



## Role of electronic media in promoting industrial development in Tanzania: A case study of Hatua programme on channel ten television

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### Abstract

The aim of the study was to assess the role of Electronic Media in promoting industrial development in Tanzania, a case study of Hatua Programme on Channel Ten Television. Specifically, the study examined the programme's content on the Industrial Development agenda in Tanzania. It examined sources of the programme's content and people's perception towards its broadcast as guided by the Framing and the Development Communication theories. The study applied descriptive research design as data collection was through programme review, interviews and questionnaire methods. Data obtained was analysed using both qualitative and quantitative approach. The qualitative approach information was presented in narrative form while the quantitative data was presented by graph and tables. The major findings were that most common contents of the programme were agriculture, investment, mining and transport while content sources were heads of government institutions, communication officers as well as experts from respective industries. Research findings further revealed that the majority viewers (30 respondents, equivalent to 60 per cent) watch the programme, 36 (72%) were aware that the programme was being used to promote industrial development in Tanzania. The study recommends that the programme's duration should be extended from 30 to 45 minutes to give more airtime to viewers of the industrial development agenda and other related issues.

**Keywords:** electronic media, industrial development, channel ten

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### Introduction

During the colonial era there was limited expansion of industrial production in Tanzania. It can even be said that the colonial authorities discouraged industrialization unless it was part of an agricultural expansion programme to benefit them. The only exception is a short period of rapid industrialization during the World War I when the colony was under siege and had to mobilize all its resources for the war effort in East Africa, (Mendes *et al.*, 2014) <sup>[41]</sup>.

The nature and character of industrialization in Africa is that of less capacity to compete with industrialized nations. The situation is attributed to imperial or the colonial legacy that contributed to Africa's underdevelopment. Yet, the post WW II period (1945-1990) could not do any good to African development. The cold war and European financial assistance and aids to African nations did more harm than good (Daniel & Gabriella, 2013) <sup>[14]</sup> as the financial aid given was not used for intended purposes by many African leaders.

This so-called revolution of the said financial assistance contributed to the development of such towns as Lancashire, Birmingham, and Derbyshire in Britain and Marseilles in France. The development of these towns was due to the industries which were established near the market and source of raw materials that attracted a number of people to come and settle, leading to the development of towns.

The revolution played a great role in technological advancement, especially in Britain. The revolution was associated with numerous discoveries such as the flying shuttle, spinning jenny and the power loom. This new technology added efficiency in the manufacturing field.

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The inventions also changed the traditional life style and introduced modern industrial life style. The Industrial revolution contributed to environmental degradation in Europe. It led to soil exhaustion, chemical contamination in water bodies and air pollution. This was due to emission of poisonous smoke and other industrial waste.

The destruction of the environment also led to the eruption of various diseases which led to loss of lives. The revolution contributed to the development of free trade in Europe. Free trade is an economic policy that allows free transfer of goods without any economic barriers or tariffs. This policy was influenced by the production of large quantities of industrial goods that required overseas markets. (Daily News, 28.08.2021).

The Industrial Revolution (IR) was characterized with so many economic hardships. The workers were paid very low wages which were not enough to satisfy ordinary human needs. To supplement their scanty pay, many fathers sent their children into factories at the age of 5 and since no training was required, female labour became the staple of the whole factory system. In the drive to make profits, the employers forced the workers to work for twelve or 14 hours a day. The IR was associated with the development of slums in Europe. With the growth of population in the 18th century, the older towns became more and more overcrowded. More and more big families crowded into each house.

In towns such as London, York and Bristol, slums emerged. Trouble also arose because the industrial growth created new towns at great speed and without any proper control. All these led to problems such as absence of proper sanitation and recreation facilities. There was also an outbreak of various diseases, drunkenness and increased crime.

From the 15th to the early 20th century, Europe was the major industrial power led by Britain, which was the first country to undergo the IR, but from 1914 to 1939 Britain went down as an industrial power paving the way for the rise of other industrial powers such as the USA, Germany and France. (Daily News, 28.08.2021) There are numerous factors that led to the spread of the IR from Britain to other countries.

Britain had organized an exhibition in London in 1851 where it invited other countries to witness its technological achievements; unfortunately, the countries that participated copied the technology and improved it to their advantage thus making more inventions and in the long run by passed Britain as the leading industrial powers. Effects of the Great Depression contributed greatly to the decline of Britain as the leading capitalist power. The Great Depression shattered the British economy by causing massive unemployment and hyperinflation. This discouraged commercial activities thus leading to the fall of British capitalism. The effects of World War One and Two had a great impact on the European countries. Britain was actively involved in the World Wars; it spent a lot of resources in the war and her physical and economic infrastructures were destroyed by the wars thus leading to the decline of British capitalism. This situation enabled the spread of the IR to other countries. The end of the empire also contributed to the decline of Britain as the leading capitalist power.

The end of the empire began with the independence of America and Canada, and led to loss of many overseas markets and guaranteed sources of raw materials that had enabled Britain to become the leading capitalist power. (Daily News, 28.08.2021)

On the other hand, British policy not only discouraged

industrial investments in general, but also was particularly designed to discourage non-British investors. As an example, a Japanese firm started a match factory in 1928, but had to stop as the government threatened to impose an excise duty equal to the import duty on imported matches. Other industrial projects were discouraged in a similar fashion (Rudolf, 2014) <sup>[63]</sup>.

Kizito, (2019) <sup>[35]</sup> discussed "Industrialization in Africa: Is Media Playing its key Role? During his SADC chairmanship, Tanzanian late president Dr. John Pombe Magufuli said, "Without industrialization, Africa will never achieve any sustainable development." The fundamental question is: Does the media play a significant role in promoting industrialization in Africa? Reporting on the meeting, it was noted that Africa is underutilizing its media in the industrialization agenda. It was therefore recommended that the media should disseminate economic information that would make Africans citizens participate in the economic development agenda.

