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Assessment of print media coverage of coffee crop farming in Tanzania: a case of Daily news and the Citizen newspapers

Leonard Magomba ^{1*}, Dr. F Ng'atigwa ²

¹⁻² Department of Mass Communication, St. Augustine University of Tanzania, Tanzania

* Corresponding Author: Leonard Magomba

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Abstract

The media exert a great deal of influence on their audience; for this reason, media practitioners may make a section of the media compromise objectivity in their reportage to influence the growth of coffee crop farming and henceforth boost the productivity of the cash crop. Therefore, for a period of three months, this study assessed the news reportage pattern of two newspapers, Daily News (owned by the government) and The Citizen, a privately owned newspaper. These newspapers were selected for this study because of their significance and popularity in the audience. The content analysis research method was used to assess print media coverage on coffee crop farming in Tanzania. The study was premised on the Framing, Development Communication and Social Responsibility theories. The research established that among 79 stories covered on agriculture by both newspapers, there were only three stories on coffee crops, which is equivalent to 2.37 percent. This is very minimal compared to others. The media has the responsibility of working as a bridge for transferring knowledge to coffee farmers. Above all, the media need to be accountable to the people in which it operates by backing them with favourable development news as well as creating knowledge for farmers in general. The media need to be accountable to the people it operates by backing them with favourable development news as well as creating knowledge for farmers in general. The significance of this study lies in the innovative approach that improves the methodology for analysing newspaper forms and solves a number of practical problems, including the effective arrangement of information and the ability to popularize it. This study does not cover all the problems and does not provide a permanent solution but rather attempts to solve a small part of the problems facing modern researchers of journalism.

Keywords: Print media coverage, Coffee crop farming

1. Introduction

Print medium has existed for several centuries. The notion of text printing was initially facilitated by the creation of the printing press in 1440, which was pioneered by Johannes Gutenberg. During the subsequent six centuries, print media underwent significant transformations, ultimately establishing itself as a prominent source of news. Over the course of the last decade, there has been a notable rise in the diversification efforts of print media businesses, as they have expanded their operations beyond conventional print platforms and ventured into the realm of digital publishing. This expansion has manifested via the establishment of online news portals and active engagement on social media platforms such as Facebook, Twitter, and Instagram, among others. Young individuals belonging to the millennial generation exhibit a tendency to allocate a greater portion of their time engaging in online activities as opposed to consuming printed materials. The proliferation of technological advancements has, to some extent, engendered a sense of indolence within individuals. The scholarly article by Michael (2017) ^[85] examines the influence of news being documented and distributed through social media platforms.

The origins of print media in Tanzania may be traced back to the years 1888 and 1890, when newspapers were first brought to the region. The inaugural monthly publication in mainland Tanzania was titled *Mtenga Watu*. Sturmer (1998)^[3] posits that the introduction of print media served as a supplementary medium to oral communication. Various sources of information, including scientific outputs, were disseminated through print media by the aforementioned individuals.

The landscape of communication and news dissemination has seen significant transformations in the past two decades (O'Neill, 2022)^[39]. While the advent of radio and television had a significant impact on the media industry, it is the emergence of the internet that has brought about a multitude of media outlets, fundamentally transforming the way individuals consume and disseminate news. In the contemporary digital landscape, sources of communication are always developing, encompassing many platforms, such as Facebook, Twitter, YouTube, Quora, email, and blogs.

Constant change breeds uncertainty. At a time when the world is facing enormous upheaval and people are looking for words they can trust, print is standing firm in its place on the communication podium. With an expected global growth rate of 4.8 percent in 2022, traditional print media (Newspaper) is still the most trusted source of news and information for many (O'Neill, 2022)^[39].

Tanzania's economy relies heavily on agriculture. Approximately 95% of the food consumed in the nation is produced in this industry, which also contributes approximately 75% of the country's foreign exchange profits and makes up approximately 27% of the GDP. For approximately 80% of Tanzanians, agriculture is a key source of income. Additionally, the agricultural sector collaborates with other sectors to provide raw materials to enterprises, market manufactured commodities, and engage in agro-processing (URT, 2012; PADEP, 2010)^[35].

However, a variety of factors, including a low adoption of research technologies and innovations, poor markets and prices, ineffective implementation, a low use of improved seeds and fertilizers, an overdependence on rainfall, a reliance on traditional farming methods, unpredictable and unfavourable weather and climate, and poor physical infrastructures such as roads, limit the performance of agriculture in Tanzania and many other developing countries. These issues are frequently made worse by farmers, extension agents, researchers, policy-makers, and other sector actors not having adequate access to current and pertinent agricultural information (Sharma, 2011)^[48].

Agricultural information encompasses aspects such as the availability and use of fertilizers, improved varieties of seeds and seedlings, feeds, plant protection chemicals, agricultural machinery and equipment, as well as information on soil and water availability. It also encompasses information on pests and weed control, harvesting and postharvest processes and storage, markets and prices, climate and weather, transport facilities, and credits and loans. Timely access to reliable agricultural information enables farmers to improve their productivity through the deployment of good practices such as timely preparation and planting of farms, increased use of fertilizers and improved seeds and seedlings, reduced input costs, increased sales of agricultural produce, adoption of modern farming equipment and machinery, and proper processing and storage of crops.

Newspaper is an information carrier. People believe strongly in what they read because newspapers give the truthful

comprehensive and intelligent account of the daily event in content that gives them meaning. The main function of the newspaper is to tell its readers what is happening in the world, including the country, the state, the town or city and the locality. In general, mass media are powerful tools in information dissemination. This includes broadcasting the anti-corruption activities. These activities are seen mostly on the pages of newspapers; hence, newspapers are a powerful tool of mass communication (Paul, 2014)^[34].

In today's environment, print media has a unique role to play among various stakeholders, which consists of policy makers, government, nongovernmental organizations (NGOs) and the public at a large level. No one can deny the role of print media as a source of information about education for millions of readers.

Advancement in technology has brought about new communication channels that are either standalone or mediated by communication devices. These channels include print media, demonstrations, different mobile phone applications, radio and television sets, and web-based (including social media) channels. The decision on which communication channel to use depends on the awareness and credibility of the media, media richness, characteristics of the message being communicated, availability of feedback mechanisms, and urgency of the message.

