



## The role of television in promoting women's participation in politics in Tanzania: A case of TBC 1 and Star TV

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### Article Info

**ISSN (online):** 2582-7138

**Impact Factor:** 5.307 (SJIF)

**Volume:** 05

**Issue:** 01

**January-February 2024**

**Received:** 04-11-2023;

**Accepted:** 09-12-2023

**Page No:** 288-299

### Abstract

The matter of gender inclusion in Tanzania has been a longstanding concern, dating back to the early 1960s until the mid-1980s. During this period, the ruling party in Tanganyika, initially known as the Tanganyika African National Union (TANU) and later as Chama cha Mapinduzi, witnessed the active involvement of women in political activities. Notable figures such as Bibi Titi Mohamed and Anna Abdallah emerged as prominent champions of women's political participation. This study focused on examining the role of electronic media in promoting women's participation in politics in Tanzania, a case study of TBC1 and Star TV. The study employed a qualitative approach because the study was designed to use a case study, which is a strategy of inquiry whereby the researcher explores in depth a program, event, activity, process, or one or more individuals. The study was guided by three research objectives, namely, to determine programmes in TBC 1 and Star TV that promote women's participation in politics. To examine issues presented regarding women and politics in the programmes of TBC1 and Star TV. To determine views from women politicians on how TBC1 and Star TV contributed to their political engagement. The study employed 22 sample sizes: 15 from political parties, 1 officer from ORPP, 4 from media practitioners and 2 from women audiences. The study used an interview guide to gather information from respondents. The study found that only one media outlet has a program on women's empowerment in politics, namely, TBC, but other media outlets interviewed do not have direct programs on women's empowerment in politics but have programs on women's empowerment in other sectors. While politics is the key to decision-making, the media have been overlooking it. Empowerment of women in politics will enable them to liberate themselves in other sectors. The study concluded and recommended that the media make a great contribution in preparing, promoting, and giving an adequate platform to fulfil women's political dreams. Women have been fighting for their rights for a long time. The great efforts made by the associations of women journalists in ensuring that women obtain a political position and are recognized in society are an important part of this success achieved by women, although not on a large scale.

**Keywords:** the role of television, Women's participation in politics

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### 1. Introduction

Gender equality, also referred to as sexual equality or equality of the sexes, encompasses the condition in which individuals have equitable access to resources and opportunities, irrespective of their gender. According to Ann (2014), this includes equal participation in economic activities and decision-making processes. Moreover, it entails the recognition and appreciation of diverse behaviours, aspirations, and needs, without any bias based on gender.

Rathgeber (1989) asserts that the idea of gender was brought to attention by Ester Boserup's groundbreaking work in the early 1970s. Boserup's work challenged the prevailing belief that women were passive recipients of progress. The individual advocated for a prioritization of Women in Development (WID), with the aim of recognizing the significant contributions made by women's sometimes overlooked labour. Subsequent to experiencing dissatisfaction with the sluggish advancement of Women in Development (WID), alternative methodologies surfaced that voiced criticism towards the WID strategy, characterizing it as only a superficial inclusion of women without substantial transformation.

The Women and Development (WAD) approach highlights the necessity of implementing structural modifications within the global political economy. Rathgeber (1989) conducted a study.

The phrases "sex" and "gender" are frequently used interchangeably; however, some individuals today give them two different meanings. The biological designation of an individual, which is frequently based on scientific information, is referred to as "sex" in this context. (Anne, 2000) This biological choice is frequently made at birth. Sex is frequently determined by medical professionals by examining genitalia directly at birth or in prenatal photographs. Our assumption that gender and sex are the same remains the foundation for this decision. The issue arises when someone does not fit into the stereotypical "male" or "female" classifications. To determine biological sex, some medical experts have used the Karyotype approach, which examines the sex chromosomes. "Gender", on the other hand, is considered by some to be more of a psychological factor. To them, gender is determined by our expressions and behaviors rather than scientific knowledge. Usual descriptors for gender include "man," "woman," and even "transsexual." These labels are sometimes used to refer to persons based on their gender or other artificially generated traits. Even though many people may have a sex given to them biologically, this sex may not match the gender they identify with. Outsiders frequently make assumptions about a person's gender based on cultural conventions, such as outer appearance, body shape and size, and physical activity. Erica (2014) Although a person's gender identity is established by psychology, a gender identity can be created by adopting behaviors such as speaking in a specific way or acting in a certain way that are perceived as belonging to a particular gender in a particular society. This is what anthropologist Anne Fausto-Sterling, a feminist psychologist, calls embodiment.

The phrase "gender role" was coined by John Money in 1955, and people started using it to refer to something other than sex. Gender roles define how a society perceives and expects different genders to behave. As an illustration, some people hold the opinion that women should cook and clean instead of participating in sports. These positions are frequently human inventions rather than products of nature, and they vary through time and among cultures.

The term identity means the mental image someone has of themselves as well as some kind of similarity with others in some particular way. This gender identification has an impact on how a person interacts with others as well as how they regard themselves. <sup>[7]</sup> According to developmental psychologists, identity formation starts in the first few years of adolescence. <sup>[7]</sup> At a young age, children begin to learn about what it means to belong to a particular gender. During adolescence, "gender intensification" takes place when children start to internalize gender roles in their environment. Gender intensification refers to the youngster being under greater societal pressure to adhere to gender norms, which leads to a more pronounced gender role disparity between boys and girls. Genetic factors can also influence how one develops their gender identification. Prenatal sex hormones have an impact on the brain's sexual differentiation, according to animal studies. (Thomas, 2014)

The global spread of gender quotas can be traced back to the Fourth UN World Conference on Women, held in Beijing in 1995. The resulting Platform for Action recommended that

governments should 'take measures to ensure women's equal access to and full participation in power structures and decision-making' while also increasing 'women's capacity to participate in decision-making and leadership' (United Nations 1995).

Globally, more women than men living in poverty are also less likely than men to receive basic education and to be appointed to a political position nationally and internationally. Understanding that men and women and boys and girls experience poverty differently and face different barriers in accessing services, economic resources and political opportunities helps to target interventions. (Ann Kangas, Huma Haider, and Erika Fraiser, Evie Browne, 2014)

The World Development Report (WDR) 2012 defines gender as socially constructed norms and ideologies that determine the behavior and actions of men and women.

