

**THE ROLE OF ELECTRONIC MEDIA (TELEVISION) IN ENHANCING
DEMOCRACY IN TANZANIA: A CASE STUDY THE PRESIDENTIAL
GENERAL ELECTION 2005-2010**

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DEMOCRACY IN TANZANIA: A CASE STUDY THE PRESIDENTIAL
GENERAL ELECTION 2005-2010**

**By
Stephano Elias Goroi**

**A Thesis Submitted to the School of Public Administration and Management in
Fulfillment of the Requirements for the Degree of Master of Public Administration
(MPA) of Mzumbe University**

2013

CERTIFICATION

We, the undersigned certify that, we have read and hereby recommend for acceptance of this research paper titled ***The role of the electronic media (television) in enhancing democracy the case study of the Presidential General Election Of 2005 and 2010*** by the SANATE of Mzumbe University in partial fulfillment of the Requirements for obtaining the Degree of Masters' of Public Administration Management of Mzumbe University is approved.

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Supervisor (Name)	Date	Signature
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Internal Examiner (Name)	Date	Signature
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External Examiner (Name)	Date	Signature

Accepted for the Board of School of Public Administration and Management

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DEAN, SCHOOL OF PUBLIC ADMINISTRATION AND MANAGEMENT

DECLARATION

I, GOROI Stephano ,E.do hereby declare to the Senate of Mzumbe University that this dissertation is my own original work and that it has neither been submitted nor being concurrently submitted anywhere else for award of a degree than Mzumbe University.

.....

Student signature

Date

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2013

ACKNOWLEDGEMENTS

This work would have been not possible without the help of Almighty God for giving me strength and energy through the process of my dissertation .Accomplishment of this dissertation is in debt to many individuals who gave me advice, encouragement, assistance and guidance through inspiration. It is not possible to mention them all however ,it is my pleasure to express my sincere gratitude to my supervisor DR Wilhelm Mafuru for his assistance and patience in making broad and critical review ,comments and useful suggestions to this dissertation.

I would like to express my sincere gratitude to journalists and programs director from ITV, Star TV, Chanel ten ,TBC ,and Capital television, I would like also like to extent my special appreciation to officials from National Electoral Commission (NEC) ,Media Council of Tanzania(MCT) ,REDET, Politicians and all the respondents.

My special tributes go to my family, friends and all my classmates for their honorable support as well.

DEDICATION

This paper is dedicated to my beloved family Mr and Mrs Elias Goroi, my sister Sarah Goroi and my young brother Ebenezer Goroi for their love, prayers, moral and financial support in making my dream a reality. I will always love you and cherish your support.

....God blesses you...

ABSTRACT

The study aimed to investigate the role of electronic media (television) in enhancing democracy during the Presidential general election of 2005 and 2010 in Kinondoni district. The purpose of the study was to gather different opinions and ideas from different groups of people concerning the role of electronic media (television) in enhancing democracy during the general elections. Issues examined included the role of television participation in general elections in Tanzania that occurred as a result of political development between 2005 and 2010, the nature of the stories reported and aired concerning the general elections of 2005 and 2010 and the impact and influence of television participation to different groups of people in 2005 and 2010 elections.

The study mainly adopted qualitative approach. The data collected were analyzed by using the SPSS. For categorical variables, simple frequency analysis and cross tabulations were used. The findings were presented in tables, figures and text to simplify interpretation and general appraisal of the facts.

The study found out that in Tanzania, electronic media (television) has brought some changes in general elections through its coverage of political issues. However; much still needed to be done by media in enhancing democracy. In general there are some communities members who do not appreciate the role of media in enhancing real democracy especially during general elections.

Finally, the study made recommendations to media houses and stakeholders to improve efficiency of media in enhancing democracy during elections. Good coverage of issues during campaigns and unbiased nature of reporting will change the mindset of politicians and the public in general, hence enhancing transparency and accountability.

LIST OF ABBREVIATION

CCM	-	CHAMA CHA MAPINDUZI
ID	-	IDENTIFICATION
ITV	-	INDEPENDENT TELEVISION
LHRC	-	LEGAL HUMAN RIGHTS CENTRE
MCT	-	MEDIA COUNCIL OF TANZANIA
MSI	-	MEDIA SUSTAINABILITY INDEX
NEC	-	NATIONAL ELECTROL COMMISSION
NGO	-	NON GOVERNMENT ORGANISATION
PRO		PUBLIC RELATION OFFICER
TBC	-	TANAZANIA BROADCASTING CORPERATION
TEMCO	-	TANZANIA ELECTIONS MONITORING COMMITTEE
TV	-	TELEVISION
REDET	-	RESEARCH AND EDUCATION OF DEMOCRACY IN TANZAMIA
SPSS	-	STATISTICAL PACKAGE FOR SOCIAL SCIENCES
UNDP	-	UNITED NATION DEVELOPMENT PROGRAM
USAID	-	UNITED STATES AGENCY FOR INTERNATIONALDEVELOPMENT
URT	-	UNITED REPUBLIC OF TANZANIA

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This study analyses the Role of Electronic Media (television) in enhancing Democracy in Tanzania the case study of the Presidential General Elections 2005-2010. The chapter contains the background information that leads to the background of the problem, statement of the problem, objectives of the research, research questions, significance of the study, limitation of the study.

1.2 Background to the Problem

The term media refers to the moving of message across distance and time to accomplish mass communication to the audience (Quails 2010). Media deals with activities such as television, radio, newspapers, magazines, books and internet.

Each media has a message it wants to convey to the public in order to fulfill their role in the society, such as to provide relevant information, educate, promote democratic values such as the rule of law, good governance, transparency and accountability, entertain and impart knowledge. Apart from advancing public knowledge the media main mission is to keep the society aware of the public concern and interest. (Ochilo, 1998).

The Tanzania press is among the institutions that have adopted new policies of democratization after political change in Europe in 1980, thereafter most African countries followed the advice of international donors to implement democratic structures and Tanzania was not left out they implemented the structures at the time of President Ali H. Mwinyi come to power.

The development of media in Tanzania has its background with historical development of the country since late 19th century in the coming of colonialism in Tanzania which was colonized by the British and the Germany (Kilimwiko,

2002).The press was to serve the interest of colonial government and its administration. During post independence the government was directed to have a voice in order to boost socialism and self reliance especially during the Arusha declaration of 1967.

There were several international instruments like the United Nations Universal Declaration on Human Rights of 1948, Article 19nwhich state that “Everyone has the right to access information which requires public bodies to supervise public information”. The declaration of principles of freedom of expression in Africa also insists that everyone has to access information, subject only to clear defined rules established by law. Article 18 of the constitution of the United Republic of Tanzania it does guarantee the right of freedom of expression but does not explicitly provide the freedom of press.

Most African countries also followed the advice of international donors to implement democratic structures and Tanzania was not left to adopt new policies of democratization and implement them (Sturmer,1998).the democratization process in Africa has mainly been characterized by adoption of multi-party politics, the conducting of multi-party elections ,growth and expansion of the civil society such as media, and greater freedoms of speech, observance of human rights and peoples empowerment (MSI 2008).

Media in Tanzania follows influence from the donors since the time of democratization began. Today, Tanzania media is owned by both the private individual and company together with government. Private media owned in Tanzania since democratization includes IPP media, Sahara communication, channel ten, Mwananchi Communications Limited and others. The government owned media in Tanzania include Tanzania Broadcasting Cooperation (TBC) Standard Newspapers (TSN) Uhuru and Mzalendo.

Since 1992, when multiparty system was introduced in Tanzania, there have been four democratic elections which included general election. My research focused on

the 2005 and 2010 general election in regard to participation of media as means of awakening the citizens about the election. Due the considerable efforts in development and expansion of the media industry in Tanzania ,the elections conducted in 2005 and 2010 were generally described by the local observer TEMCO and International observer like UNDP as free and fair. Free and fair elections is not only about casting a vote ,but also having adequate information about parties ,candidates and the election process to enable voters make an informed choice and the electronic media (television) has to play the role of providing that needed information by the voters.

1.3 Statement of the Problem

A critical challenge facing Tanzania in reporting Presidential general elections is on how to address objectively; information and education concerning general elections through characterizing transparent and open election process (MCT 2009).All of these shortcomings comes from many factors including lack of freedom of media, unprofessional journalists, media owners, corruption, government policies, laws and bias among others.

In Tanzania media has been a source of political campaigns which shape people in decision making by informing and educating them adequately (LHRC 2010). Media is widely referred to as the fourth estate; after The Executive, Legislature and The Judiciary. With that in mind, Media has role to play in the day to day activities of the state. (Mkujanga, 2009).

The major role of media is to inform, entertain and educate the public but today's media has being source of political campaign which shape people in making decision. The media is a fundamental element of any country striving for democracy and development (Sharma, 2010).media is the window looking outwards to the world and a mirror looking inwards, reflecting what they see. However, little is known on how the electronic media (television) enhanced democracy in the Presidential general elections of 2005 and 2010.this study was therefore intended to

reveal the role of the electronic media (television) in enhancing democracy during general elections in 2005 and 2010.

1.4 Research Objectives

1.4.1 Main Objective

- To analyze the media's participation in the Presidential election of 2005 and 2010

1.4.2 Specific Objective

1. To examine changing role of media participation in Tanzania that occurred as result of political development from 2005 to 2010.
2. To investigate the nature of the news concerning the general elections of 2005 and 2010.
3. To assess the impacts and influence of media participation to different group of people.

1.5 Research questions

1. What was the role of media during the Presidential general election from 2005 to 2010?
2. How did the media build the awareness to the public concern election?
3. What were the outcomes of media participation in the Presidential election of 2005 and 2010 to the public, government, politicians and to the media professionals?

1.6 Significance of the study

To the community

The research will provide knowledge to the people concerning democratic process in political changes and make them aware of their rights in decision making through media.

To the government

The government will be able to use my study in making its media policy so as to foster the profession and development

To the media

The study is aim at helping the media community such as journalist, program directors, editors and media owners to check if they are heading in the right direction or if there is need to change on the way they are participating in democratic activities.