Moreover, the quality of the communication infrastructure being used for transferring a message affects the level of usage of some communication channels. For example, the quality of roads can affect the transfer of print media, while the quality of ICT networks affects the adoption and usage of radio and television sets, web-based media, and mobile phones. Strategies employed in communicating agricultural knowledge may differ by type of knowledge being communicated, credibility of the channel, level of development of the communication infrastructure, rural-urban settings, intended audience, dispersion of the intended audience, and literacy level of the intended audience. For these reasons, some communication channels may have many advantages over others.

Dissemination of agricultural knowledge in developing countries requires consideration of the channel and associated factors that may influence the delivery of the message. For example, rural areas in most developing countries have poor and impassable roads, mainly during the rainy season, when agricultural activities are at their climax. This limits the dissemination of agricultural knowledge packaged in print media. Likewise, most rural areas in developing countries do not have access to ICT networks and computers. This limits the use of web-based media for disseminating agricultural knowledge. Moreover, disseminating agricultural knowledge through face-to-face communication channels in rural areas in most developing countries, including Tanzania, is limited by the poor farmer-to-agricultural extension offer ratio (CUTS International 2011).

As opposed to agricultural extension, radio and television stations have a great potential to reach more people at a given time because broadcasting is made possible through satellites and antennas. Moreover, conversion from analogy to digital radio and television broadcasts has made the accessibility and reach ability of radio and television frequencies more widespread. In Tanzania, radio and television broadcasts are known to reach most rural areas, and there are some radio stations that are limited to semi urban and rural areas of the country (Tanzania Communication Regulatory Authority

(TCRA). As opposed to agricultural extension, radio and television stations have a great potential to reach more people at a given time because broadcasting is made possible through satellites and antennas. Moreover, conversion from analog to digital radio and television broadcasts has made the accessibility and reach ability of radio and television frequencies more widespread. In Tanzania, radio and television broadcasts are known to reach most rural areas, and there are some radio stations that are limited to semi urban and rural areas of the country.

insisted that print media play an important role in content publications and that newspaper media can play an essential role in framing and covering stories for better development awareness. Media is remembered as the fourth pillar of the state; it helps governments shape their policies and brings issues to the attention of governments.

According to Jammy *et al.* (2020) ^[18], newspapers are a very effective source of information, entertainment, education and the interpretation of news by citizens, especially elites. Newspapers have exerted a great deal of influence because they are relatively cheap, portable, more widely available and are frequently published, thus ensuring the most up-to-date information and readability by individuals with varying reading abilities as well as when they like. Newspapers were a vibrant, purposeful and activist media in the whole of the Black world, if not in the developing world.

This study assessed the coverage of print media on coffee crop farming in Tanzania because media are the only effective tools that have been given power to influence and change people's minds. Media is part of our lives and has an enormous influence on our society. We depend on media to increase knowledge and access various information. The importance of media is growing every day due to the great connectivity that exists around the globe. Thanks to its enormous power, the media brings knowledge to countless different topics. This serves to bring society closer to various sources of information and develop curiosity about what they want to learn (O'Neill, 2022) ^[39].

The government of Mwalimu Julius K. Nyerere utilized the media as an effective tool in adult education and the formation of national cohesion. Mwalimu Nyerere wanted to utilize media to foster the unity and development of the country. Some radio programs, such as "Ukulima wa Kisasa" (Modern Agriculture), run by Radio Tanzania Dar es Salaam (RTD), were successful programs introduced to stimulate the development of agriculture. Mwalimu Nyerere also uses media to promote some agriculture slogans, such as Kilimo cha Kufa na Kupona and Jembe Halimtupi Mkulima, to foster the development of agriculture.

Another successful initiative was the policy of self-reliance. Following the new policy of self-reliance, agriculture became the basic educational matter on The National Service. Students were instructed in both methodological and managerial skills. Accordingly, the Radio Section of the Ministry of Education, which was responsible for school broadcasts, sought assistance from the Ministry of Agriculture. These partnerships resulted in the production of tapes based on real-life situations. In addition, school terms were reduced from three to two and adjusted to coincide with planting and harvesting seasons (Sturmer, 1998) ^[3].

Generally, the utilization of media to stimulate agricultural development is crucial because media can provide information to tell us what a product, service or message is. In fact, media influence has become so powerful today that it

can easily influence people positively and/or negatively. We also live in a society that depends on media as a source of entertainment and information. In this case, the appropriate use of media for prosperous agricultural development is crucial.

According to Sturmer (1998) ^[3], media played a crucial role in political and socioeconomic development, especially in postcolonial Tanzania. However, both the Germans and the British undertook only half-hearted attempts to incorporate communication channels into the development process. For him, newspapers are everything. Sturmer (1998) ^[3] noted that newspapers have a positive influence on society because newspapers not only give information or the latest news. They also help in the positive linkage between government and the people. Newspapers even help to increase knowledge that we cannot obtain from books.

Principally, the utilization of media to support agricultural development in Tanzania started before independence; in 1955, the Swahili monthly publication, which was owned by the Agricultural Department, was launched for the same purpose. After independence, the editorial office of the launched publication was moved to Dar es Salaam. Then, the paper was published by the Ministry of Agriculture and Livestock Development, which later became the Ministry of Agriculture and Cooperatives (Sturmer, 1998) ^[3]. The launches of newspapers come because agriculture is the primary economic activity for 80 percent of Tanzania's population (World Bank, 2012). The sector generates approximately 95 percent of the food consumed in the country, contributes approximately 75 percent of the foreign exchange earnings and accounts for approximately 27 percent of the national gross domestic product (GDP).

Agriculture is also a major source of livelihoods for approximately 80 percent of Tanzanians (URT, 2012; PADEP, 2010) ^[35]. Agriculture is undoubtedly the largest and most important sector of the Tanzanian economy, with the country benefitting from a diverse production base that includes livestock, staple food crops and a variety of cash crops.

The most common food crops are maize, wheat, rice, sweet potatoes, bananas, beans sorghum, and sugarcane. Cash crops include cotton, cashew nuts, tobacco, tea, sisal and coffee (ITA, 2021). This study focuses on media coverage on coffee crop farming because coffee is among the strategic cash crops in Tanzania, earning the country a substantial amount of foreign exchange.

After fuel, coffee is the second most traded commodity worldwide, as it is liked and consumed by many people across the globe, mainly through 2.6 billion cups of coffee (Moshi, 2022) ^[53]. Cash crops, according to Mavuno (2022) ^[31], are the second most valuable agricultural export after tobacco. Tanzanian coffee is purchased by the majority of Japanese (22 percent), Italians (19 percent), and Americans (12 percent).

