise 84% and female 16%, there has been a slight improvement, when the Media development report for SADC region – 2004, reveals that “83% of those who speak in the media are men, while women constitute only 17% (Made 2004), an increase of 1%. Still, more needs to be done to involve women as sources of news and other information in the media.

In addition, the GMMP, launched in 1995, carried out an extensive international quantitative study of women portrayal in the media and found out that; of the newspapers, radio and TV monitored in 71 countries around the world, 17% only of the world’s news
subjects (i.e. newsmakers or interviews stories) were women, of whom 29% were victims of accidents, crime and war. In stories about politics and government only 7% of the interviewees were female.

Another study carried in 2000 in 70 countries of the world and women constitute only 18%. An increase of 1% compared to GMMP 1995.

In 2005, GMMP show that women are 21% of those who make the news, an increase of 3% compared to GMMP 2000. Additionally, the report reveals that women continue to be underrepresented as subjects of and sources for news regardless of the medium. The report reveals that only 10% of all stories in the global spot check were focused specifically on women. News about gender inequality represented 4% of stories.

The report also reveals that female journalists continue to be assigned “soft beats” such as entertainment, relationships, food and home. However, stories that challenge stereotypes and that highlight gender inequality are still more likely to be reported by women, although men now produce a larger number of these stories than they have in the past. Additionally, the report reveals that although there is an increase of women in the media industry, the changes in terms of better coverage and portrayal of women in the media, are so slow!

It can be argued that majority of news focus on politics and economics - considered to be men’s area -, so it is no surprise that there are so few women in the news or that women are presented in such stereotypical ways. But again, the general low participation of women in media content contributes to the poor coverage of women in the media.

3.5.4. Media Portrayal of Women

Since the 1970’s researchers throughout the world have documented the existence of stereotypes in virtually every aspect of the communications media (Crawford and Unger 2000, p. 42). Crawford and Unger explain that these stereotypes were evident in the disproportionate number of males to females portrayed, the gender-specificity of the traits that males and females displayed, the limited behavioral roles of women compared with the roles of men, the smaller number of occupation in which women could be found and the different physical characteristics associated with each group.
Possi (2001, p. 5) explains that stereotypes are most likely to influence our perceptions of
other people, especially when there is little information available and when a person’s
gender is especially salient.

It is true that, our self-identities as individuals or members of a particular community or
society are always shaped by the external realities around us. Different communities have
different cultures, and members of that community are expected to behave according to the
set norms and values. As quoted by a journalist from one of the elderly men of the Chagga
tribe in Tanzania, “women used to cook like their mothers, now they drink like their
fathers”.

The quote reflects the culture of the Chagga tribe and many other tribes in Tanzania that a
woman’s place is in the kitchen, at home while a man’s place is out there meeting friends
and talking about developmental issues.

It is through this same way that we learn from our family, friends, peers or community that
we also learn a great deal from the mass media. Media tend to give us a cure of what we
should do, think or act. “The media sell not only products but also a way of life” (Lundy
and Werner 1998) could also say that the messages media present ‘reflect ideas about how
the world ought to be’.

It has been observed that media’s attitude and approach towards gender is negative, at the
same time some media owners and editors use women to attract audiences so as to obtain
huge profits, this is popular in tabloids. Additionally, it has been confirmed that the
portrayal of women in media is negative and sexist. (Morna and Moolman 2004, p. 71)
Similarly, Ross and Byerly (2004, p.10) explain that women are portrayed in their
stereotypical roles and as sexual objects.

Moreover, Chambers, Steiner and Fleming, (2004) argue that the sexualization of news and
information is an important feature of market driven journalism, leading to a rise in the
reporting of sexual scandal stories basing on women. This trend can be associated with
tabloid journalism in Tanzania and this leads to an argument that tabloid journalism
constitutes of a ‘feminization’ of news and information because many of the stories are centered on women.

Below are articles, images and advertisements which show how women are negatively portrayed.

Articles

Women are important characters in newspapers but they are generally portrayed in a limited number of roles. Sexualised reporting of women is rife, and women tend to be defined in terms of their physical appearance, not abilities. Morna (2001, p. 28) states,

“Sexist coverage has long been used as a justification for increasing sales. Male dominated media- marketing departments have also tended to imagine their audiences as being largely male, or at least having male – defined interests”.

In tabloids, for example, female models’ interviews normally contain the description of their appearance rather than the message the model may intend to put across during that particular interview.

Kayoka (2001, p. 14) analyses an article from a Tanzanian tabloid, Michapo ya Leo (2001). The issue in the article is the ‘code of dressing for models in relation to the Tanzanian culture’. The reporter of the article is busy elaborating the model’s beauty instead of the issue at hand. Kayoka elaborates more in one of the lines where the model was making a good point, the line reads;

“amesisitiza mrembo huyo mwenye macho yaliyojaa ushawishi mkubwa wa kuyacheki, mboni ambazo zina kila sifa ya uzuri uwao wote duniani; kuwa warembo wa nchi hii wawe waadilifu’, translated as “emphasized the beauty with eyes full of temptation for one to want to go on looking at them, pupils which have all qualities of attractiveness available in the world, has asked beauty models of this country to display good conduct”.

Kayoka elaborates that the word ‘mrembo’ meaning beauty, would not have been used if the interviewee was a man. That is he would not interject the phrase – the handsome wrestler, etc.
Another example is obtained from Kiu tabloid, August 30-Sept.5, 2002; about an actress, Sinta, who is alleged to have multiple partners, and is therefore a filthy prostitute. Kwaramba and Morna (2003, p. 43) analyses this story as a blatant example of how women are scandalized and portrayed as sex objects, because of the following reasons:

The story quotes anonymous sources, a probable indicator that things said about the actress cannot readily be verified. The voice of the actress, who is the subject in the story, missed from the story.

The headline, “Actress Sinta is filthy”, is found to be sensational and judgemental, especially the word filthy. It is hardly likely that a man involved in multiple sexual relationships would be referred to in similar fashion.

The language used in the story is observed as gender biased and portrays women in the entertainment business as ‘prostitutes’, ‘loose’, ‘desperate’, ‘easy going’ and ‘filthy’. These are labels hardly used to describe men in similar situations.

In the perspective aspect, the writer narrates how this actress has had relations with several partners. While she is cast as a prostitute, the men she is alleged have had relations with are portrayed as masculine heroes who can conquer any woman they want. (Kwaramba and Morna 2003, p. 43)

In Tanzanian media, stereotypical dominant reporting portray women as stupid, gullible and fools, children, connivers, devils and evil incarnate, destroyers, weak shrews, and witches, men’s slaves, beasts of burden, sex objects and reproductive machines, (Omari 1989). All these and many others are negative portrayals of women.

Tenganamba (1999) reveals that some 30 stories which were covered in 10 newspapers in Tanzania, between 1998 and 1999 portrayed women negatively to an extent of 50%. Additionally, Kwaramba and Morna (2003, pp. 12-14) reveal that Tanzanian women still carry labels more than men, they are identified more by their private (familial) roles, such as wife, daughter, mother, girlfriend or in relationship to a husband, son, father, boyfriend; than a man is likely to be identified. 11% of women sources were labelled as such compared to only 3% of men, labelled in a relationship such as; son, father, boyfriend.
Women even carry labels in relation to their marital status, this is more visible in tabloids. For example, *manungayembe, shangingi, jamvi la wageni, changudoa* referring to women in different occasions, are common in the Tanzanian tabloids.

Moreover, many stories appearing in Tanzanian tabloids on women on abuse and rape as analysed by Kwaramba and Morna (2003, p. 65) imply that women asked for it to happen, through references such as ‘she was alone at night’ or ‘she was wearing revealing clothing’ as referred in the articles.

### Images

Images are of extreme importance to the print media. Newspaper research, for example, in the USA, shows that readers look at images first, scan the caption, read the headline and if they are still interested, read the story (Morna 2004b, p. 127)

Visual images – in photographs, cartoons and graffiti (to mention but a few)- are part of our everyday experience. They play a very crucial role in our reading and understanding of the world around us. However, many as they are, these images also affect our understanding and awareness of the world around us, bearing in mind that images tend to reflect and transmit some of our deepest beliefs and understandings as well as deepest stereotypes and prejudices.

How women are constructed and portrayed in these images, shapes how we understand women in our lives. We read these images and create understanding and experience in relation to women.

Near nakedness women photographs are published in Tanzanian tabloids. To some extent the actions in these photos suggest sexual acts, referring to women as sexual objects. As Kayoka (2001, p. 10) maintains the “photographs of women dancers, artists, actresses etc, are taken from an angle that draws viewer’s or reader’s attention to areas considered sexy”. According to the Tanzanian culture this is very offensive to the women and the Tanzanian society as a whole.
As it is evident from figures 2 and 3 below

Figure 2: Women dancing.

Figure 3: Men and women dancing.

Photographs, as proved by scientific experiments are one of the most persuasive ways of shaping people’s attitudes and beliefs in both short and long term. In the print media for example, images and designs of either photographs or cartoons, leave more lasting impressions than the actual content.

Additionally, it is increasingly seen that women figures drawn as cartoons in newspapers are most of the time exaggerated compared to men figures. Many of the cartoons are not pleasant to the women themselves or even men. Solomon (2001) gives an example of such cartoons as appeared in Sanifu tabloid (2001).
Figure 4 above shows a man, well dressed and knowledgeable (a teacher) and a woman drawn with extra large breasts and unknowledgeable (a student). Worse, are the words written on the board, translated as: ‘My breasts are cool’ and the teacher, is telling the woman to read aloud so that even passer-byes can hear! Solomon, (2001) argues that this cartoon and many others that appear in many Tanzanian tabloids have a tendency of abusing women, both physically and mentally by drawing and saying negative things about women. The cartoon above, for example is showing the man asking the uneducated woman to praise her boobs, which under normal circumstances they are not that nice because they are too big.

Morna (2004b, p.172) reveals that according to research done by Gender Links in 2004, 42% of women and 35% of men in the six African countries the research was carried out: (Botswana, Mauritius, Namibia, South Africa, Zambia and Swaziland), reveal that they find images that objectify women as uncomfortable and degrading. They would like to see both men and women portrayed in a greater diversity of non-traditional roles. Although, there is no research done in Tanzania in relation to this issue, a survey done shows Tanzanians also have similar views.
As it can be observed, women have been negatively portrayed in the media for as long as history has been able to record. Even within the past five years, 2000 to date, as articles and figures above reveal, women are still portrayed negatively. Surely, something has to be done to change the situation.

Advertisements

Women are also used as entertainment tools in the media. They have always been a big spelling point for the commercial media around the world. They are used to advertise multinational products and are used as cheap labour. Compared to men, who are portrayed as autonomous and are shown in more hierarchical and powerful occupations than women, women are still in many cases shown as the mother and the homemaker. “Women are the majority in advertising images. The aim being to portray women as inferior who cannot stand on their own”. Mwendamseke (2003, p.48)

Something else to bear in mind is that men are more likely to advertise cars and business products and are the face of authority whilst women are more prominent in domestic products and are hardly ever present as symbols of authority.