"Understanding these gender relations and the power dynamics behind them is a prerequisite for understanding individuals' access to and distribution of resources, their ability to make decisions and the ways in which women and men, boys and girls are affected by political processes and social development." (Ann, 2014)

According to the GSDR Topic Guide (2014), gender portrayal in the media should be a professional and ethical aspiration, similar to respect for accuracy, fairness and honesty (White, 2009). However, an unbalanced gender portrayal is widespread. In making a connection between gender and the media, the Global Media Monitoring Project finds that women are more likely than men to be featured as victims in news stories and to be identified according to family status. Women are also far less likely than men to be featured in the world's news headlines and to be relied upon as 'spokespeople' or as 'experts'. Certain categories of women, such as the poor, older women, or those belonging to ethnic minorities, are even less visible. (Ann Kangas et al, 2014)

In addition, we systematically review gender differences in the content of media reports on political candidates, such as differences in attention to private life and family, viability and horse-race coverage, issue coverage, and gender stereotypes.

An analysis of gender differences in political media coverage (Daphne & Loes, 2020) shows that there is a gender bias for coverage, where women politicians receive approximately 17 percentage points less media attention. In addition, the study indicates that the gender difference in media visibility of politicians is larger on TV than in newspapers. Moreover, the scholar suggests that there is a need for more empirical research focusing on the gender bias in political media coverage specifically for television. (Daphne & Loes, 2020) Gender inclusion according to the UN is a concept that transcends mere equality. It is the notion that all services, opportunities, and establishments are open to all people and that male and female stereotypes do not define societal roles and expectations. (Bari, November 2005)

In Tanzania, the issue of gender inclusion has not been new since the struggle that started in the early 1960s up to the mid-1980s, in which the Tanganyika ruling party was known as the Tanganyika African National Union (TANU), and after 1977, as *Chama cha Mapinduzi* women participated in political activities, we can see women politicians such as Bibi. Titi Mohamed, Anna Abdallah are champions. (Hunter, 2012)

Recently, the number of women engaging in politics has increased, and people are shown up for contests for political leadership, which we see now; they even run for election in high positions, such as president positions, taking into account the late Dkt. Anna Mgwirwa, who was contest for President in 2015 representing ACT Wazalendo, and in the 2020 general election, another woman became the contender for the same position: Honourable Queen Sendega, who is now a Regional Commissioner of Rukwa. The greatest development we have reached is now Tanzania, with President Honourable Samia Suluhu Hassan, who represents the reality of how we achieve gender inclusion in our region. Although Tanzania achieved, to some extent, gender promotion in the political party system, there is still a need for the media to counterpart and play a role in promoting the issue of gender inclusion to foster an increase in women's participation in political activities in terms of equity and not equality.

### 1.2.1. Tanzania Broadcasting Corporation (TBC)

Tanzania Broadcasting Corporation (TBC) was established under the Public Corporation Act of 1992 by an Establishment Order of 2007 published vide Government Note Number 186 of 2007 (The Tanzania Broadcasting Corporation (Shirika la Utangazaji Tanzania –TBC) (Establishment) Order, 2007). By this order, signed by the President of the United Republic of Tanzania on 24 August 2007, the Tanzania Broadcasting Services (Taasisi ya Utangazaji Tanzania (TUT) (Establishment) Order, 2002) was revoked, and then TUT ceased to exist. TBC is a public broadcaster whose primary objective is to educate, entertain and provide information to the public. TBC is expected to fulfil its mandate through quality programming that is appealing to all citizens regardless of their ideology, race, religion, gender, class or physical disability. Since its establishment, TBC has built a relationship of trust with Tanzanians. The audience values the voice of the TBC through its news and programs.

### 1.2.2. Star Television

Star TV Tanzania is a commercial television station that broadcasts news programs, sports game updates, music shows, TV drama series, talk shows, and other cultural and entertainment programs. The headquarters is located in Mwanza, Mwanza Region, and the branch office is situated in Dar es Salaam. A private company known as Sahara Media Group, which is owned by Tanzanian business man Mr. Anthony Diallo.

### 1.3 Study Objectives

1. To determine programmes in TBC 1 and Star TV that promote women's participation in politics.
2. To examine issues presented on women and politics in programmes of TBC1 and Star TV
3. To determine views from women politicians on how TBC1 and Star TV contributed to their political engagement.

### 2. Past Literature review

In the reviewed literature, quantitative data can readily be found to document the ways in which the media reflect and perpetuate patterns of inequality in society. In the field of gender, the most far-reaching and significant international study is the Global Media Monitoring Project (GMMP),

which has systematically monitored the representation of women and men in the world's news media every five years since 1995. The GMMP provides a unique, global analysis of who makes the news, in what capacity and with what level of authority.

News is the major source of information, facts, ideas and opinions for people throughout the world. In today's 24-hour news environment, it matters profoundly who and what is selected to appear in news coverage and how individuals and events are portrayed. Equally, it matters who is left out and what is not covered. These are the concerns that have underlined the GMMP since its inception in 1995. The undertaking is impressive in scale and scope. In 2005, groups in 76 countries submitted data that were analysed and compared. In total, 12,893 news stories were monitored on television, radio and in newspapers. These news items included 25,671 news sources - persons who were interviewed or whom the news was about. The stories were reported and (in the case of television and radio) presented by 14,273 news personnel. Altogether, 39,944 people - including news sources, presenters and reporters - were covered in the 2005 GMMP.

The political function of contemporary media and its impact on public opinion has evolved into a topic with many facets. The role of television has sparked the most arguments for a variety of reasons. TV is thought to have the most influence because it has the smallest cover. The importance of ridership characteristics has been highlighted by the mass media, particularly TV. There is no denying that by regularly putting politicians' voices and faces into individuals' homes, television increases the personalizing of politics.

According to Altheide and Snow's book (Altheide & Snow, 1979: 106) of the prevalent strategies used by the media to profile political reality, the personalizing profile is the most obvious. The simplest explanation for this is that there are few opportunities for the media to transmit a comprehensive view and complete world of politics, so they prioritize those political aspects that can be easily transmitted in high-quality media materials—i.e., those products that are spectacular enough to draw a large audience (Butler & Ranney, 1992: 42).

Because of this type of behavior, politics is frequently depicted in the media as a game or a horse race. According to Patterson (2000: 106), "In the journalism game, the focus is actually only on some individuals, in politicians more than the broad interests that they represent and more than broad political forces that give forms to their political actions."

