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Portrayal of Women in News and Photos in Tanzania Print Media. A Case of Uhuru Jumamosi, Daily News and Habari Leo Newspaper

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ABSTRACT

This study investigates the portrayal of women in Tanzanian print media, focusing on Uhuru Jumamosi, Daily News, and Habari Leo newspapers. It is a significant study for diverse groups including women, media owners, policymakers, and academicians. It was limited to only three newspapers such as Uhuru Jumamosi, Habari Leo, and Daily News. The study employed two theories; Stereotype Theory and Media Representation Theory which altogether framed this study. The study reviewed various literature and empirical studies to identify existing gaps. This study used a mixed-method approach as it applied both qualitative and quantitative methods at some point. Content analysis was used both as a data collection method and analysis method to examine how women are represented in news articles and photographs, particularly in economic, social, and political contexts. The study population comprised 279 newspapers for three (3) months whereby each newspaper comprised 93 units hence the sample size for the study was 36 newspapers where each comprised 12 units as a sample. The study found that Tanzanian print media, specifically Uhuru Jumamosi, Habari Leo, and Daily News, actively include women in economic coverage, with women featured in 63% of articles on economic activities. However, representation often remains stereotypical, with women depicted primarily in agricultural, small-scale business, or social service roles, limiting their portrayal to informal and secondary roles. While Daily News provides a more diverse portrayal, including women in leadership within commerce and finance, Uhuru Jumamosi emphasizes women's achievements through special sections. Social and political portrayals generally depict women in family or support roles rather than leadership, especially in political contexts.

Keywords: Print Media, Newspaper, Content Analysis, Uhuru Jumamosi Newspaper, Habari Leo Newspaper, Daily News Newspaper.

1. INTRODUCTION

The earliest investigations into the connections between women and news date back to the 1970s when the emergence of foundational work, such as Tuchman et al.'s 1978 study, which highlighted the persistent exclusion of women and women's issues as valid subjects within news media. Bachmann (2022). Media content arising from this imbalanced framework can often be detrimental to women, as it is predominantly influenced by male perspectives and values de Bruin (2014). This trend is evident in the media of Southern Africa. On average, only 19% of the sources cited in the media across the region are female. Zimbabwe and Zambia are at the lower end with just 14%, while Lesotho leads with a higher rate of 33% female representation in media sources (Gender Links, n.d.a).

There is huge dedication in civil society and other non-government actors to help reshaping the media industry to increase women coverage for instance; Media Council of Tanzania analyzed newspapers "Uhuru Jumamosi and others, that covers various report including women. This report revealed that, more than half of all gender stories, 29 (53%) were on gender empowerment. The stories showed initiatives to empower women in areas of financial, political, economy and social. Many of these stories were dominated by single sources due to the fact that they originated from seminars, workshops, exhibitions and press conference (MCT, 2018). In Tanzania, the proportion of women is estimated at 22 percent and in addition, Tanzanian women are almost completely excluded in media areas such as sports, science and economics. Based on this background, this study investigates the portrayal of women in Tanzanian print media, focusing on Uhuru Jumamosi, Daily News, and Habari Leo newspapers

2. LITERATURE REVIEW

2.1 The Role of Print Media in Portrayal of Women in News and Photos in Tanzania

Print media, also referred to as paper media, encompasses various forms of communication that utilize the traditional combination of paper and ink. This format includes newspapers, periodical magazines, journals, posters, and flyers, among other tangible materials. In the era predating the advent of digital media, the written word was predominantly captured on paper through the medium of ink. Print media holds historical significance as the primary means of disseminating information, news, and knowledge before the digital revolution. Newspapers delivered daily updates, magazines offered in-depth explorations of various topics, journals provided scholarly insights, and posters/flyers served as effective tools for public announcements and promotions (Mautner, 2008). The nature of print media fostered a tangible connection between the audience and the content. Readers could physically engage with the material, turning pages, highlighting text, or cutting out articles for reference. This hands-on experience added a unique dimension to the consumption of information.

2.2 The Role of Newspaper on Portrayal of Women in News and Photos in Tanzania

Newspapers are publications usually issued daily, weekly, or at other regular times that provide news, views, features, and other information of public interest and that often carry advertising. Although newspapers traditionally have been produced as print publications (generally they are printed on coarse, low-cost paper known as newsprint), the newspaper concept today is changing rapidly. Forerunners of the modern newspaper include the *Acta diurna* ("daily acts") of ancient Rome posted announcements of political and social events and manuscript newsletters circulated in the late Middle Ages by various international traders, among them the Fugger family of Augsburg (Tikkanen, 2024).

