

THE ROLE OF RESEARCH IN MASS MEDIA ADVOCACY

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Content



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- Media environment
- The role of mass media in democracy
- Media and research institutions
- Challenges to mass media
- How research feature in mass media
- Essentials in media advocacy

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RESEARCH IN EVERYDAY LIFE

- **‘KNOWLEDGE IS POWER’**
- **‘YOU ARE WHAT YOU KNOW’ - CNN**
- **YOU ARE WHAT YOU EAT - Philosopher**
- **GARBAGE IN, GARBAGE OUT –**
- **IQRA**
- **WATU WANGU WANAANGAMIA KWA KUKOSA MAARIFA**

RESEARCH IN EVERYDAY LIFE

- The Kariakoo fellow (knowing = not knowing)
- The barber shop fellow (oracle knows)
- The cook (tasting)
- The football fan (size of police dog)
- The student (like shrimps?)
- Maswali ya jela!
- The politician (always has the answers)
- Kwa nini Shilingi inashuka thamani?

Research in our lives...

- Kwa nini mvua hainyeshi? Scarce rains
- Kwa nini mazao hayastawi? Crops not flourishing
- Kwa nini mifugo inakufa? Livestocks dying
- Kwa nini ajali zinaongezeka? Accidents on the increase

- *A person/society with answers to every question does not need research. It is wastage of money*

MEDIA ENVIRONMENT...

- Currently over **65** titles (newspapers) in circulation
- Over **80** radio stations have been licensed (including community radio)
- Over **25** TV stations
- About **90%** of the circulation is in urban centers, serving about **20%** of the population.
- Dar es Salaam consumes **50%** of the distributed copies of newspapers.
- Newspapers and magazines in the country have created employment to more than **3,000** direct employees and about **10,000** indirect employees including street vendors.

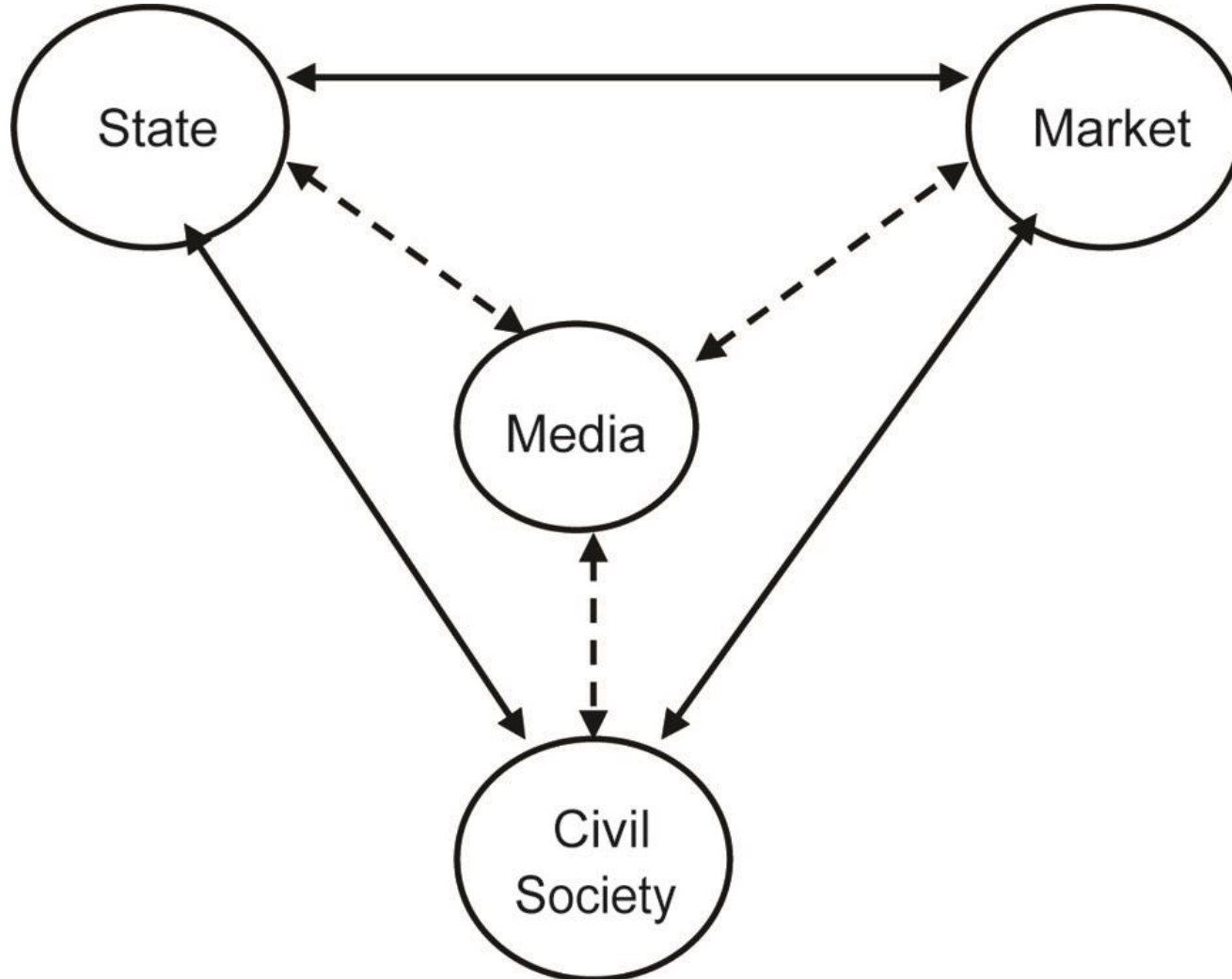
Media environment...

