MEDIA AND COMMUNICATION STUDIES

“Fall14 Masters one year, Changarawe Francine The
Implications of the Chequebook and Envelope Journalism to
the Effectiveness of Media Reporting”

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Resume

Tanzania is one of the leading East African countries with a multi-party political system. On 31 October 2010, Tanzania held its fourth general elections since the re-introduction of the multi-party system in 1992. The famous ruling party is CCM, elected both the Union and the Zanzibar presidents, and maintained its comfortable control of the National Assembly and of the Zanzibar House of Representatives. The United Republic of Tanzania was formed in April 1964 by the union of Tanganyika and the state of Zanzibar, comprising the islands of Unguja and Pemba.

In academic research has largely overlooked the truth on the related subject of professionalism in the journalism profession in Africa especially Tanzania. While development of news reporting has historically been central to conceptions of journalism in the many developing countries, it has been a large scarcity from previous studies on professionalism in developing countries. The same applies to the common practice of chequebook journalism as long as envelope journalism, journalists accepting payments from different news sources, which is widespread in Africa.

Existing studies have used directories from the East African countries face the problem with little effort to adjust them to suit the African setting. This study will address the phenomenon by using different related literature reviews from structural functionalism, journalism ethics, normative models of development or advancing media, this study indicates journalistic professionalism in Tanzania. Specifically, it indicates different ways journalists in Tanzania perceive and experience cheque-book journalism and envelope journalism. Data were being collected using documents review, interviews and structured and unstructured questionnaires by focus on group discussions.

Findings indicate that while Tanzanian journalists revere envelope journalism more than their Tanzania counterparts, the practice has reached unprecedented levels in the country. The main reason for this is socio-economic: journalists getting low salary make them to be more prone to envelope working style. The problem of adding their payment through envelope journalism has, however, unfavorably affected journalist’s objectivity in their professionalism. Additionally, development news reporting which seldom offers envelope journalism is being avoided. One alarming result is a shift from a traditional model of journalism, where journalists strive to report any legitimate news, to a public relations model, where news is heavily influenced by source payments. This result suggests that the public may be short-changed on its informational needs by being fed tactfully structured elitist news. Given the media's role in the development process, this may adversely affect socio-economic development in the developing countries like Tanzania.

Keywords: Envelope Journalism, Ethics, Professionalism, Journalism, Journalist, Chequebook Journalism.
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List of acronyms & abbreviation

TBC   Tanzania Broadcasting Corporation
TVZ   Television of Zanzibar
MCT   Media Council of Tanzania
GGCU  the Good Governance Coordinating Unit.
BTI   Bertelsmann Transformation Index
CBos  Community Based Organizations
UNDP  United Nations Development Programme
FES   Friedrich Ebert Stiftung
MISA  the Media Institute of Southern Africa
EJ    Envelope Journalism
IREX  International Research and Exchanges Board.
CHADEMA - Chama cha Demokrasia Makini
CCM – Chama cha Mapinduzi
CHAPTER ONE
INTRODUCTION

1.1 Media in Tanzania

Media encompasses the main means of the mass communication such as radio, television, newspapers, and the Internet itself regarded cooperatively. It is among of the powerful networking in the local, national, international and worldwide marketplace. It plays a vital role in the different arena in such major socio-economic events, ranging from community to governmental activities. Media has become the central development pathway that shapes our lives so that many people are almost continuously seeking and sharing information every day. Correspondingly, media has powerful effects on the public in one-way or another. Typically, this power involves the role of the media within the framework of the social, or the economic power which most structures the society.

Media industry is evolving rapidly and fundamentally differently from previous perspectives. Most researchers and other disciplines consider media as the essential tool for information sharing and exchange of knowledge, political as well as community growth and interactions. News organisations were in the awkward position of being dependent on amateur materials so as to present or tell the story of what happening transpired on the ground.