To the politicians

The research will assist politicians to understand the role of media and use media effectively to provide information to the people so as to bring change in political arena.

To the researcher

The research will provide knowledge and experience of doing more research and attain my masters' degree in Public administration management

1:7 Limitations of the study

In conducting this study the researcher encountered the following limitations:

- a) Inadequate corporation from some respondents who were to fill in questionnaires and respond to interview, some of the claimed to be occupied with other tasks so this forced the researcher to wait for long and even approach them in another day so this situation consumed a lot of time
- b) There was also a problem of respondents who were deliberately giving some vague responses as some were suspicious of the researcher

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The study will be about the role of electronic media (television) in enhancing democracy in Tanzania by critically analyzing media participation in political development during the 2005 and 2010 general election. This chapter represents theoretical and literature review on selected themes for this study.

2.2 Theoretical Review

2.2.1 The press theory

Occult (1999) explains that there are four widely known accepted and criticized press theories of Siebert's. these includes that the, authoritarian theory that requires direct governmental control of mass media(recognized in pre-democracy),secondly ,libertarian theory which is also called free press theory that allow individual to press whatever he or she like, thirdly is Soviet Theory which is closely tied to a specific ideologies ,media organization in this system has to serve the working class and fourthly, Social responsibility that ,the press has duty to give voice to the voiceless and put more focus on the poor, the segregate and minority.

2.2.2 Democratic Theory

From view of point of theory of democracy, there is very little value for an ordinary citizen in the democratic channeling and collectivization of popular interest and preferences if the implementation of the preferences is inefficient due to lack of resources, training and will in units that implement democratic decision (USAID, 1999).

Democratic theories centers on political qualities and nature of civil society. Theories referred to popular democracy and radical democracy that might include recognition of social subjects or redistribution of power.

Democracy as an institutional arrangement for arriving at political decisions in which individuals acquire the power to decide by means of competitive struggle for the people's vote(Schumpeter 1993).

The term democracy refers to participation of the people in the political life of a nation (Narayan, 2000).John Stuart Mill in Musambachine (1998) refer as participation by the citizens in the political life that leads to the highest and harmonious expansion of individual capabilities. According to Musambachine (1998), democracy refers to a system of Government that is based on and representative of the view of constitutive people. It is usually held up as the most desirable form of government.

Schultz (1998) claims that the press emerged as the fourth estate by the practical application of the principles of the freedom of expression that were strongly required in the eighteenth and nineteenth centuries. By declaring an independent role in public life and the centrality of freedom of expression, the press began to legitimize itself as the conduit for public discussion and took a crucial step towards becoming a source of power in political life.

The media achieved this by informing the citizens about events that significantly affect their lives in that respect, the press is considered to constitute as the fourth estate of a society's governance that provides the necessary check and balances to prevent the domination of one sphere of government on another .the three other estates are the Legislature, Executive and the Judiciary. (Kieran, 1999).

The ideal function of the fourth state, represented by the media is to act as a mean of expression for their actions on behalf of the public, which lacks direct access to information of power (Schultz, 1998).Moreover; the media can raise awareness on

social problems informing elected officials about public concerns and needs. This provides opportunities for people to articulate their concerns and ideas to one another and to Government, a role that is particularly important for poor and marginalized groups in the society.

Beyond democracy, the media is involved in several dynamics that can combine and meet to reinforce development and overall social well-being in different ways. Particularly relevant is the role of media in the long traditional of communication for development, and the growing influence that media have in value formation, and cultural evolution and change. Media has long been regarded by those in the field of communication for development as tools that can be deployed to promote developmental change, but they were for the most part considered independently of media policy and regulation processes. Thinking about how media can be used, and what specific ends, has nevertheless shifted significantly over the years. In the early days, many in the fields understood media mainly as a top-down tool for the dissemination of information (TEMCO 2010).

Citizens need access to the means of communication and voice in order to be able to speak with one another, to discuss their conditions and aspirations, to develop the capacity for engagement and also for actions to improve access to services and rights under the law. Communication for social change is a process of public and private dialogue through which people determine who they are, what they need, and what they want in order to improve their lives (Ochilo, 1998) .It has at its hearts the assumption that affected people understand their realities better than any experts from outside their society and that they can become the drivers of their own change.

The democratization of communication cuts through the issue of power. Participatory approaches contribute to putting decisions making into hands of the people .it also consolidates the capability of the communities to confront their own ideas about development with developments planners and technical staff. Within the community itself, it favors' the strengthening of an internal democratic process.

A high-level European Commission report in 2010 argued that the role of the media goes much further than simply providing information about events and issues in our societies or allowing citizens and groups to present their arguments and points of view: communication media also play a formative role in the society. That is they are largely responsible for forming (not just informing) the concepts, belief systems and even the languages visual and symbolic as well as verbal which citizens use to make sense of and interpret the world in which they live.

2.3 Principles of democracy

The United Nations Universal Declaration on Human Rights of 1948, Article 19 provides that “everyone has the right to freedom of opinion and expression, the right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media regardless of frontiers”

Furthermore, democracy has been defined as the rule of people, the people are sovereign and people govern ruling it is a political order; secondly it specifies the assumption that justifies the existence of political order. Taking collectively the decision makers who bind decisions constitute the government of the association. (Dahl,1989) among the key principal of democracy includes people representation outside the formal political structures, good governance, accountability, protection of human rights, rule of law, and social justice.

These principles of democracy need to be established, institutionalized and maintained so as to create enabling and favorable conditions for greater voice, equality and for effective participation. In order to be meaningful it requires the free input of democratic demand and support for the process of popular voice, free expression, free assembly and regular elections fair process of decision making in which the power of alternative policy line is determined by the population measured in the election and the efficient implementation of democratic decisions is needed in order to ensure that the free process and fair decision making has some meaningfulness in the real output of political system (Narayan,2000).

The media plays an important role in socio-economic and development and democracy. The media can enhance good governance through educating the citizens on matters of policies and governance and through encouraging transparency in the conduct of public affairs .therefore democracy functions best when people have information in a form they can examine and consider. In a democratic society where there is transparency there is also a firm foundation for accountability. It is the mass media that undertakes the duty of searching for information so that can inform the public of what the government is doing.

The people can only form correct and reasonable ideas about their government and how it is running public affairs if the mass media is giving them the correct facts and a balanced reportage of events. However if the media has no access to information, it will end up reporting rumors and incorrect facts.

2.4. Criteria of Democratic process

2.4.1 Effective participation

Through the process of making binding decisions, citizens ought to have an adequate opportunity and equal opportunity for expressing their preferences as to the final outcome. To deny any citizen opportunities for effective participation means that their preferences are unknown or incorrectly perceived, they cannot be taken into account.

At a decisive stage of collective decisions at citizen must be ensured an equal opportunity to express a choice that will be counted as equal weight to the choice expressed by any other citizen.

In determining outcomes at the decisive stage, the choice that must be taken into account requires citizen to have equal opportunities to express their choice and explicitly require an association to adopt the principle of majority rule its decisions (Dalh, 1989).

Media has become another campaign strategy while its role is to inform and educate the public. Political parties and candidates understood how effective the media could be especially in getting the message out and reaching many people at the same time.

2.4.2 Tanzania experience with participation

Tanzanian constitution is open on the issues of citizen participation in political process. It states that Tanzania is a democratic society in which executive is accountable to a legislature and the judiciary is independent. Further in section 1 a, article 8 states that the people shall participate in the affairs of their government in accordance with provision of constitution. Therefore every citizen of united republic of Tanzania is entitled to take part in matters pertaining to the government of the country. Each person has a right and freedom to participate fully in the process leading to the decision matters touching him or her.

Real participation goes hand in hand with power to make laws, to budget and plan, to hire and fire civil servants and to raise resources through taxes has been substantial development in the processes of decision making through attempts to include citizens in planning process. Participation provides citizens with opportunities to take part in governmental decision and planning processes (Desai & Potter, 2008).

Participation is very important; it is mechanism for guiding rights and interest of different groups of people. Participation is the mechanism for identifying priorities as it also allows .Participation contributes to increasing accountability and enhances ownership of plan or program in the community (Human Development, 2004 UNDP).

2.5 media principals in reporting elections

Media is a crucial stakeholder in the election because it provides platform for most efficient and effective communication in free and democratic process (Mkisi, 2001). However this media has to be objective, by informing the public what is happening during the election process so that the voters can informed choices. Coverage should therefore hold on to the principal of objectivity and reports should be balanced and impartial in reporting by seeking nothing but the truth.

The media is a very powerful institution and if misused can bring about tragic results therefore, the concern of media in elections is to avoid indulgence in hate speech and incitement and encourage free speech during the election process as well as provide voter's need with choices. Moreover the media has to do its best in promoting democratic values, transparency and principles of good governance (MCT 2009).

2.6 Role of the media in the elections

Media in an electoral democracy has several duties such as the collection, processing and dissemination of news and information on daily basis. It serves the political system by making information, discussions and consideration of public affairs. Generally media is accessible ,to inform the public so as to enable it to take self determined actions ,providing public education ,empowerment and enrichment ,interpretation of reality ,priorities and inking leaders as well as the people through discussion (TEMCO 2005).

Elections are about political parties competing for popular support and power, so it is essential to know the basics fact about the political history of the country. It is inconvincible to organize elections by modern democratic practices and processes without active management and involvement of the mass media or mass communication.

Mass media have become a vital and indispensable part of political life. (MCT 2009) it's through the media that political inputs are fed into the political system and it's through the same channel that outputs are fed to the political environment as feedback. Mass media reports on politics and indeed are political institutions of central importance to the functioning multiparty democracy.

First the media informs people about the election. The media should therefore report fairly on the campaigns of all political parties so the people can determine if there are differences between them and make their own choices .the media also provides opinions by columnists ,commentators' and talk-show presenters. It also presents educational information from the election commission to tell citizens who the candidates are and where to vote, and how to cast a vote in secret. And the media may carry advertisements' from the political parties seeking the people support. (Brandt, 2006).