In Tanzania, as in many other countries, the Electronic Media has equally played an important part in economic development. Tanzania already recognizes the central role that Information, Communication and Technologies (ICTs) in promoting sustainable economic development (Stripro, 2012) <sup>[69]</sup>. The Tanzanian industrialization drive, is aimed at making the country attain the middle income country by 2025 (Kweka, 2018) <sup>[37]</sup>, though this goal had been achieved early in February 2019.

It has been confirmed that Tanzania has the potential to develop competitive textile industries, but some constraints are preventing it from realizing that potential (Balchan, 2017) <sup>[10]</sup>.

In addition, Electronic Media play key roles in socio-economic development in every society. They foster personal growth, facilitate social integration, enrich cultural diversity across the globe and promote economic development (Antoon *et al.*, 2017) <sup>[6]</sup>. To support development of an information rich environment, the mass media play great part (Anderson, 2008) <sup>[4]</sup>. As a vehicle, media have become an important part of daily routine of life, delivering in various social settings, news and information, that connects people in desperate communities into a virtual social community, that witnesses real time socio-economic development (Albert, 2012) <sup>[3, 70]</sup>.

However, while a free media can enhance economic development, it is not a sufficient condition for this purpose: Other factors like political stability, stable economic environment, quality of media, education, ideology, political interests and corruption among other things, can account for economic development (Roy & Dutta, 2011) <sup>[62]</sup>. The use of media has been described as an attractive method for promotion of economic developments. It has been asserted that, adequate awareness and effective communication tools through media related community level intervention have been proved to be vital factors influencing human attitudes and behaviours (Roy & Dutta, 2011) <sup>[62]</sup>. While serving as a panacea for to development barriers, media can be described as a pre-requisite for economic development (Muhammad, 2013) <sup>[48]</sup>.

Mohamed, (2014) <sup>[43]</sup> argued that Electronic Media has the role to raise awareness and promote investments. It does this through encouragement of competition in the local and international markets. It is the source of information for investments. One way in which the media can enhance

investments is through the clarification of procedures for obtaining approvals and permits for investments. Both the private and public media have the same crucial role of fostering economic development. According to (Antoon *et al.*, 2017) <sup>[6]</sup> many commercial media embrace sustainable development as part of their corporate social responsibility. That included programmes, activities and initiatives beyond what their regulators demand. It is an organizations' overall commitment to promoting sustainable development that informs their views and actual progress of economic development. Their business strategies include among other things, community outreaching where they broadcast and inform, among other things, impacts of economic development (Kenix, 2011) <sup>[33]</sup>.

### Statement of the Problem

Tanzania has a long industrialization history since independence FROM Britain in 1062. The highest peak for industrial growth was recorded during the 1967-1985 drive for import substitution for industries campaign. Despite the fact that this period laid much emphasis on agriculture as the backbone of industrialization, the 5th Phase Government under the late President Dr. John Pombe Magufuli declared industrialization as an agenda number one in Tanzanian policies.

However, there are few media houses focusing on industrial development. The aim of this study, therefore, is to assess the role of Electronic Media in promoting industrial development in Tanzania.

### Study Objectives

1. To examine contents of Channel Ten Hatua Programme on industrial development in Tanzania.
2. To determine sources of contents of Hatua Programme on industrial development in Tanzania.
3. To find out perception of people towards Channel Ten Hatua Programme on industrial development in Tanzania.

### Literature Review

#### Theoretical Framework

The proposed study will be guided by two theories -- Framing and Development Communication. The two theories are relevant because they are useful in achieving the study's objectives/ The media wields great power today not only as a source of important information but also they explain, interpret and fills the needs of the people by providing a picture of current developments. The theories are relevant to the study because media influences people on what and how to think about industrial development as well as prioritizing communication systems and processes which empower them to initiate dialogue and speak on issues important to their own lives and well-being.

#### Framing Theory

The theory describes the manner in which mass media present messages to their audience. It states how messages influence decisions or choices. The theory is based on the argument that the mass media lay attention on certain issues and then place them within a particular field of meaning. Framing theory tells us on how media packages and presents messages or information to the audiences, (Nikata, 2016) <sup>[54]</sup>.

The theory is frequently associated with development communication paradigm that underlines the significant role

of mass media in telling the audiences what to think about. However, the media not only tell audiences what to think about, but also how to think about those issues; and this is the task of framing. Thus, framing theory is more focused than the agenda setting model. Nikata argues that framing, in this context, shows how media gatekeepers organize and present messages they cover to the audiences. In its broader sense, framing also includes the way readers/audiences interpret information conveyed to them by media. In the framing process, journalists decide on the news stories guided by a number of factors such as news values, editorial policy, economic climate, social norms, ideology and political orientations as well as pressure from interest groups. Framing is inevitable in the media because of limited time and resources on what can be covered.

Olasunkanmi, (2017) <sup>[57]</sup> identified two forms of framing: *episodic* and *thematic*. *Episodic framing* is widely used in Television news programmes. It concentrates on single and concrete issues that concern people at specific locations and times. On the other hand, *thematic framing* looks at issues broadly and more analytical. It deals with public events in a wide context by concentrating on general situations or outcomes.

According to this theory, a researcher can formulate a hypothesis by saying that Channel Ten through Hatua Programme airs more events oriented news. The bFraming Theory will be used in all Hatua Programme aired by Channel Ten. It is applied for successful communication in an organization.

#### Development Communication Theory

Communication, as a surge of study and practice, is fundamental for human turn of events. Studies have set up that the correspondence processes are diffusive power to self-strengthening rehearses through which, separate networks can show up at their own comprehension of issues, consider and examine thoughts, develop, arrange, and take part openly banter at the local area just as the public levels (Gupta, 2015) <sup>[19]</sup>. Communication for Development (C4D) contributes significantly in human development, as it prioritizes communication systems and processes which empower people to initiate a dialogue and speak on issues important to their own lives and well-being.

During the process of sharing and dialogue, catalytic interventions are positioned, thus enabling people to develop more positive behaviours and practices - be it health or any other area of life.

