

## **Physical activity participation among secondary school students**

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The issue of political coverage or reportage has generated serious debates in global media discourse over time. One school of thought contends; media, particularly broadcast, transcends literacy barriers, provides people with outlines for public discussion. It also reflects on socio-political and socio-economic development issues for advancement of a nation. Another school of thought has it that media was a tool for power and power relations. However, vested public or private ownership interests, explain why the media provide the populace with bias. This study looked at mass media as a tool for mediating socio-political facets and supporting fundamental democratic transitions. The overall objective was in establishing incentives in the mass media political reportage and implications for deepening democracy in Tanzania. Specifically, the nature of persistence, degree of political influence and incentives to media ownership was measured against editors and journalists during political reportage. A survey, with 150 population samples, yielded 142 responses from editors, journalists, teachers, audience members. Primary data were collected through questionnaires, in-depth interviews and media content analyses. Secondary data were collected through reviewing of various documentations. Findings revealed media owners, media professionals, State bureaucrats and political elite's vested interests resulted in negative social-political implications for deepening democracy. Main catalysts established were both coercive and remunerative incentives. New knowledge was; all players need to re-think the overriding rhetoric of media role in a democracy. The study recommended radical change in the media sector for Tanzania to achieve democratic governance.