Secondly, the media is the watchdog over the fairness of the elections campaigns and the voting. It is the media jobs to report if there is no free speech because some candidates are afraid to speak, or if there is corruption in elections and voting procedures. Or if the Elections Commission is not doing its job fairly, (MCT 2009).

Thirdly the media should be the voice of the voters; an election is not just for the politicians. An election is also an opportunity for ordinary people to speak up, to say what issues they think are important and why. The media should go out into the community and be the voice of the ordinary voters who have something to say ,and also be the voice for those who cannot speak up or have been ignored in the past(Brandt 2006).

However during the campaign period preceding to the voting day, the coaching manual for media support during elections (2006) identifies that media have at least three important subjects to report on including the political parties and the candidates, the media should report how strong the parties are, how many candidates they have and what groups and interests they do not include, and should

provide voters with some information about every party which is running in the elections. But the largest parties with the most candidates will likely get more news. So there should also be some media reporting on independent candidates in order to make them known to the public.

The media has to focus on issues; each political party will have its own views (manifesto) about what is most important, and why voters should elect that party. Media role is to report on the differences between parties on the same issues and to give voters enough information to compare the parties' positions. Professional reporting does not tell the voters which choice is a better reporter has to leave that to editorials, columnists and commentators. The media should also identify issues that people believe are important but some politicians do not want to talk about.

Lastly the voting processes both the National Election Commission and the media provide information about the elections procedures to assist people in participating. This information includes explaining how voters can register, the length of the campaign, who will tally the votes, how much parties can spend on their campaigns and many more concerns. The media must watch the process to see if the rules are followed without corruption or favoritism any one's party, or abuse of any group of voters.

Furthermore Article 21(1) of Tanzanian Constitution entitles every citizen to participate in the government of the country, either directly or through freely elected representative. The use of media and advertising was to some extent recourse to the campaign approach that dominated in the western democracies during the periods classified by Norris (2004) as the modern era (late 1950's and 1980's) this because the modalities somehow detached the campaigns from individual voters and local issues and actors, employing instead professional communication expertise and attendant technology (TEMCO 2010).

For the 2005 and 2010 general elections ,the National Electoral Commission prepared a voters educational strategic plan and guidelines which were printed and

distributed to other stakeholders .the voters education strategic plan gave guidance on how to disseminate voter education throughout Tanzania

2.7 Functions of the National Electoral Commission

Some of the roles that National Electoral Commission (NEC) involve to enhance democracy in the general election includes supervision and coordination of the registration on voters and the conduct of Presidential and Parliamentary elections in the United Republic of Tanzania. It also review the constituencies' boundaries and distinguishes the United Republic into various areas for the purposes of Parliamentary elections by provides voters education throughout the country, coordinate and supervise persons who conduct such education declare elected members of parliament or any other functions accordance with law enacted by Parliament. For the 2010 general election, the National Electoral Commission prepared a voter educational strategic plan and guidelines which were printed and distributed to other stakeholders such as media and non-governmental organizational(NGO'S),(NEC 2010)

2.8 Public access to mass media

Although Tanzania enjoys a robust press, it is not yet in position to claim that the public has easy access to mass media there are many reasons why the public still finds it difficult to express itself through the press. The major reason is that most independent media institutions in Tanzania have a weak capital base. Lack of sufficient capital inhibits the capacity of various media institutions to produce sufficient media products and to make the available to consumers' as a result the circulation of the major newspaper has yet to cross the 100 000 mark and very few extended into the rural countryside. There is therefore little space in print media and similarly little airtime in electronic media that could be accessed by the general public for any national wide debate (Kasanga, 1999)

2.9 Influence and impact of the media to the society

Amathila (1999) has recognized the impact and influence of media in different aspects. Firstly the media has an instrument of change is the tool to inform the public, bridging the gaps and establishing meaningful dialogue between the different groups of people in our societies. The role of media with regard to democracy is an important issue, as the dissemination of information is the key to human development that enables the people in our respective societies to take charge of their own destinies. For instance the media can bridge the gap between the politicians and the electorate, and demystify the whole concept of the government. The media also provokes people interests in the government, when people manifest a disinterest in hoe their government is run tragedy cannot come better

During the campaign for general elections the media played an important role in developing a culture of tolerance, at best media was allowed to flourish and present diverse and critical views during campaigns. And this encouraging a wide array of ideas and beliefs among individuals and institutions builds an equitable and non discriminatory environment that enhances political life, even where some media outlets were overtly biased due to their editorial policy most seemed to have engaged in developing a culture of tolerance as their long term undertaking of promoting the democratic process.

There is a need citizen to recognize media participation of the constant free flow of information to enhance democracy. Since in a democratic society sharing of information empowers citizens to make informed decisions and to hold elected leaders accountable for their actions. The media therefore makes a valuable contribution to democracy by educating and informing the electorate and by educating analytical thought and stimulating debate and dialogue, allowing the people voices to be heard irrespective of their points of views. (Kasoma, 1999).

2.10 Conceptual framework

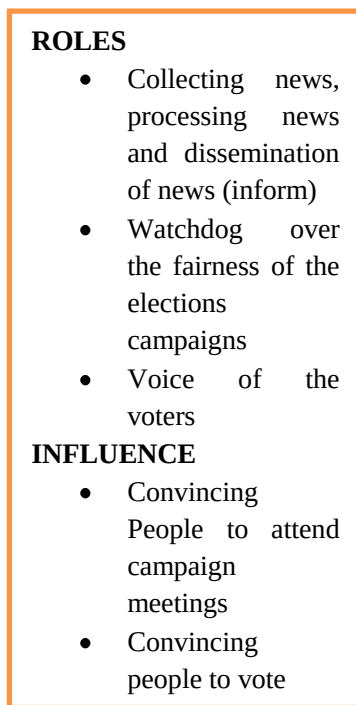
In order to investigate the role of electronic media (television) enhancing democracy during the presidential the following aspects were examined

1. Role of media
2. Influence of media

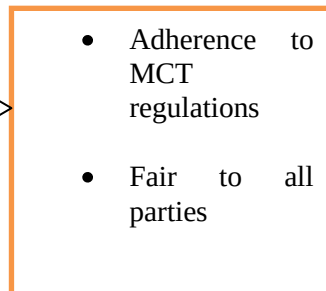
In this conceptual model, the assumption is that the role of media in the way media involved in the general election as a result of the political development, how media acted as a catalyst to inform, as a watchdog and the voices of voters. And the influence media played on convincing people to attend political rallies and convincing people to vote.

Figure 1: Conceptual model

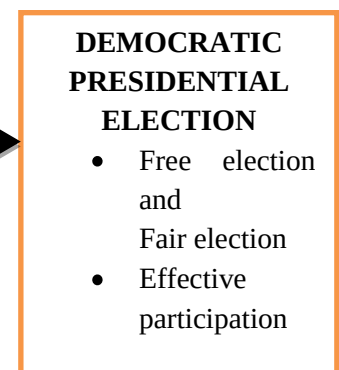
INDEPENDENT VARIABLES



CONTROL VARIABLES



DEPENDENT VARIABLE



Source: Researcher's construct (2012)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter provides a description on the research design, area of the study, data collections methods, instruments used, sources of data population, sample and sample size and methods that were used in data collections

3.2 Research Design

Research design is the theoretical structure in which research is conducted, the basic plan guides collection, measurement and analysis of data. It is the framework that specifies the types of information to be collected, source of data and data collection procedure (Kothari, 1990), according to Kothari, a good design will make sure that the information gathered is consistent with the study objectives and data is collected by accurate and economical procedure.

In this study the researcher used the case study design as a mode of investigation, so as to come up with viable and specific findings. The design made it possible to gather information possessed by respondent, from the media, MCT, NEC, and Politician. The researcher believed that deferent opinions and ideas from respondent were suggested

3.3 Area of the study

The study was confined in Dar es Salaam city, particularly from media professionals (Head of programming News Editors, Journalist and other media analyst) in the office of Tanzania Broadcasting Corporation (TBC), Independent television (ITV), Star TV and Channel ten, politicians, libraries, and from different people around Dar es Salaam. This is because almost all mainstream of media houses in Tanzania are in the city as well as offices which were concern.

3.4 Population of the study

Kahn (1998) refer population is the group of individuals who have one or more characters in common that will be interested to my research. The target population includes firstly, people directly involved in the media such as media owners, reporters, academicians, editors, secondly from different people who use media to get information and thirdly politicians.

3.5 Sampling Procedure and Technique

Sampling is the procedure a researcher uses to gather people, places or things to study. It is the processes of selecting number group contain elements representative of the characteristics found in the entire group (Kombo, 2002).

In Tanzania the specific time for general election campaign is from July to October after every five years. I have used purposive sampling because the study was targeting people involved in media being reliable to examine and analyzing media (television) participation on political development mainly on enhancing democracy in general election.

During data collection the study was both secondary and primary data, secondary data was involving documentation while primary data was involving interviews, discussions and questionnaires from the respondents who are above 18 years because according to Tanzania constitution key they have right to vote, so the researcher believed to be in the right respondent who witnessed general election campaigns and results.

3.6 Data Collection Process

In this study, four main methods of data collection were used; this includes interviews, questionnaires, documentary and observations.

3.6.1 Interviews

This technique of data collection was face-to-face interview sessions between interviewers and interviewees which enable the interviewer to ask the interviewee questions and record the responses. In addition the unstructured interview as well as an open-ended interview was used to enable to go deep into the subject and provide the interviewees an opportunity to freely give their opinions. Close and open-ended questions were used where specific information was required. This technique of data collection is quick in gathering information and data especially in the busy environment like Dar es Salaam which helps researcher to ask for later appointment .also the information will be provided on the basis of non-verbal cues done by interviewees.

3.6.2 Questionnaires

Questionnaires were employed to gather the data and information, both closed and open-ended was used to acquire information from the respondents. The questions were supplied to ordinary citizens of Tanzania whom are above 18 years old, and this is due to the fact that according to our constitution those are the people allowed to participate and vote during elections.