The parties or candidates that participate in electoral races consider TV to be the most preferable instrument for conducting campaigns. They organize the campaign in such a manner that they could be visible on TV as much as they can. So they take the opportunity to take photos, walk, give press conferences to organize electoral meetings. Politicians increasingly use sound voices that are appropriate for evening news editions, and they also dedicate increasing time to financial source analyses for audition, marketing techniques, presence and TV training. These two developments—increasing the number of channels and increasing the level of professionalism by which parties and candidates organize and control their campaigns—are currently changing the manner of covering campaigns on TV.

Leading political stances in contemporary democracies cannot be comprehended without referencing the communicators' political philosophies. Mazzoleni and Schulz

stated in one of their articles that one of the most important aspects of conducting politics in the media is that political actors have demonstrated their ability to "adjust their behavior according to the requests of media," which means that "they perform a situation in a manner that they earn the attention of media, or if they decide to hold an event, they do it in a manner that it meets the requirements referring to the time, place, and the way how the message is transcribed." Gianpietro and Schulz (1999: 247–61).

It appears that politicians have discovered the perfect writing tool for their public persona, and media outlets only serve to enhance this persona. As a result of the media's development, politicians now have more options to "promote" themselves in the media. This becomes necessary during elections. The media has everything they require, including the right tools for gaining public favor and disseminating their beliefs. 184) (McLuhan, 2004).

Among the instruments that may favourite and lead a political leader to success, the mass media will no doubt come as an important factor, which may be compared to the importance with a party or a political movement. Really exists a common opinion that while the parties may lose their power for gathering and keeping the support of public, the Tv has done that the process of mobilization of the voters by giving the political leaders a direct connection with the voters or their followers. In this manner, modern leaders have been adjusted to the political arena and have started to direct their message and the style of this message to be suitable for the TV format. TV has arrived time for kind leadership, which, in other words, may be called "publicized" (Fuga, 2004: 141). The first goal of a political leader is to format and sell his image through Television. In a special way, television is the best ally for a potential leader, while TV creates spaces where a political actor can be seen and heard by a large number of citizens even if they are not present. These images curreted by media that are shown to voters become powerful symbols that "identify or determine a candidate".

According to the Global Media Monitoring Project (2005) report, Who Makes the News It is often said that news provides a mirror on the world but the report shows that it does not instead a world we see in the news is a world in which women are virtually invisible.

In the report, women are only 21% covered but again it is noted that there is an increase as compared to 1995 where only 17% news were represented women who are interviewed or covered by the media house.

Furthermore, the GMMP report (2005) provided that women's points of view are rarely heard in the topics that dominate the news agenda.

"There is not a single major news topic in which women outnumber men as newsmakers. In stories on politics and government only 14% of news subjects are women; and in economic and business news only 20%." According to Global Media Monitoring Project.

According to Dr. Shayo (2020), the gender gap index score in Tanzania remained stable at 0.71 in 2020, meaning that females were 29 percent less likely to have the same opportunities as males in the country. The score varied slightly from 2016 to 2021. The country was ranked 13th among 35 nations in the Sub-Saharan region. However, it still had a low result in the Political Empowerment category.

The Global Gender Gap Index measures gender-based

disparities among four fundamental categories, namely, economic participation and opportunity, educational attainment, health and survival, and political empowerment. The highest possible score is one, which signifies total equality between women and men.

Despite the ratification of the international, regional and sub regional human and women's rights instruments and the progress that Tanzania has achieved, women still fall short by 13 percent to realize 50:50 of men and women representation in Parliament. While Tanzania has 37 percent women in the parliament, only 7 percent (26 women) are elected 30, and percent (118 women) are from the special seat's arrangement. Promotion on aspects of women participation on 2020 Tanzania general election. The research will seek information and data from various women politicians and other organizations to ensure that it comes up with the best information, which may help the media and other authorities to improve their means or programmes of gender promotion in relation to political aspects.

### 3. Methodology

In this study, a mixed-method approach was deployed to assess how TBC I and Star Tv cover news on women participation in politics in Tanzania. The quantitative research approach was used to collect and analyse numerical data, and qualitative research was used to collect and analyse nonnumeric data such as text, video, or audio to understand concepts, opinions, or experiences. The method was also used to gather in-depth insights into a problem or generate new ideas for research. Combining the two types of data means there was a benefit from both the detailed, contextualized insights of qualitative data and the generalizable, externally valid insights of quantitative data.

This study relied on a case study design by selecting both TBC 1 and STAR TV as the main televisions for the study. The study engaged 22 respondents, including 15 women representing five political parties, 6 respondents representing three media practitioners from TBC and Star TV, and one government official from the Office of Registrar of Political Parties (ORPP).

The study used purposive sampling because the study intends to understand the problem in the context of individual experiences. In this study, interviews were employed as the major data collection tools. The researcher decided to choose this method since the study has variables that need direct observation and interactions, such as the views, opinions, perceptions and feelings of the respondent.

In this study, the researcher employed 7 mixed data analyses that involve the combination of both quantitative and qualitative data analysis methods in a single study. This method is typically used when the research aims to answer complex research questions that require both numerical and non-numerical data. In qualitative data, the researcher used a semantic manner and theme, while in quantitative data, frequency, percentage and charts were applied.

### 4. Findings

The findings should be given in accordance with three specific objectives:

1. To determine programmes in TBC 1 and Star TV that promote women's participation in politics.

**Table 1:** Programmes in TBC 1 and Star Tv

S/N	PROGRAMMES	TBC1	STAR TV
1	Bimashada (Sauti Ya Wanawake)	√	
2	Kibarazani		√

Source: Research Findings 2023

Findings from the table above show that TBC and Star Tv (KIBARAZANI) have only one program special for women. The BIMASHADA program (TBC) started in 2000 when it was called TvT as SAUTI YA WANAWAKE, and it changed to the BIMASHADA Swahili combination of Bibi, Mama, Shangazi, and Dada. The program gives room to all women regardless of their age.

## 2. To examine issues presented on women and politics in programmes of TBC1 and Star TV

**Table 2:** Issues broadcasting in TBC1 and Star Tv

S/N	Issues	TBC1	Star TV
1	Women and Business	√	√
2	Women and Leadership	√	
3	Women and Technology	√	
4	Women and politics	√	√
5.	Women and Economic Opportunities		√

Source: Research Findings 2023

The main issues in both programmes are similar in some areas because both programmes deal with women affairs in all aspects of life, such as politics, economics, society, and tradition. The study found that the number of women programmes in Tv is still very low compared to many aired programmes that never give too much time to women issues.