- Access to TV is minimal (**about 30%**)
- Radio access in the country is about **80%**
- Tabloids have a circulation rate of about **150,000** per issue, while
- Serious newspapers have **5,000** and **40,000**
- Adult literacy rates estimated at **73%** nationally
- Access to internet now over **20%**
- Mobile phone ownership **65%**

THE ROLE OF MEDIA IN DEMOCRACY

- Christians et al (2009) summarise media roles in society - and democratic politics in particular - as follows:
- Provision of **information** about events and their context;
- Provision of **comments** including guidance and advice in relation to events;
- Provision of a **forum** or access channels for diverse views and for political advocacy;
- Provision of a **two-way channel** between citizens and government;
- Acting as **critic** or **watchdog** in order to hold the government to account.

Galtung's Triangle on Role of Media



Tanzania's newspapers



Role of Media



Nordenstreng et al (2009) on media roles in democracy:

- MONITORIAL
- COLLABORATIVE
- FACILITATIVE
- CRITICAL/WATCHDOG

Role of media...



Role of media...



Media roles



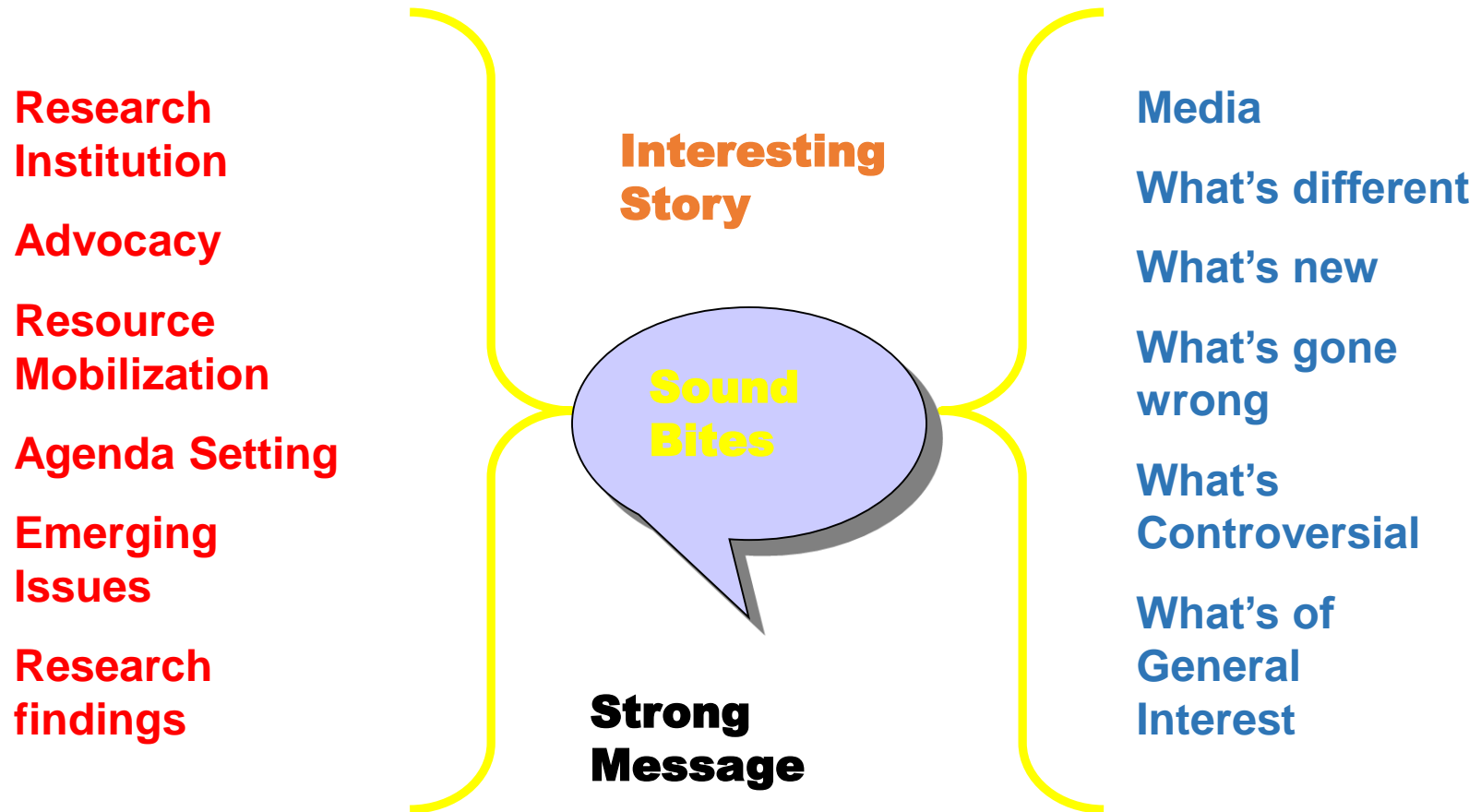
Media roles

- According to McQuail (2005) Social Constructionist Theory, the mass media **select, value and prioritize some events, persons, values and ideas, leading to perpetual construction of reality;**
- This selection, valuing and prioritizing is also referred to as **“Agenda Setting”***
- Solomon, E. (2006), Women’s Roles in the Media: Attitudes Towards Gender Issues in Six Tanzanian Newspapers

Role of media...

- Fourie (2001) (*Framing Theory*)
angles interpretative framework from
which reality is created
- Fourie further contends that the
media can create a specific image of
what the public opinion is and public
would agree

MEDIA AND RESEARCH INSTITUTIONS



Media regulation

- Different forms of how media are regulated in society (Nordenstreng 2010: 426):