Its inherent job in strengthening process recognizes Communication for Development from different types of correspondence (Bajracharya, 2018) <sup>[9]</sup>. The fundamental thought behind improvement correspondence hypothesis is media for advancement of individuals in a country or to help the objective populace. Correspondence looks to serve individuals without control and support real reaction.

The theory was used for social change. Development communication has not been named as the "Fifth Theory of the Press", with social change and improvement, just as the satisfaction of essential requirements as its basic roles. (Ogan, 2020) <sup>[56]</sup> explained the way of thinking of advancement correspondence which is moored on three principle thoughts. Their three principle thoughts are: purposive, esteem loaded, and logical.

Ogan, (2020) <sup>[56]</sup> extended the definition, considering it the craftsmanship and study of human correspondence applied to

the expedient change of a nation and the mass of its kin from destitution to a powerful condition of financial development that makes conceivable more noteworthy social uniformity and the bigger satisfaction of the human potential. (Melkote and Steeves, 2015) <sup>[40]</sup> considered it to be liberation correspondence, pointed toward battling bad form and abuse. Advancement correspondence hypothesis is now and then used to allude to a sort of promoting and popular assessment research, however that isn't the subject of this article. The idea of support was subsequently added which made ready for model to be utilized for social change, advancement correspondence and majority rule member communication theory.

The theory will be used in all Hatua Programme aired by Channel ten. It is applied for successful communication in an organization.

### Empirical Literature Review

Lubuva, (2017) <sup>[39]</sup> conducted a study regarding Promoting Cultural Heritage Tourism Destinations in Tanzania. The objective of this study was to investigate if TV programmes influenced the growth of cultural heritage tourism destinations in Tanzania using the 'Zamadamu' programme aired by TBC1.

The study was done in Amboni Caves, Kondoa Irangi and Olduvai Gorge. Findings of the qualitative study indicated that majority of all of the destination marketers in these cultural heritage destinations acknowledge that, 'Zamadamu' programme contributed to growth of their destination both income wise and tourist numbers terms.

The same findings were given by the producer of 'Zamadamu' programme and ministerial officials. To find more evidence of the influence 'Zamadamu' Programme had on the growth of the named cultural heritage tourism destinations, Lubuva (2017) <sup>[39]</sup>, analyzed the Olduvai Gorge, 15 years' destination data (2000-2015) using Growth Percentage Change formulae. Zamadamu was filmed in Olduvai Gorge in October, 2009 and released in the subsequent months. The findings should that, in the year 2010, a significant number of tourists visited Olivia Gorge in 2010.

Msami & Wangwe, (2016) <sup>[45]</sup> conducted a study on Industrial Development in Tanzania. Trough that study they discovered that Tanzania has advanced through different stages since autonomy in 1961, from early and undiversified to state-drove import replacement industrialization to de-industrialization under the underlying change projects and strategy changes.

The review was to analyze the exhibition of the assembling area, with specific interest in distinguishing the arising fabricating subsectors, drivers of their prosperity, and difficulties for supported intensity. The paper uncovered that assembling development throughout the most recent ten years has assisted with supporting GDP development.

The development in assembling remains generally undiversified and powerless against varieties in rural creation and ware costs.

The most powerful subsectors as far as yield development, trade development, creation advancement and item variety are food items, plastic and elastic, synthetic compounds, essential metal work, and non-metallic mineral items.

The home-grown worth expansion is restricted by the reliance of imported moderate merchandise, implying restricted between industry linkages that are significant for

advancing home-grown assembling base and work. Different innovative, monetary, strategy, and regulatory imperatives stay unsettled and hence, restricting quicker modern development and change.

Kweka, (2018) <sup>[37]</sup> carried out a study regarding Impacts of Satellite Television on Agricultural Development in Pakistan, found that, majority of respondents out of the 200 interviewed, preferred to watch agricultural related television programmes more, that other programmes. Majority of the respondents felt that TV programmes were most relevant and accurate media for disseminating agricultural- related information.

In his analysis, he revealed that development TV broadcasting is predominantly a matter of "news information", where the reporting of events and providing information comes first. They also found that TV documentaries on agricultural development in Pakistan were more suitable for promoting social transformation and sustainable agricultural development.

Hetch, (2016) <sup>[23]</sup>, conducted a study on the developments in television viewership. Exploring how people are watching TV and using the technology in their lives.

The general objective was to ascertain new information about the current modes of consuming TV content by examining the history of trends in TV consumption and existing research and tries for a theory about the effects these new models are having on the medium itself. The findings were that performance of TV shows might become popular and achieve higher ratings because of the current new changes in usage of technology which affects viewing habits such as acquisition of the TV content in online streaming services such as Netflix or Amazon.

Jefferson, (2015) <sup>[29]</sup> investigated possible impact of locally generated television programmes on selected Kenyan TV viewers in Dagoreti Sub location of Nairobi with particular focus on Tahidi High and Machachari Programmes of Citizen TV.

The main objectives were to establish the level of awareness of viewers of locally generated programmes of Citizen TV and to establish motivational factors for watching local programmes among Dagoreti residents. The findings indicated that local programmes impact positively on viewers and recommended that there should be increase in producing local programs as majority of viewers preferred them more than foreign programmes due to factors such as language used age, proximity and many others.

Hamdiyah and Adjei, (2013) <sup>[20]</sup> carried out the study regarding preference for individuals in semi-rural areas' choice and preference for TV stations in Programmes. Findings of the research revealed that the significant factors determining TV choice included the overall image of the station, clear reception, station heritage, news coverage, the awareness of the programme, language of the programme, guest or panel members, content of programme and time or air.

The study recommended that TV programmers need to take into consideration factors mentioned above if they want to catch the attention of the general public.

Mwang'onda *et al.*, (2018) <sup>[52]</sup> studied on Industrialization in Tanzania: The Fate of Manufacturing Sector Lies upon Policies Implementations. The point of the review was to survey the pretended assembling area in development of any economy. It is from this area non-industrial nations can find the remainder of the world.

