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

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Abstract

The study is about the reporting of Julius Nyerere Hydro-Power Project (JNHPP) with reference to Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV). The general objective of this study was to assess the reporting of the Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV). The study had the following specific objectives; to assess the coverage of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV), to measure viewers' responses on the reporting of Julius Nyerere Hydro Power Project (JNHPP) by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV), to examine issues covered by Tanzania Broadcasting Corporation (TBC1) and Independent Television (ITV) of Julius Nyerere Hydro Power Project (JNHPP), as well as to examine the pattern of reporting by TBC1 and ITV on issues covering JNHPP. Descriptive research design was used and a sample of 66 people was selected from Rufiji, Coastal Region and Dodoma area. Purposive sampling was used to select samples from the particular area for data collection. Questionnaire and observation used as tools of data collection whereby data were analyzed manually and findings presented in tables, graphs and charts. Findings indicated that TBC1 and ITV were covering JNHPP and people were informed about the project although there were improvements that should have been considered. For instance, the results showed that more than 57 percent said there was irregular coverage of JNHPP, which means coverage must have been done on a continuous basis. The study recommends that government officials should make sure they provide information and awareness to people in every short period of time in order for people to know the stages of the construction until its completion as well as the advantages of having this project in the country.

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

1. Introduction

Mass media have been part of people's lives in the world for years. As an important part of people's lives, the media has undergone extreme transitions making it a progressive industry. For instance, in Tanzania since 1992 a remarkable change in Television Broadcasting occurred whereby local-based television known as Coastal Television Network CTN was established and later in 1994 Independent Television (ITV) was introduced (Sturmer, 1998). However, their effects were a bit limited since television sets remained the

preserve for urban middle-class dwellers. Television is more powerful and has a force that provides audiences with means of seeing and interpreting the world-ways which ultimately shape their very existence and participation within a particular community. Therefore, it's important to study its powerfulness and impact among the community altogether with assessing the ways out to improve for the better future of it, hence consolidating the use of television towards development of mega national projects.

Television's impact has always been caused by its penetration in viewer's homes. Therefore, television has reached the potential market of the entire population, especially for those free-to-air local broadcast channels (Jose, 2006). Since television in homes is suggestive in watching, it has become one of the important tools for leisure time coverage among viewers (Casado, 2005). It means that the use of television among people, particularly, has raised debates and concerns to many organizations and researchers such as Anderson & Pempek (2005); who argued that this is due to the boundless access to various types of information which could affect their development, behavior and learning. Hence, studies about television and its impact are so much encouraged in order to easily measure the impact in society.

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

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

Hence, through the above stated questions, the collected information from different sources will be a roadmap towards the presentation, analysis and drawing into conclusion to make sure the study is accomplished and has an impact on the people.

2. Background of the Study

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

The project, power station and a dam are owned by and will be managed by the parastatal organization Tanzania Electric Supply Company (TANESCO). The project became one of the mega and strategic projects that is expected to solve electric problems that are facing the country altogether with supporting the development of the industrial sector in the entire country. In an interview with Former Permanent Secretary, Ministry of Energy Engineer Zena Mohamed, via The Department of Information Services (MAELEZO) (2020) explained that one of the major advantages of JNHPP, is to exclusively feed the Standard Gauge Railway (SGR) therefore JNHPP is cutting across project in the country.

According to Engineer Zena JNHPP, will feed industries with full swing reliable power which will help to revamp many factories whereby it will generate direct and indirect employments to Tanzanians, eventually the government will generate revenues and that revenues will going to help facilitation of social services like healthy, education, water and infrastructure. Thus having reliable and satisfiable power from JNHPP will reduce production cost, which will lead to reduced cost of goods and services to the end user.