 - i. **Law** promulgated by Parliament and other state bodies and executed by courts;
 - ii. **Markets** based on private property, commercial advertising and consumer choice;
 - iii. **Public** through citizens associations and public opinion;
 - iv. **Media** themselves, through journalists and media managers

Challenges to Media

Media in liberal democracy seen as not independent in the real sense. Why? According to scholars (see Herman & Chomsky, 1994; Roning 1994, Christians 2009):

1. Propaganda & agenda setting
2. Ownership filter
3. Advertising filter
4. Newsmaker filter
5. News shaper filter

Challenges to Media

Furthermore, media is criticised for replacing its democratic roles with:

1. Trivialities/comic content (**Jerry Springer Show**)
2. Non-stop music and Soaps (**La Mujer de Mi Vida**)
3. Scoops/sensational (**Man who died 10 years ago seen in a nearby village alive**)
4. Ads that constantly promote consumerism (**Scratch and Win**)
5. Foreign content often irrelevant to local realities or tastes

HOW RESEARCH FEATURE IN MASS MEDIA

Research findings find their way to media as follows:

1. As foreign scientific findings. Something new. Not necessarily appealing to public! **NASA story.**
2. As local scientific findings. Something new. Not appealing. **Haiuzi.**
3. As discovery of something of public importance. **Don't use diclophenac!!! Very important.**
4. As advocacy message. Over 70% of children in standard 3 cannot read, write or do math. Public **interest high.**

How research features in mass media

6. As political opinion polls. Have been contentious.
7. As media's own work of investigation and discovery. IJ
8. As reference material to beef up articles/features/radio or TV programmes

Means through which research meets media

1. In radio/TV programmes interview with scientists
2. Workshops like this
3. Press conferences
4. Press releases
5. Newsletters
6. Scientific journals
7. Advocacy radio/
Tv spots
8. Social media (WhatsApp, Facebook, twitter, blogs)