From examination, it is obviously that assembling area stays to be critical for the development of Tanzania's economy in spite of her little GDP share compared with other areas like agribusiness and administration. The stale commitment portion of area is connected with; execution slacks on eager ungraceful plans, slow changing financial construction which is overwhelmed by horticulture, and contest from low evaluated made import from Asian economies.

Hence, the most ideal approach is for a nation to halfway organize all advancement arrangements to guarantee availability and moderate checking of strategies' executions, and consideration ought to be paid on agro-associated asset based enterprises which are work escalated and esteem adding which will guarantee huge open positions to huge horticultural populace and exploit tremendous arable agrarian land accessible.

Mufuruki *et al.*, (2017)<sup>[47]</sup> conducted a study on "Tanzania's Industrialization Journey 2016-2056". The objective of the study was to address the difficult journey that the country's Fifth Phase Administration are to embark on industrialization. The study revealed government's development plans having too many priorities at once as the reasons for the failure of the First and Second Five-Year Development Plans (FYDP1, FYDP 2) instituted by the fourth regime. The establishment of too many institutions such as the establishment of compatible human resources base, democratic political systems and good governance and the establishment of stock exchange markets impede the envisaged industries to thrive.

The study concluded that for the project to succeed, the government will have to undertake a comprehensive review of all the laws, institutional design, coordination, resourcing, leadership and delivery monitoring mechanisms currently in place and come up with a new, bold and ambitious framework that will make it possible for these industries to thrive.

Aririguzoh (2014)<sup>[7]</sup> conducted a study on the press and industrialization: stories from Nigeria: (A Content Analysis Study) whereby industrialization develops a country's capacity to transform natural substances into completed products for home grown utilization, trade or even as elements for additional handling.

Countries participate in industrialization in the expectation of upgrading their monetary development and freedom. Hence, they advance strategies and channel their assets towards the completion of this fantasy. In 2003, Nigeria took on an Industrial Policy to drive the genuine area of the economy.

The press is the general public's mirror that reflects back the happenings in that climate. Television and Newspapers were relied upon to provide details regarding issues of incredible interest to the general public where they are domiciled.

The review set off to discover how the National TV and two public papers - tell and the news shrouded stories on industrialization in Nigeria "between" 2010 - 2013. Utilizing a substance examination strategy, it was found that TV and the papers distributed rare stories on Nigeria's industrialization exercises. Indeed, even the perspectives they revealed were not given a lot of noticeable quality in light of the fact that the majority of them were concealed in their inside pages. Most of the stories published by the two newspapers under review gave the least prominence to the real sector of the economy.

Even the few stories on the industrial sector that were published by the magazines can be described as sketchy and lacked depth.

Although the Nigerian government speaks about the strides it has made on the road to industrialization, the two newspapers publications for four years showed that they did not share in such happiness.

These media have not set a clear agenda on industrialization for their readers to follow. It is common knowledge that there can be no full scale industrialization without local participation, and participation is difficult if not impossible. TV and the press in particular and the media in general need to encourage government's aspirations by helping to strengthen the capacities of all agents that are involved in transforming the nation through their reports, making them see the need to participate and collaborate in Nigeria's industrialization drive.

Tayman (2012)<sup>[70]</sup> studied "the job of public Television in friendly advancement correspondence in a post-pilgrim emerging nation". The review showed that Ghana Television shares a large number of the post-pilgrim chronicled highlights that public telecom frameworks in African nations acquired at freedom.

The TV makers' view of job and occupation capacity, governmental issues and hierarchical constructions sway the job of Ghana Television and its commitment to contemporary Ghanaian culture. Through a thought of public post-pioneer history and hypotheses of media, correspondence, culture and financial turn of events, this postulation thinks about the organization of Ghana Television in friendly advancement by examining makers' view of their creation framework and broadcast results.

Ghanaian public TV administration faces many difficulties that are fundamentally political and chronicled. Makers battle to ride a line between intuitively supporting standards inside content creation processes and keeping an evil working framework and politicized culture of creation.

The examination sees as that there are troubles innate in conveying a genuinely open help dispatch, inside the historicized post-provincial setting and features the difficulties just as promising circumstances for working on the conveyance of public TV administration. It reaches determinations that have examples for comparable nations in the post-pilgrim South.

Wangwe *et al* (2016)<sup>[45]</sup> conducted a study regarding Execution of the Manufacturing Sector in Tanzania: Challenges and the Way Forward and the review uncovered that Tanzania's modern area has developed through different stages since autonomy in 1961, from incipient and undiversified to state-drove import replacement industrialization, and thusly to de-industrialization under the primary change projects and strategy changes.

The current improvement plan, be that as it may, has taken modern advancement back to be one of the strategy needs. This paper targets analyzing the presentation of the assembling area, with specific interest in distinguishing the arising fabricating subsectors, drivers of their prosperity, and difficulties for supported seriousness.

The paper shows that assembling development throughout the most recent ten years has assisted with supporting GDP development. The development in assembling regardless, it remains generally undiversified, and defenceless against varieties in agrarian creation and product costs.

The most powerful subsectors as far as yield development, trade development, creation advancement and item variety are food items, plastic and elastic, synthetics, fundamental metal work, and non-metallic mineral items.

The home grown worth expansion is restricted by the reliance of imported halfway products, implying restricted between industry linkages that are significant for advancing home grown assembling base and business. Different innovative, monetary, approach, and authoritative imperatives stay unsettled and in this manner, restricting quicker modern development and change.

Mwang'onda & Mwaseba (2018) <sup>[52]</sup> studied on Industrialization in Tanzania: The Fate of Manufacturing Sector Lies upon Policies Implementations, the review uncovered that it is obvious reality that assembling area assumes key part in development of any economy and it is from these area emerging nations can find the remainder of the world.

While different nations are battling in updating the level of their industrialization to oblige the idea of maintainability by going for further developed and green innovation thus increment efficiency, others are as yet on the ground battling to take off and find industrialized world, Tanzania being one of them.