3.6.3 Documentary sources

Various documents were reviewed so as to get secondary data which was collected from several official documents like MCT ,REPOA ,NEC annual reports, Media companies ;articles, tapes (audio or visual records),journals, magazines.

3.7 Data Analysis

The analysis of data is the most skilled task in the research. It calls for researcher's own judgment and skills .Krishnaswami (2003) points out that analysis means a critical examination of the assembled and grouped data for studying the characteristics of the objects and for determining relationships among the variables relating to it.

Qualitative method of data collection was employed so as to get the needed information to complement those data collected through questionnaires .It aimed at specific key respondents so as to deduce information regarding the subject matter. These data were analyzed and interpreted to get the required information.

The main concern of data analysis is to summarize large mass of data, to take out descriptions, to identify casual factors and to make estimations or generalization. Quantitative data were analyzed through the use of tables and chart to describe data obtained in the field. Most of the findings are presented in a descriptive manner. The data was analyzed and presented by direct explanations and descriptive statistics cross tabulations, frequency and percentage, the researcher selected SPSS computer packages and did the analysis.

CHAPTER FOUR

STUDY FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter presents the findings and analysis of the study on the Electronic media participation in the presidential elections of 2005 and 2010 in Tanzania. This study was conducted in Dar-es-salaam city, electronic media houses (Television), Media Council of Tanzania, National Election Commission (NEC) and REPOA. The first part of the chapter presents respondents and their social economic characteristics obtained in the study. The other part of the chapter covers results and discussion of the study findings organized themes based on research objectives and questions which were used to guide the investigations.

4.2 General Respondents

A total of 74(100%) selected respondents were involved in the study, out of which 50(68%) respondents responded through questionnaires and 24(32%) were interviewed. Those interviewed included 1 representative from National Election Commission (NEC), 1 representative from the media council of Tanzania, 4 Politicians, 1 Program manager from Tanzania Broadcasting Corporation (TBC) and 1 journalist from the same media house, different journalists from different television stations, four political leaders from different political parties.

The number of respondents who responded through questionnaires was a bit higher than those interviewed; this is because the purpose of the study was to analyze the role of the television in enhancing democracy in the general election, therefore it was more rational to get more responses from ordinary citizens who voted than media and election organs.

4.2.1 Age of respondents

Constitution of the United Republic of Tanzania states that a person who has the right to vote has to have 18 years and above, then it is very important for the research to know the respondent age so as to collect information from the right respondents. From the findings questionnaires analysis showed that the age of respondents ranged 11 to 50 years old .figure 1 shows respondent's age distribution of the study sample whereby large number of the respondents ,that is 25(50%) respondents had ages that range between 21 and 30years and 10(20%)respondents where 31 to 40 years. Other 11(22%) respondents were older than 40years and 4 (8%) respondents were less than 21 years old. Table 1 shows representations of age of respondents.

Table1: Respondents' age distribution

Age group		
	Number	Percentage
11-20	4	8
21-30	25	50
31-40	10	20
41-50	11	22
Total	50	100

Source: Field data (2013).

4.2.2 Educational level of Respondents

Educational level is an important variable as it affects the level of the exposure of an individual and general perception of world issues (URT, 2005).In this study, the researcher was interested in knowing educational level of the respondents. It was found out in the study that 29(58%) respondents had college or university education, while those with secondary education were 16(32%) respondents and the other 5(10%) respondents had attained primary education. Table 2 below presents a summary of respondent's educational level

Table 2: Educational level of the respondents

Educational level	Gender		Total	
	Male	Female	Number	Percentage

Primary level	3	2	5	10
Secondary level	10	6	16	32
University /college	18	11	29	58
Total	31	19	50	100

Source: Field data (2013)

4.2.3 Occupation of the Respondents

The findings presented in table 3 below it show that the majority of respondents, that is 18(36%) respondents were employed in the government sector ,where as 13 (26%) were employed in the private sector .Other 8 (16%)respondents engage themselves in small business, while 11 (22%) respondents were unemployed. These findings imply that majority of people were employed either in formal or informal sectors and minority was students this is due to the fact that the study area was in urban area which provides great opportunity to people to engage themselves in different social-economic and political activities. Table 3 below reveals the situation of respondent's occupation.

Table 3: Reveal the level of the respondents according to their Occupation

Occupati on	Male		Female		Total	
	Frequen cy	Percent (%)	Frequency	Perce nt (%)	Frequenc y	Perce nt (%)
Governm ent Employment	11	22	7	14	18	36
Private Employment	8	16	5	10	13	26
Small business	5	10	3	6	8	16
Unemplo yed	7	14	4	8	11	22
Total	31	62	19	38	50	100

Source: Field data (2013)

4.3 Role of Television during the Presidential general election from 2005 to 2010

Television provides communication and information to citizens or voters on the importance of elections, their rights and responsibilities. Electoral Democracy depends much on the decisions that were made by people who were informed. Media is the linkage tool between voters and candidates. It has a role to play in developing democracy because they do inform people on the importance of participating in election process, Kieran (1999) emphasizes on the watchdog role of the media; the watchdog of the press brings with its own form of power to shape and influence events. The importance of the press is to keep watch on those in position of power, in order to report what is actually happening and being done for citizens.

People need information both to know what is happening and so that they can judge whether their representatives are doing their jobs, whether they should make representations to government against some policy and whether true justice is being carried out. Given this context, this study had interests in finding out from respondents if the televisions had played any role in Presidential election of the 2005 and 2010. Questionnaire analysis revealed that 47(94%) respondents agreed that television played its role in the General Election. However, 3(6%) respondents had the view that it didn't play any role in the Presidential general elections of 2005 and 2010.

Those who agreed that television played a role in the Presidential Election of 2005 and 2010 had various reasons for stating so. For instance, 9(18%) respondents reported that Television had a very big role especially in covering all campaigns and events concerning general elections from all regions within the country. They added that through television people were mobilized to attend political campaigns and vote for their favorite candidates. At the same time television covered all

campaigns of the candidates, so those who did not attend the rallies were able to get details from all television station.

While the media's job is not just to repeat all the words spoken by the leaders, there should also be information in the news story about where the speech was given and how many people were there and what was the reaction of people in the streets, and what did political opponents say. Voters deserve to know so they can compare and decide for themselves. For example other 8(16%) respondents said that television happened to report all the process and stages of the general elections. They argued that television played a very big role of opening up and informing people that the general elections were going to take place, and when the elections were taking place it also gave all the proceeding and the results.

There were also 18(36%) respondents who claimed that it played the role of communicating and informing the public about the general elections. By doing so, the citizens were being updated with the happenings of the campaigns and elections proceeding. Television gave chance for the candidates to explain their policies to the voters.

12 (24%) respondent reported that they were educated on the importance of voting and how to vote. They added that media especially television explained to voters to avoid taking bribes in order to vote, this was because candidates whom are giving bribes are going against ethics and those who would receive such bribes were violating elections laws and regulations.

Regarding those who claimed that they did not see any role that was played by television during the general elections of 2005 and 2010, 1(2%) of these claimed that television did not bring critical analytical issues rather than propaganda. Some stations were working very close with political parties and they were saying good things about one party and bad things about the other parties. The other 2 (4%) respondents also claimed that television failed to follow their ethics by being misused by their owners who are also political party affiliates. While code of ethics

recommends that media owners maintain the highest standards and should accept responsibilities to set up the structure of effective regulations. MCT(2010) the table below identifies the role of television in the general elections.

Table 4: Role of television

Response	Frequency	Percentage (%)		Frequency	Percentage (%)
Yes	47	94	If yes, how?		
			Covered campaigns and elections events	9	18
			Reported electoral process	8	16
			Communication and information	18	36
			Education on importance of how to vote	12	24
No	3	6	If no, why?		
			Report propaganda	1	2
			Not ethical	2	4
Total	50	100	-	50	100

Source: Field data (2013)

However, findings from the interviews held during the study also confirmed that some of the observations made through questionnaires analysis. for example the one of the program manager of the IPP media reported in the interview that they had campaigns covered in both of their television stations (Capital TV & ITV) were there was airtime for every candidate to give out its profile, and they even organized debates for candidates. It did not matter if the candidate is contesting for the first time or has been in leadership, and this program went from months before Election Day. This was done on the basis of the willingness of the candidates in which some candidates however appeared not willing to be interviewed.

The interview also revealed that media played a role during the general elections of 2005 and 2010, by giving information to the public about candidate's profiles and let candidates express their party manifesto. The television gave the chance for

candidates to give out their views and necessary information for behalf of their political parties without segregation.

It was also observed in the interview held with the Channel ten reporters that their television gave out insights and information about the candidate's ability to perform his or her representations of the public based on what he or she had done as a leader so that the voters could make a choice based on that information. The same television stations also took efforts to identify various problems that were facing people which the candidates and various political parties should find ways to solve them when they are elected. For example, if dare salaam has shortage of water, the main issue there should be shortage of water, so for these case we addressed that concern so that candidates will need to address that concern among other concerns and by doing so they were also informing and reminding the voters on what they should seek and expect from candidates based on what they have addressed when they were campaigning.

It was also noted in the interview held with the Public Relations Officer from the National Election Committee (NEC) that works hand in hand with the media during elections. The officer revealed that they held a meeting with all media's to inform them that they were to report election issues and all campaigns because NEC could not do that based on the fact its responsibility was to organize and supervise elections. So the television were to report elections issues and in addition they were also to advertise NEC rules and regulations which both political parties and candidates and also voters should abide to.

The officer from NEC asserted that media (journalists) are teachers to everyone; children's, adults, professors, and others. They all depend on the information from the media and they are suppose to be well equipped even more than the source so as to reach its market .Television works a lot in giving information to the public ,they are connecting bridges between leaders and citizens or the candidates of the elections and citizens. They help people to identify between a good leader and a bad

leader and see which is good policy or not, and media its part by not telling them this is right or wrong but rather giving out information and education concerning policies. NEC cannot do this because if they do they might look biased so they have to leave that work to be done with the media and civil society's organizations.