A newspaper report is crafted with the intention of being editable from the bottom up within a fixed space. Anything that doesn't fit is discarded. Readers typically scan headlines on a page before delving into a story. If the headline sparks interest, the reader proceeds to the first paragraph. If the initial paragraph captivates, the reader continues reading (Odisha State Open University, 2024). This allows readers the luxury of choosing specific pages or news articles to peruse, enabling them to skip others within a newspaper.

Women were the main focus reviewing on the effectiveness of women empowerment in Dar es Salaam region. Literature review is central to the research process because it provides a general understanding of the research problem as well as serves as a benchmark against which the researcher compares and contrasts the research results. The section has four subsections; subsection one is the introduction literatures, subsection two is about review of related theories, subsection three is dealing with the review of empirical studies and the fourth subsection is the knowledge gap

There are comprehensive literatures locally and globally covering women issues in the newspapers with various variations. Stories are written with little ethical considerations such as protecting the identity of the survivors and shaming the act instead it tends to create elements of promoting the perpetrator and blaming the survivor (TAMWA, 2013). This multiplies the problem instead of solving it. Morna (Morna, 2006) reports that SADC's proportion of female media sources has improved from 17% to 19%, but that this is still lower than the global average which stands at 21%.

3. METHODOLOGY

This study adopted an explanatory research design to examine how print media, particularly the *Uhuru Jumamosi*, *Habari Leo*, *Daily News* and newspaper, reports on portrayal of women in news and photos in Tanzania.

Research design is a master plan specifying the methods and procedures for collection and analyzing the needed information. In this research we used content analysis as the research design.

The study employed mixed research approach, where qualitative and quantitative research techniques, methods, approaches, concepts or language into a single study are mixed. The quantitative research approach is considered as the appropriate in studying people's views, feelings, opinions and attitudes or understanding of people's behaviour while qualitative is suitable in the characteristics of the responds which allow opportunity for making clarification.

The study used purposive sampling as a strategic approach in which specific settings, individuals, or events are intentionally chosen because they are likely to yield valuable insights that may not be available through other sampling choices (Maxwell, 1996). This method was selected to ensure the inclusion of newspapers that could provide relevant data for analyzing the portrayal of women in Tanzanian print media.

In this study, purposive sampling allowed the researcher to deliberately select *Uhuru Jumamosi*, *Daily News*, and *Habari Leo* as the primary sources for analysis. These newspapers were chosen because of their established readership, influence, and coverage of social issues, including gender representation. By focusing on these particular publications, the study was able to access important information on how women are portrayed in news content and imagery, which was central to the research objectives.

4. FINDINGS

The analysis used in *Uhuru Jumamosi*, *Habari Leo* and *Daily News* newspaper editions reporting on the portrayal of women by considering factors such as age, and socio-economic status in news and photo content reveals major insights into the intersectionality of gender portrayal. These findings are particularly relevant to the aforementioned newspapers. This research takes into account a variety of criteria, including age, ethnicity, and socio-economic position. It offers a comprehensive understanding of the ways in which these dimensions intersect with gender to influence the narratives that are portrayed in photographs and news reports.

4.1 The Portrayal of Women Based on Age

Within each of the three publications, the age of the women was a significant factor in the portrayal of the women. Young women, who are frequently showcased in narratives that pertain to fashion, entertainment, and education, were generally portrayed in positions that placed an emphasis on their beauty and the activities they participated in with their peers. On many occasions, these depictions lacked depth, concentrating more on surface characteristics rather than the intellectual or professional talents of the individuals being portrayed.

The majority of the instances in which women of middle age were portrayed were those that were associated with family and community involvement. The portrayal of them as mothers, caregivers, and community leaders frequently served to reinforce the conventional gender roles that were expected of them. In spite of the fact that these depictions bring attention to the significant contributions that middle-aged women make to society, they also reinforce stereotypes that restrict their representation to positions that are reserved for the home and for nurturing.

4.2 Portrayal of women in Socio-economic Status

The depiction of women in photographs and news articles was strongly impacted by their socioeconomic standing. When featured in media, women who came from better socioeconomic origins were frequently portrayed as accomplished professionals, business owners, and public leaders. Through these depictions, their accomplishments and contributions to the economy were highlighted, which helped to reinforce a favourable and aspirational picture of them.