Speaking on an overview of coffee productivity and how the coffee sector is fairing across the country, the Acting Director General of Tanzania Coffee Board (TCB), Mr. Primus Kimaryo, said that in 2021/2022, the country earned a total of 199.98 million US dollars through coffee exports, adding that out of these, 70.484 million US dollars was realized through Tanzania Coffee Exchange (local coffee auctions), while the remaining 129.5 million US dollars was garnered through Direct Coffee Export (DCE).

The cash crop earned the country a total of 24 percent of the

total country's agricultural GDP. Additionally, coffee provides direct income to more than 450,000 farm families and indirectly benefits the livelihoods of 2.4 million Tanzanians through marketing and value addition.

The contribution of coffee to cash household income is consistent with the findings by USAID (2010) that, on average, coffee contributes approximately 37 percent of total cash income.

However, recently, there has been a decline in coffee productivity in Tanzania, and some people have said that mass media have sidelined the cash crop in terms of coverage. Unlike previously, whereby media used to promote agriculture in Tanzania by introducing various radio programs such as "Ukulima wa Kisasa" which by then run by Radio Tanzania Dar es Salaam (RTD), people said that currently, most of the media houses were busy with music, sports and entertainment news; as a result, coffee farmers become blind on how to mitigate the decline of coffee productivity.

The Executive Director of the Agricultural Council of Tanzania (ACT), Ms. Janet Bitegeko, urged that a lack of in-depth and analytical reporting on agriculture contributed to making society remain in the dark, and this is a problem. The major roles of media are to inform, educate and add knowledge on various issues, including agricultural activities.

Therefore, this study assessed the coverage of print media on coffee crop farming in Tanzania to provide a better understanding of issues that hinder the growth of cash crops. Specifically, the study aimed to examine how Daily News and The Citizen Newspapers cover issues on coffee crop farming, to determine the priority given for news on coffee crop farming on Daily News and The Citizen Newspapers and to determine the extent of coverage of coffee crop news on the Daily News and The Citizen Newspapers.

1.1. Study Objectives

1. To examine how Daily News and The Citizen Newspapers cover issues on coffee crop farming.
2. To determine the priority given for news on coffee crop farming on Daily News and The Citizen Newspapers.
3. To determine the extent of coverage of coffee crop news on Daily News and The Citizen Newspapers.
4. Citizen Newspapers.

2. Review of Literature

In this section, the researcher analysed previous empirical studies to provide an answer to a specific research question.

Examined the coverage of agricultural information in Tanzania's newspapers published between 2009 and 2013. The four newspapers are Mwananchi, Habari Leo, The Guardian and Daily News, which comprise 840 editions. The study findings show that of the 63,609 news articles in all four newspaper editions, only 836(1.3%) articles were on agriculture. The proportion of agricultural news articles published ranged from 0.79 percent in 2010 to 1.92 percent in 2012. Habari Leo had an average of 61.4 agricultural articles, followed by Mwananchi with an average of 39.4 articles. The prominence of agricultural information was as low as 4.9 percent in all newspapers. It is recommended that the government formulate and institute policies aimed at increasing the coverage of developmental topics such as agriculture in newspapers.

Information on agriculture includes topics like the

availability and application of fertilizers, as well as information on better seed and seedling kinds, feeds, plant protection agents, agricultural gear and equipment, and soil and water availability. Additionally, it includes details on how to control weeds and pests, harvesting and storage procedures, market prices, climate and weather, transportation facilities, and credits and loans. By implementing good practices like timely farm preparation and planting, increased use of fertilizers and improved seeds and seedlings, lower input costs, increased sales of agricultural produce, adoption of contemporary farming equipment and machinery, and proper processing and storage of crops, farmers can increase their productivity.

Farmers and other stakeholders do not have enough access to agricultural information, according to studies conducted in Tanzania and elsewhere. Tanzania's rural areas' weak and unreliable communication infrastructure, high rates of illiteracy, poverty, a lack of electricity, and the high costs of information and communication technology (ICT) services all restrict access to agricultural information. According to, the main obstacles in India include the lack of acceptable content, a lack of knowledge about the sources of information that are available, and a delay in the delivery of information. Financial issues, inadequate infrastructure, and a lack of pertinent information all limit farmers' access to agricultural information in Nigeria. Due to communication difficulties and language obstacles, Ugandan farmers have limited access to agricultural information.

In many developing nations, the conventional method of distributing agricultural knowledge through extension services also has a number of drawbacks. Researchers, extension agents, and farmers have had shaky connections. The excessive number of agricultural extension officers to farmers has sometimes been blamed. As a result, extension agents are unable to reach the majority of farmers. Fiscal sustainability and insufficient operating resources are further issues. Researchers, policymakers, and other agricultural actors, including the business sector and the research community, all lack access to crucial agricultural data.

This necessitates using additional communication channels, such as the media, to spread and exchange agricultural information more effectively. Mass media are communication methods that may quickly spread information to a large audience. Therefore, such media can raise public awareness about specific concerns that many people can easily become knowledgeable about assert that the use of mass media has been successful in contexts outside the normal applicability of extension services.

The fact that the majority of people in developing nations still rely on "traditional mass media" such as newspapers, radio, and television raises the possibility that these three media outlets are efficient means of spreading agricultural information. By bringing attention to certain concerns, mass media can also improve knowledge and alter people's behaviour.

Newspapers have the advantage of being in permanent form, having more information, and frequently being more authoritative, even if radio and television are the fastest mass media to reach a large audience. Newspapers are periodicals that feature editorial opinions, analytical articles, informational articles, advertisements, special reports, cartoons, and photos. Newspapers can also offer extensive and prominent coverage of a given topic, and they play a significant role in influencing public opinion and

encouraging learning about a variety of subjects, including agriculture.

Newspapers thus serve a significant role in distributing development messages, especially information about agriculture.

Despite the important role that newspapers play in informing the general public, there are worries in many nations that newspapers frequently give priority to advertisements, politics, entertainment, and crime stories while ignoring development issues such as agriculture. A study conducted in Nigeria found that newspapers gave agriculture a relatively low level of emphasis. Out of 750 news stories about agriculture, only 36 (4.8%) were printed on the front pages found that private publications in Botswana covered agricultural news more extensively than official newspapers did. Newspaper coverage of agricultural news has generally been underwhelming.

The number of registered newspapers in Tanzania has grown significantly during the past several years. With different publishing schedules, there were more than 800 registered newspapers in the nation by 2014. Newspapers may release daily, weekly, or monthly editions (MCT, 2015). Some of these publications are owned by the government, while others are privately held. While some newspapers are published in English, some are in Kiswahili. Although there are widespread worries that essential developmental information, such as agriculture, is underrepresented in Tanzanian publications, there are seldom any empirical data to support such allegations.