However, the plans of constructing the project were never implemented years ago because of the World Bank's decision to reject finance because in the 1980s, the bank was the major financier of dams in developing countries and particularly significant in Tanzania, which was enduring an economic crisis at the time (Andrew, 2013). Among all the reasons, there is also a concern of environmental issues around the project, prompting the first Environmental Impact Assessment in Tanzania (Havnevik & Kjell, 1993). The late John Magufuli implemented the construction of the mega hydropower project as he compared the price of the service in European countries as they are buying 0.15 cents per unit while in Tanzania the price is 11 to 12 per unit therefore he claimed that the government wants to improve electricity supply to boost industrialization drive. Therefore, it is important to know how the media play their roles to inform people of what is going on about the construction of the mega national project of JNHPP in terms of the progress, its contribution to Tanzania's economy as well as measuring people's awareness about the project.

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

3. Literature Review

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

3.1. Authoritarian Theory

The theory developed by Juan Linz in 1964 however it is believed to have originated from Plato's philosophy in 407-327 B.C. The theory describes that all forms of communications are under control of the government, authorities or influential and powerful bureaucrats.

Juan Linz influenced the theory by defining four qualities of this theory; limited political pluralism that was achieved with constraints on the legislature, political parties and interest groups. Under authoritarian theory, the governing state tends to control the media with the aim of protecting and preventing people from different national

threats through any form of communication (information or news).

In an authoritarian context, the press is an instrument to enhance the ruler's power in the country rather than any threats; thus the authorities are the ones providing license and permitting a certain media to operate within a particular area (Juan, 1964).

In most of the countries that are guided by authoritarian theory, if any media violate the government policies or ambitions, the particular state has all rights to cancel the license or ban a particular media since the government has all rights to restrict any sensitive issues from media in order to maintain peace and security in the nation (Juan, 1964).

The major features of the Authoritarian theory are the following;

- Direct control of the media by state and authorities
- The exercise of power to media
- Control by the powerful ruling minorities or a group of ruling majorities
- Media has no room to criticize the government, its works or going against its decisions and policies
- Media cannot offend or write anything negative about the ruling parties in any way
- Regular punishment and threats are given to the people that try to offend the government and the powers
- Licensing of media by the state and giving limited rights (registration)
- Cancellation of license if the media do anything wrong or negative to the government
- Self-censorship of media operation
- Media used as a tool of propaganda
- Media is used as a weapon or tool to strengthen the power of the state.

Some democratic states also use this kind of approach as the only option in these kinds of conditions. In these democratic countries there are some elements of authoritarianism whereby the media are used to protect the state's interests in a shadow of promoting nationalism and patriotism. In such circumstances, the media finds itself in the middle of the jungle since people need to be provided with information regardless if they are in favor of the government or otherwise (Fred, Theodore & Wilbur, 1984)

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

Despite the above-stated weakness, the study applied this theory since they are inseparable in terms of its application, because when covering different issues journalists have to bear with national security issues as a means to protect some confidential information especially when covering the major project like that of JNHPP. Hence, the theory was applicable because it was suggestive and applicable since its practicality is keen to make sure the study is accomplished.

3.2. Empirical Literature Review

3.2.1. Media Reporting of National Projects

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

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

3.2.2. Public owned Media and Development of Strategic Projects

Andrea (2007) conducted research in the United States aiming at examining the role of state-owned media in reporting government strategic development projects. By using both qualitative and quantitative approaches the study found out that state and public-owned media contribute greatly in reporting government strategic projects by making people aware and well informed about the country's projects especially the strategic ones. Moreover, Aruna (2009), in his survey on the role of media in reporting government projects in Germany, concluded that media plays a vital role in reporting government projects as they are involving the community by providing enough information on the progress of different projects in the entire part of the country. Hence, at the end there will be a measurement on how media are able to cover mega and strategic projects like that of JNHPP.

3.2.3. Television and the Provision of Education

According to Banda (2007) mass media, especially Television provides wide wings to people to know the outer world along with government parastatals and institutions in promoting government project development. Most media channels provide education to the public on the importance of government strategic development projects and ways to protect them for generations. However, Banda's claims do not show clearly its implications especially in relation to the authoritarian context. Therefore, the study is going to measure the correlation between the variables which are the reporting of national projects by TBC1 and ITV by showing how the media report about governmental projects especially in the Tanzanian context.