Mbilinyi and Omari (1996) reveal that women are portrayed negatively in advertisements media in Tanzania. For example the relationship between the role portrayal of female and the product being advertised is sometimes not appropriate. It is a known fact that very few women in Tanzania do smoke, yet they feature in almost all cigarette advertisement.

Another research on the portrayal of women by the Tanzanian television medium, reveals that 3 out of 4 adverts that appear on televisions in Tanzania, use more women than men. That is to say 90% of television adverts use women while 10% show that both gender are used. (Tarimo 2005, p. 24)

Tarimo elaborates that women are used more because: They are more attractive than men; they are cheaper to hire, they cannot bargain too much; women like to appear on TV, they can even do it for free and women use most of the products advertised.
There is also a fine line between the commercial need to sell products and the content that is offensive to consumers, especially women. Advertisers use women as advertising tools/objects. At the moment, a good example is the Vodacom billboard on a South African highway, as shown in the South African Magazine (*Amalungelo*) featuring a topless woman with one arm covering her breasts. The punch line reads: ‘*Don’t get caught without coverage*’ (Morna 2004a, p.27). It can be argued that, women are ornamental objects whose purpose is to please the male gaze.

**Figure 5: Print Advert.**

![The Vodacom billboard](image)

Source: (Morna 2004 – a, p. 27)

The entertainment aspect therefore which is accompanied with some advertising, images and articles should be considered carefully. As Sanga and Shariff (1999) elaborate, “entertainment is a potent force in the inculcation and dissemination of values”.

Concluding the matter, I argue that, the attitude of the society towards women, among other factors, depends on what the media provides. As Okunna (1988) states, “In shaping attitudes, the media exert a strong influence”.

Additionally, theories on the effects of mass communication, like the stereotype theory reveals that the society associates what it gets from the media with real life. For example
women who put on mini-skirts or short dresses and pass along streets or hang in bars are normally referred to prostitutes, because this is also what the media portrays. However it is not necessarily the case, other women in such situations could be spies or even doing investigative journalism. As Haralambos (1991) emphasizes, “It is not necessary that what is reported in the media reflects the actual situation in the society but they can be useful if they are used to analyse the ideologies of those who produce them”

At this point, it can argue that the images of women in mass media content should be seen by media experts as a crucially important issue because these images will undoubtedly be reflected in the attitudes of the society towards women in the long run. It is therefore important that journalists and for the purpose of this research female journalists help in reflecting the reality about women, not exaggerations, especially in tabloids.

3.6. Women’s Media Access

One can argue that women are covered less and portrayed in a way the opposite sex sees right since media access of women is very low. Literature reveals that many countries of the developing world lack media access, half of the world’s population, for example, has never made a telephone call and that in the poorest regions people’s media access is minimal, majority of whom women. In Africa, just 25% of people have a radio; 8% have a television set; one out of 130 has a personal computer; one out of 160 uses the internet; one out of 400 has pay–TV (Peters 2001).

In fact, the newest innovation for which women’s access is restricted is the internet. Globally, males dominate the use of the internet, with 63% males and 37% females. (Robins, 2000)

Women’s access to all forms of media in Tanzania is often limited regardless of whether they live in urban or rural areas, but it is worse in rural areas. It should be noted that the media experiences of rural women are of an utterly different nature from those of urban-based women in high-density media environments. At least women in urban areas are more media oriented compared to those in rural areas.
The most widely used form of media in rural areas is the radio. However, women do not have control over what is listened to instead they listen to programmes selected by their husbands or other family members.

Temba (2000, p. 96) reveals that women in rural areas of Mara and Mwanza regions in Tanzania complain that their husbands walk around with the family radio receivers, denying them the opportunity to listen during the day. They hardly come across newspapers, if at all they have time to read.

Newspapers rarely reach rural areas and TV is a luxury. However, community media are being established, and there are several radio and TV stations at district and regional levels. However, women are still limited to participate and access these media. Additionally, ICT’s are only confined to middle class educated women living in urban areas.

Women are the poorest of the poor. Poverty and illiteracy prevent their access to most forms of media. Ownership of the media by a few people makes it increasingly difficult for marginalized groups, such as women to influence policy or content in the media. Those few women who work in the media, print media for this matter, should ensure proper participation of women in the media both in terms of content and access.

In summary, as Kwaramba and Morna (2003, p. 65) argue that Tanzanian women and other disadvantaged women all over the world, need more media access and participation, more space and visibility and better representation – in terms of better language and realistic interpretation of women issues in the media.

3.7. Media – Government Policies

In many third world countries like Tanzania, the ruling government to a large extent controls the media. The success or failure of journalists and the media industry as a whole depends on the ruling government.
In Tanzania, the 2003 Information and Broadcasting Policy established by the government organs, has attempted several efforts to upgrade the standard of journalism industry in general. However, special attention has not been given to female journalists but to women as subjects of media content.

The vision of the policy is to enable the existence of strong, diverse and pluralistic media, with ownership in public, private and community hands, and which are guided by a high degree of professional and social ethics contributing effectively to the National Development Vision 2025. (Information and Broadcasting Policy 2003, p. 8)

The policy encourages the establishment of training institutions, research and consultancy services that support the growth of the information industry. It also envisages the existence of media diversity all over the country.

More efforts have also been put to emphasize quality output, and these include:

- Ensuring that media owners have qualified professional practitioners.
- Sensitizing media owners on the importance of professional training for their employees.

Women have been most of the time victims of offensive language in print media and media in general. One of the policy directives is to ensure that the language used in media are standard Kiswahili and standard English.

In addition, the policy recognizes the widespread violation of professional ethics, done by a number of newspapers and magazines. These newspapers and magazines do publish and distribute information, photographs and other illustrations which violate social values or encourage sex and other vices, women being most of the victims. The objective of the policy is therefore to ensure that newspapers and magazines adhere to professional code of ethics and social values.
The Information and Broadcasting policy, further stipulates that the objective of the:
Media Council of Tanzania is to strengthen, monitor and promote high standard of professional practice and adherence to a code of ethics in the information and broadcasting media.

While that of Media Institutions is to give the public information, education and entertainment services in accordance with Tanzanian’s values and culture, and also to take an active part in various campaigns for social prosperity like gender equality, poverty alleviation, war against corruption, diseases, ignorance and the like.

On the other hand, the government has added more women in the decision making positions. With the new cabinet, 2006, under President Jakaya Mrisho Kikwete, there are a total of 15 female ministers, that is 25% of all the 60 ministers (29 full ministers and 31 deputy ministers). Five of the 15 female ministers hold key ministries – such as foreign affairs and finance. Ten are Deputy Ministers in various ministries. There are a total of 98 female members of parliament, among them 20 have been elected from their constituents. 75 are from the category of special seats and 3 have been elected by the President. (Mwananchi, Jan. 5th 2006)

In the previous cabinet, under President Mkapa, there were a total of 9 female ministers, four ministers and five deputy ministers. Compared to the current cabinet, there has been an increase of 40%.

There has also been an increase of women in leading positions in other sectors of the society. This increases the coverage as well as the positive portrayal of women in the media.

This chapter gives a full picture of women in the media industry. Firstly, how women are involved in the production of media content (producers); secondly, how women are used in the production of media content (subjects); and lastly, how women get access to media content (consumers).
Although the focus of this study is women as producers of media content, the other two aspects, women as subjects and women as consumers, help in the analysis of the problem investigated.
CHAPTER FOUR

Research Methodology

4.1. Introduction

This section presents the research methodology used in the study. It covers the research design, study area and media professionals under scrutiny as well as the sample size. Instruments of data collection, pilot study, data analysis and ethical issues are also presented. Guided by the objectives of the study, I use the following research questions to investigate the problem under study.

(a) What is the situation of female journalists in the newspapers under study, in terms of their education level, employment and general working conditions?

(b) Are there any differences between female and male reporters in sourcing women in general issues or women issues?

(c) What attitudes do journalists have towards the coverage and portrayal of women in the print media?

(d) What roles do female journalists and media/women associations perform in improving the coverage and portrayal of women in print media?

These research questions are the basis for the formulation of the questionnaire and interview guides. Data are presented in Chapter Five of this thesis.

4.2. Research Design

In this study, I use a case study of an exploratory nature, as it deals with a specific area, which could represent the whole or part of the study area. And in this case, out of a number of newspapers and a number of journalists, I study particular journalists working for six newspapers (two tabloids and four broadsheets). The two tabloids (Kiu and Ijumaa) have
been in the public for quite some time, and also several studies done on these newspapers reveal that women are portrayed negatively - as sexual objects and entertainment tools. Likewise, the four broadsheets (*Nipashe, Majira, Guardian and Daily news*) have also been in the field for long, studies done on these broadsheets reveal that women are covered less compared to men and portrayed in their stereotypical roles. I use a variety of newspapers so as to obtain different views.

The *Guardian, Daily News, Majira* and *Nipashe* are dailies; *Ijumaa* appears weekly (Friday) while *Kiu* appears twice a week (Monday and Friday). The *Daily News* is state owned, while the rest are privately owned. The *Daily News* and *Guardian* are English newspapers while *Nipashe, Majira, Kiu* and *Ijumaa* are Swahili newspapers.

As an advantage, the case study strategy of an exploratory nature also allows the researcher to use a mixture of methods: interviews, personal observations, tracing and studying relevant documents etc.

Table 7 below indicates the media professionals involved in the study, the methodology used for data gathering as well as the kind of information gathered from the methods. I will give details of the media professionals and methods for data gathering later in this chapter.

**Table 7: Media Professionals, Methodology and Information Gathered.**

<table>
<thead>
<tr>
<th>Media Professionals under scrutiny</th>
<th>Methodology</th>
<th>Information Gathered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thirty Reporters (18 women and 12 men)</td>
<td>Questionnaires</td>
<td>Age; knowledge of journalism and gender; working conditions; what they normally report about; women issues they normally report about, how often they report and how often they cite women; their attitude towards the coverage and portrayal of women in their newspapers; efforts made in their newspapers in improving the coverage and portrayal of women; <em>For female reporters:</em> roles they play in improving the coverage and portrayal of</td>
</tr>
</tbody>
</table>
7. **Editors**

| Seven Editors | Semi-structured interviews | Education and experience in job; total number of journalists in their respective media houses; the involvement of women in decision making; their attitudes/views towards the coverage and portrayal of women in their newspapers; in-house gender and journalism training; their roles in improving the coverage and portrayal of women in their newspapers; *For women:* if they are members of TAMWA. |

6. **Editors**

| Six officers from media organizations | Semi-structured interviews | Education and experience in job; their attitudes/views on the coverage and portrayal of women in newspapers; if the increase of female journalists improves the coverage and portrayal of women in media; if the organization provides gender training and how does this help to improve the coverage and portrayal of women in the media; how effective are the media regulatory organs and media policies set by the government in improving the coverage and portrayal of women in the media. |

5. **Editors**

| Two media trainers | Semi-structured interviews | When did the institute start to offer gender training and how; constraints faced in teaching gender and how are they dealt with; how are female students encouraged to be journalism trainers after finishing school; feedback in relation to gender training. |

4.3. **Area of Study**

The study was conducted in Dar es Salaam region, Tanzania. Kwaramba and Morna (2003) reveal that 95% of media in Tanzania is concentrated in urban areas, mainly Dar es Salaam.