## 2. To determine views from women politicians on how TBC1 and Star TV contributed to their political engagement.

The researcher aimed to determine the views and perceptions of women politicians on how TBC1 and Star Tv contributed to their political engagement. The study found that most women politicians appraise this media for giving them a platform to share their view and agenda that introduces them into political ground and gains popularity through political campaigns or by being interviewed by the media. The study found that TBC and Star Tv were at the forefront of reporting women who were disqualified or running even though they looked very much on the ruling party's side. It was during the election year that the women were very much in the spotlight. In the 2020 general election, women came out in large numbers to run for elected positions ranging from the presidency, parliament and councillor. The opposition ADC endorsed Queen Sendiga as its candidate for the presidency. Through different programs, these media women were given the opportunity to promote themselves through these TV channels, the airing of content that gives women a chance and in a powerful way to stimulate positive attitudes and ideas for other women to participate in elections or other political movements.

When responding to the question "How do TBC 1 and Star TV promote women's participation in politics? One of the Media house chief editors explained that

"The majority of women think that women should stay at home and that politics belongs to males; however, there are many female leaders who do a great job. There has been a

significant change as a result of the special seats in Tanzania's parliament allotted for women. We had the first female speaker of the parliament in past, this too year, and she did an excellent job. We were all quite pleased with her. Because of this, our media company provides them with a platform to pursue their goals without bias. We also offer a specific program just for women, where every woman has an equal opportunity to speak her opinions. This program is intended not only for leaders or politicians but also for all women who want to make a difference in society.

Another member of parliament from a special city in Dar es salaam during an interview said that

"Without our media to broadcast us we probably would not have gotten far, but the great efforts made by our government by bringing this national TV today we are heard and shouted without a love for truth and certainty, first we must thank the government and our revolutionary party has certainly treated us very fairly, today even the opponents of their news we see TBC no bias no cost, We have a reason to be able to work today, and now we have to work for everyone."(Interview, June, 2023)

Many media, especially TBC 1 and ITV Star Tv, explain that to encourage women to teach them to motivate women, especially towards contesting, they give various seminars, especially TBC, and they are doing a very good job, but in following up now what they have taught them, they are going to implement that is our challenge.

Various mothers are invited, such as Anna Abdallah. Anna Makinda is very inspiring, but they mostly give a chance to the women of Chama cha Mapinduzi.

"Do not be prejudiced that this CCM member of CUF, no, we are women, when women speak, it means we are one thing, first of all, as a woman, let me congratulate President Samia, we have something to be proud of as a woman, so when they say we need women, they should not be from a certain side, let them be women all be it politicians, entrepreneurs, farmers should come forward to give their information, the woman will find the courage to continue to stop discrimination, a woman is a woman, let us be one, but as a woman, I truly congratulate them, they are working hard to stop discrimination"(I nterview, June, 2023)

In 2020, women organized themselves and developed a strategy for protecting women's dignity during elections by questing for equality in elections and women emancipating the slogan responsible for protecting the humanity of a woman to get her vote launched on 01/09/2020 and broadcast by the TBC. This conference aimed to show the power of women in the political arena and give them methods and ways to avoid being misused in politics. Various politicians and various candidates through all political parties were there to raise their voices to the community, and the presence of the media, especially the TBC, made this matter big and reached many people who now knew and recognized the contribution of women in politics.

"Members of the Constitution, Elections and Leadership network who are defenders of the rights of women and girls, including the issues of promoting their participation in

political leadership, and being the main stakeholders of the election as voters and candidates in various election positions. We have been following very closely the entire election process since it started and various incidents that have already come to light, including the use of abusive language and bad demeaning statements against women candidates and party supporters in general. For example, there have been insulting languages for women candidates called "Malaya".

Honourable Anna Abdallah speaks to the conference and added the following:

"It is good for us to realize that this opium, apart from being against human rights and a legal offence, is setting back the government's efforts in achieving gender equality and setting back the spirit of many women to run for leadership positions because of the fear of being humiliated. Likewise, it silences the voices of women who are more than half of all Tanzanians who are major voters and who have the right to safe participation in political matters, an issue that is not productive for our nation. Due to this situation, we see the importance of the relevant bodies and authorities to hold them accountable in accordance with the Law, Rules and Election Ethics for all those who use insults and language that degrade women. (TBC,10/09/2020).

During an interview on "what kind of issues do TBC1 and Star TV present on women politician participation", one of oldest women journalists explored that, as she was quoted during an interview:

"TBC gives a lot of news about women, but TAMWA is struggling, but I ask TBC to make an effort to gather socialist women. TBC does not do that; they rely on different information from TAMWA. I remember that in the past, TBC had Sarah Dumba Abdallah Kumchaya, Fili Mtambalike. women's news but TAMWA is doing a lot, they are gathering women politicians for the election, they are teaching them from the preparation, TBC should also come out now and gather women and teach them in the past they were doing well, they were there like Sara Dumba, Star TV have tried hard even though I have not been lucky enough to participate but they are involving women politicians a lot especially in the political arena led by Odemba"

All respondents were asked to name any magazine or initiative that promotes women's political empowerment. One media personality's response was quite clear: on TBC, there is a program called "Sauti ya Wanawake" that discusses the role of women in politics, the options available to them, and educating them about the political system. There are no programs or publications specifically about women in politics, but there are other programs, such as talk shows on Star TV, where a presenter goes out into the community and engages with a variety of people. The respondent felt that this can help women in the political sphere, as it increases their awareness of various socio-political issues.

During an interview of respondents, the following was added: "I suggest in the media that women journalists should focus on reporting on the politics of their fellow women during the 2020 general election; many women came forward to run for office due to seeing President Samia as a woman, but she was able to become the Vice President."

Another respondent added that:

"If God cares about the upcoming elections, the number of women will double because they have seen Samia's mother based there, they have seen the Speaker of the parliament there, they have seen senior ministers there who are women,

so I think the increase will be big".

Another woman who asked how TBC and Star Tv have influenced her in politics said, "*Personally, I can only admit that it is very difficult for a woman to find time to sit down and watch programs on television or radio, we have been spending a lot of time in activities to find satisfaction for our families, so to say that it has helped me in political matters would be a lie*"

Another respondent added that, "*As a woman, I just advise the media responsible for following women in their workplaces at gatherings and providing education; this can often be a springboard for many women to get the opportunity to build awareness and appear in various political activities...*"

On the other hand, one of the respondents during an interview stated the following:

"Who is watching TBC now days? We have a lot of social media access, people don't concentrate much on watching Tv, even at night, we got every news faster than waiting for those on Tv, perhaps Tv news are too much edited compared to social media platforms, is not easier to see Halima Mdee challenging the government on TBC or a news about Mbowe or other opposition that's why people hate TBC and if am wrong just ask any two people about TBC program you will wonder no one even is aware of their program so how can I be aware of women politician addressed by TBC?"