A study reported the findings of a study that assessed the accessibility and use of mass media by small-scale farmers in accessing agricultural information for poverty alleviation in Tanzania. The study, which was carried out in six purposively selected villages in Kilombero district, Morogoro region, used a sample size of 120 respondents. It employed a case study research design and a combination of quantitative and qualitative data collection methods. Data were collected using documentary review, questionnaires, focus group discussions and observations.

Quantitative data were analysed by using Statistical Package for Social Sciences (SPSS) version 16.1, whereas qualitative data were subjected to content analysis. The results of the study show that radio was the most widely used information channel compared to television and newspapers in the study area. Generally, the agricultural information received by respondents through radio was relevant to their farm activities.

Moreover, the agricultural information received by the respondents through television and newspapers was only partially relevant to their farming activities. The study findings also established that the barriers to accessing agricultural information through mass media in the study area were associated with poor power supply, poor signals, high cost of purchasing mass media sources, and inadequate feedback mechanisms. Therefore, it is recommended that the government support rural electrification and improve transport systems so that modern agricultural mass media sources/facilitates can be more widely available and used in these areas than presently.

Another study investigated the usage of radio and television as sources of agricultural knowledge among farmers in Tanzania. The study specifically identified major sources of agricultural knowledge used by farmers, determined the potential of radio and television stations as sources of

agricultural knowledge, determined the accessibility and usage of radio and television agricultural programs, investigated factors influencing the accessibility and usage of radio and television agricultural programs, and devised strategies to improve the accessibility of radio and television agricultural programs.

This study involved 314 randomly selected farmers from nine villages in the Morogoro Region. The findings indicate that radio and television were among the seven sources of agricultural knowledge among farmers. Radio sets were more accessible and owned by more farmers than television sets. The findings further indicate that the majority of farmers who used radio and television as sources of agricultural knowledge preferred to listen and watch agricultural programs, respectively, during the evening and night.

The study showed that accessibility of radio and television sets, gender-based division of labour, language, number of agricultural programmes broadcasted and awareness of the broadcasting time of agricultural programmes were among the factors influencing their usage as sources of agricultural knowledge. To improve the accessibility of agricultural knowledge, radio and television stations should perform agricultural knowledge needs and enhance the timely dissemination of needed knowledge.

A research looked into how Zimbabwean newspapers covered issues with food security and climate-smart agriculture. He spent 123 days reviewing newspapers, including The Herald, Newsday, The Standard, and The Sunday Mail. According to a study that examined newspaper coverage of crop production, animal production, fisheries, post-harvest management, food safety, value addition, marketing, and administration as they relate to climate change, only 22.6% of 469 articles on food security dealt with climate change, while 77.4% dealt with other topics unrelated to climate change.

The study concluded that there was a significant variance in the coverage of various food security issues related to climate change, with climate change issues related to postharvest management, food safety and fishery management not being covered during the period of study.

The study recommended that stakeholders in the agriculture sector and the media industry should work towards improving the publication of climate change adaptation and mitigation in agriculture investigated the function of the media in Adamawa State's agriculture. It concentrated on a number of issues, including the extent to which mass media have been utilized to transmit agricultural information transmission, farmers' media preferences, difficulties encountered when gaining access to information through the media, and the necessity of establishing community-based media. A multistage random sampling procedure was used to choose study participants. The four Agricultural Development Programme (ADP) extension zones in the state—Gombi, Guyuk, Mayo-belwa, and Mubi—were each randomly chosen to receive one extension block. Then, 10 farmers in each of the two agricultural extension cells that were randomly chosen from each of the extension blocks. For the study, 240 farmers in total were chosen. A schedule for interviews was. The findings show that the majority of farmers (69.17%) declared radio to be their only source of production information. In addition, 50% of respondents said they preferred television to other accessible media for disseminating information on agriculture.

There is a substantial correlation between all the variables

relating to the difficulties farmers have receiving information from mainstream media and how they view community-based media, all of which were significant at the 5% level. Among the agricultural knowledge provided to farmers through mass media, weed management came in at 16%, improved crop types at 25%, and pest and disease control at 41.7%. The study recommended the creation of neighbourhood television stations with a focus on agricultural programming for farmers, as this was a long way from enhancing both the quality and accessibility of information. In order to scale up smallholder participation in legume-based sustainable agricultural intensification (SAI) methods and technology, undertook a study in Tanzania.

The following research questions were addressed by the study: (i) Does involvement in the campaign increase farmers' awareness of sustainable agricultural intensification techniques and methods based on legumes? (ii) How has the campaign affected the use of sustainable agricultural intensification techniques and technologies based on legumes? (iii) Is there a difference between exposure to many ICT-enabled channels and exposure to only one channel in terms of understanding and adoption? (iv) Is it more economical to use radio or SMS separately or in tandem? The findings demonstrate that when SMSs assist radio campaigns, both adoption and awareness are increased. However, the most economical strategy is to use radio exclusively. 2.1 farmers adopt at least one new practice for every dollar invested on the radio promotion, compared to compare with 0.5 farmers for SMS and 0.4 farmers for radio and SMS combined.

A few studies investigated the effect of using radio and mobile phones in conveying agricultural information that prompts an increase in awareness and uptake. Participatory radio campaigns enhanced awareness and uptake of encouraged agricultural techniques in four African nations, including Tanzania, according to research.

Alternatively, carried out a comparative study on social media that aims to test how coffee retail businesses can optimize social media usage to increase their customer base, achieve a higher level of customer satisfaction, and subsequently increase the rate of customer loyalty over time. According to the findings, retail coffee shops have been expanding quickly in Middle Eastern nations, especially over the past ten years, as seen by the involvement and use of social media by businesses, small businesses, and retailers worldwide and in the Middle East.

Coffee shops in the area with free WiFi access are particularly appealing offline and online social settings due to the high usage of mobile communication devices like smart phones and social media. The Internet is constantly expanding in Arab nations, providing several e-commerce chances for retailers to expand, flourish, and win customers.

Starbucks, Nescafe, and Peet were the three major participants in the coffee business studied. The study examined how each company used the media to acquire a competitive edge. It aims to discuss the advertising media employed, its effectiveness for the companies, improvements that may be made, and tactics that could be used. by other companies in the same industry.