The envelope tradition, which recently has been claimed to become widespread among the news media, could reduce their credibility and that of their journalist as Heru Hendratmoko said. Ineffectiveness of media in Tanzania is generally attributed to several socio-economic reasons with journalist’s malpractices and incompetence on the lead. By commoditisation of ‘News’ through the chequebook and envelop or ATM journalism in both print and electronic media, the fundamental purposes of the media: education, entertainments and information are being compromised.
The presidential candidate and his party were entitled to receive 30 minutes in state electronic media and an amount of free space in state print media. The exactly monitored a sample of 16 state-owned and private media outlets between 7 October and 31 October 2010. By giving out, the sample of state-owned broadcast media: TBC TV, TV Zanzibar, TBC Radio and STZ Radio Zanzibar; as well as private broadcast media: Channel 10, Star TV, ITV, Radio Free Africa, Radio One and Zenj Radio Zanzibar. The study mission also monitored some seven newspapers, two state-owned (Daily News and Zanzibar Leo), and five privately owned (The Guardian, The Citizen, Mwananachi, Mtanzania).

The electronic media as well played a significant role in covering the general elections, with their broadcasting of different of programs, including special news editions, interviews with the main presidential candidates from all political parties. There are debates with parliamentary and councilor candidates and interactive programs with TV and radio listeners. For the most part of the campaign period, CCM candidates did not take part in TBC debates following a formal participation ban imposed by the CCM General Secretary. Political coverage in the electronic media increased both in volume and frequency during the last weeks of the campaign.

TBC and TVZ complied with both the legal requirements and the Media Codes of Conduct guidelines for the equal allocation of free airtime to presidential candidates. In the case of TVZ, some political parties did not take advantage of this provision or ignored the schedule as established by the ZEC. CCM took full advantage of the allocated airtime provided by TVZ. The party also paid for four 45-minute blocks of airtime during the last two weeks of the campaign. This paid airtime was immediately following the free airtime schedule for political parties and was used to broadcast CCM party propaganda. This practice intensified during the last weeks of the campaign and was strongly criticized by CUF who argued that it gave an unfair advantage to the ruling party. State and privately owned media gave extensive coverage to the three main political parties, CCM, CUF and CHADEMA, and their presidential candidates.
The smaller political parties received negligible coverage. In a positive development, TBC TV and Radio established an Election desk to implement the NEC Election Guidelines. This provided the electorate a new forum for exchange of views and access to information about the activities of minor political parties. During the campaign period, regular pro-government TV and radio programs were temporarily suspended and all parties received the same live coverage during their campaign opening and closing ceremonies. The state-owned TBC dedicated 33 percent of its political reporting to CCM, 23 percent to CHADEMA, 21 percent to CUF and 23 percent to other political parties; the state-owned TVZ dedicated most of the political and electoral news coverage to CCM and CUF (40 percent and 29 percent, respectively). Chadema received insignificant coverage in the Zanzibar media; the party did not have a presidential candidate for Zanzibar and historically never had a strong presence in the archipelago. Privately owned TV channels on mainland Tanzania dedicated a large part of their political reporting to the ruling party, with 60 percent to CCM, 13 percent to CHADEMA, 16 percent to CUF and 11 percent to other political parties, respectively. Privately owned TV channels often portrayed CCM and the incumbent president in a positive tone, while other parties were presented in a neutral tone. The only privately owned TV channel in Zanzibar, Zanzibar Cable Television, had little influence as it only recently started providing service through subscription. Privately owned radio stations acted similarly, giving the ruling party a clear advantage. In Zanzibar, the state-owned STZ dedicated the majority of election reporting in news slots and political programs to the ruling party, with 77 percent to CCM, 20 percent to CUF and less than two percent to CHADEMA.

According to the ZEC Media Code of Conduct, all presidential candidates were entitled to 30 minutes once a week in TVZ, while in mainland the NEC required the media to give fair access to all candidates and political parties.