4.4. **Media Professionals under Scrutiny**

These are people who work in media houses and other media institutions.

People who work in the media houses include: reporters and editors. Editors are important people in the study because, in collaboration with media owners/managers, they are
responsible for establishing and maintaining media policy in their media houses, as well as agenda setting. They are also responsible for ensuring that their reporters follow the professional ethics. Female and male reporters who write for newspapers under study are involved. They are the subjects under study.

People who work in other media organizations include: Officers from the media regulatory organs, such as MCT and MAELEZO. These are consulted as they are responsible for ensuring that journalists follow the ethical standards of journalism. Officers from TAMWA and MISA are consulted too, as they watch the coverage of women in media and monitor the media in general, as well as officers from TGNP.

The study also involves journalism trainers, such as, the Director of IJMC and one trainer from TIME. These are responsible for the production of journalists.

4.5. Sample Size

The study has a total of 45 respondents. The respondents are listed as follows: 7 editors from Kiu, Ijumaa, Nipashe, Majira, Guardian and Daily News newspapers; 1 officer from MCT; 1 officer from MAELEZO; 2 officers from TAMWA; 1 from TGNP and one from MISA. 1 trainer from IJMC; 1 trainer from TIME; 10 reporters writing for tabloids, 4 men and 6 women; and 20 reporters writing for broadsheets, 8 men and 12 women.

I consider this sample of 45 respondents to be appropriate for this study because, firstly, it is easy for a single researcher to manage this size. Secondly, this sample reflects the important media stakeholders in relation to the study.

4.6. Instruments of Data Collection

I used a self-administered questionnaire and three semi-structured interview schedules for data collection. In addition, documentary review and observation are also used to supplement the two instruments.
4.6.1. Questionnaires

The questionnaire includes both open and closed-ended questions. (See Appendix I) Open questions allow respondents to record answers in their own words, and allow room for more explanation. Hence they are deemed appropriate in collecting information about differing shades of views and attitudes.

Closed questions allow respondents to choose a number of alternative answers because they provide a range of answers and thus reduce the chances of respondent overlooking something and they reduce the possibility of obtaining ambiguous answers. In this case they are easy to complete and easy to analyse.

I distributed the questionnaires by hand to the 10 reporters writing for tabloids and 20 reporters writing for broadsheets. I then collected the questionnaires.

4.6.2. Interview Guides

Interviews were conducted with editors, media officers in media organisations and media training institutions mentioned in the sample size. The interview guides consist of three semi-structured interviews. Deacon, Pickering, Golding and Murdock, (1999) explain that with semi-structured interviews there are no restrictions on question rewording or recording, and the interviewer can explore and elaborate on issues that emerge during the course of the interview. This is an advantage because the format tends to generate a richer type of data.

The first semi-structured interview guide for editors, comprises of twelve questions. (See Appendix II), the second semi-structured interview guide for media trainers comprises of seven questions (See Appendix III) and the third for media organizations consists of ten questions (See Appendix IV).

4.6.3. Documentary review

I reviewed appropriate and relevant books, research papers, published and unpublished reports. I also read articles from the newspapers under study.
4.6.4. Observation

I gathered data through observation directly in the field. Observation was undertaken during distribution and collection of questionnaire, and when conducting interviews. This method enabled the researcher to investigate the working conditions (in terms of facilities) and various activities in the respective media houses and media/women organizations.

4.7. Pilot Study

I distributed the draft questionnaires to six reporters, each from one of the six newspapers under study to assess the clarity, validity and relevance of the questions. I made corrections based on the comments given by those who were involved in the testing of the instruments. In some instances the questionnaires had to be translated into Kiswahili language. I translated them.

In addition to that, since the respondents did not have time for focus group discussions, questions which were to be asked in the focus group discussion were formulated and transferred to the questionnaire.

4.8. Data Analysis

I use descriptive statistics analysis. This type of analysis provides a general overview of the results. It gives an idea of what is happening. As Naoum (1998) elaborates that the descriptive method either analyses the responses in percentages (as in the case of a big sample) or numbers (as in the case of a small sample).

I also use content analysis to analyse data collected through open-ended questions from questionnaires, interviews and other secondary sources. The frequencies are then converted into percentages of the total number.

The results/findings are presented in the form of tables, graphs and pie chart; I then discuss the findings/results as illustrated in Chapters V and VI respectively. The percentages and frequencies form the basis of discussions to the quantified data. Additionally, ideas, themes and attitudes form the basis of discussions, and interpretations.
of the research findings to the qualitative data that are gathered through open-ended questions and interviews.

4.9. Ethical Issues

Some respondents were sensitive about providing information. In this case I had to assure them that the information they provide would only be used for the purpose of the study. I maintained that confidentiality about the answers offered would be highly observed. Others questioned about the possibility of getting feedback of the research findings. In this case, I also assured respondents to get feedback of the research findings. A consensus was reached that a copy of the research report would be available in the IJMC library for easy access to the participating respondents.
CHAPTER FIVE

Analysis

5.1. Introduction

This chapter presents and analyses the collected data. The research questions are the basis for the analysis and presentation of data.

I distributed the questionnaires by hand to 30 reporters in the second week of November 2005 and collected in the third and fourth week of November 2005.
I conducted interviews to 7 editors and 6 media officers in media organizations between November 2005 and May 2006. The interviews lasted for approximately 30 minutes each.

The gender-distribution of journalists working for these papers is shown in Table 8 below.

Table 8: The Gender Distribution of Journalists in Newspapers.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Women</th>
<th>Men</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kiu</td>
<td>3</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Ijumaa</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Daily News</td>
<td>7</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>Guardian</td>
<td>6</td>
<td>27</td>
<td>33</td>
</tr>
<tr>
<td>Nipashe</td>
<td>5</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Majira</td>
<td>8</td>
<td>17</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>32 (28%)</strong></td>
<td><strong>82 (72%)</strong></td>
<td><strong>114 (100%)</strong></td>
</tr>
</tbody>
</table>

**Source:** Compiled by the researcher from interviews with editors. Nov. 2005; Jan – May 2006.

As it is evident in Table 8 above, female journalists are fewer compared to male journalists. In a total of 114 journalists, females are only 32 (28%). Additionally, it’s only *Ijumaa* newspaper, which has an equal distribution of male/female journalists.
However, due to limitations of time and resources, the study only involves a total of 37 (32%) journalists. As mentioned below:

Twenty reporters and five editors working for broadsheets, as listed below: Ten reporters working for *Guardian* and *Nipashe* (8 women and 4 men), and 2 editors, one for each newspaper (both editors are women, however one is editor, the other one is Features editor); 6 reporters working for the *Daily News*, (4 women and 2 men); and 2 editors (a man – editor and a woman sub-editor); 4 reporters working for *Majira* newspaper, 2 males and 2 females, and 1 News editor (female who edits a pull out ‘*Jarida la Mwanamke*’-meaning Woman’s Journal, she also edits *Majira* on Sundays and during women’s day).

The study also involves a total of 10 reporters and 2 editors working for the mentioned tabloids. As listed below: Five reporters working for *Kiu*; 3 females and 2 males; and 5 reporters working for *Ijumaa*; 3 females and 2 males. The two editors, one is male and the other editor is female.

Table 9 below summarises the distribution.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Women</th>
<th>Men</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kiu</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Ijumaa</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Daily News</td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Guardian and Nipashe</td>
<td>8</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Majira</td>
<td>3</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>23 (62%)</td>
<td>14 (38%)</td>
<td>37 (100%)</td>
</tr>
</tbody>
</table>


Findings are presented and analysed below, under the relevant research questions.
5.2. Female Journalists in the Newspapers

Research question number one investigates on the situation of female journalists in the newspapers under study in terms of; their educational level, employment and working conditions as well as their positions in the newspapers.

The question is important in that responses to it provide relevant information as regards to the problem investigated.

The findings to this question are as listed hereunder.

5.2.1. Education

Reporters and editors were asked to indicate their level of education in journalism. Tables 10 and 11 below illustrates

<table>
<thead>
<tr>
<th>Educational level</th>
<th>Daily News</th>
<th>Guardian and Nipashe</th>
<th>Majira</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Master</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Degree</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Diploma</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>One-Year Certificate</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Basic Certificate</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Other Qualifications</td>
<td>-</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Compiled by the researcher from hand-distributed questionnaires and interviews, Nov. 2005; Jan – May 2006.

As it is evident in Table 10 above, of the 20 reporters and 5 editors; 4 (2 males and 2 females) have a master degree in journalism. 10 have degree in journalism (6 males and 4 females). 3 females have diploma in journalism; 2 reporters have basic certificate course in journalism (1 male and 1 female); and three have other qualifications in areas of arts, social sciences, literature (1 male and 2 females)
The analysis also shows that editors working for broadsheets are more experienced, more educated and older. In addition, the journalists working for these papers range between the ages of 18 – 36 and above years.

Table 11: The Education Level of Tabloids Journalists.

<table>
<thead>
<tr>
<th>Education level</th>
<th>Kiu</th>
<th>Ijumaa</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Master</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Degree</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Diploma</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>One-Year Certificate</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Basic Certificate</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Other Qualifications</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled by the researcher from hand-distributed questionnaires and interviews, Nov. 2005; Jan – May 2006.

In tabloids as it is evident in Table 11 above, none has a master’s degree or even a degree in journalism. Six have diploma (3 males and 3 females); 3 have one year certificate (1 male and 2 females); 2 females have basic certificate course and one male has other qualifications.

Briefly, when looking at journalists (in broadsheets and tabloids) with higher qualifications in journalism, the analysis reveals that 8 males have degree and above compared to 6 females.

Additionally, the analysis reveals that editors working for tabloids are less experienced, less educated and younger compared to those in broadsheets. And that the journalists working for these papers range between the ages of 18-30 years.

In all broadsheets and tabloids, female journalists, especially reporters, are generally younger compared to male journalists.

On the other hand, gender training was also important in determining the situation of journalists in the newspapers under study. Of the 37 journalists, 8 journalists, 5 of them
women, haven’t attended any gender training courses, the reason being, lack of opportunities to attend the courses. Those who have attended, 29 (78%), have done so either once or several times, and the organizations which offered the trainings include; MISA, TGNP, TAMWA, Tanzania Muslim Students Association – TAMSA; Business Journalists Association – BJA; FES, NSJ and SAUT.

**Were the gender courses helpful?** The analysis shows that, many of the participants admit that the courses have enhanced their reporting by including both male and female opinions/views while reporting.

As a male broadsheet editor in his mid forty’s with 10 years experience as an editor and holding a masters degree in journalism, explains that generally women have different ways of looking at issues compared to men. As a reporter, he was once assigned to write a story in one of the famous mining areas in Merarani, Arusha region, where he discovered something which altered the way he was normally doing his reporting.

“While men were concerned about making an income, women’s primary concern was their spouse’s/son’s safety. That’s where I managed to see the environmental and social dangers of that mining area, and came up with the best story. It was through these women”.

This shows that men and women might have different views on the same topic and it’s important to include them all. This helps in adding more voice to women. Additionally, the analysis reveals that journalists have also become aware of the gender language.