Print publications, social media, television ads, and more are all examples of the media in question here. These businesses have survived challenging economic times thanks to clever advertising, and some, like Starbucks, have even managed to bounce back from what was first perceived as a crisis. The

results demonstrate that one of the most efficient ways to raise consumer awareness, particularly in the modern world, is through the use of media in advertising, as many authors and academics have said. Companies can now sell their goods not just in domestic markets but also in marketplaces throughout the world thanks to globalization. Due to increased competition, it is necessary to be more aggressive in raising awareness of current and upcoming products investigated how smallholder farmers in Tanzania received agricultural information. The study used a meta-analysis methodology, reviewing 20 existing studies on agricultural knowledge and information in Tanzania. Microsoft Excel 2010 was utilized to conduct descriptive statistical analyses throughout data analysis. The results of the study show that smallholder farmers in Tanzania have access to a variety of agricultural information sources and knowledge delivery systems.

The results also show that there is no agreement on the best pathways for getting these resources to rural communities. While some earlier research indicated that the mass media were the main sources, others suggested that pathways and sources for oral information and knowledge delivery were more important. The study also shows that rural Tanzania is not exempt from issues that impede the dissemination of agricultural knowledge and information.

These findings imply that a lot of people get their agricultural information and knowledge from friends, family, and neighbours. Additionally, two-fifths (40%) of the studies mentioned other farmers and extension agents as means of distributing agricultural knowledge and information to smallholder farmers, while one-fifth (20%) of the studies mentioned NGOs, print materials, and voice calls. difficulties encountered in acquiring knowledge and information about agriculture. The difficulties that Tanzania faces in accessing and using agricultural knowledge and information were discovered from the papers examined in order to better understand these processes.

3. Methodology

In this study, a mixed-method approach was deployed to assess how Daily News and The Citizen cover news on coffee crop farming 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 Daily News and The Citizen as the main newspapers for the study. The target population of this study was all copies of Daily News and The Citizen Newspapers, which is 720 editions (copies) published by the two newspapers per annum. In this study, copies of Daily News and The Citizen Newspapers for a period of four months (March, April, May and June) were selected randomly. The sample size of this study was 240 editions (copies) of both Daily News and Citizen Newspapers for a period of four months.

This study uses document analysis to measure and analyse data from both newspapers: Daily News and The Citizen. According, document analysis is "the study of recorded

human communications, such as books, websites, paintings and laws” (p.530). The document analysis method was used to collect data, which involves the analysis of content from written documents to make certain deductions based on the study parameters. This method is mainly used in qualitative research as a method of qualitative analysis. Given the mixed methods approach the study adopted, the analysis and presentation of data assumed two approaches: qualitative and quantitative data analysis.

4. Findings.

4.1. Themes of agriculture stories reported by Daily News and the citizen newspapers

There are some frequently captured news themes from agriculture covered by Daily News and The Citizen newspapers between March and June 2023. The results were obtained by reviewing and analysing the contents of agriculture, specifically coffee crop news, as they appeared in the two newspapers for the said duration.

Table 1: The Thematic Coverage of Coffee Crops by Both Newspapers over Four Months

Types of News	Daily News	The Citizen	Total Articles
Agriculture	54 news stories	56 news stories	110 news stories
Coffee Crop	8 news stories	No news stories	8 news stories

Source: Research Findings, 2023

Table 4.5 shows the most common items relating to and/or consisting of coffee crop farming news covered by Daily News and The Citizen Newspapers between March and June 2023.

The findings of this study found that a total of 110 news stories were covered by both newspapers on agriculture in

general and eight (8) news stories on coffee crops. The analysis of these findings shows that the coverage of coffee crops is 8.8 percent of all news stories on agriculture that were covered by both newspapers in the four months. In reality, this is very minimal coverage compared to other news on other cash crops.

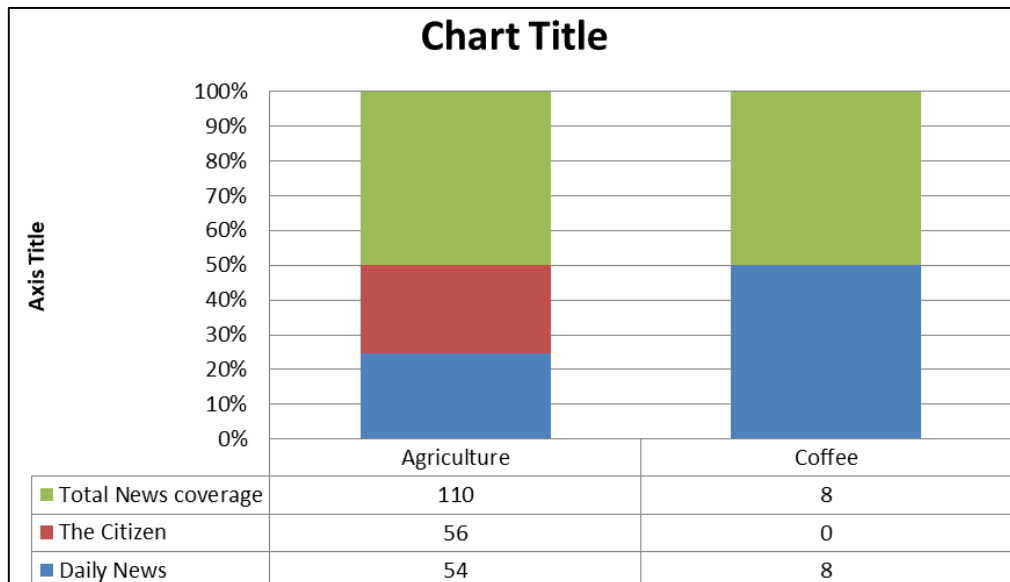


Fig 1: The Thematic Coverage of Coffee Crops by Both Newspapers over Four Months

Figure 1 lists the most frequent stories on coffee crop farming that Daily News and The Citizen Newspapers covered from March to June 2023.

The results of this study revealed that both newspapers published a total of 110 news pieces about agriculture in general and eight (8) news stories specifically about coffee crops. The examination of these results reveals that 8.8% of all agricultural news stories covered by both publications in a four-month period dealt with coffee crops. In actuality, this story is given extremely little coverage in comparison to those on other cash crops.

Table 2: Daily News and Citizen Newspapers Covering Issues on Coffee Crop Farming

News Content	The Daily News	The Citizen
Coffee Crop News	8	0

Source: Research Findings, 2023

Table 4.6, summary of findings of this study, found some issues from the eight (8) news stories covered by Daily News between the months of March and June 2023. Unfortunately, as per the analysis of these findings, there were no news stories covered by The Citizen, one of the leading English daily newspapers in Tanzania.