Print media provided a wide range of views and covered the major political events organized by the parties. Although, and as was the case with TV and radio broadcasters, newspapers coverage focused on the three main political parties. Overall, state-owned newspapers did not provide a balanced
allocation of space as they dedicated 66 percent of their political space to CCM, 17 percent to CUF, 10 percent to CHADEMA and 7 percent to other parties. A similar imbalance in space allocation was observed in privately owned newspapers which dedicated 55 percent of the political and electoral space to CCM, 29% to CHADEMA, 10 percent to CUF and 7 percent to other parties. The private dailies, the Guardian and Mtanzania, gave almost 70 percent of political and electoral coverage to CCM; in fact, Mtanzania not only displayed a clear bias in favor of the ruling party, but also gave persistent negative reporting on CHADEMA. On the other hand, the privately owned Mwananchi and The Citizen, both belonging to the Nation Media Group, provided a wide range of news views and covered the major events organized by all the political parties. Newspaper distribution is mostly limited to main urban centers, and political parties preferred paid TV airtime over radio or newspaper advertising.

Journalism and democracy have been closely linked in media theory and in also in Western Professional thinking. As some scholars have been pointed it out, the origins of democracy and journalism are historically tied together (McNair 2009) even though in their embryonic moments neither resembled the kind of journalism which people have come to expert today.

Undertaking this particular study is important to explore the nature and effects of commoditisation of news to the effectiveness of media on promoting political and socio-economic development of a country. Key questions of the study will base on the extent to which chequebook and envelope journalism marginalised the effectiveness of Media reporting before, during and after the general election in Tanzania in 2010 and subsequent promoting socio-economic development. Researchers believe that the effectiveness of the media in Tanzania appeared after the implications of different sorts of journalism such as chequebook and envelope journalism.
1.1.1 Democratic restructurings: Media policies and regulations in Tanzania
With both foreign and local pressure to implement political and economic restructurings virtually all countries in Africa especially in Tanzania have made constitutional provisions that guarantee on freedom of expression to the society. Even countries that had such provisions during one party period have moved to refine the clauses in order to reflect the spirit of multiparty system of democracy. However, as Ogbondah (2002:26-27) has noted, the language of contemporary constitutions is as liberal as in other developed countries except that in Africa there is the lack of a political culture that supports the same values to the society. Another aspect of equal rank is the access to the public information, which there are obvious differences from one country to the other. In recent years from 2010-2013 there has been a lot of efforts from international financial institutions as well as donor countries and from civil society organizations/ sectors to force the governments to enact right to information legislation. Though, some of the Governments are however dragging their feet on taking action about this problem, as an excuse to mention out due to lack of resources to implement the straining requirements for access to information provisions.

Recently, in 2005 the Media Institute of Southern Africa (MISA) and the Friedrich Ebert Stiftung (FES) initiated an exercise in which Africans themselves use homegrown criteria to assess their media environment, which means the press freedom. The benchmarks, which are largely drawn from the African Commission for Human and People’s Rights, are used to evaluate the performance and exactly progress of media sectors in the region on a yearly base. Generally, there have been some improvements over the last three decades compared to the situation before in terms of increase in the number of media channels: increasing pressure on the governments for accountability. However, to save for a few developing countries where media freedom is somehow taking shape, compare to other countries the ruling elites increasingly appear to be uncomfortable with the degree of boldness displayed by some of these media outlets. As a result, there has been a growing trend to confront the press by revoking the draconian pieces of legislation or by exerting threats on journalists (Berger
Incidents of harassment to journalists and use of laws to punish media or journalists have been increased in Tanzania society since Africa ushered in reforms in early 1990s as Ocitti (1999: 1) observes:

“The production of the political institutions, and also the liberalization of the economic and political landscapes, the regularity of elections hit the unheard of in certain developing countries especially in Africa. And democratic consolidation on the continent is on the increase of the marginalization of truth to be reported to society. Yet, this formalism of the procedure of democracy has also hidden a much more led to the declining press freedom on the African continent. (Ocitti 1999)

1.2 Statement of the Research Problem

In spite of the evidences of the implication of the chequebook and envelop journalism which led to contribute the effectiveness of the media in Tanzania especially in 2013. The media is becoming more effective so as to reach goals of the people in the different districts. Accordingly several questions arise from the subject of effectiveness of media and how it applied to Tanzania society.

The main research question crystallizing from this topic is extent to which chequebook and envelope journalism marginalized the effectiveness of Media reporting before, during and after the general election in Tanzania in 2010 and subsequent impacts on socio-economic development”. The study is envisaging assessing the most resembling indication of effectiveness of media, analyze the extent to which chequebook and envelope journalism marginalized the effectiveness of Media in Tanzania before, during and after the general election, and analyze the implications of media reporting on the promotion of socio-economic development.