Another woman commented that:

"I see is that due to the growth of technology these days people do not focus much on mass media, all the things we get through social media, so often when people return home we are tired, there is no time you will say wait, watch a show I do not know about women instead we focus on watching only drama episodes and movies."

When responding to the question, another member of parliament from the opposition explained that

"The Tanzanian media is struggling to inform the public even though there are still many legal challenges, I, as a female member of parliament of the opposition, the media has contributed a lot to my arrival here, especially Star TV, since I was a member of parliament for special seats from inside the parliament and even outside of the parliament, have done a great job of informing the public and people have started to believe now in women due to the media showing the public what we are doing."

The media must expand the scope of how to send information, as a country we have signed international agreements. Many of the women who are elected to parliament under the special seat system are chosen by political parties, so they lack the political experience that comes from running for office. As a result, they may find it challenging to participate fully in parliament. The Tanzanian Women's Parliamentary Group has been creating a mentoring program with support from the Tanzanian parliament, the IPU, and UN Women. The program's goal is to assist women in acquiring the political knowledge and abilities they need to be successful. Mentors might be current or former members of Congress, male or female. This program is well covered by many media outlets, as TBCs are the major stakeholders in sending content to society. It is hoped that this will help female lawmakers understand politics better and help them become more effective. When addressing this

achievement, one of the women members of parliament for more than 15 years said that since she was an MP for all pasted years, she had no power in the constituency: *“I have such power to people because I don’t have a constituency to represent on, my experience is limited to Parliament and not otherwise”*, she said.

The media is responsible for providing education on the humiliation of women in social networks. Most women are portrayed negatively by media. Other media outlets air out the women mistreated/violent, and women politicians have used media to call for several actions against women violations. There are women journalists who work so nice that they influence people to understand women’s rights in all aspects, including politics. As one of the respondents quoted,

*“I have started working with Star TV in the way Star TV engages women in various discussions and the way they reported news during the campaign, today through me there are many women who have come forward asking me to help them what to do, so you can see that bringing me here many women wish to be like Aida.”*

Another member of parliament, when explaining the power of media on empowering women and news covering her, said, *“The first day I was insulted by my opponent while we were in the parliament, and the incident reached the people of my state when they were disgusted by the humiliation as a result they came to take action during the general election by voting for me.”*

Another woman activity added that, *“My opinion is that because we want to reach 50:50, the media responsible for helping to convey the news made by women politicians by doing this will help give motivation to more women to appear in politics.”*

Six MPs in Tanzania—four men and two women—were assisted by Global Partners Governance in enhancing their constituent service. Many of these MPs are especially concerned about the effects of students' lengthy commutes to school because it puts many of them at considerable risk of assault, including rape. There are also solutions being created, such as the supply of dorms for schools. One female member of parliament went a step further and mustered the courage to advocate for a topic that is rarely discussed in public: the availability of sanitary towels for girls. Many girls skip several days of school each month because they lack access to sanitary products. Other MPs, including a well-known male MP, backed her effort. This campaign attracted media houses, and approximately 67% of all media covered the issue of girls’ towels, which proved how media has power. When responding to the same question, one of the program coordinators in TBC said that:

*“The media should be given a full role in ensuring all issues related to politics and development so that citizens can get specific and timely information by doing so our country will make further progress. What we lack is just media ethics and media policy; what you want is not what the media house wants, and it is normal in journalism”.*

#### **4.2. To examine issues presented on women and politics in TBC1 and Star TV**

The second objective of the study was to examine issues presented on women and politics in TBC and Star Tv. The researcher applied a qualitative approach to gather

information, and an interview guide, direct observation and document review helped gather data. The study found that TBC and Star Tv, to some extent, have programs that present women issues concerning politics. When respondents were asked by the researcher about the accessibility and impacts of the aired programs on women, the answer was that the two media are accessible throughout the country; even in rural areas, they can access and watch television, but this is contrary to the case of newspapers that are found in rural areas.

Additionally, the respondent from Star Tv explained that their program “Talk show” has been helping society solve many problems, such as water problems, but it has also included women to meet with their leaders and participate in resolving their social problems. Additionally, a respondent from the TBC described that “SAUTI YA WANAWAKE” (BIMASHADA) has helped many women with social problems such as discrimination and gender imbalances.

Additionally, three respondents among seven women were from rural areas where they claimed that they did not have access to electricity, so it was difficult for them to access any program on TV. Only a few people in the rural area have electricity and TV, and if they were to watch TV, they would have to go to their neighbours.

Media houses have a positive contribution to women politics by giving them a platform to show their ability. Evidently, from one Member of Parliament, when she responded to the research question, she narrated the following:

*“First, I am very grateful to the media because I always say that I am a member of parliament who came from the media, I am a member of the community when I was doing a lot of things, the journalists came and told me that I am doing a good job, the community does not recognize it after the media held my hand, that is when I became known and persuaded to enter politics.”*

The media has also contributed a lot to removing our fear because we were worried about polluting them considering that I am a woman and someone's wife

When responding to the question, another respondent commented that:

*“There are special programs for women, and many women are very interested in learning and building confidence in women. In the past, we used to think that women do not like each other, but women journalists in that television have shown that it is not true because they have been including us in their programs”.*

One of the respondents said that

*“I am saying this TBC, Star TV, are doing very good things about women's programs, but I have also seen that there is a program for mothers, you know that mothers carry us a lot without realizing it, so announcing that mothers have done great things for us builds our ability and confidence to be women can be different than in the past, so we women should not be afraid of the media, instead we should use it for good to continue to increase the motivation of our fellow women who also wish to one day become politicians like us.*