Among the three stories, Daily News covers some issues related to coffee crops. The first story goes with the heading: Coffee Farmers Learn from Rwandan Counterparts. The author tells a story of a team of coffee farmers from the Kagera region comprising Kagera Cooperative Union (KCU) Board Members and Management who visited Rwanda to learn and share experiences from Rwandan coffee farmers on modern coffee production and marketing strategies. This shows that coffee crop farming activities are not only the issues of Tanzania but also some of the elements of some international issues, as it can link farmers from the two nations. Above all, the author touches the issue of education

as coffee farmers from Tanzania went to learn from their counterparts in Rwanda on how to increase productivity and further knowledge on the issues of marketing strategies.

Another story which goes with heading: TaCRI to Surpass Coffee Seeds, Making Goal, the author writes Tanzania Coffee Research Institute (TaCRI) is set to break its target of producing and distributing coffee seedling for this year. TaCRI has already produced 17 million coffee seedlings by the end of the last month, equal to 70 percent of the target of producing 20 million seedlings at the end of the 2022/2023 season. In this story, the author touches on the issue of seedlings, which is no longer a challenging issue, as the availability of a vast number of seedlings is one step ahead, which has helped solve coffee farmer seedling issues. This also helped to increase the productivity of the cash crop.

Another story which goes with heading: Over 10bn/- paid to Organic Coffee Farmers in Kagera, the author says Organic Coffee farmers in Kagera Region have been paid 10.8bn/- during the 2022/2023 crop season due to attractive prices obtained at the international markets. Lack of motivation among farmers, low financial returns from the crop, failure to apply proper crop husbandry practices such as fertilizer application and timely weeding, bad harvesting and postharvest-handling methods have been awkward to most of the coffee farmers in Tanzania. The author of this story tries to address the issue of payment, which most of the time becomes a cumbersome problem for coffee crop farmers. The author also touches on the issues of marketing, low financial returns and fertilizer for coffee farmers.

Another story with the heading: KCBL Directs 6.5bn/- Loans to Coffee Farmers, the author says The Kilimanjaro Cooperative Bank Limited (KCBL) has set aside 6.5bn/- for agricultural loans in this year's coffee season. The loan for the 2023/2024 coffee season was channelled to farmers through their respective agricultural marketing cooperative societies (AMCOS). The KCBL Business Relations Manager, Mr. Baraka Ondiek, said out of the set aside fund, 4.0 bn/- was directed for farming activities, while the remaining was loaned for agri-inputs. In this story, the issues of agri-inputs that help to cum the burden of paying for inputs that the farmers are facing were addressed properly. A move of bank to offer loan for a period of between one month and 18 months and to reduce the agri-loans interest to 9.0 percent was help the farmers to expand their capacity. The issue of agri-loans, which is the cry to many coffee crop farmers in the country, has also been addressed.

The Daily News also has a story with the heading Moshi to Produce Juice from Coffee Pulps. In this story, the author writes that two local firms are finalizing the process of producing juice from coffee pulps, often waste products from the coffee growing industry. The idea came after some Lyamongo Agriculture Marketing Cooperative Society (Lyamongo Amcos) officers visited some countries in South America that produce juice from hot coffee pulps. Lyamongo Amcos partnered with African Plantations Kilimanjaro Limited (APK Ltd) to produce the juice where the Amcos takes 10 percent of sales. To make the dream come to be true, Amcos has allocated a total of 150 ml for the collection of approximately 30,000 kilograms of coffee pulps in the next season, 2023/2024, from its members. This is another productive move by coffee crop farmers. If they were able to produce juice for the first time in the country, it would also solve another issue of adding value to the cash crop. However, coffee crop activities also link Africa and South

America.

A story of Daily News with heading: Cooperative Unions Reforms Loom in the Country, the writer told the story that Tanzania Coffee Board (TCB) in collaboration with the Registrar of Cooperative was from next month start undertaking reforms of cooperative unions in the country to protect farmer's interest. Here, we see the issue of reforms of cooperative unions, which is one of the cumbersome issues for coffee crop farmers. A move by the government to reform coffee farmers' cooperatives helped defend coffee crop farmers' interests. The issue of reforming cooperative unions is important, as various studies reveal that the main challenge facing smallholder coffee farmers lies in poor leadership and the misappropriations of funds in cooperative societies and cooperative unions across the country.

Another story by Daily News with heading: Coffee Contribution to GDP hits 480bn/- written that the coffee sector is currently leading other sectors in the Ministry of Agriculture, contributing over 200 million US dollars (almost 480bn/-) in the country's Gross Domestic Product (GDP), the Tanzania Coffee Board (TCB) has confirmed. Board Chairperson Prof. Aurelia Kamuzora spoke of the encouraging development during a brief interview with the 'Daily News' on the sidelines of the 13th meeting of coffee stakeholders. The meeting drew coffee farmers and all stakeholders involved in the coffee business value chain, where several presentations on how best the country can improve local and international coffee business were made. The TCB chairperson said that the board was implementing a strategic plan that was in line with the ruling party CCM election manifesto 2020-2025. TCB was implementing various strategies that are aimed at seeing the sector contributing more to the country's economy. In this story, the author tries to address the issues of economic contribution and how best the country can improve local and international coffee business.

The last story is all about giving President of the United Republic of Tanzania, Dr. Samia Suluhu Hassan a special award. The story goes with heading: the Coffee Board gives President Samia a special award, and the author writes that The Tanzania Coffee Board (TCB) has awarded President Samia Suluhu Hassan a prestigious trophy for administering a series of efforts that have thus far resulted in major reforms towards the country's coffee sector. The appreciation-award, which was received by the Minister of Agriculture Hussein Bashe on behalf of the President, was presented by the TCB's board chairperson, Prof. Aurelia Kamuzora, during the 13th edition of the country's coffee stakeholders general meeting. TCB's Director General (DG), Primus Kimaryo, expressed that after stagnating for years, the country's coffee sector is currently rolling back to its deserved apex due to several helpful strategies being implemented by the government to support the general thriving of the economic sector. Coffee production in Tanzania has successfully improved to at least 23.4 percent, from 66,837 tons to 82,491 tons between 2020/21 and 2025/26, the first higher record ever since the country's independence.