4.4 The nature of stories reported by Televisions concerning the general election of 2005 and 2010.

An inquiry was also made to find out from the community members the nature of story's covered during the general elections of 2005 and 2010. the aim was to establish whether television had enough coverage about the election, if all candidates and political parties were given same opportunities and whether what television presented was what happen without bias.

According to the official from Media Council of Tanzania (MCT) "allegation of the fair and balanced elections coverage does not apply to every candidate or party to be reported in every story". but professional journalist or reporter do not favor any candidate .they simply ask questions and report answers for the behalf of the people, present and explain the various point of views ,and add background information and context, so that public can understand all sides of the issues. Balance is more than just good manners. It is a necessity, especially in campaigns when candidates often make accusations about each other. Do not report specific allegations or insults without making sure response or reaction from the other side.

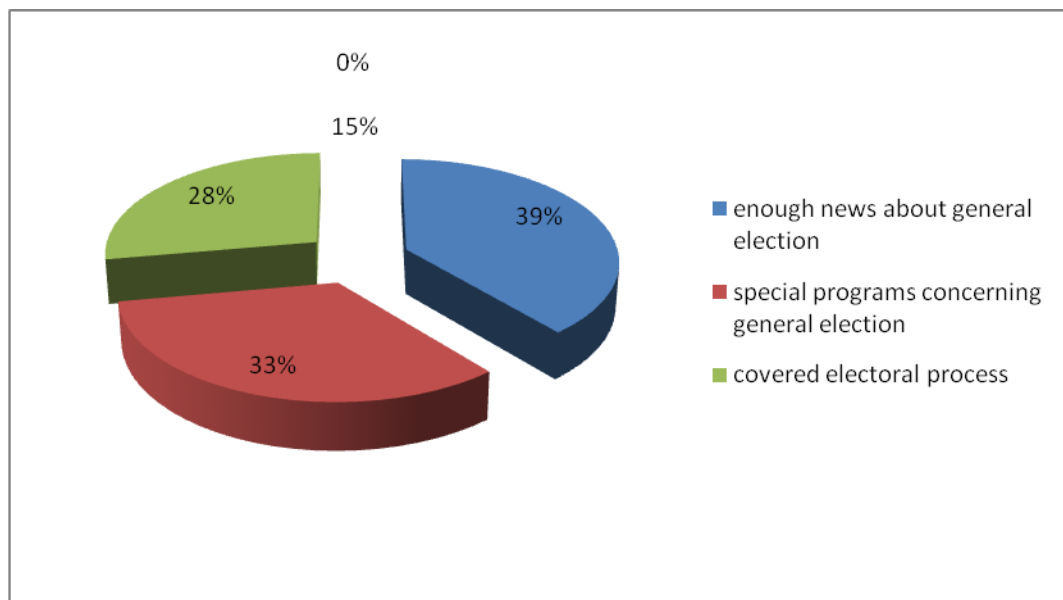
4.4.1 Television coverage during General Elections

Moreover, the findings obtained through questionnaires revealed that majority of people respondents, 46(92%) reported that television had enough coverage about general elections while 4 (8%) were not certain whether the television had enough coverage about the general elections of 2005 and 2010. Those who admitted that the television had enough coverage about the general elections also gave extra information so as to what they felt so. For example, 20(39%) of them reported that

television had enough news covered concerning the general elections compared in the previous two held elections concerning campaigns events which took place during campaigns.

Other 16(33%) respondents claimed that television had provided special programs and forums for the candidates to express themselves and market their policies and the party manifesto. In addition there were 14(28%) who argued that television had covered all the election process from the begging up to the end .Figure 1: below elaborate more about the coverage of the general elections.

Figure 2: News coverage



Source: Field data (2013)

Findings obtained through interviews were also consistent with the above findings obtained through questionnaires analysis .for instance, it was noted from channel ten programs manager that they had a program were they were opinions from social networks concerning the general elections. They also stationed reporters in different regions of the country during the general elections. These reporters obtained

information and different happenings that were taking place during the general elections and during the Election Day which were all addressed by their station.

It was also learnt from the interview held with political analyst from Independent Television (ITV) that they had a program everyday about elections and elections campaigns for those who were contesting in the Presidential general elections of 2005 and 2010. they also had a department that was dealing with elections issues only; this helped them to gather enough information which they were used on daily reporting on news and other special programs. They also stationed their reporters in all areas that had stiff competition among candidates of different parties and report what happened in those areas.

An interview with the journalist from Star TV revealed that even though the station is owned by a person who is affiliated by the ruling party which was contesting in the general elections they reported stories and information of other political parties. However, they also criticized things that were not going well within the party. For example, the issue concerning fake contracts such as Richmond corruption scandal which brought serious crisis in electricity supply was being used by other political parties to criticize the ruling party was also exposed by the television.

The general elections are governed by National Electoral Commission (NEC). Coverage of stories related to civic elections in the studied television reflects the obvious weakness on the way elections were not well understood by electorate, thus causing confusion during the voter registration exercise, campaigns and on the polling day.

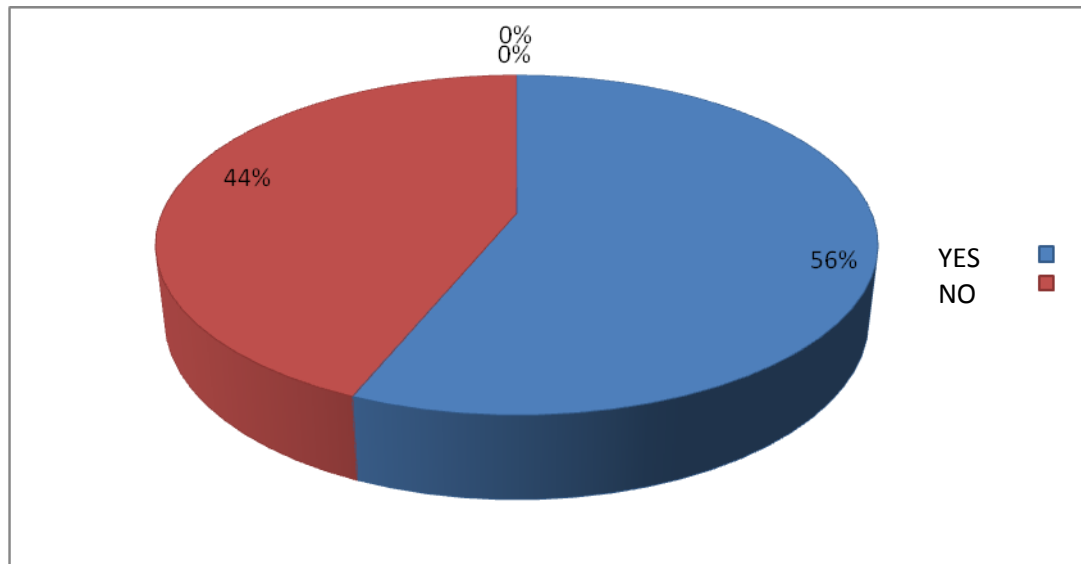
It seemed according to the studied television, the government was ill prepared to hold such elections or to give civic and voter education to the electorate .and since the electoral system was not clear to would be voters, the situation heavily affected the registration exercise, the campaigning period as well as the polling day as voters failed to understand procedures to be followed. Complaints ,although unverified were widely reported that followers of the ruling party ,Chama cha mapinduzi

(CCM) that got a landscape victory, were educated on the electoral system while those of opposition political parties were denied such a chance.

4.4.2 Television versus the reality/truthfulness of events during General Elections

The study sought to know from community members whether television reported the actual events that were taking place during 2002 and 2010 Presidential Elections .this was done in order to know if television had biased in the reporting of the events .figure 2 presents a summary of responses in that question, in which it is shown that 28 (56%) of respondents has claimed that television reported the reality of events that were taking place while 22 (44%) felt that television did not report exactly the events that took place.

Figure 3: Respondents views on television reports and the reality of the events



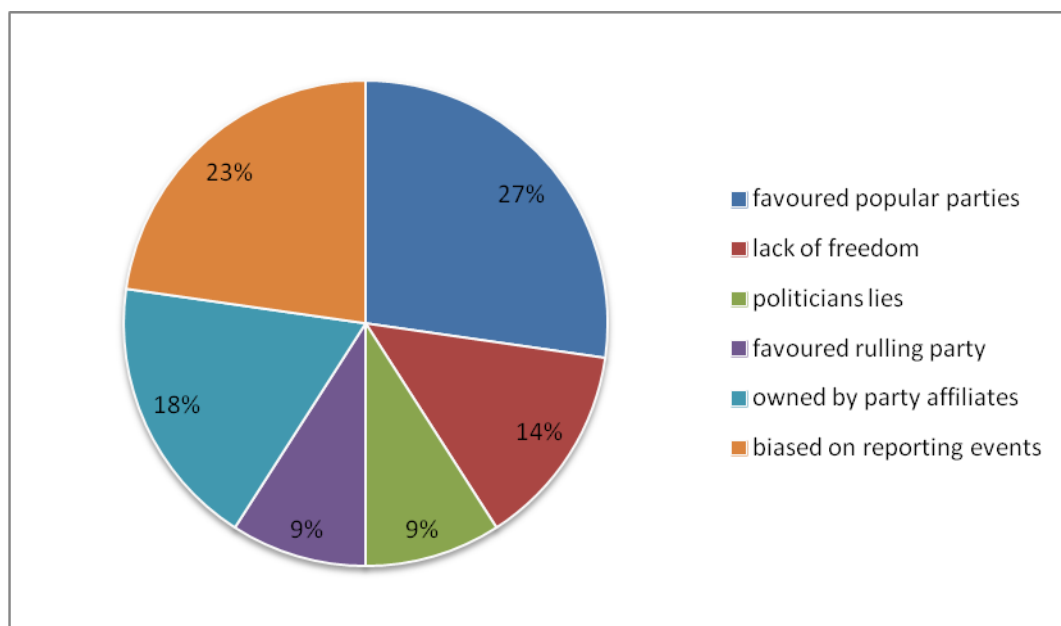
Source: Filed data (2013)

Those respondents who felt that television did not report exactly what was happening during the general elections gave reasons on why they felt so. For instance, 6(12%) respondents claimed that television favored some popular political

parties in the elections and ignored some minor parties .other 3(6%) and 2(4%) respondents explained that television did not report the truth because they lack freedom and they were favoring the ruling party respectively. In addition they were also 4(8%)respondents who claimed that the television did not actual present the reality because they were being controlled by their owners who in some way they are being affiliated with some political parties or politicians who were contesting in the elections.