1.3 Research Objectives

The main objectives of the research are to find out the implications of the Chequebook and Envelope Journalism to the Effectiveness of Media reporting in Tanzania.
1.3.1 Specific Objectives

(i) To examine the nature of chequebook and envelope journalism
(ii) To identify factors influencing the practice of chequebook and envelop journalism
(iii) To assess the effects of chequebook and envelop journalism on the socio-economic development
(iv) To examine strategies in place for addressing the chequebook and envelop journalism
(v) To suggest alternative strategies to reduce chequebook and envelop journalism in Tanzania.

1.4 Significance of the Study

Findings from this study will inform various stakeholders on the practice of media industry in Tanzania. It will shade how the media was used during the general election in Tanzania in 2010. Findings will also distinguish the performance of media in Tanzanian society. In this context the study will be useful so as to show how was Mass media was used before and after general election.

1.5 Limitation

The study encountered a number of limitations:

(a) There were several challenges in getting comprehensive data on the topic. This prompted the author to focus only on a small area of Kinondoni district where the relevant data was available.

(b) Getting primary data essential for content analysis was not an easy task, considering the prohibitive costs of a field survey. However, by using an online survey, it was possible to have respondents from different groups such as Journalists, media practitioners and media council to participate in the exercise.

(c) There are more open-handed questionnaires so as to give a wide range for the people and clarification questions.
CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction
This chapter reviews various literatures that provide insights on the Implications of the Chequebook and Envelope Journalism to the Effectiveness of Media Reporting during General Election in Tanzania in 2010. It also identifies the theories and previous research, which has influenced the choice of the research topic and the approach to be adopted by the researcher (Ridley, 2009).

2.2 Literature Review
There are implications of media reporting during elections in Africa changing political landscape has been very strongly demonstrated in the most recent 2010 general elections in Tanzania. More than four political parties participated in the general election; however, about one of the parties was the leading party whose candidate was winning elected position in the country. During the election campaign, the media used various campaign strategies to attract the attention of the electorate in making one choice against the other. However, it was not clearly pointed out if the participation of media was influenced by the envelope and how this affected professionalism as well as free and fair election process in the country.

Agenda setting is the focusing of public attention on a particular issue in the society described as being less a matter of telling people what to think and more about telling to think about the extent of power associated with agenda setting debatable much more to the society. On reporting out news emphasizes certain concerns over and above others. (Zelizer 2010) In today life style still draws a huge attention as among of the effect of news in the society especially when it comes to analysis of general election reporting as concerned in the developing countries such as Tanzania.
2.2.1 Envelope in different names; the other way round of corruption in media

A research study found that the coverage of media during the election campaign have the implications to the majority of the society. The media effectiveness and how such impact has shaped both political attitude and behavior to the society. Journalists are frequently getting extra money, or “tips,” ranging from $10 to $50, to encourage favorable news reporting. Sometimes their editors receive tips three times more in the developing countries like Tanzania.

When any news from the organizations comes out by paying money to influence positive news reporting, or accepting it, the probability aren’t so crass as to call it a “corruption.” This might explain the reason why there are many ways of corruption practice among the different countries. Just a few examples:

- **Envelopes journalism:** This is the common term in much of sub-Saharan Africa and refers to the color of the envelopes found in every supermarket or stationery store. Conveniently, it is hard to see through them to the money inside.
  - In Tanzania so called “Takrima” journalists receive money so as to report about certain political party or organization in positive way.
  - In other West African countries “keske” in Nigeria, gombo in Cameroon.

- **Red envelopes:** This is the variation in developed countries like China, based more on the acquitted on the tradition ceremonies of giving out holiday gifts in envelopes.

- **Soli:** This is what journalists from West Africa such as Ghana call it. It is just a short form of the word “solidarity,” which is how they feel as a small group when expecting payments.

- **Jeansa:** it is the familiar term in Ukraine, where politicians or entrepreneurs usual pay journalists or the media in order to write news on their favorable.

