

Development Journalism Focusing Gender: The Case Study of the Broadcasting Media in Tanzania

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The study explores the practice of development journalism (focusing gender) in the Tanzanian broadcasting media from the socialism era when it was introduced to the contemporary/liberalization era. The study draws from theories of development communication and feminist/gender theories and attempts to find out the extent to which development journalism is practiced in the Tanzanian broadcasting media basing on the various social, political, economic and technological changes that have happened with the introduction of a liberal policy in Tanzania and overall impacts of globalization. The study also examines how a gender perspective is being considered while practicing development journalism. It is expected that the study will provide a more objective analysis of the practice since there has been no comprehensive scholarly research done in that area; hence bridge the gap of information and advance the frontier of knowledge on development journalism focusing gender in Tanzanian broadcasting media and the journalism community as a whole. The study adopts a qualitative research design whereby data is gathered in two phases using in-depth interviews and qualitative content analysis. Sources of data include: journalists, sample of development oriented programmes, journalism trainers, gender and development/media experts. Data is analysed using thematic analysis and on the basis of the adopted theories, reviewed literature, the research objectives and research questions.