Women have historically played an active role in politics in Tanzania. Although just once, they actively took part in the

fight for independence. When independence was attained, not a single woman was in the first cabinet. The late Julius Nyerere, the first president of independent Tanganyika and later of the United States. Historically, women have always been active in politics in Tanzania. They participated actively in the struggle for independence, although once. Independence was achieved, and the first cabinet did not have a single woman. A story is told that when the late Bibi Titi demanded an explanation from the then-President, the late Julius Nyerere, first president of independent Tanganyika and later of the United Republic of Tanzania, as to why he did not include women in his cabinet as full ministers, she was informed that there were no women with 'relevant experience'. The Republic of Tanzania is said to have responded that there were no women with "relevant experience" when the late Bibi Titi questioned why he did not include women in his cabinet as full ministers. The late Titi Mohamed, who had been instrumental during the pre-independence struggles in mobilizing women and men for party membership and in resource mobilization for the political party that won independence from the British in 1961, found this absurd, as she wondered where. The male counterparts had learned the art of statesmanship prior to independence. In her view, this was the beginning of the institutionalization of discriminatory political practices at high levels of decision-making. One of the CCM retired members of parliament added that *"TBC have narrated well a story of Bibi Titi Mohamed, I was approximately 20 years older than Bibi Titi, but working with her in CWT, she impressed us in politics and taught us a lot; she is the symbol of the women movement in politics."*

Another respondent argued that

*"The media has built courage for us women because there are always challenges that we women face as politicians, even those who are just starting out, so they encourage us that it is possible but also through programs, fathers will give permission to their wives and help their little daughters to mobilize. I was hoping to be like Asha Rose. All these activities are through the media."*

#### 4.3.1. Findings from Media practitioners

The research's general objective was to examine the role of electronic media in promoting women's participation in politics in Tanzania. A case of TBC and Star Tv. The study found that each media house has its own policy that guides a certain house, but all recognize the women's contribution to all aspects of life.

During an interview, a producer of "SAUTI YA WANAWAKE" (BIMASHADA) aired by TBC on the question, *"Is there any measures taken by your office to ensure women are fully participating in political activities?"*

*"Despite the truth that, Tanzania's legal framework for female representation is found in the country's Constitution, which states that "political parties that participated in general elections and obtained at least 5% of total valid votes for parliamentary election shall propose to the National Electoral Commission the names of women based on the proportion of votes obtained by each party in the parliamentary election..." (Article 78 (1) read in conjunction with Article 66 (i) (b) of the Constitution) in our media house we don't make decision or advice on our employee on political matters, its upon herself, but you know exactly this is national television and we are paid by the government so we are following our media*

*rules that are from government and not otherwise"*

Another respondent from Star Tv, when responding to the question, responded that

*"Sahara media group is owned by Antony Diaro and the cadre of the ruling party, so according to the rules when a woman decides to throw herself into politics we support her and help her to fulfil her dreams, this country belongs to all of us and no one has a right to it."*

Another media practitioner, when addressing the contribution of her office in women to politics, narrated that,

*"First and foremost is not the matter of media house to support our worker in politics; it must be recognized that gender equality and women's rights are critical bridges to long-term socioeconomic progress. The history of the global women's movement and the integration of women into the UN system demonstrate that such realization does not occur automatically. Above all, gender equality is anchored in the earliest human rights declaration, the Universal Declaration of Human Rights (UDHR), which stated unequivocally that sex discrimination was unacceptable. Nonetheless, this worldwide bill of rights, a powerful statement of faith spoken by the international community's then independent states, did not result in the majority of member states proposing legislation and policies that would promote gender equality."*

Democracy-building procedures and institutions will remain partial and defective as long as women, youth, persons with disabilities and minorities are excluded or marginalized as protagonists and beneficiaries of democratic transformations.

One Tamwa member and right activist proclaimed the following:

*"Marginalization and exclusion of any part of the population from democratic processes and institutions weakens the architecture and promise of democracy. The importance of addressing patterns of exclusion, structural hurdles, stereotypes, and unequal power relations that produce and repeat exclusionary practices and outcomes in societies cannot be overstated; media played a great role in addressing this night mare, but still is just 20% of actual fact we need media that will cover approximately 75% of women issues and success in politics. How many know the work done by women politicians? Anna Abdalla, Anna Makinda, and other women? Most of news coverage is talk about men's by far am glad Honourable Samia Hassan is now top in our country, through media and political change we see women leading our country and we want many women to compete in constituency so we can beat far our fear."*

The right to free speech, access to, and creation of media content are all examples of media freedom. All of these problems, which have been made more complicated by the digital sphere's increasing complexity, can only be completely comprehended when their gender equality components are taken into account because they frequently overlap. Women do not share full equality with men in any of these areas, nor are their contributions recognized to the same degree as those of men. There is still a culture that hinders women's advancement in many newsrooms around the world. In addressing this issue, one female journalist expressed her view:



“The prevalence of harassment in these places of employment makes it difficult for gender equality policies to effectively combat gender discrimination, even when they are in existence. The media is important for advancing gender equality and eliminating prejudice because it provides outlets for women's opinions, raises awareness of women's experiences, and ensures that biases against women journalists are addressed the problem is we are not trusted by media house leaders, that's why news coverage of women in political issue is bias compared with men, they take as like second choice after men..”

Media plurality refers to the diversity of media in terms of media purposes, including information, education, and entertainment. The accessibility, variety of economic structures, and diversity of content are used to assess media pluralism. According to UNESCO's World Trends Report, gender equality in decision-making positions, the media workforce, and representation in the media has not yet been attained in any of these sectors. The study found that press freedom requires diversity of viewpoints and a pluralistic media landscape. The only market that can support a media-free society is one that is un-monopolized. Citizens cannot control their governments or have the information necessary to make educated decisions without media freedom and plurality.

“According to Article 19 of the Universal Declaration of Human Rights and the International Covenant on Civil Rights, society can only exercise its right to freedom of expression and information flow if it has unlimited access to a variety of media and freedom of choice. political rights and we can examine both internal media pluralism, which refers to the availability of various perspectives and different content, and external media pluralism, which refers to the existence of numerous and diverse media content providers in a specific media market. Despite all this in media house we don't follow our wishes but what the media house wants, that is the big problem, can you imagine is only 2% of all program in TBC and Star TV that talking about women(woman program), and perhaps most of women program are based on domestic activities, we need seriously program that can address well the movement of women in politics.”