- **Blocking papers, wishing papers:** It is one that specializes in telling someone about certain news to publish harmful news about them unless they get a good enough bribe, especially in developing countries like Cambodia. Sometimes, it might publish a flattering edition honoring a
senior politician’s ceremony such as birthday and or entrepreneurs without asking from them. Later on the editor sends a bill and the unsuspecting “publicists” to pay for it rather than to run the risk of not seeming supportive of the journalist. In other way this is a bribe in a hiding way or tend like unplanned bribe.

2.3 Definition of key terms

2.3.1 Journalism
It can be defined as the collection and editing of news for the presentation through the media such as the public press for one of the mass media in the country or certain society. By looking upon Journalism as a professional field of study is faced by a lot of challenges in Tanzania. Apart from “envelope journalism” dilemma other challenges are the poor quality of journalism training, absence of the right to information in the country, blames for distortion, as well as limited knowledge of development issues/around the world, just to mention a few of them. Of these, many journalists as an ethical challenge but as prosperity do not count envelope journalism among challenges, which they face especially when it comes to political issues reporting.

2.3.2 Envelope Journalism
It can be defined as the practice that involves news sources granting money incentives to journalists in order to cover the news on favor of the certain group of people or someone interest. In other words means the situation where by news sources offers/gives money to the journalists in return of favorable media reporting.

Kasoma (2009) defines envelope journalism as a practice that involves news sources granting monetary motivations to journalists in order to get favorable media coverage. These money motivations are normally enclosed in “envelopes” the idea being that since the envelopes are not clear or not transparent, no one can tell that there is money in them.
Kruckeberg and Tsetsura, (2003) defines “envelope journalism” as the act of offering cash to journalists in exchange for promising news coverage in the media. The payment is normally offered in the form of hard cash per diem.

In Tanzania, Media Council of Tanzania- MCT (2007) referred to retired President of Tanzania Benjamin Mkapa who once said; the escalation of envelope journalism might influence news coverage and lead to distortion of information considering the fact that media is the unofficial fourth estate of government. Another MCT publication (2009) holds that at the “editors” level, this has mostly been about advertisers trying to push through public relations (PR) material as news at the expense of condescending journalism profession in the country.

A survey on freelance journalists in Tanzania, which carried out in 2010 shows that freelance income is below the national average monthly income, which is 125,000 shillings ($80). A freelance article earns between $1.94 and $3.20. Overall, pay in professions such as medicine, law and engineering is five times higher than in journalism.

2.3.3 Chequebook journalism

It is the payment of money or monetary benefits to individuals for the exclusive right to publish their account or testimony concerning a news event. In other word usually called ‘pay for play’, the way of practice is widely condemned by politicians and lawyers for being unethical; in particularly when it happen to will prevent the course of justice, as in court trials. (Zelizer 2010)

Chequebook journalism can be defined as the form of journalism practice where the essential characteristic is that the journalist pays the subject of the work for the right to publish their story.\(^1\) It usual highlights that stories or information published obtained by paying people are of less a hard

\(^1\) [http://en.wikipedia.org/wiki/Chequebook_journalism](http://en.wikipedia.org/wiki/Chequebook_journalism)
news or leading stories where character than those generated by conventional investigation. (http://en.wikipedia.org/wiki/Chequebook_journalism)

Envelopes journalism is provided by informers and sources while chequebook journalism denotes the opposite undertaking whereby media institutions pay sources for the information. The final is judged by some as an increasing challenge for Western journalism as Goldstein, 2007; Schlesinger, (2006), state whereas envelope journalism on its part is much less addressed in journalism theory in that part of the world. According to a researcher Stos, The reverse goes for the developing countries, where occurrences of chequebook journalism appear to be very few (Stos, 2009), in contrast to accounts of “envelopes journalism”. Despite the fact chequebook journalism is associated with the institutional or influential level, envelope journalism belongs to reporter’s level even though institutional “envelopes” are also reported as a phenomenon (Kasoma, 2007).