Others 5(10%) claimed that television were biased in reporting events and sometimes they exaggerated the reality on what was happening. Where other 2(4%) respondents felt that the television did not report reality because some politicians were not telling the truth .figure 3 below presents a summary of responses of those who felt that television did not actual report the reality of events during the general Presidential Elections of 2005 and2010.

Figure 4: Realities of the events in the General Elections.



Source: Field data (2013)

On the other hand interviews also were consistent with some of the findings through questionnaires .for example an interview held between the researcher and the Star TV program manager revealed that televisions tried as much as they could to report the reality during the general Presidential Elections of 2005 and 2010 but in some instance some politicians were not telling reality to news reports and the public during campaigns.

Head of news from ITV admitted in the interview that they had received some complaints from individuals claiming that they were biased in reporting events during the Presidential General Elections of 2005 and 2010, by favoring two popular political parties (CCM & CHADEMA), something which was not true. They gave all political parties equal opportunities but that depends on things that they were doing which they saw was important to report to the public. For example they were political parties which had more activities than the others, they had more confrontation and attacks (quarrels), more campaigns and so on, but for ITV they were looking at what was news and not which political party to talk of because the public needs to be informed and not because a certain party want to say and have it reported.

He went further explaining that news has to be attractive, be timely and unusual .It should be with prominent people whom can make news or a story to report. For example, President Kikwete can be a story but a man called Khalid cannot make a story unless he has done something unusual. News also targets the market so they report what can build their image for their television but has to be true and meaningful.

4.4.4 Equality of televisions in reporting news during the Presidential General Elections of 2005 and 2010.

An inquiry was made to find out if televisions gave equal opportunities in reporting news to all political parties and candidates that were contesting in the general elections of 2005 and 2010.the aim was to know from the respondents what

opportunities were given to each candidate and political parties by televisions that were reporting events during that period .according to TEMCO report in 2010, media was a very important tool for political parties to reach prospective voters. During elections, parties and candidates employed different media programmes and form to convey their campaign message .in television, campaigns reports were covered from all parties of the candidates. The coverage gave viewers a wide range of choice for candidates at least in areas was television had signal.

The study found that 32(64%) respondents reported that all candidates and political parties were given equal opportunities in terms of coverage and reporting whereas other 18(32%) claimed that television did not give equal opportunities in terms of coverage and reporting.

Among those who reported that television gave equal opportunities to all candidates and political parties in terms of coverage,11(22%) of them said they watched news and special programs of different candidates from different television stations day after day. Other 7(14%) respondents also claimed that they watched news stories having different political parties and candidates who were contesting in the Presidential General Elections, while others 5(10%) respondents claimed that television had features stories in which different candidates were presented. Besides, other 9(18%) said that television reported rallies held by different political parties.

With regards to those who felt that television did not give equal opportunities to all candidates and political parties in terms of coverage, 9(18%) of them argued that television stations are owned by the Government and people who are affiliated with some political parties so the only reported much about the party which they are in relation with or which they are owned by. And this is among of the challenge that Tanzania media's face is the ownership patterns of the media agencies in Tanzania reveal that some Government leaders own shares in several media houses. Such government officials use their positions and media executives to control the media

and to censor news. They sometimes influence policies of the media houses. Many electronic or print media stories are not necessarily the media professionals' own ideas. The "news" coming from the newsroom is often nothing more than orders from the owners or their friends in the circle of powers. There are few cases in which media executives have standing instructions never to air or write an item that is "critical" (Kasanga ;1999)

However, there were also 4(8%) who argued that some journalists were bribed to report news for some few parties and so ignored other political parties. Other 2(4%) respondents claimed that privately owned televisions station reported much news of only parties that had paid to be advertised .The electronic media faces the enormous challenge of balancing its social responsibility to inform society with its commercial interests, which are life –blood. For any television station to report in business it must target viewers whom advertisers' can make business with. There must be a point where readers and advertisers interests merge by doing their utmost to attract advertisers with all sorts of promotion and advertising campaigns and 3 (6%) respondents claimed that the ruling party also monopolized the public television respectively.

The table summarizes the data.

Table 5: Equal Opportunities in television

Response	Frequency	Percentage (%)	If yes, how?	Frequency	Percentage (%)
Yes	32	64			
			Watch news of different candidates & political parties from different television stations.	11	22
			Watch news stories of different candidates and political parties	7	14
			Television had special programs for all political parties and candidates	5	10
			Television reported rallies held by all parties	9	18
No	18	36	If no, why?		
			Some televisions reported stories of their owners (party affiliates)	9	18
			Some journalist /reporters were bribed to report only for some	4	8

			parties.		
			Some televisions reported news paid for.	2	4
			Ruling party monopolized the public television respectively	3	6
Total	50	100		50	100

Source: Field data (2013)

Interview held with an official from the Media Council of Tanzania indicated that in terms of prominence in coverage of the news, CCM enjoyed greater airtime in most television because it's a dominant party which has been winning elections, and it has enough funds to advertise itself unlike other political parties. It also had greater coverage because it had more political rallies and campaigns .however ,that does not mean that the television were biased ,rather they had more stories to tell from the party activities.

The official added that there are televisions that are owned party affiliates so they obviously covered much of their political party. However that is no wrong so long as they don't tell wrong things about other parties and abide to the code of Ethics of media profession and policies of the television. It was however the media council duty to warn those media houses on reporting wrong things about rival political parties to the party they works for.

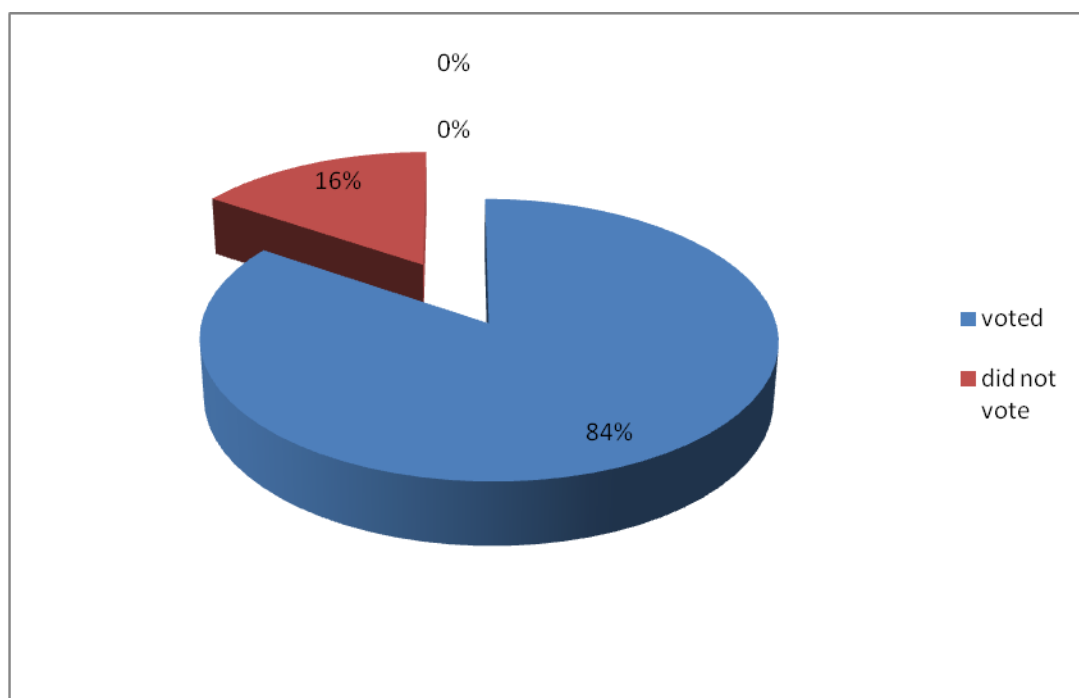
The program manager from TBC denied that their television did not favor any political party they are state owned and so they work for the interest of the public which means they give equal opportunities to all candidates and political parties. It was only unfortunately that some parties had more activities and things to tell while others had less which brought the feelings that some parties were given more coverage than others.