Public owned media are sometimes facing challenges in reporting and promoting government strategic development projects. For instance, they lack enough budgets on reporting hence poor reportage on a particular

area (Dickson, 2017). This lack of enough budgets implies that most public media need great support from the government for accomplishment of daily journalistic works and removing hindrance in media, especially in reporting governmental strategic development projects (Dickson, 2017). Most state-owned media are so much in need of playing a vital role in reporting the development of different projects, especially those of the government but they are sometimes faced by poor budgets to accomplish their goals of informing people. In Uganda 77% of media helps the public to understand different government strategic development projects, while the rest are there to promote business activities (Salman, 2019). Furthermore, George (2018) notes that people in Zimbabwe were getting awareness on the development of their country from the media especially through television programs.

However, it is clear that public and state owned media are keen to make sure they provide people (consumers) with plenty of information in order to keep them up to date about what is going on in their national projects but most of these researchers such as (George, 2018; Salman, 2019) fail to assess the reaction of the viewer's towards the reportage. Hence, the study is going to come up with possible answers to the objectives of this study.

3.2.4. Viewers' Perception towards a TV Reports

Even though popular consumed television programs have received very little research attention from researchers and academicians (Gray & Dennis, 2010), a number of studies have assessed viewers' perception of TV program vary depending on the kind of content and viewing habits among the people, however sometimes viewers are convinced by a program producer the way he/she narrates such as European Commission (2004) that argued that more research should be done in this area of viewer's perception of television programs.

Moreover, Soroka, Stecula & Wlezien. (2015) argues that publishing television stations are meant to help people to get more of the information they need, especially news and information that other commercial news cannot. That is to say one of the most important roles of public and state owned TV stations such as TBC1 and ITV is to disseminate content in terms of programs, especially with the message on national strategic projects. However, these program producers of TBC1 and ITV are sometimes failing to measure the response and reaction of viewers towards the program (Sturmer, 1998). Hence, the motive to conduct this study was also to assess the reaction of viewers towards the reporting of JNHPP by Tanzania Broadcasting Corporation and Independent Television.

3.2.5. Impact of TV and Viewers Engagement

Min, Zang & Liu (2015) argue that the effect of exposure to television broadcasting of public issues cannot be measured successfully in isolation; rather, one on one conversation is more powerful to convince people and create broad awareness on a particular government project. They hold

that for the case of TV programs, the most powerful way to convince people are those discussion and interview programs that become a platform for different experts to provide education and awareness on a particular area. The engagement of viewers to the TV program is helpful in measuring their reaction on certain programs although there is a challenge of level of education, age differences, gender and other factors that affect the reaction of the television reporting about the national strategic projects (Agoyi, Odunaiya & Osemeahon, 2020). However, the relationship between news casters and program producers and viewers since the perception of the viewers are based on the trust and belief they have towards news casters and TV program producers. Hence, the study is going to draw conclusions on how the engagement works between news casters and content creators and content consumers.

According to Lucile (2016) in assessing TV impacts the control of the viewing experience has moved rapidly to the one who holds the remote. From the commencement of the television age (the 1950s) until now, the industry has been required to respond to consumer behavior hence advancement in technologies that afford more organization to the viewer are coming faster than ever before (Nielsen, 2016). Hence, media people are now using social media to engage with people since there is instant feedback, the study is also seeking how media reportage on JNHPP have been perceived by the consumers.

3.3. Gap of Knowledge

Barnett & O'Neill, (2010) this is an area or topic within a particular field of study where there is a lack of existing knowledge or limited research conducted. Identifying knowledge gaps is an important aspect of research as it helps researchers understand what areas need further exploration and investigation (Marshal, Friedman, Stall, & Thompson, 2009).