Regardless of different procedures proposed and executed, the area commitment has stayed low, and right now insights show decay. From examination, it is obviously that assembling area stays to be critical for the development of Tanzania's economy notwithstanding her little GDP share comparative with other area like horticulture and administration.

The stale commitment portion of area is connected with; execution slacks on eager awkward plans, slow changing financial construction which is overwhelmed by farming, and rivalry from low valued produced import from Asian economies. In this manner, the most ideal approach is for a nation to midway facilitate all improvement strategies to guarantee network and moderate observing of arrangements' executions, and consideration ought to be paid on agro-united asset based ventures which are work escalated and esteem adding which will guarantee gigantic open positions to enormous farming populace and exploit huge arable rural land accessible.

John (2016) <sup>[30]</sup> studied on Industry in Tanzania: Performance, possibilities, and public approach, by which his review shows that Tanzania positions among the main stars of the 'African development marvel', yet an area that has been generally missing from the Tanzania example of overcoming adversity is industry.

Despite the fact that development of assembling has dominated financial development over the previous decade, comparative with global standards and its goal-oriented designs to accomplish centre pay status Tanzania experiences a 'assembling deficiency' at its present degree of per capita pay. The paper examines various approach drives that ought to be attempted to reinforce the modern area's new dynamism, including fortifying Special Economic Zones, further developing exchange coordinations, and improving Micro and Small Enterprise programs.

Msani & Wangwe (2016) <sup>[46]</sup> studied Assembling Transformation: Comparative Studies of Industrial Development in Africa and Emerging Asia, Tanzania's modern area has advanced through different stages since autonomy in 1961, from incipient and undiversified to state-drove import replacement industrialization, and in this way to de-industrialization under underlying change projects and strategy changes.

The current improvement plan, nonetheless, has taken

modern advancement back to be one of the strategy needs. This part targets analyzing the exhibition of the assembling area, with specific interest in distinguishing the arising producing sub-areas, the drivers of their prosperity, and difficulties for supported seriousness.

The development in assembling in any case, it remains generally undiversified, and defenceless against varieties in horticultural creation and item costs. The most unique sub-areas as far as yield development, trade development, creation advancement, and item variety are food items, plastic and elastic, synthetics, fundamental metal work, and non-metallic mineral items.

## Methodology

### Research Designs

A research design is the framework or plan, used to guide in collecting and analyzing data (Kashu, 2019) <sup>[32]</sup>. It is a plan for data collection, interpretation and analysis to achieve research objectives. A research design is a logic that links data to be collected and conclusions to be drawn from the initial questions of the study (Engbers, 2016) <sup>[16]</sup>. This study used a case study design and descriptive research design to gain insights on the nature of industrial messages aired by electronic television media, while the descriptive research design was used to describe how electronic television media enhanced manufacturing industry growth in Tanzania on one hand and examine challenges facing electronic media on manufacturing industries promotion in Tanzania on the other.

### The research Approach

This study employed a qualitative research approach because the study sought to discover and describe industrial and media stakeholder's perceptions, opinions and feelings about nature of industrial messages framed and broadcasted on industrialization, how electronic media enhances industrialization in Tanzania and challenges that face electronic media in promoting industrial growth. (Peter, 2019) <sup>[59]</sup> maintained that qualitative research involves an interpretive and naturalistic approach which means that "qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them" on how electronic media enhances industrialization in Tanzania was captured.

### Area of the Study

Channel Ten is a National Commercial Television based in Mnazi Mmoja, Ilala District in Dar es Salaam Region. It is one of the three channels owned by Africa Media Group Limited which was established in 1999, Channel Ten was established in 2001, the other televisions which owned by Africa Media Group Limited (AMGL) is DTV and CTN which is both of them registered in Tanzania Communication Regulatory Authority (TCRA) 14<sup>th</sup> February 1994. Also AMGL Company runs two radio stations which is Magic FM and Classic FM. Channel Ten is available all over Africa and beyond via satellite.

The channel is available in all cities in the country through cable network and digital terrestrial transmission. It is also available on DSTV on channel number 292, it provides a variety of programs including local and international news, commercial, technology, sports, entertainment news and talk shows and it is a private media with a national geographical coverage and its content type is free to air. The study was

conducted at Channel Ten at its Offices, the study will deal with Hatua Programme which is specific if promoting industrial sector in Tanzania, data was collected from Ilala were Channel Ten located because of availability of a number of targeted people who was a listener of a program.

### Target Population

The population for the study was expected to be for audiences who watch or listen to the Hatua programs, industries owners and manufacturing industries workers. The population also included the producer of Hatua Programme. Only those industries workers and stakeholders linked to the Hatua programme was among the targeted population. This means only the people who were interviewees (20) in the Hatua programme was the target population. The population also involved the Hatua programme cases which were 104. The criteria for obtaining the 104 cases were that, normally new and different programmes were aired twice a week. The programme started in February 2019 to March 2021. It is aired every Wednesday and repeated every Friday thus makes a total of 104 programmes aired during the year under review.

### Sample Size

A sample is an agent subset of the populace from which speculations are made with regards to the populace or inspecting is just expressed as choosing a part of the populace, in the exploration region, which will be a portrayal of the entire populace (John, 2018) <sup>[31]</sup>.

In this study, sample sizes of 50 respondents were able to fill in questionnaires regarding Hatua Programme in Channel Ten. This means that 45 respondents were viewers of the programme, while the remaining five (5) respondents were producers and workers of the Hatua programme. The sample size involved Hatua programme cases.

### Sampling techniques

The study employed probability sampling in the selection of sample of the Hatua programme cases. Probabilistic sampling techniques are characterized by having zero equal chance of being selected among members of the population (Shona, 2019) <sup>[66]</sup> specifically simple random sampling technique was of the study cases. The procedure used in the selection process was included in the study cases in a piece of paper and picking the required number of respondents from each category. The name with the corresponding study case (Hatua programme) with the name listed in a piece of paper, was selected for the study. The study is also expected to use non-probabilistic sampling techniques for selection of industrial owners, workers and Hatua programme producer. Specifically, purposive sampling technique was used for the purpose. Purposive sampling was used to select respondents with in-depth information (Saini, 2012) <sup>[64]</sup>.

