

**An assessment of print media reportage of information about agricultural input voucher scheme in Tanzania: a comparative study of *Habari leo* and *Mwananchi* newspapers.**

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**Master of Arts in Mass Communication**

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This work was about an assessment of print media reportage of information about agricultural input voucher scheme in Tanzania by comparing *Habari Leo* and *Mwananchi* Newspapers. The main objective of the study was to assess print media reportage about information on agricultural input voucher scheme in Tanzania. This study employed *Discourse Analysis Theory*, so as to guide contents analysis on assessment of print media reportage of AIVS in Tanzania. The study was guided by three questions: How has AIVS been reported in *Habari Leo* and *Mwananchi* newspapers?; What is the nature of reportage in terms of frequency of themes covered in the stories on AIVS?; and What are the challenges arising from print media reportage of information on Agricultural Input Voucher scheme in Tanzania? The study employed a documentary review as a tool of data collection, where 730 copies of the two newspapers were reviewed. The findings revealed that irrespective of the importance the programme has to farmers and agricultural sector at large, the media gave it the weight it did not deserve. This is evident in very few stories which were written about the programme. In the whole year 2009, the two newspapers reported a total of sixty seven stories about the program. However, the stories covered seven important themes. Finally, the chapter provided seven recommendations in various areas such as to the government; the farmers, the print media houses and recommendations for further studies.