Coffee exports and production have a strong correlation with bettering farmer livelihoods and lowering poverty. For instance, TCB (2012) asserts that the coffee business supports the livelihoods of an estimated 2.4 million people by providing direct income to more than 400,000 farmer households. Furthermore, 125 million people rely on coffee for their livelihoods globally. Among other things, the

national coffee stakeholders' vision strategy stresses the importance of ensuring that Tanzania's coffee sector can significantly contribute to macroeconomic stability, poverty reduction, and improved Tanzanian livelihoods (TCB, 2012). In this story, we have seen the issues of reforms and motivation as TCB is taking various initiatives to motivate coffee crop farmers and stakeholders by giving them an award on the best performance of the Tanzania Fine Coffee Competition.

Table 3: The priority given for news on coffee crop farming by both newspapers

Priority Given	The Daily News	The Citizen
Front Page	0	0
Inside pages	8	0

Source: Research Findings, 2023

Table 4.7 summarizes the priority given to news on coffee crops covered by both newspapers between March and June 2023. The findings of this study showed that coffee crop news was not given priority by either newspaper, and all eight news stories on coffee crops were covered by Daily News on the inside pages only. The Citizen did not cover any news story on coffee crops for this period. According to, a major news item with priority is any news item that appears on the main front page rather than in the left extreme column, and a minor news item appears in the left extreme column. This means that coffee crop news is treated as a minor news item although Daily News has done something by covering four coffee crop stories with bold and long headlines urge that a critical analysis of the first page reporting priorities of both newspapers reveals a number of interesting shifts in the paradigms of news reporting and values. The analysis, which involves the first page of news coverage (including headlines, priority given and the extent of coverage), offered insight into the departures from traditional news values urged that using headings in periodicals is a functional mechanism for influencing readers, which has corresponding goals and tasks. Researchers investigated the influence of headings on the improvement of the effectiveness of newspapers, which implies that they analysed the factors of influence on the readers. However, headings as a means of presenting priority and secondary information to the reader have yet to be studied in special research.

The latest studies in the field of mass media show that with the current unlimited flow of easily accessible information, the attention of the potential twenty-first-century reader is aimed at visual perception and the processing of surface material, including the headline complex that forms the general idea of the text. In this context, headings play an important role as a stimulus signal capable of either arousing the interest of the reader or failing to do so.

Table 4: The extent of coverage of coffee crop news by both newspapers

Extent of Coverage	Daily News	The Citizen
Front page	0	0
Inside pages	8	0

Source: Research Findings, 2023

Table 5 summarizes the extent of coverage of coffee crop news by both newspapers between the months of March and June 2023 state that the extent of coverage means an in-depth coverage that includes analysis that puts events into context, such as is often found in books and feature length articles in major newspapers. The findings of this study found that there is no in-depth coverage of coffee crops by either newspaper. All eight news stories were covered with fewer words and some of them in nutshell.

This study applies the three theories mentioned and elaborated above and attempts to correlate developments in Tanzania's newsrooms with respect to print media's ability to retain accountability to the public.

4.2. Discussion

The study set to assess print media coverage on coffee crop farming in Tanzania, with the case of Daily News and The Citizen newspapers. Social responsibility theory explains and emphasizes the rights and responsibilities of mass media in society. It holds the journalist responsible for all publications made. It is not enough for the journalist to be absolutely free. Certain responsibilities must be attached to such freedom. As such, they must be socially responsible to the environment within which they operate. It assumes that media has a certain fundamental and obligatory function in society.

Media must take care of social responsibility. In this case, its most fundamental role is to facilitate the dissemination of information that creates knowledge for coffee crop farmers on how to use modern farming methods to increase productivity. However, as per the findings of this study, the media seemed to treat coffee crop news as a minor news item although after fuel, coffee is the second most traded commodity worldwide, as it is liked and consumed by many people across the globe, mainly through 2.6 billion cups of coffee (Moshi, 2022)^[53]. Cash crops, according to Mavuno (2022)^[31], are the second most valuable agricultural export after tobacco.

On the other hand, development communication theory was also crucial since it involves the use of communication (through writing, speech, or print and digital media) to bring about social development. This is done to distribute information to consumers, encourage better behaviour, and promote community involvement. The main idea behind development communication theory is media for the development of people in a nation or to help the target population.

Therefore, the proper use of media coverage can be taken as bridging the disparity between the so-called 1st world coffee farmers and the 3rd world ones. Development was believed to be the process that made the third world farmers follow the first world farmers, who were considered to be fully developed. Media is a fundamental channel that can work as a bridge to transfer knowledge from first world to third world coffee crop farmers. However, as per the findings of this study, the media seemed to be not accountable, as most of the stories are based on politics and scandals. Development stories were given minor priority to both newspapers. The development communications process can be adjusted according to the needs, which improves the program as a

learning process, as the concept of development communication is continuously evolving. Media can play an important role in the development of a country if it plays a part in being responsible to the public. If the media is properly accountable, the communication process may become a catalyst for the project to be successful. The proper use of newspapers can be an effective tool to raise awareness and discuss coffee crop farming issues.

In addition, framing theory describes the manner in which mass media presents messages to its audiences. The theory states how messages are presented to influence the decisions or choices that audiences can make. The theory is based on the argument that mass media focuses on certain issues and then places them within a particular field of meaning. This theory tells us how media package and present messages or information to audiences. The theory is frequently associated with the Agenda Setting paradigm, which basically underlines the significant role of mass media in telling audiences what to think about.

However, mass media are not only telling audiences what to think about but also how to think about those issues (that pull down development of coffee crop farming), and this is the task of framing. Daily News frames coffee crop news as a normal commodity, looking at this story of a team of coffee farmers from the Kagera region comprising KCU Board members and management who visited Rwanda to learn and share experiences from Rwandan coffee farmers on modern coffee production and marketing strategies. This may perhaps be the task of media. Media stand to the better chances to frame coffee crops as special commodities that need close eyes for their success. Coffee is no longer the issue of national level; it is now the issue of international as it links countries. Talking about the story of the Tanzania Coffee Research Institute (TaCRI), which is set to break its target of producing and distributing coffee seedlings for this year, the media does nothing with regard to framing. In this story, the media seemed to report coffee story seedlings as part of the normal community. The media has the responsibility to frame coffee crops as special commodities in the country. The availability of enough coffee seedlings helps to increase productivity and hence turn the cash crop into a unique cash crop in the country because the government and other stakeholders work day and night to ensure that the cash crop retains its productivity.