On the other hand, two males working for tabloids, one of them an editor in his late twenties, holding a diploma in journalism, and has been an editor for the past two years, admits that although they have attended the gender courses several times, the courses have not been that helpful, as some of what they’ve been taught cannot be applied in the field. He gives an example that,

“When it comes to emotional issues, such as love, fear and anger women are the best sources because biologically women are more emotional compared to men. We cannot change this, it is how God has created us and because of that, women will dominate in emotional stories”.

Another respondent, a female tabloid editor in her early thirties, and one year experience as an editor, holding a diploma in journalism, does not believe in gender training courses, she explains,
Attending or not attending the courses will not affect my journalistic profession, as there are no biases in reporting and it doesn’t matter who the source is. News will always remain news as long as there are necessary news components”.

5.2.2. Media Training Institutions

The analysis reveals that gender courses started to be offered at IJMC in 2000 and at TIME in 2004. Problems facing gender training as explained by the Director of IJMC include: lack of enough teaching materials, lack of qualified teachers and some male students not seeing the importance of the course.

She also explains that,

“It’s difficult for students to practice what they have studied in the field due to the journalism system that operates, which is basically profit oriented and gender issues are not given much priority”

On the other hand, organizations like TGNP and MISA offer gender training courses. The analysis reveals that for the past seven years, TGNP has trained almost 80 journalists in relation to gender issues. Great impact has been observed, as the Head of Training explains,

“Gender is now having a central place in the media whereby journalists who received training are now writing analytical stories not just mere reporting. Some journalists have even become gender activists, serious agents of change”

5.2.3. Employment Status

The analysis shows that of the 37 journalists working for these newspapers, 34 (92%) are employed and only 3 (2 men and 1 woman) are freelancers.

In broadsheets, the analysis shows that 4 of all the 25 journalists involved in the research are women in senior positions. It can also be said that of the 16 female journalists working for broadsheets, 4 are at senior positions. That is 1 editor, 2 sub/features editors and 1 news editor. The other 7 are reporters and 5 chief reporters.

In addition, the analysis reveals that in broadsheets, only journalists in senior posts, editors and sub editors, most of them men, are involved in post-mortem meetings, the meetings decide which articles to be published and which not. As one woman sub-editor holding a masters degree in journalism with 20 years experience in one of the oldest broadsheets says,
“In my newspaper, there is only one woman, that’s me, present in the meetings which determines hard news stories, running from pages 1-5”

There is also another worry, as she explains

“Female reporters are normally not trusted as male reporters, furthermore female reporters are assigned issues in relation to their stereotypical roles-domestic issues-, while male reporters are assigned to what are called sensitive issues-politics, economics, science-“.

Figure 6 below summarises the results

**Figure 6: Female Journalists in Broadsheets.**

Source: Compiled by the researcher from hand-distributed questionnaires and interviews; Nov. 2005; Jan – May 2006.

The analysis also shows that in tabloids, only one of all the 12 journalists are women in senior positions. Of the seven female journalists working for tabloids, there is one editor, 2 chief reporters and 4 reporters. (As shown in Figure 7 below)

However, in tabloids all journalists are involved in post-mortem meetings this could be because they are fewer compared to broadsheets journalists.
As it is evident in Figures 6 and 7 above, many female journalists in both broadsheets and tabloids are in the reportorial level. Of the 23 female journalists involved in the research, 11 are reporters, 7 are chief reporters, 2 are sub/features editors, 1 news editor and 2 editors.

Additionally, the analysis reveals that of the 37 journalists involved in the research, the 23 (62%) female journalists hold the following positions: 11 reporters, 7 chief reporters, 2 sub/features editors, 1 news editor and 2 editors. 

Table 12 below summarises the results.

Table 12: Female Journalists in Broadsheets and Tabloids.

<table>
<thead>
<tr>
<th>Position of Female Journalists</th>
<th>Female Journalists in a Total of 23 Female Journalists</th>
<th>Female Journalists in a Total of 37 Journalists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporters</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Chief Reporters</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Sub/Features Editors</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>----------------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>News Editors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Editors</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>23 (100%)</td>
<td>23 (62%)</td>
</tr>
</tbody>
</table>

Source: Compiled by the researcher from hand-distributed questionnaires and interviews; Nov. 2005; Jan – May 2006.

5.2.4. Working Conditions

This question investigates the working conditions of the 37 journalists in the newspapers understudy, in order to understand their situation better.

As Figure 8 below reveals:

Figure 8: The Working Conditions.

Source: Compiled by the researcher from hand-distributed questionnaires and interviews; Nov. 2005; Jan – May 2006.
As it is evident in Figure 8 above, analysis reveals that 30 (81%) of all the 37 journalists complain of poor working conditions in their media houses.

These poor working conditions are mentioned as:

- Poor facilities – whereby there are no enough computers, many of the few ones are not technologically advanced. For example, there are extremely few laptops and internet connection in villages is still a dream.
- Lack of transport and heavy workload.
- Poor pay, no proper salary scheme and favouritism. For example, as one respondent explained, “one with lower qualifications can be paid more compared to one with higher qualifications”; In relation to favouritism, some female reporters complain of sexual harassment, in the sense that those who accept to have sexual relations with editors their work load will automatically be reduced.

In addition, the analysis reveals that 7 of the 37 journalists only complain of the heavy workload, otherwise the pay is good and they have facilities, as Figure 8 above shows.

Briefly, the findings of this research question reveal that the general situation of female journalists is poor in the sense that, very few of them are well educated and therefore very few of them are in senior positions. Findings also reveal that the general working conditions are poor and this affects the whole profession as well as discouraging many women in either joining or staying in the field for long.

5.3. Female and Male Reporters: The Comparison

Research question two probed into the differences between female and male reporters in sourcing women in general issues and women issues. The importance of this question is to assess the extent at which these reporters involve women as sources of information in their stories, and if there are any differences between male and female reporters in sourcing women in their stories.

In investigating question number two, I look into the extent at which reporters under study source women in issues that they normally report about (general issues). Women issues are given special attention, whereby I investigate on how often reporters under study report and
source women in the women issues. Lastly, editors are consulted too, as experienced people, if they have been observing any differences between male and female reporters. Below are the results to this question.

5.3.1. Women as Sources in General Issues

All broadsheets reporters indicate that they report all those general issues mentioned in the questionnaire, which are: politics, economics, science, education, health, culture, sports, entertainment, gender issues, to mention but a few.

Analysis shows that 7 of the 20 reporters working for broadsheets claim that in reporting those issues they source women at least once a week. A detailed analysis on the female side shows that of the 7 reporters, 6 are females.

The analysis also shows that 5 of all the 20 reporters source women twice a week and 4 source women thrice a week. The other 4 reporters hardly source women in their stories, the major reason being difficulties in digging female sources at the same time trying to meet deadlines. These reporters therefore, normally go to the most available sources, men.

Figure 9 below summaries the findings.

**Figure 9: Women as Sources in General Issues.**

![Bar chart showing the frequency of sourcing women per week]

Source: Compiled by the researcher from hand-distributed questionnaires, Nov. 2005.
5.3.2. Women as Sources in Women Issues

All broadsheets indicate that from time to time, they report about women issues, which are: women’s health (pregnancy, HIV/AIDS); family and childcare; sexual harassment and discrimination; rape and battering; homeless and single mothers; female genital mutilation; forced marriages; wife inheritance and widow cleansing; quality of life for women and women in entertainment.

Of the 20 reporters, 12 (60%) say that they often source women on women issues. Of the 12 reporters, 8 are women.

Additionally, 8 of the 20 reporters say they rarely source women reasons being:

- Two, say women don’t want to be interviewed
- Three, say women don’t want to be revealed as sources of information.
- Two, say that they don’t trust if women can give as good information as men.
- The other one, explains that women issues are not regarded that much a priority, especially due to lack of enough space in the newspapers.

Figure 10 and Table 13 below illustrate.

Figure 10: Women as Sources in Women Issues.

Source: Compiled by the researcher from hand-distributed questionnaires, Nov. 2005.
Table 13: Why are Women Rarely Sourced?

<table>
<thead>
<tr>
<th>No. of Journalists</th>
<th>Reasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Women don’t want to be revealed as sources of information</td>
</tr>
<tr>
<td>2</td>
<td>Women don’t want to be interviewed</td>
</tr>
<tr>
<td>2</td>
<td>Women are not as trustworthy as men</td>
</tr>
<tr>
<td>1</td>
<td>Women issues are not a priority</td>
</tr>
<tr>
<td><strong>Total, 8</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Source:* Compiled by the researcher from hand-distributed questionnaires, Nov. 2005.

On the other hand, the analysis shows that entertainment is the major issue that is reported about in tabloids, women being the major subject of information. Eight of the 10 reporters involved in the research claim that their major sources of information are women. For example, they explain that they write about what happens in discos, where women are caught unaware, many of them drunk and dance in obscene ways. They also write about women who are in emotional problems such as love affairs, rape etc.

In contrast, 2 of the 10 reporters say that their sources are both men and women.

In addition, the analysis reveals that tabloids rarely report about other issues such as politics, education, communication e.t.c unless they are related to entertainment.

5.3.3. Editors’ Views

Four of the 7 editors are of the view that there are differences between female and male reporters. Of the 4, 3 say that female reporters write better women issues compared to male reporters while one says that the difference depends on one background and ethical consciousness, whether male or female.

On the other hand, 3 editors claim that there are no differences between male and female reporters if they are well and equally trained. Below are their views.
One female editor in her late forty’s editing one of the leading broadsheets, with 22 years experience in journalism and four years experience as an editor, she also holds a degree in literature and a postgraduate diploma in journalism, sees that women reporters write better in issues concerning women compared to male reporters, as she explains,

“They write much better especially if they have attended some gender courses, they tend to have a good way of approaching issues concerning women and presenting them in the women’s point of view”.

A male editor in his mid forty’s editing one of the oldest broadsheets with 10 years experience as an editor, holding a masters degree in journalism, sees no difference between female and male reporters in either reporting general issues or issues concerning women. As long as the reporters are well trained and follow the professional guidelines.

He explains that stories are only selected according to merit and the sex of the source doesn’t matter. On the other hand, he admits that, women reporters tend to get stories easily from male sources and male reporters tend to get stories easily from female sources. There is no specific reason for that, it just happens that way.

This female features-editor in her early forty’s and 2 years experience as a features editor, holding a degree in literature and a postgraduate diploma in journalism, does not see any difference between male and female reporters in reporting women issues. She explains that the difference will only be noticed when some of them are trained in gender issues. She however adds that,

“There is a problem with the journalism system in the country, whereby, marginalized groups are hardly heard over the media, not only women for this matter, but also the children, disables, immigrants, the poor etc (men inclusive)”

The other tabloid male editor in his late twenties, has been an editor for the past two years and holding a diploma in journalism, sees that there is a difference between male and female reporters in reporting women issues, depending on individual’s attitude and ethics. But he believes women write better women issues.

A female tabloid editor in her early thirties, and one year experience as an editor holding a diploma in journalism sees that difference, as she says,
“Female reporters write better compared to male reporters in issues concerning women. I believe that when female reporters write about women issues, it’s like receiving the information from the horse’s mouth”.

