

Newspaper framing of the 2015 Tanzania presidential campaign

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This study provides an overview of the newspaper framing of the 2015 Tanzania Presidential Campaign which provide insights on how newspaper frame news particularly when comparing Government (Habari leo) and private owned (Nipashe) newspapers. The 2015 general election was selected because of the high nature of competition between the Ruling Party (CCM) and the Opposition Parties forming the coalition of UKAWA which attracted the mass media and the people, among the indicators was the increase of voters' turnout by (24.3%) when comparing the 2015 elections (67.3%) versus 2010 elections (24.3%). It is from this perspective that provides an opportunity to study newspapers framing of the 2015 Tanzanian Presidential Campaign. The study employed exploratory case study whereas purposive sampling was used to select the information related to elections campaign from Nipashe and HabariLeo newspapers. Newspaper articles were used as data that was collected and analyzed by using content analysis and thematic analysis in developing the patterns that ignore bias and subjectivity. The study analyzed 578 news stories published in all pages of Nipashe and HabariLeo newspapers. The analysis in this study involved 275 news articles in Nipashe and 303 news articles in HabariLeo newspapers from the start of election on 22 August to the Election Day 24 October, 2015. The findings shows that HabariLeo newspaper framed issues that supported the ruling party (CCM) by (77%); and (12%) for the opposition while Nipashe supported issues related to opposition Party, UKAWA by (50%) and (49%) for C.C.M. The study concludes that the issue of democratic principles dominated where HabariLeo had (43%) and Nipashe had (56.2%). The negative reportage was much in HabariLeo (Government) compared to Nipashe (Private) newspaper.