Transparency and access to Information are being mentioned as one of the challenges media are facing in obtaining accurate and timely information about national strategic projects. Governments and organizations may limit access to details on such projects, which can hinder the media's ability to provide comprehensive coverage hence lack of information to the viewers or consumers. Journalists sometimes struggle to uncover important facts and figures related to funding, timelines, and the overall objectives of these projects.

Independence and biases are also mentioned since there are concerns about media independence and potential bias in reporting on national strategic projects. In some cases, media outlets might be influenced by government or corporate interests, leading to incomplete or skewed coverage. This can result in a lack of critical analysis and oversight. Thus the study is going to have better insight and finally come up with possible appropriate answers.

4. Research Methodology

This study used a mixed-methods research approach. Creswell & Plano (2017) defined it as a research approach that combines both qualitative and quantitative research methods within a single study. The approach is used to provide a more comprehensive understanding of a research question or phenomenon by leveraging the strengths of both qualitative and quantitative data. It is a method that involves collecting, analyzing, and integrating both qualitative and quantitative data in a single research study. This approach allows researchers to explore a research question from multiple angles, providing a more nuanced and holistic understanding of the topic (Teddlie & Tashakkori, 2009). Moreover, the method is appropriate especially in the areas such as behavioral issues, health as well as social sciences, especially in multidisciplinary settings and complex societal research. Hence, both qualitative and quantitative data will be explored and presented accordingly.

According to Burke (2004) mixed methods research should be used as method and philosophy that attempt to fit together the in-sights provided by qualitative and quantitative research into a workable solution. Onwuegbuzie & Combs (2010) identified 13 criteria that represent decisions that mixed researchers make before, during and/or post mixed analysis, these are;

- Rationale/purpose for conducting the mixed analysis
- Philosophy underpinning the mixed analysis
- Number of data types that will be analyzed
- Number of data analysis types that will be used
- Time sequence of the mixed analysis
- Level of interaction between quantitative and qualitative analyses
- Priority of analytical components
- Number of analytical phases, link to other design components
- Phase of the research process when all analysis decisions are made
- Type of generalization, analysis orientation, cross-over nature of analysis

The study used descriptive research design in making sure that the objective of this study is accomplished. According to Loeb, Dynarski, McFarland, Morris, Reardon & Reber (2017) descriptive research design refers to the design of carrying out a scientific research by collecting data or information that describe persons, events or situations in a prearranged manner for stimulating broad understanding of the particular subject (Loeb et al, 2017). In making sure that the information is obtained for the completion of this study, the study area of this research was Dodoma and Pwani regions; the reason for choosing these areas being the following: Dodoma is the capital city of Tanzania with different media practitioners of TBC and ITV, and also experts from JNHPP are dwelling in coastal areas particularly Pwani region. These areas are accessible by their locations because of their potentiality in terms of socio-economic impact.

Since the study was based on a mixed methods approach and used both closed-ended questionnaires and interviews as methods of data collection and based on the nature of the study, mixed analysis was applied to make sure data analysis is well conducted. Mixed-methods analysis involves the use of both quantitative and qualitative analytical techniques within the same framework, guided by either a priori, a posteriori or iteratively (representing analytical decisions that occur both prior to the study and during the study itself) (Shuey, Gordon & McMullin, 2018). Qualitative data from interviews produced themes and quantitative data from closed-ended questionnaires produced numerically analyzed information. The selection of these methods of analysis was based on the choice of research design that was descriptive design. Hence, the obtained in-depth and numerical data were then presented in forms of description, graphs, charts as well as tables depending on the nature of data (qualitative and quantitative)

Moreover, there was also the consideration of ethics. According to Resnik (2015) research ethics is a set of principles, guidelines, and norms that guide the responsible conduct of research. It involves making informed, ethical decisions throughout the research process, from the initial design to the dissemination of results, with a focus on the welfare and rights of research participants and the integrity of the research.