This female sub-editor with 20 years experience in journalism, holding a masters degree in journalism, sees that female and male reporters have no differences in either reporting women issues or any other issue in the society. However, she admits that the difference can be noticed when gender issues are involved. She elaborates,

“Those who have attended gender courses, men and women, will write better compared to those men and women who have not attended any gender courses”.

The last editor, a female in her mid thirties, with four years experience as news editor and occasionally an editor with one of the Swahili broadsheet, she also holds a diploma in journalism, is also in a view that there are no differences between male and female reporters if they are well educated in journalism and gender issues. However, she admits that the difference can be observed from the individual point of view, which relates with the background of that person and his/her ethical consciousness. For example, she admits that there is a tendency of women ignoring fellow women, and therefore such a person cannot write a good article in relation to women.

Briefly, the findings of the second research question reveal that, although in broadsheets the coverage of women in all aspects is still low and the portrayal is fair, female reporters are playing a very important role in increasing the coverage of women by sourcing more women, compared to male reporters. The findings also reveal that women (as subjects of media content/sources of information) are not that cooperative with media people because sometimes these women refuse to be interviewed or revealed as sources of information.

In tabloids, the findings reveal that women are covered more than men by all reporters. However, the portrayal is negative, basing on women as entertainment tools and sexual objects.

5.4. The Coverage and Portrayal of Women: Journalists’ Attitudes

Research question three examines the attitudes of journalists towards the coverage and portrayal of women in the newspapers under study, as the analysis below reveals.
5.4.1. Broadsheets

Sixteen (80%) of the 20 broadsheets reporters say that broadsheets are trying to give women a fairly good coverage. In addition, the analysis shows that these reporters are striving to portray the positive aspects of women. For example, women and development in different sectors in the society.

Meanwhile, 4 of the 20 reporters say that although the coverage of women in tabloids is more compared to the coverage in broadsheets, there is no big difference between the portrayal of women in tabloids and in broadsheets.

Their attitudes in relation to the coverage and portrayal of women in tabloids vary. Fourteen (70%) say women are undervalued, nothing much is said about them in relation to developmental issues. They also claim that there is a lot of sensationalism and women are basically portrayed as entertainment tools and sexual objects to attract readers and hence making profit.

On the other hand, analysis reveals that 6 of the 20 reporters argue that if that’s what women do, then the evils that they do should be exposed to the society.

5.4.2. Tabloids

Nine of the 10 tabloid reporters agree that women are portrayed negatively in their newspapers, but insist that women themselves are the ones causing it. Their justification towards the negative portrayal is that some women are not behaving themselves, and the society should know. They also argue that if women change by respecting themselves through dressing properly and dancing decently, journalists will have nothing negative to report about.

On the other hand, analysis reveals that one of the reporters working for tabloids says that he reports news and information, just like any other reporter, only that he specializes in entertainment and it just happens that women are the major victims.
5.4.3. Editors’ Attitudes

Two editors, two sub/feature editors and one news editor (all of them females), were asked of their attitudes. Three are in a view that justice is not done to women by portraying them negatively, while two are in a view that justice is done by exposing the evils that some women do so that they could change. Below are their views:

A female broadsheet sub-editor with 20 years experience in journalism (holds a masters in journalism), confesses that tabloids do irritate in relation to the way they portray women issues. She suggests on the imposition of laws to help in ensuring the positive portrayal of women. She is also in a view that training should be of primary importance.

The other female tabloid editor, with one year experience as an editor and has a diploma in journalism, has a different approach. She accepts that it is true that women are negatively portrayed in newspapers and more so in tabloids, where they are regarded as sexual objects. On the other hand, she does not agree that the portrayal degrades women, but it’s basically practising the principles of journalism, telling the truth without bias or fear.

“When it comes to emotional issues, such as love, fear and anger, women are good in giving explanation or telling more than what is expected”.

She elaborates that they normally refer to sources which give more explanations,

“Who has more to tell will get more coverage, whether it’s negative or positive”.

She admits that women cooperate a lot in terms of giving explanations on such emotional issues. She finally argues that,

“I believe that my newspaper is basically informing, educating and creating awareness of what goes on so that people change or the responsible authorities take proper actions on the evils happening in our society”.

Another female broadsheet editor with 22 years experience in journalism and four years as an editor, holding a degree in literature and post graduate diploma in journalism, admits that the portrayal of women in tabloids is shaming and negative. She says that tabloids put business a priority and leave aside issues of human rights and ethics in relation to our culture.
She explains that a lot of people, especially women don’t know their rights in relation to media, issues of defamation for example, whereby they could sue the papers for defamation.

A female sub/features-editor with two years experience in that post, holding a degree in literature and a postgraduate diploma in journalism, is also bitter with the situation. She explains that women are portrayed negatively in tabloids because most tabloids and other papers in general are after money, business oriented. She explains that,

“It is so painful to see women used for entertainment in print media, and worse enough used as sexual objects in tabloids. But women themselves should know their rights. Likewise they should not degrade themselves”

But she also adds that,

“Lack of social responsibility, censorship and ethical considerations in many reporters writing for these papers is another factor for poor coverage and negative portrayal”.

“Women are portrayed negatively in tabloids as reporters normally look for the negative angles. However, it’s the truth because women themselves contribute to this. Women should respect themselves”.

As explained by the last female news editor with four years experience and holding a diploma in journalism.

On the other hand, a male tabloid editor with two years experience as an editor, holding a diploma in journalism has this to say:

“Business is a priority in my newspaper, what will sell most will be put at the front page, bearing in mind that the unusual makes news! Unfortunately, most of the time women are the victims of the negative portrayal”

The other one working for broadsheets with 10 years experience as an editor who has a masters in journalism, admits that women are portrayed negatively in print media but more so in tabloids. He puts the blame on the women themselves and advises them to do two things; firstly, women should respect themselves and secondly, they should know their rights as sometimes newspapers are too sensational. Women, having the knowledge could sue those newspapers for defamation.
Briefly, findings of this research question reveal that women are covered more negatively in tabloids compared to broadsheets. There are three major reasons given towards this tendency. Firstly, women are portrayed as entertainment tools and sexual objects to increase sells as it has been observed that many people are attracted to those staffs. And secondly, it’s not negative portrayal in such, but rather the evils that women do are exposed to the society. In addition, connected to research questions 1 and 2, another reason is that in broadsheets journalists are older, more educated and more experienced compared to tabloid journalists, that’s why there is more negative portrayal in tabloids.

5.5. Roles Performed in Improving the Image of Women

This last research question is designed to determine the roles of female journalists in the newspapers under study and in media-women association where these female journalists belong, in improving the coverage and portrayal of women in print media. Additionally, I have observed that without the help of the management where these female journalists work as well as the government, female journalists can not do much in improving the coverage and portrayal of fellow women.

I have therefore grouped the roles into two categories. Firstly, roles performed by female journalists, whereby there are individual roles and associational roles. Secondly, organizational roles, whereby there are roles performed by the media houses where these female journalists work and roles performed by the government. This second category of roles enhances the first category of roles. The roles are explained below:-

5.5.1. Female Journalists’ Roles

All the 23 female journalists identify their roles in improving the coverage and portrayal of women in their newspapers. As it has been observed in research question 2 (5.3.1 and 5.3.2) female reporters source more women compared to male reporters.

This section therefore only looks at the roles performed by female journalists.

β Individual Roles

The analysis reveals that individual roles are not that much. And most of the time, they are initiated by female journalists in senior positions, such as editors. However, there are few
female reporters, just seven of them who perform some individual roles. The roles are mentioned hereunder according to the positions of these journalists: as reporters, editors and members of media-women associations.

**Female Reporters**

- Digging for female sources when time allows
- Exposing evils that are done to women in the society, such as rape
- Female freelancers have been using several media to report about women issues.

**Female Editors**

- Female editors have been in the forefront in encouraging other reporters (both males and females) to write more of women issues and sourcing women in news and other information. They have also been insisting on:
  - Gender awareness reporting, for example, the use of gender language
  - Helping young female journalists to cope with newsroom pressures as well as sharpening their reporting skills
  - Defending stories in relation to women issues so as to be taken for publication.
- Some female editors have managed to secure special pages for promoting women affairs. For example in *Majira* Newspaper - a pull out, ‘*Jarida la Mwanamke’*-meaning Woman’s Journal, *Daily News* - Women Features; *Guardian* - One to Watch, *Nipashe* - special features for women.

** Associational Roles – TAMWA**

Findings reveal that 21(91%) of the 23 female journalists involved in the study are members of TAMWA. This association has been very active in improving the image of women in the Tanzanian media. Through interviews with TAMWA officials, roles performed by female journalists as members of TAMWA, are identified as listed below:
• Training

ŷ Senior journalists, such as editors and other media experts invited by TAMWA, train reporters on how better to report about women issues.

ŷ Editors and other media experts train women in different sectors in the society, such as women politicians, on how to access and use media.

ŷ As an association, TAMWA organizes short and long courses in relation to the journalism profession for the members. One of the short courses is the international exchange program of media women associations of five countries, Tanzania, Kenya, Uganda, Zambia and Ethiopia, with the aim of capacity building of these associations. Head of TAMWA secretariat, states that,

“Sharing ideas and learning experiences with people from varying countries can be a challenging but highly valuable process. Cultural, political, social and economic contexts often differ but journalists in this program normally build confidence and even get promoted when they resume to their working places. It is also an important programme because it strengthens the internal capacity of the media women associations”.

But most importantly, is the TAMWA scholarship fund to support women journalists access higher education. This is one of the special training programme to educate the members to ensure that women journalists in the country measure up to the globalised world. The director of TAMWA, admits that,

“There is no way female journalists are going to improve the coverage and portrayal of fellow women in the media, if these female journalists are not well trained”.

TAMWA argues that female journalists with higher education will be in a better position to conceptualize various issues with the aim of promoting fellow women, democracy, good governance, human right issues and gender equality. She explains that TAMWA has 100 members and only 30% of them are degree holders. Others have not even attained diploma level.
The programme which started in mid 2005, aims to educate at least 50% of its 70% members who are not well educated, in six years to come.

The Director emphasizes that, “TAMWA has already sent five of the members to local universities in the country this year, through the programme”

- Conducting research on media and gender issues. Through TAMWA, these female journalists have been able to conduct several studies such as the GMBS, Tanzania report which gives a picture of the gender situation of the media in Tanzania.

- Speaking for the voiceless by producing accurate news stories which cover and portray women on the positive aspects they perform in our society, such as *Sauti ya Siti*- meaning Voice of Siti, which also initiated Women’s Special Day, *Jarida la Wanawake*- meaning Women’s Journal, Women’s Half hour and other programs.

- TAMWA has also managed to persuade influential decision makers in the country, for example,
  
  - Changes in the marriage law and cultural aspects in relation to issues of female genital mutilation and widow cleansing—whereby a widow is supposed to be intimate with her late husband’s brother. TAMWA has been fighting this and changes have been observed as in some areas these issues are no longer there.

  - Changes in media institution and the government in altering policies and other factors affecting the coverage and portrayal of women have also been observed. For example, the use of women by the media in terms of sexual issues and offensive language has been stated clearly in the Information and Broadcasting Policy 2003. I will explain more about this later in this chapter.