Another female journalist and political analyst explained that “ Mimi ni muumini mzuri tu wa kutazama vipindi mbalimbali vya luninga, nafuatilia sana mijada mbalimbali kwa kazi yangu ya uahandishi, bado nafasi ya luninga katika kuelezea ama kutoa jukwaa la kisiasa kwa mwanamke ni finyu sana sio TBC hata Star Tv, nimeangalia kipindi cha “Medani za kisiasa” kinacho rushwa na kitua cha Star Tv, kwa zaidi ya miaka miwili sijaona mwanamke aliye alikwa kwenye kipindi, ukiachilia mbali uwepo wa rais ambao lazima habari zake zitangazwe, lakini kuna wanawake wengi wamefanya makubwa sana katiaka siasa nilitazmia na wao wangepata nafasi ya kutazamwa zaidi kama wanavyo wapo nafasi mawaziri wa kiume na viongozi wa kiume, hata katika CCM katika mwenezi wa Sophia Mjema pamoja na kazi kubwa anayofanya bado hapati nafasi kubwa kweye vyombo vya habari kama wanavyopata wanaume, sasa nachelea kusema ni kwa kiasi gani hizi luninga zimetoa

nafasi kwa wanawake na kushawishi wengine katika siasa, nadhani bado kuna safari ndefu na lazima juhudi za makusudi zifanywe ili kusukuma hili na Watoto wakike watatamani kuwa kama hao viongozi..”

Translation:

I am a good believer in watching various television programs, I follow a lot of discussions for my writing work, still the space of television in explaining or providing a political platform for women is very narrow, not TBC even Star Tv, I have watched the program "Medani za kisiasa" which is aired by the Star TV station, for more than two years I have not seen a woman who was invited to the program, let alone the presence of the president whose news must be announced, but there are many women who have made a big impact in politics, I expected and they would have a chance to be watched more as there are positions for male ministers and male leaders, even in the CCM Sophia Mjema as one of CCM leader who need much space in media, despite the great work she does, she still does not get as much space for the media as men do, now I am too late to say how much these televisions have given space to women and influence others in politics, I think there is still a long way to go and deliberate efforts must be made to push this and female children will aspire to be like those leaders..”

Another media expert from TGNP added the following:

“ Bado luninga zetu hazijatoa nafasi ya kutosha katika kujadili mambo ya siasa kwa wanawake, kuna upendeleo mkubwa sana wa kisiasa nchini, wanaume ndo wanaopewa sana nafasi katika siasa, ukitazama kipindi cha “Agenda 2020” cha Star Tv ni asilimia chini ya 5% ndo walizungumzia wanawake ama kualika waanawake katika kipindi chao, hata sakata la Wabunge wa Chadema huoni wanawake wakipewa nafasi kulijadili ama kulizungumzia, zaidi ni wanaume wao kwa wao, unajuliza hivi msemaji wa wanawake ni mwanume? Wnawake tunafanywa kama chaguo la pili ama waziada tu sio muhimu, leo Madam Speaker akifanya maamuzi anatumwa kama “mwanamke” na sio kama “kiongozi”, hii inaleta sura mbaya sana katika medani za siasa nchini, hata huko kweye media house wanawake kufanikiwa ni tatizo yani wao wanatuona kama watu tuloenda pale kwa ajili ya kuwafurahisha wao ama sisi ni chombo cha starehe tu kitu ambacho sio hata hakina nafasi katika zama hizi, lazima media house zetu zibadilike, jamii ibadilike, viongozi wabadilike, jua wazi vyombo vya habari ni njia sahihi na vinanguvu sana kama vitaamua..”

Translation:

"Nevertheless, our televisions have not given enough space to discuss political matters for women; there is a very big political bias in the country; men are the ones who are given a lot of space in politics; if you watch the program "Agenda 2020" of Star Tv, the percentage is less than 5%, and they talked about women or invited women in their session; even in the saga of Chadema MPs,(COVID-19) you do not see women being given a chance to discuss it or talk about it; mostly men among themselves; are you wondering if the spokesperson for women is a man? Women are treated as a second choice or as extras; it is not important. Today, when Madam Speaker makes decisions, she is referred to as a "woman"

and not as a "leader", which creates a very bad image in the political fields in the country; even in the media house, women succeeding is a problem. They see us as people who go there to make them happy, or we are just a tool for enjoyment, something that does not even have a place in this era. Our media houses must change, society must change, and leaders must change. They clearly know that the media is the right and powerful way.

During an interview, the IPP MEDIA leader addresses the following:

"Without these brave women there would be no motivation to defend the rights of women and children, they did a great job to ensure that women are respected today, I witnessed this party being founded at that time patriarchy had ruled the world, great work has been done even today a woman can stand with confidence. They have fought for many things, many laws have been put in place and measures are being taken against those who oppress women, they deserve congratulations, they have brought great changes, despite their retirement and their age, we still need their ideas, young writers must invest their time in reading and increasing knowledge. If you have knowledge, you will stand up for what you believe in and that is what we did at that time, until now, being given this role by IPP does not just come as luck, no, it is a great effort and perseverance, I urge women not to get tired of reading in order to become a smart writer, we must know many things, when you discuss these steps you must also mention those who opened our eyes people like Rose Haji, Verie Msoka, Halima Sharif, Leila Sheikh, Elizabeth Marealle, Edda Sanga, Ananilea Nkya, Pili Mtambalike, Rose Kalemera, Nellie Kidela and Jamila Chipu.

She continued to express this and added:

"watu hao ni nguzo na ndio wamefanya hata mabadiliko katika mfumo wetu wa siasa, leo katika media house wanawake tunanguvu sana ukilinganisha na miaka ambayo tulitoka, kuna wakati watu wanakuuliza unawezaje kuongeza taasisi kubwa kama hii na wewe ni mwanamke unabaki unajiuliza hivi wanawake hatuna vichwa?ama ni upofu tu wafikra? Leo sauti ya wanawake bungeni inatokana na mchango mkubwa wa vyombo vya habari na msukumo wa wanahabari wanawake ambao waliamua kusimama dhidi ya ukatili na ubaguzi wa kijinsia na mfumo dume, ndo mana leo serikali inateua wanawake wengi tu kuwa viongozi ambao ni wanahabari na hili halina shaka na wanafanya kazi kwa weredi na kwa ubora mkubwa, ndo mana kuna vipindi mbalimbali katika luninga zetu zinavyo onyesha mafanikio na harakati za wanawake katika Nyanja zote za maisha"

Translated:

"Those people are pillars, and they have even made changes in our political system. Today, in the media house, women are very strong compared to the years when we came out. There are times when people ask you how you can increase such a big institution, and you are a woman, and you keep asking yourself, Women do not have heads. Is it just blind thinking? Today, the voice of women in parliament is due to the great contribution of the media and the inspiration of women journalists who decided to stand up against cruelty, gender

discrimination, and the patriarchy. That is why today the government only appoints many women as leaders, who are journalists, and this is without doubt, and they work diligently and with great quality. Yes, there are various programs on our television that show the achievements and movements of women in all spheres of life".