4.4.5 The 2005 and 2010 voters turn out

Democracy calls for fairness. The media help bring about this fairness by leveling the playing field, providing diverse groups and movements with the opportunity to tell and publicize their views ,convictions and activities.(Kumwenda;1999) this

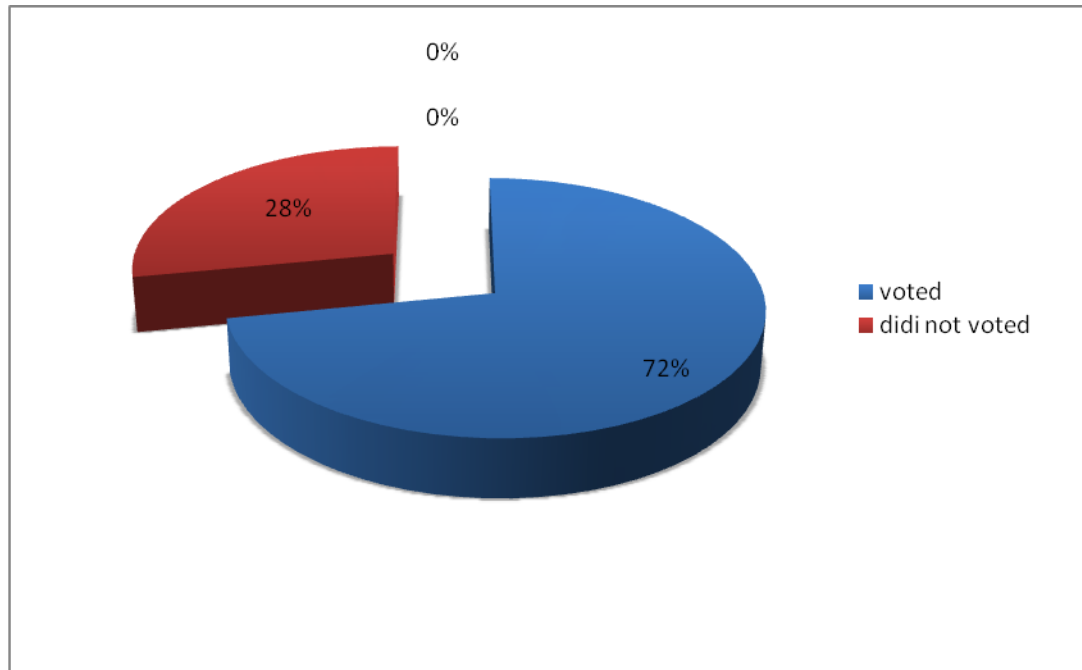
study sought to know from the community members if they voted in the 2005 and 2010 Presidential General Elections. The aim of this was to establish if there was any variation in terms of those who voted .Questionnaires analysis indicated that 42 (84%) respondents voted in 2005 while 8(16%) respondents did not vote. Analysis also shows that in 2010 general elections 36 (72%) respondents voted while 14 (28%) respondents did not vote. Figure 4 and figure 5 below presents a summary of voters turns out in the 2005 and 2010 Presidential General Elections obtained from the field.

Figure 5: Respondents who voted 2005



Source: Field data (2013)

Figure 6: Respondents who voted 2010



Source: Field data (2013)

Those who voted in the 2005 gave extra information as to why they voted. For example, 14(28%) respondents claimed they voted because it was their constitutional right, whereas other 9(18%) respondents claimed that they voted because they wanted development. In addition 7(14%) respondents argued that they voted because voting is part of fulfilling democracy. Others that are 10(20%) and 2(4%) respondents reported that they voted because they wanted change and that they liked the candidate contesting in the election respectively. With regards to those who did not vote in the 2005 general elections, 2 (4%) respondents said that they did not vote because they had not reached the voting age which is 18years, while 3(6%) respondents reported that they did not vote because they did not appear in the voters registrar, other 2(4%) respondents and 1(2%) respondents said that they did not vote because they lost their voters ID and did not have time to go and vote respectively.

Those who did not vote in 2010 general election had almost the same similar reasons to those who did and did not vote in 2005. However, there were 6(12%) respondents who claimed that they did not vote in 2010 because they voted in 2005 expecting great changes but instead things became even worse, so they had no good reasons for voting again. This brings the implication such people had lost hope in those who contested in the elections as people who are capable of bringing changes in their lives and their community in general.

Interviews were conducted to establish why there was variation in the numbers of voters who voted in 2005 and 2010 general elections. It was noted in an interview held with the information officer from the National Election Commission (NEC) that there are some people in our society who takes voting to be a serious thing to engage in. She went ahead and said that NEC placed a voting station in a market place but surprisingly, people were busy with the market affairs rather than voting which they ended up having only few voters in that station yet they had placed that station in order to target more people who are working and those who come for service in the market. She said that was unlikely case for Zanzibarians who gave the election much attention as it deserved. For example in Zanzibar the Zanzibarians can travel from mainland to go vote in Zanzibar during election day which is rarely done by people from the mainland. Other reasons the Information officer gave for some people not voting in the election was due to the fact that some people had moved from places they initially registered their names for voting for various reasons and they were told to renew their voting places, some did not do so thus they were automatically disqualified from voting in their new places of residence.

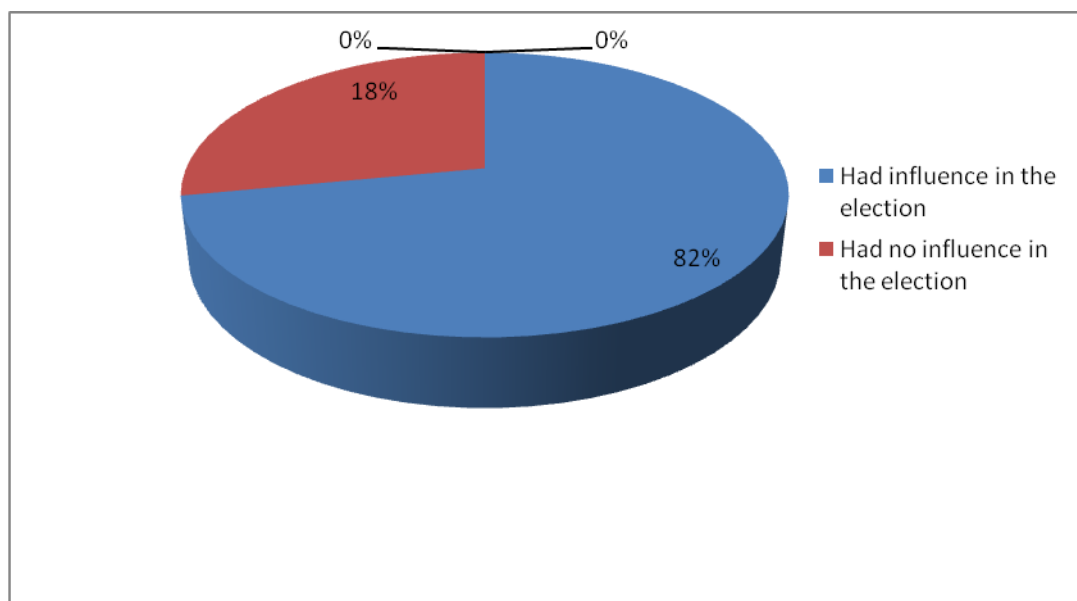
4.5 The influence and impact of television on voters' choice in the General Election of 2005 and 2010

A responsible media has a significant role to play in fostering democracy and development. Development is linked to democracy: research makes it clear that there is an untreated link between democracy including free media policies. Media

is a platform for citizen's voices and the media creates a linkage between society and state, where by it relays people perception to those in the upper level of power and from there, decision, policies, directives and official activities are relay to ordinary citizens. Availability of information can make people participate effectively in general elections in decision making and self management (Ochilo, 1998).

Given this context, an inquiry was made in this study to find out from community members if electronic media (television) had influence or impact in the 2005 and 2010 general elections. The study found out through analysis of questioners' that 41(82%)respondents agreed that electronic ,television in particular had influence and played a significant role in the general elections 2005 and 2010 where as 9(18%) respondents had the feelings that television did not had significant role. Figure 6 below presents a summary of respondent's feelings on the influence of television in 2005 and 2010.

Figure 7: Responses on the influence of television in the 2005 and 2010



Source: Field data (2013)

The respondents who said that television had influence in their choices during the 2005 and 2010 general elections gave various reasons as to why they felt so .For instance 11 (22%) respondents held the view that they got better information about their candidates and their profiles, their work experiences and achievements through special programs which had influences on their choices of what candidates and political party to vote for. Other 7(14%) respondents claimed that their choices were influenced by the party manifesto with the mission and vision which they read.

Again, there also 5 (10%) respondents who explained that television reported some of the unfair practices like bribes and violence given by some political parties and such information had influence on who to vote for, whereas 8(16%) respondents claimed that the television kept reminding them on the election date so they prepared themselves to go for that. They were also 10(20%) respondents who said that the news aired from the campaigns and the promises given on the special programs by the candidates and party politicians informed them something which in turn influenced their choices.

On the other hand, those who claimed that television did not have influence to them during 2005 and 2010 general elections gave various reasons for feeling so. For instance 2(4%)respondents claimed that they were influenced to participate in the general elections by the political campaigns they attended ,while others 2(4%)respondents claimed that they were influenced by print media (newspaper) and 1 (2%)respondents claimed to be influenced by social networks like face book, twitter and the jamii forum. In addition, other 4(8%) respondents reported that they were self motivated to participate in the general elections of 2005 and 2010.

The TBC official revealed in the interview that news that are aired and reported in the television always play a big part in decision making to voters during election. The voters may attend the election rally but by listening to the news they may also

find out what candidates said. Thereafter, they can make a decision on who is right candidate to lead them. So when you have a wider coverage you give the voters their right to choose the right candidate, proper reporting of elections was meant to help the voters make the right decision for the benefit of the country. Tanzania democracy has grown to a larger extent from single party to a multi party system, from one media to many media companies, so there is a freedom of speech ,the media has freedom to express public feelings freely ,something which has given media especially television to report things concerning people's lives regardless of who that information doesn't please.

The interviewed Politicians also admitted that they have learned to work with the media unlike in the past .for example ;in 2005 many journalist were attacked because they took them as enemies but in 2010politicians have been very careful in making stories and using media like television through special programs and news to market their policies ,mission and visions, the politicians acknowledged the role played by all television stations, they said that television reported events that happened in the country concerning political leaders and that informed voters about something which in turn had influence on their choices especially in the 2010 general elections. They also stated that media has succeed to strengthen democracy in the country, people were aware of election time, aware of promises and implementation, those who could not attend rallies heard about the candidates.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The study was based on the Presidential Elections of 2005 and 2010 on the participation of the media (television) in political development. Generally, it aimed to know if the role of television in enhancing democracy through characterizing transparent and open elections process which represent media as a fourth estate after the Executive ,Legislature and the Judiciary.

5.2 Conclusion

With regards to the role of television the study indicates that most community members agree that Television played its role in the Presidential Elections of the 2005 and 2010.However some individuals had the view that media did not play any role in the Presidential Elections. Some of those roles included covering all campaigns and events concerning the General Elections from all Regions within the country. Television also mobilized people to attend political campaigns and vote for their favorite candidates. At the same time television covered all campaigns of the candidates, so those who did not attend the rallies were able to get details from the television through special features documentaries, special programs, and live debates, and even for those who did not properly hear what was said during the campaign they had the chance to see and hear through Television.