5.5.2. Organizational Roles

Analysis reveals that, there are several roles which are performed by the management of the newspapers under study as well as the government, in ensuring that women are not left
behind in the day to day running of the newspapers’ business. It is important to note that, without the support of the mentioned above bodies, the roles of these female journalists would not have been that successful.

Media houses

Analysis reveals that 4 of the 6 newspapers have at least one department which is led by a woman and almost 3 of the 6 newspapers have at least a column or page or even a pull out, like for Majira newspaper where women issues are written.

These female journalists admit that their media houses have been flexible in allowing the increase of women in senior positions, which leads to the little increase of the coverage of women as well as the positive portrayal, as one female broadsheet editor explains,

“I am really grateful for my managers and the owner, they have encouraged me in taking the post as well as supporting my decisions as an editor”.

Another female broadsheet news editor explains,

“The management has really supported my decisions of having a pull out for women issues. They are also very encouraging and trust me by giving me an opportunity to edit the paper on Sundays. Actually, on women’s day, this newspaper is produced by women. Many thanks to the management for the faith they have on us”.

The Government

Interviews with some media government officials have identified roles performed by the government as listed below:

- The government has formulated the Information and Broadcasting Policy, 2003 so as to upgrade the standard of journalism in all aspects.
  - One of the policy directives is to ensure that the language used in media is standard Kiswahili and standard English, due to the fact that the policy has recognized that women have most of the time been victims of offensive language in the media.
  - As one government official explains,
“One of the task of the policy is to ensure that newspapers and magazines adhere to professional code of ethics and social values because there has been a widespread violation of professional ethics done by newspapers and magazines, such as, publication of information and photographs which encourage sex and other vices, women being most of the victims”.

• There has also been an increase of women in the decision making positions in the government by 40% compared to previous cabinet. And also an increase of women in decision-making positions in other sectors in the society. This increases the coverage of women as well as enhances the positive portrayal.

In a nut shell, this question identifies roles performed by female journalists in improving the coverage and portrayal of women in print media, where by both individual and associational roles are identified. It is interesting to learn that women in an association perform many and better roles compared to when they act as individuals.

The management of the newspapers understudy as well as the government also play important roles in enhancing roles performed by these female journalists.
CHAPTER SIX

Discussion

6.1. Introduction

This chapter discusses the research findings. The organization of the discussion is based on the research questions.

6.2. Female Journalists in the Newspapers

Although findings reveal that the percentage of female journalists working for newspapers under study is 28, showing an increase of 7% compared to the GMBS findings in 2003 which reveals that the percentage of female print journalists is 21, the percentage increase is still small. In fact, averagely, both findings reveal that the percentage of female journalists in print media is in the 20’s. This study has therefore observed almost similar findings on this aspect.

I am of the view that, more print female journalists are needed to reach the gender distribution equality.

Findings also reveal that it’s only *Ijumaa* newspaper with an equal distribution of male/female journalists. This is a good indication towards achieving gender equity in newsrooms.

6.2.1. Education

Findings reveal that journalists working for broadsheets are more educated compared to journalists working for tabloids. While in broadsheets a number of journalists have degree and above, none in tabloids has even a degree. Female journalists working for broadsheets as findings reveal are also more educated compared to female journalists working for tabloids.

This could be one good reason to why women are more negatively portrayed in tabloids compared to broadsheets, due to lack of qualified and well experienced journalists.
Additionally, findings reveal that even though men involved in the research are only 14 (38%), compared to women 23 (62%), men are more educated compared to women! For example, findings reveal that 8 males have degree and above compared to 6 females. Therefore, this study suggests that more women need to be educated in journalism so as to attain higher positions as well as reach the gender gap. And by so doing, will be able to cover and portray fellow women properly.

On the other hand, journalism schools are facing problems in relation to gender training, such as lack of enough qualified trainers as well as appropriate teaching materials. While there could be texts available on the subject of journalism and media studies, very few of them are gender sensitive or emanate from or make reference to local contexts. There is even more of a challenge when one is looking for materials on gender and media. Chambers, Steiner and Fleming (2004) also attest the same fact in relation to journalism training materials. They argue that many journalism textbooks are gender insensitive.

Although gender activists globally are trying to work on this, more emphasis should be put on the national context. For example, in Tanzania there are very few journalism books produced by local journalists and journalism trainers, where by students could be familiar with both the local and international journalism environment. Books on gender issues are even fewer.

Additionally, these schools of journalism have not succeeded in bringing about gender balance in some journalism courses, specifically, print journalism. Many female students opt for PR and none or very few of them opt for print. At IJMC, for example, three quarters of the female students who pursued an Advanced Diploma in Journalism course which ended this year, 2006, opted for PR. Only two female students opted for Print journalism. Although there is an increase of female students in print classes with the introduction of degree programs, still the increase is small.

Carter, Branston and Allan (1998) have similar findings, that although women are a majority in the schools for journalism and mass communication, they do not work very often in the daily press. Instead they tend to find employment in PR and information management, magazine publishing and infotainment television. What are regarded as low-
status field of journalism. Morna (2001) also attest the same fact where by she explains that women go to PR where the job seems to be softer.

It is at this point that Zoonen (1998) argues that there is a need to change the argument from the assumption that the increase of women in media production have a major impact on the nature of media content, but rather that changes in the nature of media content, (due to innovations in genre and/or to economic transformation) affect the number of women in media industries.

Despite the fact that Zoonen’s argument has not been researched in Tanzania, it has been proved in studies done in the United Kingdom and Germany, as explained in the *Images of women in the media*- Report on existing research in the European Union (1999); that changes in the nature of media content affect the number of women in the media. Zoonen argues that changes in the nature of contemporary journalism, in particular a move towards ‘infotainment’ styles of reporting, open up new possibilities for female journalists by allowing more space for feminine subjectivity than traditional reporting styles have done (Zoonen, 1998).

However, I suggest that special attention should be given to female journalism students in guiding them to liking and selecting courses which have very few females, such as print journalism.

Another serious problem is that of male students having problems in seeing the importance of gender courses, this is also felt in media houses where by findings reveal that some male journalists inclusive of an editor, do not see the importance of gender training. This can be associated with the journalism system, whereby many newspapers are profit oriented and don’t mind much about gender issues.

In addition to that, guided by the principles of journalism, some journalists in broadsheets seem to look at the idea of minorities in general (men inclusive). So, the issues has shifted from women to minorities (men inclusive), and these include the poor, immigrants, people with disabilities, the children etc.

I argue that there is a need to insist on gender awareness programs so that people get used or comfortable with the idea, before actually starting to train them on gender. Because it is often taken for granted that journalists are able to cover issues affecting women in a
sensitive and subtle way but not every journalist is gender sensitive or in fact interested in gender (as observed in tabloids and some few serious newspapers). Additionally, gender training alone is not enough solution if other factors are not considered. For example, Chambers, Steiner and Fleming (2004), argue that in some instances socio-economic background and political values better predict journalists attitudes and values than gender. So, the journalism industry as a whole should change so as to fully accept challenges that gender issues bring, this is of paramount importance!

On the other hand, findings reveal that other media organizations are helping in the training of journalists, such as TGNP and MISA. Such organizations are important and many more should be established, as they show that there has been an improvement from the way journalists are reporting after receiving some training.

6.2.2. Employment Status

As findings reveal, many female journalists are employed, as 34 (92%) of all the 37 journalists are employed. However, many female journalists are in the reportorial level, 11 of the 23 female journalists. There are only 2 female journalists in the effective decision making position, i.e. editors. Despite the increase of women in the media industry in Tanzania and world wide, women still dominate the lower positions. Gallagher (1994), Tenganamba (1999), Peters (2001), Chambers, Steiner and Fleming (2004), GMMP (2005) also explain that women are greatly outnumbered by men in senior-level posts in the media.

In my view, the absence of female journalists in the decision making position, can delay the process of liberating fellow women from poor coverage and negative portrayal in the media. Morna (2001 p. 43) reveals that there is evidence that when women constitute a critical mass leading to a reasonable numerical force, they can make a difference. These female journalists therefore, need to work much harder to reach that reasonable numerical force through education (as discussed in 6.2.1.) and hard work!

However, the critical mass should go hand in hand with women empowerment in the media industry, which is not yet attained. As Chambers, Steiner and Fleming (2004), reveal that although there has been an increase of women in the media industry, this does not
necessarily indicate their empowerment within media structures. As observed above, women are still concentrated at the lower echelons while men dominate top management positions.

6.2.3. Working Conditions

The findings reveal that 30 (81%) of the 37 journalists complained of poor working conditions, as explained in (5.2.4). Previous studies also have similar findings, as Peters, (2001) explains in chapter three. This affects the way these female journalists perform their duties. As one female editor explains, “women get discouraged easily in the print media, due to very harsh conditions and difficult working environments”.

And most importantly these poor working conditions, I argue, might hinder many journalists from following the ethical guidelines, such as: truth and accuracy, balance and fairness – whereby some journalists fail to dig out the minority sources – women for this matter.

Bribery – where by many journalists find it difficult to refuse ‘gifts’, plagiarism – where by in a hurry to meet deadlines and failure to meet with required sources, a journalist may take material verbatim from the newspaper library, press releases, wire services etc., invasion of privacy, decency and good taste, conflict of interest, embargo, confidentiality, discrimination etc.

To a large extent this affects the way women are covered and portrayed in the newspapers under study.

Additionally, many female journalists complain of professional conditions. They argue that professional constraints, such as: news values, agenda setting and framing theories, media policies and the whole issues of deadlines, limit the scope for diversity. With women as victims of the poor diversity!

6.3. Male and Female Reporters: The Comparison

Findings reveal that men are covered more compared to women in broadsheets in relation to general issues. As only 7 of the 20 reporters say that they source women at least once a
week. Moran (2004, p. 164) also reveals that media are looking for the voices of the authority and women are hardly inclusive.

Findings also reveal that of the 7 reporters sourcing women once a week, 6 are females. In addition, findings also reveal that female reporters working for broadsheets are leading in involving women as sources of information in women issues, in that out of 12 reporters who often source women when reporting women issues, 8 are women.

Although the coverage of women is still small, for example it is only 35% in general issues, it is however my view that the female reporters are doing some effort in improving the coverage of women, they are playing their role by sourcing more women compared to what male reporters are doing. The findings are similar to the GMMR-Tanzania (2005), which also attests the same fact, that women are likely to consult their fellow women more often than men are likely to source their news from females. The trend might be influenced by the fact that there is a growing number of women joining journalism training institutions in the country, which offer both short and long courses in journalism.

Chambers, Steiner and Fleming, (2004) also reveal that compared to men, women approach fellow women as news sources more often and use a broader definition of news in developing a human interest angle. They argue that women are more oriented to audience than men.

In addition, findings indicate that 5 of the 20 reporters source women at least twice a week and 4 reporters source women more than thrice a week. These numbers indicate that women are not that much involved as subjects in news and other information, leading to poor coverage.

On the other hand, the other 4 of the 20 reporters admit that they don’t quote women since time does not allow them to dig out for female sources. It can be argued that, the aspect of time and other factors such as poor facilities, hinder a journalist in exploring all important sources when writing stories.
The findings observe that, an increase of female reporters in media houses will improve the coverage and portrayal of women in the media. Previous findings also attest the same fact. In 1992, as Gallagher found out 84% of respondents were in a view that female journalists made a difference in the media by expanding the range of topics on women issues. Also, the GMMP (2005) reveals that stories in relation to women or which highlight gender inequality are still more likely to be reported by women, although male journalists now also produce an averagely good number of stories compared to what they have done in the past. This also is another important role that is performed by these female reporters in the process of improving the coverage of women.