2.3.4 Professionalism in Journalism
As a journalist who qualified on his or her field of study should have occupational ability to depend on the “objective truth” about reality of the news which he/ report to society. Though they can face some serious challenge to report on sensitive issue to the people but as the professional reporter should always be truthful on the matter concerned. People depend on them to the reliable information about what real going on in the world.

In Journalism ethics comprise principles of code of ethics the good practice as applicable to the specific challenges faced by the journalists. Historically and currently, this subset of media ethics is well known widely to journalists as their professional the "canons of journalism". It means the basic or roots of codes and more commonly appear in statements drafted by both professional journalism organizations and individual, broadcast, and online news organizations.
2.4 Ethics in journalism
This report covers the period of General election in Tanzania in 2010. It highlights major ethical lapses that occurred during that period of election, with the most prevalent violations including truth and accuracy, professionalism and integrity in media, Facts and comments and Social responsibility (MCT 2012). Also noted when journalists behave when it comes to media political reporting like Election period, and apart from that the evidence that indicate how the media cared to adhere to the professional norms.

Journalists, in the society today embracing the Internet with varying degrees of eagerness, have gradually most of them adapted to characteristics of the means of mass communication. Those adaptations have concerned practices work and also especially which accommodate delivery of certain multimedia content. In most of these merging involve some journalism ethical issues, and it requires adjustments in skills and techniques. There are some other aspects of the media lead to the explicit reconsideration of ethics in journalism. Since nowadays, The Internet delivers information immediately and there were concerns, right from the beginning, about how the need for speed of spread of information would affect accuracy. People were getting a story out fast and receiving it right too repeatedly seemed commonly exclusive.

Today’s world, journalists are less bothered by this matter; they still want to get it right a way and accuracy remains a central norm but they and their readers seem to have accepted that the “first package” no need for the final. There is greater and huge tolerance for an online stories evolving so that new information simply replaces what, if anything, was wrong; depending on their nature, changes may appear or may not be flagged for the readers. So when it comes to journalism ethics, the standard does matter. And it is not because of the technology (Internet) changes human nature but because it changes how we humans interact nowadays. Ethics in journalism were all about interactions, the ways
in which people deal with one another and giving out information.

There are some codes of ethics for the journalists in Tanzania. This Code of Ethics, which is applicable to all members in the state-owned media, private media and to local freelance journalists in Tanzania.

**2.4.1 The Right to Truth**

According to the code of ethics in journalism in Tanzania, Every journalist has a duty to speak or tell, adhere to, adore and faithfully defend the truth. A journalist should make passable investigations to the information to do crosschecking of facts in order to provide the public with unbiased, accurate, balanced comprehensive information/news to the public in Tanzania (MCT 2012). But it happens otherwise when it comes too political reporting to the some of the media due to favor of someone’s status to the society. They should go beyond people’s expectations when it comes to the Media Reporting. The public deserve to know the truth about everything happen surround them for instance when it comes to political arena i.e. general election news reporting the fact needed to be revealed to the public.

**2.4.2 Professionalism Integrity**

It lies on the article 2 in the code of ethics for journalists in Media Council of Tanzania. It indicates that any journalist should not solicit, nor accept bribes or any form of inducement. But since they don’t apply this to their place of work it led to the increase of corruption to the media arena. As journalists as far as it concerned they should be the best example to the society since they stand as mirror of the society. But the system going very worse since then 2010 until now there is no a huge improvement on this. When they write or reporting news usual do on the behalf of someone’s in the society to portray a good picture or personality of that person. It meant to bend or influence professional performance.

**2.4.3 Facts and Comments**

Media council in Tanzania on article 8; It should be very clear from journalist when it come to news reporting always draw a clear line between comment, conjecture and fact. This should appear very clear to avoid misunderstanding between readers due to any information reporting. In Tanzania
Whether political or social reporting but due to the increase of bribe to the media companies the facts happened to be very neat to be shown/ indicated. There is too much positive comment about politicians even though negativity still out there but due to the favor of few people.

As a journalist should not plagiarize any material, and where other’s material is used credit should be given to the source. When it comes to reporting the source of the news given out should be clearly so as to avoid confusion to the readers/ listeners.