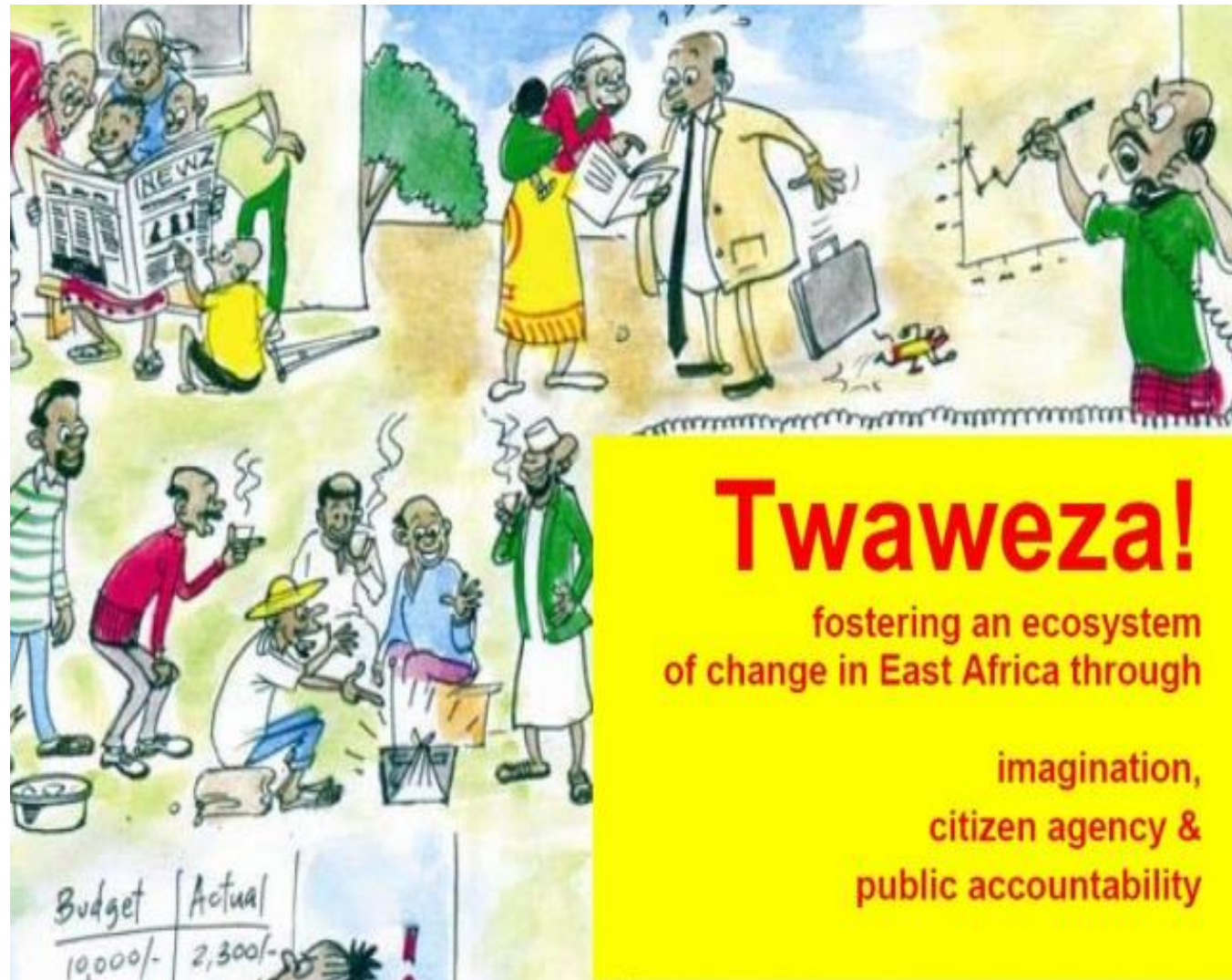
ESSENTIALS IN MEDIA ADVOCACY

- ❑ Scientists are always highly knowledgeable in their fields (**but not on how media operate**)
- ❑ Scientists want to report a breakthrough (**even when journalists look for things gone wrong**)
- ❑ Scientists are always proud of their vocabulary (**even when it doesn't make sense to the ordinary person**)
- ❑ Scientists always mistrust journalists (**oblivious of the fact that media also find them, and their jargon, boring**)

Essentials..

- **Knowledge** of Media (editors, the right journalists)
- Which **message**, which **audience**
- **Vocabulary**
- **Packaging** (which outlet? Radio, TV, paper, social media?)
- **Timing** (when to engage journalists)
- Targeting **opinion leaders**
- Sustaining the message

Research in media



Twaweza!
fostering an ecosystem
of change in East Africa through
imagination,
citizen agency &
public accountability



Examples of research in media

DAILY NEWS of July 21

- A story about BVR in Dar 2.9 to register
- JK censures Livestock Ministry over inaction. The issue of embryos purchase
- Innovators get 4m/- from COSTECH
- Need to capitalize on technology to enhance safety of our cities (ICTs). Street lighting
- Politicians warn against witchcraft (price of body parts)
- Renewable energy to boost economy (reference to studies)

Examples...

□ An article by Dr. K.S. Gupta

“Both the left lower last molars were submerged below the occlusal plane of posterior teeth. Both were extosed meaning that they were surrounded by a cortical plate of bone”

The Seven C's of Effective Communication

- 1. Command attention**
- 2. Cater to the heart and the head**
- 3. Call to action**
- 4. Clarify the message**
- 5. Communicate a benefit**
- 6. Create trust**
- 7. Convey a consistent message**

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