On the other hand, this increase will not be very effective if women still dominate in the ‘soft’ beats, which is so far a fact. This study reveals that women predominate in women issues, an area regarded as ‘soft’. Chambers, Steiner and Fleming (2004) as well as GMMP (2005) attest the same fact.

Additionally, there is a very wrong approach by some two male reporters, who claim that they don’t trust that women can give as good information as men. This hinders the coverage of women in their newspapers. This also suggests that there is a need of having in-house gender training courses in media houses.

I suggest that the emphasis on the coverage of women should not be put on the journalists themselves but also on women as subjects of media content. As findings reveal, 5 of the 20 reporters complain that they have been approaching women for interviews, but women either don’t want to be interviewed or don’t want to be revealed as sources of information. I argue that more efforts, like those done by TAMWA, need to be done to educate women in all sectors and especially women living deep in the villages, on the importance of media.

In tabloids, findings reveal that, the major issue that is looked at is entertainment, where women are the major source of information. Previous studies have the same findings. For example, Kwaramba and Morna (2003, p. 13) reveals that in Tanzania 83% of women were sourced as sex workers compared to only 17% of men sourced in relation to that. Additionally, 77% of women were sourced as beauty contestants compared to only 23% of men sourced in relation to that aspect- in Tabloids.
Due to that fact, findings reveal that women obtain more coverage in tabloids compared to broadsheets. But what is the ‘quality’ of that ‘quantity’? As findings indicate, tabloids have been good in quantity but the quality is not that good because women are most of the time portrayed as entertainment tools and sexual objects. It is also important to note that, findings of this study reveal that one of the tabloid editor is a female and she does not see anything wrong with the content of her newspaper in relation to women. Perhaps one of the reasons is that she has not attended any gender courses as findings reveal, apart from profit making and owner’s preferences.

This situation needs to change if women are to be covered appropriately in relation to the many developmental activities that they do in the society.

6.3.1. Editors’ Views

Three of the seven editors are of the view that female reporters write better women issues compared to male reporters. The well known Feminist, Zoonen (1994) has the same view; that women tend to report with a ‘woman view’. At this point, it is important to note that there is a need of having more female reporters in the print media industry, but they have to be well trained not only in journalism but also in areas of gender, environment, law, health, economics, social sciences, politics, etc so that they become competent enough to be able to improve the coverage and portrayal of women.

On the other hand, three other editors only wish for well trained reporters, males or females. They believe that once they are well trained, they will definitely report well.

It can also be argued that it is important to have an equal number of female and male reporters but they all have to be well trained. In the end, with other factors considered, such as ethical considerations and good working conditions, both will report all issues properly without bias.
6.4. The Coverage and Portrayal of Women: Journalists’ Attitudes

6.4.1. Reporters

Findings show that women receive fair coverage as well as fair portrayal in broadsheets meanwhile they receive good coverage and negative portrayal in tabloids. Nine of the ten reporters working for tabloids and six of the 20 working for broadsheets say the negative portrayal is because women themselves caused it.

Again, I insist that the emphasis of improving the portrayal should not only be left with reporters but also women in the society. This is a challenge to women as subjects of media content.

6.4.2. Editors

Findings reveal that three female editors are of the view that women are portrayed fairly in broadsheets and negatively in tabloids and that justice is not done to these women by portraying them negatively. This shows that there is a problem which needs to be worked on. The female editors are recognizing it and are taking measures to improve or eliminate the problem. As has been seen in the roles they play to improve the situation.

On the other hand, findings reveal that two editors support the negative portrayal, as they believe that the evils that the women do in the society are exposed and therefore helps in shaping those women who are doing things that the society does not approve.

However, I suggest that there is a need to create a balance, such that in exposing the evils, the ones involved (both women and men) are not affected much. As well as not affecting the society with the kind of information, this goes hand in hand with reporters, abiding with the journalism ethics as well as being socially responsible.

Additionally, business/profit making is mentioned as a factor contributing to the negative portrayal, as explained by a male tabloid editor. It is true that, women pictures and sensationalistic headlines are used to attract buyers. Brants and Zoonen (1998) explain that
tabloids are market driven. Similarly, Chambers, Steiner and Fleming (2004) argue that the ‘sexualization’ of news and information, more popular in tabloid journalism constitutes to the ‘feminization’ of news and information. In other words, women receive good coverage but portrayed as sexual objects and entertainment tools to attract buyers and hence making profit. What Morna (2001) refers to as the ‘commodification’ of women.

I argue that women should know of their rights. A lot of articles and pictures defame the women. If they have that knowledge and courage to defend themselves the negative portrayal might decrease to a large extent. A male broadsheet editor also attests the same fact.

6.5. Roles Performed in Improving the Image of Women

The findings have identified the roles played by female journalists and their media/women association-TAMWA, whereby most of these female journalists belong. Additionally, findings reveal roles played by media houses as well as the government in enhancing the roles performed by these female journalists. As discussed below.

6.5.1. Individual Roles

These roles revolve around the personal involvement of journalists (both males and females) with contemporary topics that involve women issues. More female journalists (the focus of the study) compared to male journalists seem to put much effort at this level.

Findings reveal several roles as mentioned in (5.5.1). However, both these female reporters and editors in the process of performing these roles, they are hindered by several factors, which are: ownership and control, finance, education, time, space, women’s participation and facilities. The factors are discussed below.

Ownership and Control: With the exception of the government owned newspaper, which is basically controlled by men, the rest of the newspapers under study are owned and controlled by men. Most of these journalists’ output therefore, is subject to the influence of the political, economic and ideology of these relatively few people, men. For example, influences of advertising by a few companies and organizations, influences of the ruling political party, issues of media policies, house rules/styles and many more have big
influences to the media product. Journalists therefore, are likely to have their work amended to fit in with these interests. This becomes problematic as most of these newspapers do not regard women issues as an important area of concern. Briefly, findings observe that patriarchy is one of the obstacles to women’s access, participation and control of media. Gender biases and gender-based discriminations therefore result in stereotyped attitudes, sexual harassment, pay inequalities and discriminatory treatments in assignments and promotions.

Financial: Highly linked to the above, but takes a different shape. As findings reveal in (5.2.4.), many journalists claim to have difficult working conditions, such as very low wages and no proper salary scheme. The amount of money devoted to journalists is highly limited, especially in private institutions, in order to produce maximum profit. On the other hand, since journalism is a relatively expensive, labour intensive operation, the need to produce a profit and/or meet audience targets is clearly a major influence in the form and content of journalism output, which most of the time leave important women issues behind. Generally, these harsh working conditions are an obstacle to many women as well as men.

Education: Many female journalists are not educated enough, as findings show in (5.2.1.) This hinders them from attaining higher positions, assigned ‘sensitive’ assignments in relation to politics, sciences, economics etc. And in general, poor education hinders them from improving the coverage and portrayal of fellow women in the media.

Time: Many journalists claim that, the issue of deadlines affect a lot the content of journalism. For example, when insisting on having more women sources, meaning digging them out and as findings reveal many women tend to be media-shy. If the time does not allow to convince these media-shy women to cooperate, then journalists will definitely go to male sources, who are also the authority in many fields and are most likely to talk. As findings show in (5.3.1.).

Space: The issue of space comes to place also. Newspapers most of the time run out of space and some articles have to be abandoned. Female issues if they lack some criteria
will never get space in the media since they are not regarded as a priority and space is not enough. As revealed in (5.3.2.)

**Women’s presence in media**: Findings of this study reveal that women as producers and subjects of media content have several problems, as explained below, which hinder the process of improving the coverage and portrayal of women in the media.

- **Women as Producers of media content**
  - *Lack of growth in Media Institutions*: There are few women in the print media. Even the fewer women who exercise some control in media organisations operate within patriarchal systems of management and are dictated to follow the interest of profit margins. While it will be naive to state that profit is not important, the fact remains that the current situation of media is one of commodification, commercialisation and consumerism.
  
  - *Number vs. Quality*: On the other hand, of recent there has been an increase of female journalists, however most of them are in the reportorial level. There have been a few exceptions where a number of them have risen to higher level positions, but still very little. For example, this study reveals that of all the 23 female journalists, only two are editors. The other few are sub-editors and chief reporters, majority are mere reporters.

- **Women as Subjects of media content**
  - *Lack of participation in media processes*: As observed in the theoretical framework, one of the direct forces in shaping media content are the audience/subjects, majority of whom are women. However, as observed in broadsheets, these women tend to be media –shy, they don’t want to be sources of information or they don’t want to be revealed as sources of information. Therefore, this becomes difficult for a journalist who is trying to meet all her professional guidelines at the same time trying to look for and convince women to be sources of information!
Lack of positive participation in media processes: Even as more women are being covered in tabloids compared to men, women portrayal, on a general sense remains negative. There is good coverage but poor quality! This might be attributed to the absence of well trained journalists, lack of a critical mass of women in decision-making positions and perhaps more importantly the media enterprises that they work for are driven by profit and positive women issues such as education or health are not seen as profit-making. Additionally, this might be attributed to the women themselves, as subjects of media content who accept to be portrayed as sexual objects and entertainment tools.

Technology/Facilities: This becomes important in the transferring of materials, from one place to another. Especially from remote areas, where one could find a lot of important information from women sources – in areas of agriculture for example where most women are in the villages farming, while men in urban areas are selling the products, and are often quoted as sources of information. Surely, technologically advanced facilities as well as transport have been a set back to many journalists. As revealed in (5.2.4.).

In general, the overall problem is that there are fewer women than men in the newspapers studied. As observed, the problem can be categorized into two scenarios:-

Vertical Scenario: whereby most women are concentrated in lower ranks, as has been observed in (5.2.3. – Table 11)

Horizontal Scenario: whereby most women predominate on the soft beats: fashion, life style, welfare, education, women issues, etc. As revealed in (5.2.3.)

If all these obstacles are not taken care of, then it will be very difficult for these female journalists to perform their roles in improving the coverage and portrayal of fellow women, as well as perform their other duties as journalists.
6.5.2. Associational Roles - TAMWA

World wide, media women organizations have proved to be very effective, as (Chambers, Steiner and Fleming, 2004) explain that where individual efforts failed, collective efforts through media associations succeeded. TAMWA, as such an organization, performs very important roles in improving the situation, such as training, research and advocacy as elaborated in (5.5.1). In addition, findings reveal that 21 (91%) of the 23 female journalists under study are members of TAMWA. This is a good opportunity for these journalists to use the association in order to bring about changes in their newspapers.

6.5.3. Organizational Roles

It is also important to observe that without some very strong support from the media houses where these female journalists work, as well as the government, nothing much will be achieved in relation to the improvement of the situation. Findings reveal that these media houses, (all of them being owned or controlled by men), as well as the government, have done a recognizable job in ensuring that female journalists as well as women as subjects of media content, are in a position to contribute their thoughts in the profession. As discussed below:-

β Newspapers understudy

Media houses are recognizing the presence of women and their importance, as findings reveal in (5.5.2). For example, there are departments lead by women as well as the introduction of columns and special pages for women issues. This indicates a good sign on the ladder of improving the coverage and portrayal of women in their newspapers.