Research ethics ensure participants' rights and well-being are safeguarded, preventing harm and upholding their autonomy through informed consent. Ethical research practices also enhance the credibility and trustworthiness of research findings, as they are based on reliable and unbiased data (Resnik, 2015). Therefore, a researcher secured the permission from the Open University of Tanzania to undertake the study in Dodoma Region. Also, before commencing data collection researchers requested permission from Dodoma City Municipal in order to be safe for whatever comes in the way. In observation the researchers used an overt kind of observation whereby the observed group of people was aware of what was going on; hence they cooperated during the process. Eventually, the information that was collected from the sample, especially personal information, was confidential and used for this study only.

5. Findings

The findings of this study obtained after the intensive analysis done from the collected data from the sample also contents from social media channels of both ITV and TBC1 were analyzed manually and through coding then presented in forms of tables, graphs and charts. Methods of data presentation must be determined according to the data format, the analysis method to be used as well as the information that has to be emphasized (Junyon & Sangseok, 2017).

5.1. The Frequency on Coverage of JNHPP

The results from coding, there was a well-organized and planned timetable for the reporting about this strategic

project of JNHPP in terms of time and schedules. According to the analysis done by coding the themes that appeared in the media contents in both TBC1 and ITV, there were special programs that aimed at providing information about the project itself. One participant said “we had a schedule and timetable of producing programs that had to be aired via TV and social media” (A Personal communication with Ashery Thomas of TBC1, in 14 July, 2022) These words mean that there was a coverage of JNHPP since these program producers had timetables although the coverage was not regular. Therefore, there was a need of having a regular timetable that could enable more coverage on JNHPP than how it was.

Subir (2004) argued that different media outlets are now intensively using social media networks in covering the different national developmental projects aiming at providing information to the people in the community in order to create general awareness. In most cases, Independent Television have been airing the program known as “*Tanescona Maendeleo*” whereby interviews and other means were used to provide information to the viewers, in the programs different experts were invited to give out explanations or answer the questions raised from the people. TBC1 also have a program by the name Tanzania Mpya that is aired in a weekly basis with the content that aim at exposing the ongoing construction activities of the strategic project of JNHPP and how it is going to amplify the economy of the entire country especially in strategic sectors such as infrastructure, industries as well as social services.

5.2. Kinds of Journalistic Works used to Cover JNHPP

The question was asked: “what are the kinds of works that are produced by media people?” The question aimed at knowing the kinds of works that were produced by media people when covering JNHPP. Therefore, the findings show that out of 56 respondents 32 (57%) said it was done through discussion programs, 13 (23%) mentioned news reporting, 11 (20%) indicated live coverage (See Table 1)

Table 1: Kinds of Journalistic Works Covered about JNHPP

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

Source: Field Data, 2022

The above presented data mean that discussions and interview programs were the ones produced much in order to reach people and feed them with information. These data

corresponded with the interview data from the field. When interviewed, one interviewee said, “discussion and interview programs were the most chosen since they allowed instant feedback” This meaning is supported by Amienyi (2005) who says since the birth of twenty-four hour television and the rolling news; most governments have become dependent on an engagement with media to prompt citizens in changing their environment as they communicate urgency and responsibility, to redefine ideologies about national values, cohesion and inter-dependencies. Hence interviews and discussion programs are useful in making people aware of their strategic projects

5.3. Audience Engagement in Journalistic Works

The findings show that out of 66 respondents who had to provide answers 24 (36%) said irregularly, 17 (26%) respondents said regularly, 15 (23%) mentioned normal while the rest nine said frequently (See table 2 below)

Table 2: Audience Engagement in Journalistic Works

| Item | Number of Respondents | Percentage |
|--------------|-----------------------|------------|
| Regular | 17 | 26% |
| Irregular | 24 | 36% |
| Frequent | 9 | 14% |
| Normal | 15 | 23% |
| Total | 66 | 100 |

Source: Field Data, 2022

The above presented data means that people were engaging in journalistic works irregularly probably because of lack of live coverage because most people need instant feedback when engaging in the journalistic works. This meaning is supported by Tsotsou (2019) who argued that the degree of involvement with media content can vary between simply investing time and paying attention to being absorbed in a story and to interacting with news or participating in it. Moreover, an interviewee supplemented the above information saying: “most of us, are taking these journalistic works as a little bit hard to consume may be that’s why engagement is a little bit down” Hence there should be more engagement in order to measure the response and feedback of content consumers for the improvement of programs.