Which urged voters to avoid taking bribes in order to vote? The study shows that the media (television) played the role of communicating and informing the public about the general elections, updating the citizens with the happenings of the campaigns and election proceedings and gave a chance for the candidates to explain their policies on their party manifesto to the voters. Some community members also felt that television also played a role on the importance of voting and how to vote. This was done by the special reports and television adverts.

However, there were some individuals who claimed that they did not see any role that was played by the television during the general elections of 2005 and 2010 because television did not bring critical analytical issues rather than propaganda. They added that some television were working for some political parties which led them to be given priority on airtime and telling good stories about their parties and showing and telling bad things about the other parties. They also claimed that they failed to follow their ethics by being misused by their owners who are also political party's affiliates.

Regarding the nature of stories reported in some television concerning the general elections of the 2005 and 2010 in terms of coverage during general elections, there was no reality or truthfulness of the events during general elections and equality the study shows that most people agreed that television had enough coverage on the general elections, this is because the television had enough news events which took place during campaigns, adequate advertisement and enough images and footage of candidates contesting in the general elections as well as features stories about those candidates. In addition the study shows that television had platforms for candidates to express themselves and market their policies on their manifesto. There were however few respondents in the study who were not certain whether the television stations had enough coverage concerning the general elections of 2005 and 2010.

While at the same time others felt that television did not report and show exactly all events that happened because they were favoring some popular political parties in the elections and ignored some minor parties. There was also lack of freedom of press because of the laws and policies of the Government that restricted that freedom. Another reason given was that some television stations were favoring the ruling party respectively. Some of those people also claimed that some television did not actual present the reality because they were being controlled by their owners who are also politician and they are also affiliated with some of the political parties.

On the issue concerning equality of the television on reporting stories during the general elections of 2005 and 2010, the study shows that most people reported that all candidates and political parties were given equal opportunities in terms of airtime coverage and news reporting. These communities' members testified that they watched special programs and news from different television stations day after day, the study further shows that community members came across on news stories from different television which expressed different views from candidates who were contesting on the general elections and their political parties' s spokesman. In addition, some of these community members said that most television had special programs where different politicians and candidates came for interviews and sell their manifesto.

However ,there are some people who felt that television did not give equal opportunities in terms of coverage and reporting because some television stations were biased by mostly reporting news stories of their owners, some journalists were bribed to report, cover news and events for some parties.

With the regards to the voters turn out in 2005 and 2010 Presidential general elections, the study shows that most people voted in 2005 than in the 2010 general elections. Reasons for less people voting in 2010 general elections than in the 2005 elections were some voters did not appear in the voter's registration book, some lost their ID and other did not have time to go and vote. Others did not vote in 2010 because they voted in 2005 expecting great changes which were promised but they never happened, so they felt they did not have a reason to vote again. This brings the implication that such people had lost their hope in those contesting in the elections as people who are capable on bringing any changes in their communities and their lives in general.

The study also showed that television had influence and impacts on voters choice in the general elections of 2005 and 2010. for instance ,the study found that most people agreed that electronic media, television particular had influence and played a

significant role in the general elections of 2005 and 2010. This is because people got better information about candidates and their profiles, their working experience and achievements from the special programs on the television which they gave voters influences to choose what candidate and which political party to vote for.

There are interviewed who claimed that television did not influence them to vote during the 2005 and 2010 general elections and gave various reasons. For instance some of them claimed they were influenced by the print media especially newspaper where they published party's manifesto mission and visions which they read them effectively, other said they were influenced by the political campaigns meeting they attended, also there were few who were influenced by some social networks like face book, twitter some blogs including the jamii forum. In addition they were some who were self motivated to participate in the general elections of 2005 and 2010.

5.3 Recommendations for Improvement

It has been revealed in the study that there are some interviewed who claimed that television did not played any role in the 2005 and 2010, and some of the reasons for claiming were that television did not express critical analytical issues rather than propaganda, were biased and failed to follow their ethics by being misused by their owners who are also politicians or affiliated by political parties. It is recommended that journalists should be fair, impartial and objective. Personal ideological leanings need not and should not be allowed to be opposed to accurate reportage and insightful analysis, a journalist survives on the basis of credibility and integrity. The role of media is to report responsibly and freely. Media owners should not interfere with the freedom of media and leave them to report responsibly and freely so that the viewer's can decide what is true and decide from what political party has campaigned.

It has been shown that a good number of people interviewed agreed that television tried their level best to report events exactly as they were happening .At the same time there were some people who felt that televisions did not report exactly the events which were taking place because some television stations favored some political parties in the elections and ignored the minor parties. Some journalists also lacked freedom to report things in details because of the laws and policies of the government that restricts that freedom. Some televisions favored the ruling party and sometimes they exaggerate the reality on the grounds. So it is recommended that as much media are there to report the events they should not exaggerate issues, rather they should pay much attention at national interests than commercials interests.

Again media houses should give equal opportunity to all political parties contesting in the general elections regardless to their popularity. The policies and regulations that contradict should be amended and put in harmony with the media ethics and freedom of press so that they can work freely and in a friendly environment .For example article 18 of the constitution of the United Republic of Tanzania does guarantee the right of freedom of expression but does not explicitly provide freedom of press.

It is also recommended that media people should have their own resources for coverage during the campaigns in order to cover all expenses that would be needed in order to preserve the truth of decency. They can do that by asking for funds from international organizations that work on enhancing democracy like the Transparency International, Amnesty International and others like those. If media have their own means, own resources, equipments, own mean of support they would be able to work professional, independently, and with ethics. Experience shows journalists were seen in t-shirts, caps, with the label of certain party, they were also given transport by politician, parties and even the candidates themselves.

But journalists are supposed to report for the media and not candidate or a certain party; journalists are supposed to be neutral.

Since the study shows that most people voted in 2005 than in the 2010 general elections because some voters did not appear in the voters register, some lost their voters ID and others did not have time to go and vote. Others voted in 2010 because they voted in 2005 expecting great changes but instead things became even worse, so they had no good reasons for voting again. This brings the implication that such people had lost hope in those contesting in the elections as people who are capable of bringing changes in their lives and their community in general. It is therefore recommended that the National Election Committee should come up with better system and ideas that can work more effectively in keeping voters records and updating them from time to time to avoid unnecessary inconveniences' during elections periods ,they should move an analogue system to a digital system of registration and keeping voters records.

This study also call up politicians who have been elected to fulfill their promises to voters in order to avoid discouraging them to vote in the coming elections .The politicians should strive to make the lives of the citizens favorable by fulfilling their promises to the people because as for now the citizens are losing hope in some politicians and political parties. Media also should report issues on politicians who have not done what is expected of them as one way of reminding them of what the public expects of them as this will awaken both the politicians and the citizens.

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APPENDICES

(ENGLISH VERSION)

Dear respondent, I am Stephano Elias Goroi, student at Mzumbe university pursuing Masters Degree in Public Administration. I am conducting research as part of my course that request for your assistance in answering this questions so as to help me in gathering data that will be used in the study on **The Role of electronic Media (Television) in Enhancing Democracy: The Case of the Presidential Elections, 2005 and 2010**

Part I: Personal information

(Fill whatever is appropriate)

1. Name
2. Age
3. Sex male () female ()
4. What is your level of education
 - (a) university/college
 - (b) Secondary school
 - (c) Primary school ()
5. Do you watch television?
 - (a) Yes
 - (b) No ()
6. What kind of program do you watch?
 - (a) News
 - (b) Documentaries
 - (c) Entertainment ()
7. Did you vote in the Presidential General election of 2005 and 2010?
.....

8. Who influenced you to vote?

(a) Campaigns

(b) Electronic media

(c) Print media

(d) Others..... ()

9. Did the media mobilizes and influence voter's choice?

(a) Yes

(b) No ()

10. Did the media interpreted the reality or truthful of the event?

(a) Yes..... How.....?

(b) No How.....?

..... ()

11. Do you get important information concerns general election through media?

(a) Yes

(b) No ()

If yes/no give out example, of the information that you got from electronic media concern general?

.....
.....

12. Did the Electronic media play any role during the Presidential general election from 2005 to 2010?

(a) Yes.....How.....

.....

(b) No.....How.....

.....

Appendix 2;

Media council

1. Do you regulate electronic media/if Yes, how?
2. Is it the government or media council who decide what is right or wrong in the media?
3. Do you produce agenda for media concern General election coverage?
4. Do you give out training to journalist for general election coverage?
5. Do you have code of ethics for media during General election?
6. Does journalist have enough skills in the field concern general election?
7. What are the difference in the electronic media coverage of 2005 and 2010?
8. Does the Tanzania media comfortable with the situation is in?
9. How do you monitor and evaluate role of media during General election?
10. What are the impacts of electronic media to the public in the General election?

Appendix 3;

Media Professionals

1. What kind of professional media are needed for Tanzania general election?
2. It's there any formula of reporting general election information in the media?
3. Do you have freedom in reporting general election information?
4. Media is the business then how do you save people's interest while you have your own interest?
5. Did you set agenda for general election reporting?
6. What is the positive and negative role of electronics media concerns with personal interest?

Appendix 4;

National and Political Leaders

1. What are the responsibilities of media to the political parties?
2. Do you think media report what you want?
3. What is missing in their coverage in enhancing democracy?

Appendix 5;

National Election Committee

1. Do you use media to release all information concern General elections?
4. Which criteria do you consider in giving out Notice to political parties through electronic media?
5. Are you satisfied with the work that is done by electronic media during General Election?
6. Do you focus on the people's interest in making decision for the general election or political parties?
7. Do you consider democratic participation to the media in the General election?
8. Do the media follow your orders in the process of reporting coverage of general election?
9. What is making different in the role played by electronic media in the general election of 2005 and 2010?