β The Government

In general, the government has been trying to upgrade the journalism profession by allowing private individuals and organizations to open media training institutions and also upgrading the old media institutions, for example, the affiliation of Tanzania School of Journalism (TSJ) now the Institute of Journalism and Mass Communication (IJMC) to the
University of Dar es Salaam (UDSM). This is one important role that the government has played in ensuring that the country has qualified journalists.

As findings reveal, it is important to note that the government has observed that women are most of the time victims of offensive language and sexual issues in the media. The government therefore has made an effort to establish bodies that will ensure that the media adhere to professional code of ethics and social values. Such bodies, MAELEZO and MCT, promote high standard of professional practice and adherence to a code of ethics.

Not only in the media but also in other sectors of development in our society have women been recognized. For example, currently, there are 15 female ministers compared to previous cabinet under President Mkapa, where there were 9 Ministers, an increase of 40%. These women in higher positions, with or without their knowledge have already contributed to an increase of coverage and thus enhanced positive portrayal of women in the Tanzanian media, as they are now in power. This enables them to access media.

As I wind up this study, one can observe that female journalists are capable of changing the media to obtain equal coverage to both women and men, and better portrayal of women. It is on the other hand that women in the media alone cannot change the rigid situation we have in the media. This idea alone can sound a bit narrowly focused, however, we have to start somewhere! Major changes need to happen in the whole system of journalism. As findings reveal, the rigidity or flexibility of the journalistic culture in the midst of which women journalists work can not be left out if one is to explain their opportunities or obstacles. This is another research, all together!
REFERENCES

Baran, S.J. (2002), Public Relations and Media Techniques. United States:
Addison-Wesley Educational Publishers Inc.

Brants, K, J. Hermes and L. Zoonen. (1998), The Media in Question:

Context” in De Bruin, M. and Ross, K. (eds.) Gender and Newsroom
Cultures: Identities at Work. USA: Hampton Press Inc.

Bukoli, R. and Makosa, S. (1980), Role of Women in Establishing the Image of Women in
the Media. A Research Paper Presented at Tanzania School of Journalism,
Dar es Salaam

Routledge

Carter, C. and Steiner, L. (eds) (2004), Critical Readings: Media and Gender. London:
Open University Press

Chambers, D, Steiner, L. and Fleming, C. (2004), Women and Journalism. London:
Routledge.

Boston: McGraw – Hill Companies, Inc.


Gender and Media Monitoring Project.
1995: www.globalmediamonitoring.org
2000: www.gbgm-umc.org/umw/
2005: www.wacc.org.uk/wacc/publications/media_and_gender_monitor -


Kalaghe, S. (1992), Coverage on Sex Abuse in Print Media. A Research Report Presented as a Partial Fulfilment for the Award of a Diploma in Journalism Of Tanzania School of Journalism, Dar es Salaam


Made, P. (2004), Media Development: Can a Free Media be Only Male Domain.  


OTHER MATERIALS


Tanzania Communications Regulation Authority (TCRA), media report. Dar es Salaam – 2006.


Tanzania Newspaper Act 1976

The Constitution of the United Republic of Tanzania

Tanzania Information Broadcasting Policy, 2003

TAMWA Annual Report – 2003


Media Council of Tanzania Booklet on ‘Code of Ethics’ adopted by the founders of the MCT.


20th August 2006
Interviews:

Interview with editor – The *Guardian*: Feb. 2006
Interview with editor – *Ijumaa*: Feb. 2006
Interview with editor – *Kiu*: March 2006
Interview with features editor – *Nipashe*: April 2006
Interview with news editor – *Majira*: May 2006

Interview with two TAMWA officials – March 2006
Interview with MISA official – March 2006
Interview with TGNP official – March 2006
Interview with TIME trainer – April 2006
Interview with IJMC Director – May 2006
APPENDIX I: Self-Administered Questionnaire for Reporters

Dear respondent,

This questionnaire aims to assist the researcher in finding out the current situation of journalists, in relation to the coverage and portrayal of women in print media. All your answers/views to the items hereunder will be the secret of the researcher. Therefore feel free to answer the questions.

Questionnaire

Tick the appropriate box

Male   □
Female □

Age: 18-24 □ 25-29 □ 30-35 □ 36 and above □

1. What knowledge of Journalism do you have?
   - Basic Certificate □
   - One year Certificate □
   - Diploma/Advanced Diploma □
   - Degree and above □
   - Have other qualifications □

   If you have other qualifications, please explain ________________________

2. What is your situation as a journalist?
   - Freelance reporter □
   - Permanent reporter □

3. What is your position in your organization?
   - Junior reporter □
   - Senior reporter □
4. Are you satisfied with the working condition
   Yes. Explain----------------------------------------------------------------------------------------------
   No. Explain---------------------------------------------------------------------------------------------------

5. Which newspaper are you working for?
   Kiu
   Ijumaa
   Guardian
   Daily News
   Nipashe
   Majira

6. What kind of articles do you normally write in your newspaper?
   Politics
   Economics
   Science
   Education
   Health
   Culture
   Sports
   Entertainment
   Gender issues

7. How often do you source women in the articles you write in 5 above?
   Once a week
   Twice a week
   More than thrice a week
   None
7. Which Women issues do you normally report about in your newspaper?

- Women’s health (pregnancy, HIV/AIDS)
- Family and child care
- Sexual harassment and discrimination
- Rape and battering
- Homeless/single mothers
- Female genital mutilation
- Forced marriages
- Wife inheritance and widow cleansing
- Quality of life for women
- Women in entertainment

8. How often do you source women in writing the stories above?

- Rarely
- Oftenly
- None

9. If your answer is rarely or none. Why is that so?

- They don’t want to be interviewed
- I hardly find them in the events
- I don’t trust if they can give as good information as men
- They don’t want to be revealed as sources of information

10. Have you participated in some courses or seminars concerning gender issues?

- Yes
- No

If Yes: (i) Which organization offered this training?

- TGNP
- TAMWA
- MISA
- Any other..................
(ii) How many times have you attended the courses or seminars on gender issue?

Once □ Twice □ Thrice and more □

(iii) Have the seminars or courses helped you in your reporting?

Yes. Why. ........................................................................................................

No, Why? ........................................................................................................

11. What is your attitude towards the way in which women are written about (portrayed) in tabloid newspapers?

Briefly, state your opinion...................................................................................

12. What are your attitudes towards the extent at which women are written about (coverage) and portrayed in your newspaper?-----------------------------------------------

13. What efforts are made in your newspaper, in reporting more of women issues as well as portraying them well?

.........................................................................................................................

.........................................................................................................................

The following question should only be answered by female journalist

15. As a female journalist, what roles are you playing in improving the coverage and portrayal of women in your newspaper? Briefly, explain-------------------------------------

.........................................................................................................................

.........................................................................................................................

Thank You
APPENDIX II: Semi-structured Interview Schedule for Editors

1. Background information, basing on education, experience in job
1. What is the total number of journalists in the media house. Number of men and women
2. How are women involved in decision making?
3. Will the increase of female journalists improve the image of women in the media industry?
4. What is your attitude towards the coverage and portrayal of women in your newspaper?
5. Are female reporters different from male reporters when reporting issues concerning women as well as sourcing women in their articles?
6. Are there any in-house trainings offered on gender or any other aspect of journalism?
7. Are trainings on gender improve the way reporters report about women?
8. Are you a member of TAMWA? - for females only
10. What is your attitude towards the portrayal of women in tabloids?
11. What efforts have you made or are making in improving the coverage and portrayal of women in your newspaper?
APPENDIX III: Semi-structured Interview Schedule for Media Trainers

1. When did the Institute/School start to offer gender training?
2. Is gender training offered as a separate course or is gender being integrated throughout all courses?
3. What constraints do you face in teaching gender at the institute? In terms of appropriate and enough teaching materials, qualified trainers?
4. Is there a coordination amongst institutions to share practices and resources in relation to gender training?
5. How are female students encouraged to be journalism trainers when they finish studies?
6. What is the general view on the gender training offered? How are the former students performing in the field?
7. How could the performance be improved?
APPENDIX IV: Semi-structured Interview Schedule for Media Organization

1. Background Information: education, experience in job

2. What is your attitude towards the coverage and portrayal of women in newspaper?

3. How are female journalists encouraged to improve the image of women in print media? (TAMWA)

4. Will the increase of female journalists improve the image of women in the media industry? (TAMWA)

6. Does the organization provide gender training?

7. To what extent do you think gender training will help to improve the image of women in the media? (TAMWA, TGNP, MISA)

8. To what extent has gender training improve the portrayal of women in tabloids? (TAMWA, TGNP, MISA)

9. To what extent has the Media regulatory organs helped in improving the way women are portrayed in tabloids and media in general? (MCT, MAELEZO)

10. How are media policies helping women?
   In media industries (as employees)
   Women (as in content) – Protection from negative portrayal and increase in the coverage of women issues
   Uplifting professional standards of women (Government officials)
APPENDIX V: Recommendations

In view of the ideas emanating from the study, the following general recommendations which are addressed to the female journalists and other media stakeholders involved in one way or another in improving the coverage and portrayal of women in print media, are being proposed:–

- Flexibility in professional principles as well as media structures so as to increase the coverage and portrayal of women issues. For example, findings reveal that tabloids are more democratic compared to broadsheets, as in tabloids every journalist contribute in deciding of articles to be published in their newspaper. In broadsheets it’s only editors who decide.

- Improving working conditions to motivate journalists and attract others, especially females who want to join the field, by increasing salaries, providing transport and modern working facilities.

- Women in all sectors in the society should be educated on the importance of media and the need for them to cooperate with media people on issues that are beneficial to them as women and the society as a whole; such as education, health, politics etc. Although TAMWA is doing that, but findings reveal that women deep in the village are not yet reached. For example, in the agricultural sector where women are the majority of those who produce agricultural products, but most of the time men are sources of information in media.

- More associations such as TAMWA should be established. Such an association has proved to be more effective in improving the coverage and portrayal of women in media.

- Emphasis should be put on gender awareness programs and gender training to journalists. One way to motivate the journalists could be providing awards for gender aware reporting.
• More efforts should be directed towards upgrading the professional standards of journalism. This could also go hand in hand with availability of journalism and gender training materials, both local and international. Also in-house gender and journalism ethics training in media houses is important.

• Journalism schools should encourage female students to opt for courses which have few females, such as print journalism.

• Efforts should be made on having a balance of staff between men and women in the media industry. This could help in changing content towards women. At the same time female journalists should prepare their own programs to upgrade the standard of women in the society.

• There is also a need to insist on social responsibility and developmental journalism.

• More government support is needed in helping women. Affirmative actions should be taken, for example more women should be trained in relation to media issues. And there should be good policies to make sure that more women get higher ranks in the media industry.

In this study, I have observed that in most parts of the world, women in relation to media are disadvantaged. Gender equality and equity therefore, should be advanced and the focus should be on women on ways to improve women’s standing in the information sector.