#### 4.3.2. Any suggestion on how to empower women in politics through media.

All respondents were asked to provide suggestions on how media can be used to empower women so that we can have more women participants in political affairs. The data on the question will be presented into two categories: the first category contains suggestions from media personalities, and the second contains suggestions from women.

##### 4.3.2.1. Media personality suggestions

When responding to the question on suggestion to empower women through media, one of The News editor from Mwananchi Newspaper commanded that, "*There is a need to establish weekly program on women in politics*". Another female editor in news room TBC added that, "*Government should allocate funds to media for the aim of enabling them to have programs on women's empowerment*". Another journalist from Star Tv suggested that the "*Ministry working with women should have clear links and policies to the media that will require all media to have programs on women's empowerment in political affairs*."

When responding to the question on how media can empower women, one TAMWA member recommended the following:

"Social media has shown to be an effective tool for bringing gender equality issues to the notice of a larger audience, igniting protests in cities all over the world, and pressuring policymakers to increase their pledges to gender equality. Recent events in Turkey and India show how social media has the potential to close the gap between grassroots women's advocacy and decision-making processes. The proliferation of social media and the remarkable adoption of new technologies by women present significant chances to put gender equality and women's rights problems at the centre of public discourse and media coverage. Here, in Tanzania, TAMWA and other women activists, we understand the power of media in carrying out voice, but now, social media act much more than Tv and radios" (Interview, June 2023).

In an interview with one MP in a special seat (1995-2015), representing CWT, explained the following:

"The "potential to make a far greater contribution to the advancement of women" was acknowledged and foreseen by the Beijing Platform for Action in 1995. The suggested targets for Goal 5 of the post-2015 sustainable development goals (SDGs) have echoed this request. Similar to 1995, there are still difficulties in using the media to combat discrimination, dispel gender stereotypes, and increase awareness of problems relating to women's rights. Despite the fact that more women than males use social media internationally, many of them, particularly in rural areas, still lack access to it because of poor infrastructure, high fees, and prejudiced social norms. Moreover, even though these women's movements are used by politicians to fulfil their desires, women are important in polecat campaigns because they

are used and abused after we are like toilet paper. We have to use this media platform to address our power. Honourable Samia is a great example of how women can lead among men.”

Another MP and opposition party leader and journalist, when responding to the question in an interview, said that:

“The environments of information sharing across borders and the interaction between citizens and governments have been completely altered by social media. Beyond its function as a tool for social networking, social media enables anyone to share content and opinions with a worldwide audience for the first time, cutting out traditional media and other means of information distribution. Activists from all around the world have been able to broadcast events live to a large online audience using platforms such as YouTube, Facebook, and Twitter, as was the case during the Arab Spring movement. Local concerns become global ones, and local activists interact with people throughout the world.”

The unparalleled political and awareness-raising potential of social media has not been overlooked by women's rights movements. Participants in the Wiki gender online debate emphasized the value of social media in enabling gender activists to connect locally and globally at a cheap cost. A younger generation of activists, who offer a crucial target audience to challenge preconceived notions and advance gender equality, have been drawn to activism in particular because of the rise of female bloggers. When responding to question one from the founder of Women Blog, “Malkia wa nguvu” added that

“Hash tag activism has aided in bringing women's rights to the public's notice and making issues that are not covered enough in the media more visible. For instance, the #BringBackOurGirls movement garnered over 1 million tweets in 2013, which helped to inform national and international players about the urgency of aiding in the recovery of kidnapped Nigerian schoolgirls. The case garnered little media coverage prior to the launch of the hash tag campaign. The prominent and popular #HeForShe campaign by UN Women further demonstrates the capacity of social media to draw in new and larger audiences. The campaign reached more than 1.2 billion people and brought attention to the importance of involving men and boys in the fight for gender equality. Recently, when Aquiline was killed by the police, our voice reached far to show the world our grief and pain, and social media, if well used, is only a perfect platform to bring women into power.”

## 5. Conclusion

The findings in this research showed that only one media outlet has a program on women's empowerment in politics, namely, TBC, but other media outlets interviewed do not have direct programs on women's empowerment in politics but have programs on women's empowerment in other sectors. While politics is the key to decision-making, the media have been overlooking it. Empowerment of women in politics will enable them to liberate themselves in other sectors.

Furthermore, the research findings from women showed that many women do not have access to media programs; even the

present programs do not reach women. Seven women were interviewed, and all of them responded that they did not have access to media, especially those from rural areas, giving reasons such as the price of decoders, a lack of electricity, and having no time to follow media programs due to having many household chores.

Generally, the media do not play a role in women's empowerment in politics, and even if they had programs, they would still not be accessible to women for the abovementioned reasons.

The demand of the audience of both media and media house policy and styles are among the driving forces deciding the production of the programs to satisfy these needs; thus, the coverage of some stories is highly prioritized over other stories locally and internationally, and the experts within the media are working according to the rules set by the media, although they agree that sometimes these policies are unfair for the growth of some clubs and leagues. Based on the findings and the theory of development media framed in the research, the theory proves that media is a tool for advancement within society or positive advancement but only if used properly as a watchdog and a tool of critique than when there are driving forces behind it.

For the media used in the study, a researcher found that an interference of the media owners and audience preference become hindrances to the successful change brought by media.

## 5.5. Implications of the study

The media has made a great contribution in preparing, promoting, and giving an adequate platform to fulfil women in political dreams. Women have been fighting for their rights for a long time. The great efforts made by the associations of women journalists in ensuring that women obtain a political position and are recognized in society are an important part of this success achieved by women, although not on a large scale. This research has found that despite the limitations of the policy, the media's announcement of the movement of women in politics has still helped persuade women to enter politics and give them a voice and influence in society. Therefore, this study touches on the efforts of the government, politicians, media, and society in general to help women overcome political obstacles.

### 5.5.1. Implications for the government

The protection of women's rights and political participation is a constitutional duty of the government. The only basis for political unification is the problem of providing women and men with equal opportunity and motivation. Since women are currently in positions of power and are working much harder than even the majority of men, who have been in charge of this country for a long time, it is no longer acceptable to view them as weak or helpless.

### 5.5.2. Implications for policy markers

There are various Sharia laws and bills that govern the media in the country. Despite having rules and policies that guide every media house, there is still a need to have a policy that will force media owners to have at least two sessions a week that will discuss political issues and the movement of women in leadership. This will give respect and a great opportunity to women, especially in obtaining political and leadership positions.

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