### Data Collection

Data collection is the method involved with social occasion and estimating data on factors of interest, in a set up precise design that empowers one to respond to expressed examination questions, test theories, and assess results, (Kumar, 2011) <sup>[36]</sup>.

The information assortment part of examination is normal to all fields of study. The objective for all information assortments was to catch quality proof that then, at that point, means rich information investigation and permits the structure of a persuading and solid response to questions that

have been presented. Notwithstanding the field of study or inclination for characterizing information (quantitative, subjective), precise information assortment is fundamental to keeping up with the trustworthiness of examination.

Both the determination of proper information assortment instruments (existing, changed, or recently created) and unmistakably outlined guidelines for their right use lessen the probability of mistakes happening. In this research data collection used was categorized as:-Documentary review, Interviews (face to face) and Questionnaires.

### Data analysis and Presentation

A qualitative data analysis technique was applied in the study. Specifically, content analysis method was used to analyse open ended questions responses. This included the contents of interviews from the field of study.

The interviews which was in audio format, was transcribed in a written form. It is from the written format of the interviews that content analysis was used for qualitative data. Data was presented in paragraphs and in case of direct quotations; quotations were presented with inverted commas.

### Findings

#### Contents of Channel Ten Hatua Programme on industrial development in Tanzania

The research findings derived from 104 programmes reviewed on contents of Channel Ten Hatua programme on industrial sector development in Tanzania are shown in Table 1 below.

**Table 1:** Contents of Channel Ten Hatua Programme

Programme Contents	Frequency	Percentage
Agriculture	27	26
Investment	34	33
Mining	23	22
Transport	20	19
Total	104	100

*Source:* Field Data, 2021

Investment took the lead by (33%) dealt mostly in investing in industries followed by agriculture (26%) and mining activities by (22%) as well as transportation sector by (19%). One among the key informant from the sector said Tanzania is supplied with a lot of venture openings. Other than being a tranquil and politically steady, it has plentiful regular assets and possesses a key topographical area in the Eastern and Central African district facilitative of exchange and ventures. Nitty gritty data on venture openings, motivators and business climate, among other data can be gotten to through Tanzania Investment Center.

He added that the country's solid development of 7% over the previous decade combined with the continuous air, street and rail framework advancements just as utilities arrangement give brilliant possibilities to venture inflows to Tanzania. Remarkable tasks arranged for 2019/20 incorporate assembling of concrete, tiles, steel, cleanser and cleansers; and drinks just as banking administrations.

With regard to agriculture, it is a critical economic sector, representing 29.6 percent of Tanzania's Gross Domestic Product (GDP) and almost three quarters of the productive workforce. Moreover, it is the main source of food, industrial raw materials and foreign exchange earnings. Since Tanzania is endowed with a diversity of climatic and geographical zones, farmers grow a wide variety of annual and permanent

crops. This includes food and cash crops as well as fruits, vegetables and spices. Major agricultural exports include tea, coffee, tobacco, cotton, and cashew nuts. The programme review findings show that, an increase in agricultural productivity would form the basis of the country's industrialization push and employment creation.

Agricultural products include coffee and tobacco, sisal products (yarn and twine), wheat flour, biscuits and pasta, beer, textiles, rolled steel, refined sugar, etc. Key informant in the programme review from Tanzania Investment Centre (TIC) noted that the government has done a lot in improving the agriculture sector. It has empowered farmers and stakeholders in the agricultural sector as a result Tanzania is the third biggest avocado produce in Africa, after South Africa and Kenya. As indicated by the Tanzania Private Sector Foundation (TPSF), in 2018 Tanzania sent out 7,551 tons of avocado with an absolute worth of USD 8.5 million to Europe, Africa, and Asia.

The top commodity objections are France and the Netherlands. Together, the two business sectors represented more than 3/4 of this present item's products somewhere in the range of 2014 and 2018. The United Kingdom came third with 14% of commodities. Besides, Raw tobacco and cashew nuts are Tanzania's most traded cash crops. The top commodity objections of the Tanzanian tobacco are Germany, Russia, and Poland, while practically 80% of cashews are traded to India. A large portion of the creation of cashew nuts in Tanzania is traded without being shelled.



Source: Compatriot Magazine

Fig 1: Agricultural activities in Tanzania

Responding to programmes reviewed, an industry expert from the Tanzania Investment Centre (TIC) revealed that Tanzania is the 4<sup>th</sup> biggest gold miner in Africa after South Africa, Ghana and Mali. The mining business encountered an expected 15.3 percent development in the main quarter of 2020 contrasted with 10% development during a similar quarter in the earlier year. There is an expansion in mineral income assortment from USD 84.5 million of every 2015/16 to USD 202.7 million from July 2019 to April 2020 adding that Mining and quarrying exercises in Tanzania contributed 5.1% to its GDP with USD 2.96 billion out of 2018, contrasted with USD 1.9 billion (3.8% of GDP) in 2014,

addressing an increment of 56%.



Source: Ministry of Industry and Trade in Tanzania

Fig 2: Industrial Area at Bagamoyo, Coast Region, in Tanzania

Along in the same line, transport sector in Tanzania contributed 8.1% to the country's genuine GDP in 2018 with USD 3.8 billion, contrasted with USD 2.8 billion of every 2014, addressing an increment of 33%. Fundamental development drivers remember the expansion for the quantity of travellers helped and cargo dealt with through street transport.



Source: Tanzania Information Service (TIS)

Fig 3: Air Tanzania's Flight

According to Tanzania's 2025 Development Vision, investments in infrastructure, particularly development of the road network, is government's top priority. The World Bank and the African Development Bank support Tanzania in achieving its infrastructure development goals by providing grants and credits for projects.