5.4. Multiple Channeling of the Contents

The study objective sought to examine the multi-channeling of the contents among TBC1 and ITV. From this objective, the researcher wanted to know the way media (traditional ones) that were ITV and TBC1 implied social media in engaging with people so that the produced content would reach to the audience instantly. the findings from interview

through content analysis is that both TBC1 and ITV were sharing parts of their contents that were in their programs Tanzania Mpya and TanesconaMaendeleo respectively via social media sites such as Facebook, Twitter and Instagram also Tanzania Mpya have been uploaded in YouTube channel of TBC Online after being aired so that people would be able to watch at their convenient time, same to *Tanesco na Maendeleo* have also been uploaded by TANESCO in their YouTube channel to reach more people especially through mobile devices. In his own words, the interviewee said, “Social media has become an important tool since so many people consume content there”. Therefore, it is important for media houses to invest in establishing and insisting the use of social media in order to add engagement.

5.5. The Feedback Received from experts of JNHPP

The question aimed at exploring the feedback that was obtained from the experts of JNHPP. Out of 66 respondents that were asked to state the feedback they observed. 38 (58%) were positive about the way the ongoing activities are covered by the media 15 (23%) were neutral as they see neither changes nor improvements, eight (12%) said negative, that means nothing was satisfied in terms of coverage and the rest five (8%) mentioned others (See table 3 below).

Table 3: The Feedback Received from experts of JNHPP.

| Item | Number of Respondents | Percentage |
|--------------|-----------------------|------------|
| Positive | 38 | 58 |
| Neutral | 15 | 23 |
| Negative | 8 | 12 |
| Others | 5 | 8 |
| Total | 66 | 100 |

Source: Field Data, 2022

The above presented data means that many people were following the news and reports via TBC1 and ITV in order to be up to date with what is going on at Rufiji area where JNHPP project is going on. This meaning is supported by Bowen (2011) as he says media are critical to broadening the communication processes between society and government in developing countries and the publicly owned media is situated at the nexus of interactions between government and society. In supplementing the above meaning, one interviewee said, “We are still working hard but as of now the feedback is welcoming”. Hence, feedback shows how people are in need of consuming content from the media in order to keep themselves up to date.

5.6. The Areas/Aspects most Covered about JNHPP

The question was asked; “what are the areas that have been mostly covered in the project?” The intention of this question was to know the areas/aspects that have been covered since commencement of the construction of JNHPP. From the people that responded to the question, all respondents mentioned aspects such as the progress of the projects, visits of different top leaders and others mentioned general information about the advantages of the project after its completion.

The presented data means that most people want to know the progress and the stages that the project passes through. This indicates that people are in need of information regularly, especially about the mega and strategic projects that use citizen’s taxes. One interviewee supplemented this meaning by saying, “people want to know the development of the project especially in terms of percentage, so this is the most important information that people needed”

This meaning is supported by Min, Zang & Liu (2015), who argue that the effect of exposure to television broadcasting of public issues are very difficult to be measured successfully in isolation; rather, one on one conversation is more powerful to convince people and create broad awareness on a particular government project. Hence media people have to think on adding more contents that are educative with the power of creating an agenda hence creating awareness among the citizens.

5.7. Areas that have to be improved in Coverage

The respondents mentioned improvements of coverage by adding the number of programs in order to make sure the project is positively covered and people get to know. From the findings out of 66 respondents that responded to the question 25 (38%) said live programs, 31 (47%) said discussion programs, and the last 10 (15%) said time of coverage should be prime one. See table 4 below).