**2.4.4 Social Responsibility**

As journalist in collecting and disseminating information, shall bear in mind that it is his/her responsibility to reflect the fact upon the public. It means to educate citizens on matters affecting them and their surroundings, and consistently strives to set ahead of others, for the public and national interest (MCT 2012). This applied to all types of media sectors private and government ownership. A Journalist should work in the way that to know the public eyes focus/depend on him or her to provide the truthful information concerning the society. For instance when it comes to election in Tanzania people suspect to get the true result of the election from campaigns until the outcome of the General election.

**2.5 The curse of the Chequebook envelope in Tanzania**

In 2010 December the Faculty of Social Sciences and Communications at St. Augustine University of Tanzania published a special issue of the African Communications Research dedicated to bribery and corruption in African journalism. A number of articles in the issue discuss the different dimensions of the corruption in media debate such as the ethical issues, the material survival issues and the different forces that are brought to bear on the media.

However, Terje Skjerdl (2010) summary and contextualization of the various researches in Africa that has been conducted on this issue is very important in the sense that it offers a one-stop shop for understanding the thinking way forward about this matter in the society. Just as it shown in the CIMA
report, Skerjal investigates into the nomenclature of this phenomenon, extracting and localized names such as “takrima” in todays society and “mshiko” in Tanzania, and Chad as well as some English ones referring to journalists fall in love with money, drinks even food such as cocktail journalists, Hilton journalists and cash and carry journalist. In developing countries seems like this is the big problem more than people think about it and see it even in countries like “keske” in Nigeria, gombo in Cameroon. When they get that money just refer as for the meals allowance but in meanwhile during meeting or conferences the foods, drinks are provided there. It is just matter of putting justification on what they are doing.

2.5.1 Poor salary to the Journalists

There are so many reasons make journalist to be that way poor pay, incompatibility of the Eurocentric journalism ethics with culture of African society. There is a need to go beyond into heart of journalism that is the journalist source of relationship upon the occupation of journalism and its ideologies. Such objectivity and also independence constructed. Apparently it could be cheating answers (lie).

Sander (2003) suggests poor salary counts as the major reason behind the flourishing of envelope journalism in African countries where journalists are poorly paid on top of that also work under difficult conditions. The study recommends that a poor salary to the journalists is the main reason behind the growing tendency of “envelopes” (chequebook journalism and envelope journalism), which the sources, seeks for favorable coverage in the media. I real believe on that because when a journalist is paid very well at the working place, he/she will not be tempted in order to favor anyone but stick on code of ethics of the media houses as professionals.

During the election campaign, the media used various campaign strategies to attract the attention of the electorate in making one choice against the other. However, it was not clearly pointed out if the participation of media was influenced by envelope and how this affected professionalism as well as free and fair election process in the country.
Skjerdal (2010) notes that poor pay is the “overwhelmingly dominant” explanation for the brown envelope practice. He finds that most of the research in Ethiopia, Zambia, Cameroon, Uganda and other developing countries cites poor salaries for the journalists as the main cause of the problem. As one of the researcher on communication Hayes M. Mabweanzara’s (2010) on his article wrote that “when your take home can hardly take you home: Moonlighting and the quest for economic survival in the Zimbabwean press” captures this dilemma. It is possibly the fact that the journalists do for the sickness of their standard of life around. Among of them some wish to depend on the facts to provide truthful information to the readers or society but for them it doesn’t suit at all. As a good example Zimbabwe, among of the developing countries happen that lack of material has the consequence of undermining the notions of professionalism and ethics standards to the society.

Whereas it can be argued that in Tanzania some of the media sectors, income levels for their journalists have significantly somehow improved. But this applies only to a small elite group of permanent employees to the mainly from capital city based newspapers and some television stations. For example, when it comes to rural areas such as Musoma, Mbeya, singida and others interior areas, majority of Tanzania journalists, especially those working for the different radio stations that very more scattered across the country, the many upcountry journalists freelancing for the major newspapers. They are real suffered for lack of materials “which can make the to work in efficiency way. For example radio stations pay as little as Tshs 7000-10000 for a story and regional newspapers pay Tshs 5000 for a print story that comes out once a week. The case like this to journalist’s moral and integrity can be hardly stretched to the limit can be worthwhile. And this is the common story. There have been strong arguments against priming the low pay factor.
“Corruption to the media sectors completely ruined the professionalism on the field”