In each of the three newspapers, the junction of socioeconomic position with other criteria, such as age and ethnicity, further complicates the depiction of the subject matter. For example, young women who came from wealthy families were more likely to be portrayed in positions that were empowering than their classmates who came from lesser socio-economic statuses.

5. DISCUSSION

The findings from the analysis of Uhuru Jumamosi, Habari Leo and Daily news discussed the way in which women are portrayed in the print media, specifically in relation to their participation in political, social, and economic activities, as well as the manner in which their contributions and engagement are portrayed. In addition, the research intended to investigate the manner in which women are portrayed in a variety of subjects that are discussed in the three newspapers

The objectives of the study provided as a guiding framework for the analysis, which ensured that the outputs of the research were in close alignment with the particular aims that were established at the beginning of the study. The researchers wanted to give a nuanced and contextual explanation of the data, so they used a method called descriptive content analysis. This allowed them to go beyond simple quantification.

A method of systematic sampling was utilized to conduct an analysis of data collected from three newspapers (*Habari Leo, Uhuru Jumamosi and Daily News*) where and articles published within three months of the year 2024. The research looked at twelve different editions of each daily publication, with a particular emphasis on pieces that depict women in a variety of fields, including politics, economics, social and cultural activities in order to explore the manner in which women are portrayed in newspaper stories.

6. CONCLUSION

The research indicates that women are well-represented in articles published in newspapers focusing on economic activities, with 63% of articles mentioned in Uhuru Jumamosi, Habari Leo, and Daily Newspaper. This indicates that newspapers actively acknowledge and incorporate women in their coverage of prominent topics. The gender representation in Tanzanian newspapers, Habari Leo, Daily News, and Uhuru Jumamosi, is often limited and stereotyped. Women are often depicted in roles associated with agricultural pursuits and small-scale business ventures, perpetuating old prejudices and limiting their representation in informal and less significant areas. Social stories often include women in family, community activities, and social services, but they often lack representation in leadership or decision-making positions. In political situations, women are often shown in supporting roles rather than as primary figures or decision-makers.

Daily News, on the other hand, features a more comprehensive range of economic possibilities for women, including leadership positions in commerce and finance. However, the frequency of these portrayals is lower compared to male counterparts. Uhuru Jumamosi, on the other hand, places a greater emphasis on women's accomplishments in economic activity and uses special editions and sections to display a range of positions, including leadership in various economic sectors.

In this extensive study that assesses women representation in the print media, the researcher has provided critical insights into the way Tanzanian print media portrays women across various activity stories. The study further reveals a gender bias in the representation and acknowledgment of women's efforts in various political and economic sectors. Notably, in agriculture, where women are heavily involved, their contributions are often underestimated.

The study calls for a concerted effort to improve the representation of women in print media by emphasizing their economic and political roles and addressing gender biases. By dedicating specific sections to women's contributions, challenging stereotypes, and broadening the range of topics covered, the media can play a pivotal role in promoting gender equality and recognizing the diverse and significant contributions of women to society.

7. RECOMMENDATIONS

To enhance media coverage on portrayal of women in news and photos in Tanzania, several recommendations can be made. First, Governments should take an active role in advancing gender equality within the media through the implementation of policy initiatives. This can include offering incentives to media organizations that demonstrate a balanced representation of women in economic activity stories. Funding should be allocated to initiatives that amplify women's voices and perspectives in the media, such as grants for women-led media projects and support for organizations that promote gender equality in journalism.

Educational institutions that offer journalism and media studies programs should incorporate education and awareness programs on gender equality into their curricula. By doing so, future media professionals will be better equipped to recognize and address gender biases in their reporting.

Media organizations should establish specific sections or areas dedicated to highlighting the accomplishments of women and their contributions to economic activities. This can be achieved through the creation of regular columns, feature articles, and special editions that focus on women's economic achievements

Academicians have huge chance to expand the scope of media representation studies to include diverse forms of media beyond print, such as digital platforms, television, and radio. By examining a variety of media channels, scholars can obtain a more comprehensive view of how media representations collectively shape societal perceptions of women in Tanzania.

Journalists should exercise their gate keeping responsibilities with a heightened awareness of the importance of selecting and prioritizing uplifting and positive news articles featuring women.

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