Table 4: Suggestions on the Improvements of Media Coverage

| Item | Number of Respondents | Percentage |
|---------------------|-----------------------|------------|
| Live Programs | 25 | 38 |
| Discussion programs | 31 | 47 |
| Time of coverage | 10 | 15 |
| Total | 66 | 100 |

Source: Field Data, 2022

The above-presented data means that there is still a missing point in the JNHPP coverage since most people need to have more live coverage showing the progress of the project itself so that people will be notified of what is going on about JNHPP. Data from interviews also confirmed this meaning. One interviewee sated: “discussion programs are quite good, participants are free to open up, and so we should improve them”. This issue is supported by Albert-James (2012) who says the media, especially television, becomes a contested site for such tensions in developing countries because of the power of the moving pictures and televised contents to carry loaded convictions of authenticity and veracity for illiterate populations. Hence when people need more coverage this means people still in need of information especially those that will prove the progress of their country.

5.8. The Most Watched TV Stations

This question intended to know the TV stations that were watched mostly by people in relation to the JNHPP. The question was asked through an interview to only ten people, whereas out of 66 people who responded to the question, 35 (53%) said they are preferring ITV, 16 (24%) mentioned TBC1 and the other 15(23%) mentioned other channels

Table 5: The Most Watched TV Stations

| Item | Number of Respondents | Percentage |
|--------------|-----------------------|------------|
| TBC1 | 16 | 24 |
| ITV | 35 | 53 |
| Others | 15 | 23 |
| Total | 66 | 100 |

Source: Field Data, 2022

The above presented data mean that the choice of channel that most people preferred depended on the contents produced and the number of programs that a channel airs, hence there must be a consistency in production of these programs as well as many live programs that will attract more people to watch a certain television station. In the interview process, one interviewee had the same view. the interviewee said, "ITV is private media, I like the way they are asking their sources"

This meaning is further supported by Marcel (2019) as he says the people's choice of televised content is conceptualized and decided by program producers by listening to audiences, communicating with them, taking their needs into accounts and collaborating with them "minimalist" mode of considering audience engagement, this is an approach that prioritizes simplicity and efficiency in engaging an audience. It focuses on delivering content or a message with the least amount of distractions, embellishments, or unnecessary elements. The aim is to provide a clear and direct experience for the audience, often in a way that minimizes cognitive load and maximizes the ease of understanding and retention

5.9. Satisfaction with the Coverage of JNHPP

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

Table 6: Satisfaction with the Coverage of JNHPP

| Item | Number of Respondents | Percentage |
|----------------|-----------------------|------------|
| Moderate | 17 | 26 |
| Very much | 34 | 52 |
| Less satisfied | 15 | 23 |
| Total | 66 | 100 |

Source: Field Data, 2022

The above presented data mean that some people were not satisfied by the programs; therefore this is like an alert call for journalists and content creators to work hard in order to make sure people are satisfied with what they are producing. Data from Interviews also concur with this meaning. One interviewee stated: "To me, the coverage was quite good, these media are working hard to make sure people are informed". Therefore, media people were able to find and process information in terms of news and programs to make sure audiences are full of information.

5.10. The Coverage of JNHPP project by TBC1 and ITV

From *TanesconaMaendeleo* and *Tanzania Mpya* of ITV and TBC1 respectively producers and media practitioners have worked hard to use simple language especially when mentioning numbers and figures about the project itself. For instance, through Tanzania Mpya program aired June 2021 (TBC 2021) there was an expert who explained what it means to produce megawatt 2115, as it is going to reduce the cost of living by lowering the electricity billing price from cent 11 and 12 per unit to 0.15 cents per unit and improving the standard of living by facilitating infrastructures, industries and other sectors. In the news economists were analyzing the relationship between JNHPP and the effectiveness of Standard Gauge Railways as it needs effective and efficient electricity power therefore the reports were positive in terms of modes of presentation.