#### Sources of contents of Hatua Programme on industrial development in Tanzania

The research findings revealed that out of 20 sources of contents of *Hatua Programme* regarding industrial development in Tanzania 11 (55%) were head of different government institutions, followed by communication officers who were 4 (20%) and experts from different fields who were also 5 (25%). Table 2 here under shows the research findings.



**Table 2:** Analysis on Contents Sources of *Hatua programme* on industrial development in Tanzania

Description	Frequency	Percentage
Head of government institutions	44	42
Communication Officers	35	34
Different experts	25	24
<b>Total</b>	<b>104</b>	<b>100</b>

Source: Field Data, 2021

Head of government institutions were used in the study as source of programme whereby majority of them were Director Generals, Chief Executives as well as Head of Departments, while communication officers played their role of promoting the programme from their organization and experts expressed how some of the industries work/operates. Most of the content source for the *Hatua programme* were head of government institutions especially Director Generals, Chief Executives as well as Head of Departments like Export Processing Zone Authority (EPZA) – Director General, Tanzania Investment Centre (TIC) – Director General, Zanzibar Investment Promotion Authority (ZIPA) – Chief Executive Officer who were tasked to supervise the implementation on the industrialization agenda. Former Minister of Industry and Trade Charles Mwijage said; “The 5<sup>th</sup> Phase Government which under President Magufuli has given industrialization and trade top priority. All eyes are now on his assistants in the regions to take action in implementing the industrialization agenda.”

At that time Deputy Minister of Industries and Trade Stella Manyanya on October 17, 2019, when she opened the Trade and Investments Exhibition Week, said that Government would support the regions in the establishment of an industrial development bank to accelerate industrialization. Minister of Industry, Trade and Investment Prof. Kitila Mkumbo during the opening ceremony of the 45<sup>th</sup> Dar es Salaam International Trade Fair urged experts to support government in its resolve towards industrialization as the country has attained the middle income status.

“Our vision is to see we’re in a good position economically. What we’re doing now is to ensure people have access to basic social services,” he said.

These findings also support Mwaffisi’s (2018) [50] report which pointed out that all people must be news sources and participate in the industrialization agenda. According to Mwaffisi, “If it is to succeed, they should include ordinary people, local and foreign investors, policy makers, academicians and professionals in industrial related fields.” Adding that, unless the agenda is well known, understood and accepted by the people it is intended for, it will be very difficult for the people to participate in the industrialization process.” He therefore, urged the media to involve all the people on contents sources.

#### 4.2.3 Perception of people towards Channel ten *Hatua Programme* on industrial development in Tanzania

With regards to perception of people viewing *Hatua programme* on industrial development in Tanzania the findings show that out of 50 respondents only 30 (60%) of respondents said that they watch Channel ten *Hatua Programme* and the remaining 20 (40%) respondents they do not watch the programme. Among the 30 respondents who watch the programme, 14 (47%) agreed to watch the programme frequently while the remaining 16 (53%) respondents used to watch the programme occasionally.

Therefore, although the majority of the respondents (60%) said that they watch the programme; most of them (53%) do not always watch it. Responding to an open-ended question in the questionnaire, a respondent who is a head of government institution said that he watches the programme occasionally because of time factor.

**Table 3:** People’s perception towards Channel ten *Hatua Programme*

Responses	Perception	Percentage
Yes	30	60
No	20	40
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field Data, 2021

Through her report urged that respondent who works the Tanzania Investment Centre (TIC) said that he normally watches the programme on Sunday through you tube channel. The respondents who work in industry added that the programme contents are nice but the programme could be more useful and beneficial to the society if it gives owners and workers of industries opportunities to express the challenges they face and tell their successful stories. She contended that challenges expressed by owners of industries would have encouraged the government and other stakeholders to take necessary measures to meet them and their success stories would have motivated others to establish new industries hence implement the industrialization agenda. Channel Ten *Hatua Programme* Manager said that in producing the programme they try to their level best to make sure the programme is benefiting all the society. He said; “*We try to ensure that the programme benefits, educate and inform the society in general.*”

Gillespie, (2006) [25] found that individuals give little consideration to their inclinations of TV projects and purposes behind watching those projects. While certain individuals specify the explanations behind their watching inclination, larger part of individuals didn't know about the real purposes for their watching inclinations.

Hence, this could be shifted relying upon long haul factors like demography, business attributes and other natural individual qualities just as momentary factors like temperament of the watcher in a given timeframe, sex contrasts, age contrasts and word related contrasts do likewise affect the utility augmentation through different TV programs as presented by (Tavakoli and Cave, 1996).

#### Assessment on whether *Hatua Programme* promote industrial development in Tanzania

The research findings further revealed that 36 (72%) participants were aware that *Hatua programme* used to promote industrial development in Tanzania while 11 (22%) respondents were of the opinion that the programme discusses industrial activities. However, 3 (6%) was not aware of *Hatua programme* aired by Channel ten. Those who said the quality of the programme was either excellent or very good were professionals, mostly educated and industrialists who were of the opinion that the contents of the programme were relevant for the success of the industrialization agenda in Tanzania while those who said the quality of the

programme is poor were either professional in the media especially electronic media or people who had good knowledge of programme production. These people based their opinion on the professional quality of programme production as shown in the table below: -

**Table 4:** Awareness of people on whether Hatua programme promote industrial development

Responses	Perception	Percentage
It promote industrial development	36	72
Does not industrial development	11	22
Not aware whether it promote industrial development	3	6
Total	50	100

Source: Field Data, 2021

Gemma, 2013 argued that despite using the television in raising awareness on the prospects of industrial economy, many people struggle to access information on industrial development. Massive emphasis needs to be invested in making information easily accessible in schools, libraries and local municipalities. There is also equal demand for information to be in a non-technical language that is easy for people of all demographics to understand. For industrial dealers, television remains the most important advertising medium (Wilbur, 2008)<sup>[82]</sup>. However, two-sided model of the television industry is needed in order to estimate viewer demand for programmes on one side and industrial dealers demand for audiences on the other. The main point is to understand how each group's programme usage influences the other group.