On the other hand, a story of saying organic coffee farmers paid on time is a motivation to coffee farmers. Lack of motivation among farmers, low financial returns from the crop, failure to apply proper crop husbandry practices such as fertilizer application and timely weeding, and bad harvesting and postharvest handling methods have been awkward to most coffee farmers. The government is working hard to motivate coffee farmers by ensuring that they pay them on time, but the media betrayed those efforts. Media were supposed to frame the cash crop as one of the sources of employment. This encourages young people and other farmers to focus on cultivating cash crops.

However, as per the findings of this study, media seemed to be not accountable, as the cash crops were not framed as special commodities. Media frame coffee crops as normal commodities although fact that after fuel, coffee is the second

most traded commodity worldwide, as it is liked and consumed by many people across the globe, mainly through 2.6 billion cups of coffee (Moshi, 2022) ^[53]. Cash crops, according to Mavuno (2022) ^[31], are the second most valuable agricultural export after tobacco. The country earned a total of 199.98 million US dollars through coffee exports, and of these, 70.484 million US dollars was realized through Tanzania Coffee Exchange (local coffee auctions), while the remaining 129.5 million US dollars was garnered through Direct Coffee Export (DCE).

Agriculture makes up the majority of Tanzania's economy, contributing 24% of the country's GDP. In 2014, coffee contributed \$3.3% of Tanzania's \$186 million in export revenue. Instead of estates, small farmers produce more than 90% of the nation's output, supporting 400,000 households and directly influencing more than 2.4 million people. After tobacco, coffee is the second-most important agricultural export. The bulk of consumers of Tanzanian coffee were Japanese (22%), Italian (19%), and American (12%). Germany used to be Tanzania's top export market for coffee, but with improved marketing and quality control, Japan and the US have taken over as the country's two largest buyers.

The cash crop earned the country a total of 24 percent of the total country's agricultural DGP. Additionally, coffee provides direct income to more than 450,000 farm families and indirectly benefits the livelihoods of 2.4 million Tanzanians through marketing and value addition. The contribution of coffee to cash household income is consistent with the findings by USAID (2010) that, on average, coffee contributes approximately 37 percent of total cash income. Media has to change its trend. A study witnessed a growing trend for first reporting and treating news as a commercialized commodity for mass consumption, filled with crime, legal disputes, and politics, with economic, social, development and agriculture-related news specifically taking a backseat.

This study has revealed that despite not giving a chance to the news of the coffee crop in the country, this crop is still very important for the national economy of Tanzania. Most of the media have focused more on reporting on politics and leaving out many things that are important in developing our economy. Even the majority of the audience does not like news about agriculture and other things, and they have entered the trap of following only political news and sports. Not giving priority to news about cotton farming is also because the crop is cultivated in some areas and even the followers of agricultural matters are few compared to other political matters.

Coffee farming has proven to be a major source of income for farmers and other stakeholders in the coffee production chain. Van Haeringen and Hai (2012) support this by revealing that in Peru, a major exporter of coffee, named Perhusa, discovered the value of working with small producers to increase its market share in the certified coffee industry. The media gave much information and attracted many people, unlike this study, which clearly found that the Daily News and The Citizen newspapers published less than 10 percent of the information about the coffee crop in the country.

The technical and organizational capacity of the farmer was

increased by the addition of the software developed by Perhusa and SNV after being covered by most media on the front pages, integrated in the specific coffee value chain. After successful participation, farmers' income from coffee production increased by more than 30% on the basis of increased production and improved prices of certified coffee. In Ethiopia, small coffee farmers are encouraged to grow more by the government with the intention of increasing the revenue of the country. It is further discussed that coffee remains one of the most important sources of income for the East African countries of Uganda, Ethiopia, Kenya, and Tanzania despite being given little attention in news papers, as only 8 stories were covered in Daily News for four months and only 1 in The Citizen.

All three theories insist on the importance of media to be accountable to foster the development of coffee crops. According to, 'accountability' is the ability of media to arouse public opinion regarding an issue and to make the government respond to it. However, in a different study of electronic media content analysis argued that Indian broadcast media, despite being market driven, retained accountability by demanding explanations from the government with regard to corruption, crime and legal issues. She defined accountability as 1.) Revealing information after extensive and close scrutiny of the conditions in which people live; 2.) Locating their problems; 3.) Reporting criticisms of the government; and 4.) Reporting positive results.

5. Conclusion

This study does not cover all the problems and does not provide a permanent solution but rather attempts to solve a small part of the problems facing modern researchers of journalism.

For more than a number of decades, reporting coffee crop farming issues has become a pivotal concern for the media to improve awareness among the general public. In fact, print media has become a primary voice to unveil coffee crop awareness and a very impactful way to inform about ways to boost productivity of the cash crop. The choice of discourse to cover coffee crop farming problems is primordial to effectively mobilize the public around coffee crop farming issues, modify their behaviour and ask organizations and authorities for more commitment to protect and preserve coffee crops.

The present study assessed the print media coverage on coffee crop farming in Tanzania. Specifically, the study focused on the process by which the two daily newspapers documented coffee crop news, their frequency of coverage, and how much the newspapers prioritized coffee crop news. Based on the obtained results, the present study assumes that the two newspapers were slow to report on coffee crop issues. In effect, the two newspapers did not include distinct headings reserved for coffee crops, did not publish enough articles about coffee crops, and failed to provide in-depth coverage about coffee crops.

The analysis, which involves the first page of news coverage (including headlines, priority given and the extent of coverage), offered insight into the departures from traditional news values. The study has witnessed a growing trend for

first reporting, treating news as a commercialized commodity for mass consumption, filled with crime, legal disputes, politics, etc., with economic, social, development and coffee crop-related news taking a backseat.

The characteristics of market-driven journalism have changed journalistic practices, as found in the changed priorities of the news items being reported on the first page of the selected print media.

According to, the pages of newspapers are filled with increased use of large and small colour photos (especially photos of the main players in each story), and the use of long titles and large fonts for even short reports to make up the space of the first page look compact, suggesting a crisis for news due to intense competition from social media platforms. The media exert a great deal of influence on their audience; for this reason, some media owners who are politicians or who have political party affiliations may make a section of the media compromise objectivity in their reportage.

Media ownership has effects on both the management of a media organization and journalism practice because ownership determines the degree of control exerted by the cum funder since "he who pays the piper dictates the tune". To a great extent, media ownership also affects media content, which invariably differentiates one type of media from another.

The significance of this study lies in the innovative approach that improves the methodology for analysing newspaper forms and solves a number of practical problems, including the effective arrangement of information and the ability to popularize it. Its results help to develop relevant theoretical and practical issues of journalism and the general theory of mass media and to investigate the place and role of design in the effective functioning of periodicals.

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