The above presented data means that the media are always playing their roles in making sure that people are fed with information especially about their national strategic projects therefore it shows that the media are responsible for provision of information especially about those with public interest like what has been done by TBC1 and ITV. A similar statement was provided during interviews. One interviewee stated: "it was easy for me to understand the project when the late President John Magufuli explained the way this project is going to support other important sectors such Standard Gauge Railway"

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

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

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

The findings show that most people said the response was good. For instance, out of 56 respondents 35 (63%) said there was a positive response from their consumers. Soroka et al. (2012) publishing television stations were meant to help people to get more of the information they need, especially news and information that other commercial news cannot. That is to say most people's TV stations are used to disseminate programs, especially national strategic projects. Sometimes journalists and other media practitioners fail to measure feedback from their audiences hence failure in assessing what to improve in their content creation (Soroka et al, 2012).

The most common use of frames is in terms of the framing the news or media place on the information they convey. They are influencing the perception of the media contents by the consumers, this means it could be interpreted as a form of second level of agenda setting since they not only tell the audience what to think but what to think about a particular issue (Teddlie & Tashakkori, 2009). Therefore, media people have power on their hands to create more frames so that they can set an agenda that will make sure of awareness creation among people especially on the strategic national projects.

5.12. The Issues Covered by TBC1 and ITV about JNHPP

This part addressed the third objective that wanted to know the issues that have been covered by TBC1 and ITV on the ongoing strategic project of JNHPP in order to measure the effectiveness of the coverage and people's choice on what to be consumed in terms of media products. From the interview by considering the programs of *Tanzania Mpya* and *Tanescona Maendeleo* of TBC1 produced contents based on the importance of the project, time frame, impact of the project after completion, tracing relationship between JNHPP and other sectors such as development of industries and infrastructure especially the strategic project of Standard Gauge Railway, also ITV with their program *TANESCO na Maendeleo* produced programs that explained the potentiality of JNHPP and the way it will end the electricity cut off challenge.

Interviewee PQ said: "we were conducting interviews with leaders as we wanted them to state the issues about time of the projects and the outcome of the project" (Personal Communication, at Rufiji, 20th of March, 2023) The above presented data means that only needed

information had to reach the audience by considering national security aspects. Therefore, the journalists and program producers were very keen to make sure they collected information and fed people. Moreover, Brede (2009) studied the contribution of television stations in reporting governmental development projects whereby the study found that televisions greatly contribute in improving and promoting government strategic development projects by informing people the stages and development of strategic projects and creating great awareness and understanding among the people.

According to Goffman (1974) framing theory suggests that how something is presented to the audience influences the choices people make about how to process the particular information. Frames are abstractions that work to organize or structure message meaning. Hence, the information was framed in a way that they would be of impact to people by avoiding non important information.

6. Conclusion and Recommendations

The study indicates that the media are covering the ongoing strategic project of JNHPP through different kinds of content such as news reporting, discussion programs, feature stories as well as short clips shared through social media. The most important thing that has to be done is to improve content and increasing frequency in these programs will be produced in order to feed people with more informative and educational content.

Eventually, the recommendations that will aid the provision of information to the people as a means to be aware of the mega projects like that of JNHPP, Media practitioners should conduct as much audience research as they can since it is the proper way of knowing the needs and wants of audiences. Further, media practitioners have to be creative in reporting, news anchoring, and producing feature stories about the ongoing strategic project of JNHPP. Also, the government should support media owners to cover different developmental and strategic projects that are built by the government in order to make people aware of their taxes' expenditures. Hence, by considering national security they have the role of telling people the progress of their mega and strategic projects JNHPP being one of them.

Journalists, broadcasters, program producers should be creative, also they should specify in digging how to create a good report that will be educative and informative to the audience since they are the ones to consume what has been prepared by these media experts. Media houses should imply the use of social media especially in this era where most of media contents are shared through social media therefore for any content to go viral it needs to be shared via social media.

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

and strategic projects within the country and all over the world.

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