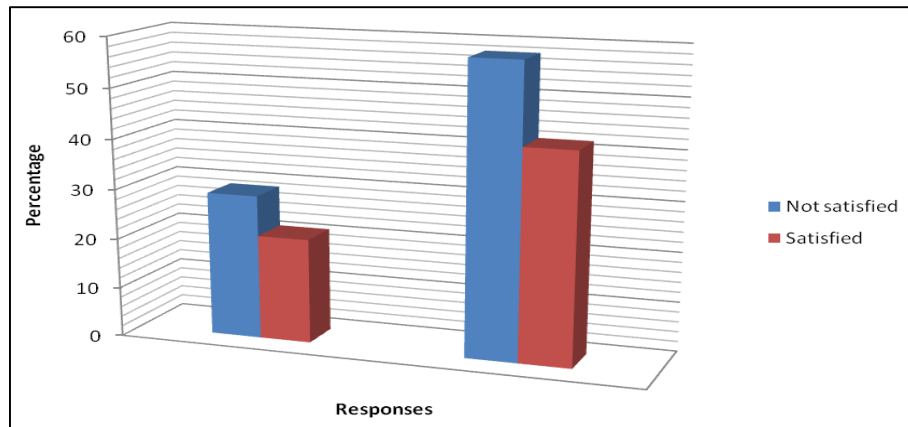
Moreover, Mwaffisi, (2018)<sup>[50]</sup> pointed that the industrialization agenda of Tanzania to date back to the 1967 during Arusha declaration and that the "public Media" used specific strategies to campaign for national agenda. While the Arusha Declaration was well known, understood and accepted by majority of Tanzanians who worked for its realization, the renewed industrialization agenda is not widely known to most of Tanzanians.

Unless the agenda is well known, understood and accepted by the people it is intended for, its success ability can be questionable. For the industrialization agenda to be successful, the people for whom it is intended, the media promoting it, need to fully participate in the process. However, the situation now according to Mwaffisi, (2018)<sup>[50]</sup> is slightly different owing to media private ownership, media conglomerates and concentrations.

However, involving media in the process is still crucial because communication plays an important role in the process of moving forward the industrialization agenda. People get involved through regular dialogue about the challenges they face with regard to development.

#### Analysis on whether the time for Hatua Programme satisfies its viewers

With regards to whether the time the programme is aired is enough or not, 29(58%) respondents said that they are not satisfied with the time since it is too short, and advised the time to be added to at least 45 minutes, while the remaining 21(42%) respondents showed their satisfaction with the time the programme is aired as shown in the next page below: -



Source: Field Data, 2021

**Fig 4:** Analysis viewer's satisfaction regarding the time for airing *Hatua Programme*

On the other hand, respondents were asked on whether they understand the contents of the programme and again in that context majority of them 35 (70%) said that they understand the content of the programme, 15 (30%) do not understand the contents. However out of 35 respondents who said that they understood the contents of programme, the majority of them 22 (63%) has low level of understanding while 8 (23%) have medium level of understanding and the remaining 5 (14%) respondents had a high level of understanding of Programme.

Research findings support Miller (2002) who, guided by Agenda Setting Theory, observed that, media agenda influences the public agenda by giving more prominent space and time to particular issues. He noted that issues which are

given prominence in media (media agenda) are the same issues that people believe are important issues of the day (public agenda).

The link between the agenda setting role of the media and industrialization in Tanzania is based on the fact that industrial development is people centred. The people should be influenced to watch and like programmes on industrial development so that they can participate in the industrialization process.

Since the industrialization agenda was the first priority of the fifth phase government under President Magufuli's leadership, Media especially Channel ten should set the agenda in producing programmes which influence the public to participate in industrialization agenda although different

people may feel differently about the industrialization agenda in Tanzania by giving prominence to the agenda participation is important for its success.

On viewer's perception of *Hatua* programme, research findings revealed that most viewers knew about the programme although their knowledge about the programme is low. Most viewers found the quality of the programme to be unsatisfactory in terms of contents and professional production standards.

Terrace (2014)<sup>[72]</sup> defines television program as a segment of content intended for broadcast over the air cable television or internet television, other than commercial, trailers or any other segment of content not serving as a particular attraction for viewership.

Vane and Lynne, (1994)<sup>[78]</sup> defines broadcast programming as the practice of organizing and or ordering of programs (internet, TV, radio etc) into a daily, weekly, monthly, quarterly or season long schedule. TV scheduling strategies give programs the best possible chance of attracting and retaining an audience. Adding that 'the programming strategies help to deliver programs to audiences when they are most likely to watch them, thus delivering audiences to advertisers in a composition that make their advertising most effective' (Ellis, 2000)<sup>[17]</sup>.

### Conclusion

Findings of the study were that the content of Channel Ten *Hatua* Programme are agriculture, investment, mining and transport while content sources were heads of government institutions, communication officers as well as different experts from respective institutions and industries.

On viewers' perception regarding *Hatua* programme, the findings revealed that the majority viewers--30 respondents' equivalent to 60 percent--watch the programme, The findings revealed that 36 (72%) participants were aware that *Hatua Programme* is used to promote industrial development in Tanzania.

### Recommendations

*Hatua* programme is a 30-minute agenda. It is recommended that it should be at least 45 minutes to give more airtime to the industrial development agenda and other related issues.

Channel Ten should provide training to producers of the programme in terms of professional production skills and thorough understanding of the industrialization agenda. This would enable them to produce quality programmes.

The programme should be repeated during weekends to enable viewers gain more knowledge on industrial development in Tanzania.

Government should provide incentives to the industrial sector-especially would be investors.

### Further Areas of Research

Further studies must be conducted on the effectiveness of the Channel Ten "*Hatua Programme*" in promoting industrialization in Tanzania.

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