2.5.2 Lack of ethical consciousness

Among of there as on for the journalists accepting “envelope” is the lack of ethical consciousness in the newsroom. When it comes to reporting news up follow up ethics of the media journalist has poor consciousness upon it. This can be attributed due to lack of training on journalism ethics and lack of professionalism among journalists. Journalists who stick to professional ethics can manage to keep personal motivations and news reporting separate (Lodamo, 2009). In my opinion, a journalist should be well trained on his/her field of work so as to be able to stick to ethics of the work. But everything should start from the management of the media houses where a journalist is place of work.

Lodamo (2009) puts another ethical justification for accepting “envelope journalism” same as envelope journalism which consists of the journalistic freedom in editing news stories. This means, even though they accept envelopes, journalists are still have the opportunity to maintain their truthfulness through news editing and reporting them in a right way. Since in the media field journalists after accepting or receiving envelopes, he/she is the one who eventually decide the contents of the leading story.
2.5.3 The cultural clash

There are Researchers did discuss about does culture be connected to what happened to the journalist with the media ethics. Skjerdal (2010) points to a cluster of researchers who argue that the Western ethical values are incompatible with African traditional values leading to a clash of cultures. When the group of people from different culture meet in the same area of work or celebration something can happen. This, they argue, explains the irony that journalists who criticize corruption still pander to what are considered to be corrupt practices. He observes that for such researchers, refusing to get gifts and motivations hits with the values of African society that indicate hospitality, simply that contradicts the basics of survival for the journalists, which is to make ends meet” (2010:390).

Therefore for some like Hilda M (1999) argued that todays society there is a need to develop an appropriate way to indicate exactly “African ethic” that is suited to “African journalism”. For Kasoma (1996), such an ethic should essentially be “community-oriented” as contrasted with the “individualistic- minded professional norms of the North” (cited in Skjerdal, 2010:391). These different clusters of arguments imply the complexity of the problem, and the elusiveness of finding answers. Given that true journalism should be independent of interests and power centers it interrogates, no “African ethics” however authentic it may be, that does not articulate this independence, would make a meaningful alternative.

Main contradiction in which journalism itself is imbued, that is, the asymmetrical power that sources hold over journalists in a symbiotically structured relationship. This power manifests itself in different forms of vulnerabilities depending on over-arching structural realities of a given society. It therefore affects the journalism of both developed and developing countries on different forms of corruption. In the African context (as in other developing countries) it takes on a material form (bribery, gifts, facilitation, extortion etc.) to reflect the struggles of basic survival. In the Western countries where problems of basic survival have largely been overcome, it takes on an ideological form in which the
Western media always reproduce the dominant ideology as espoused and defined by their sources. This is one itself indicate is a big form of corruption in the country.

2. 6 Challenges in Media

The challenge for journalists is to take seriously the ethics of responsibility that goes with the job, argues Jake Lynch. An international TV and print reporter according to him believes that the emphasis on entertainment-driven news-lite and simplistic notions of news which you can use have damaging consequences both for our work and for our work and for the world we report on: In such information journalists are likely more disconnected observers but actual as participants in the way societies understand each other and the way political parties conduct conflict, we live in a media–savvy world, Harcup (2004). There is no way of knowing that what journalists are seeing or hearing would have happened the same way if at all if no press was present. It means that policies are born to the society with a media strategy built in.

There is nothing pejorative in that, it’s a condition of modern life way but it so close to the circle of cause and effect among journalist and source of the information. Then anyone can possibly analyze how journalists, likely to response on what they do is from their experience of preceding news reporting. Every time when truth or facts reported, it increases to the understanding of how similar facts will be reported in the future. Most of the time journalists report information to the public the way shouldn’t be and they know where the truth lay on. It means that every journalist bears some unknowable share of the responsibility for what happens next. (Lynch 2002). It is probably happen due to the background of the information or who is behind it so powerful to the public.

Ethics in journalism have remained a thorny issue over the years until now. But it is even more challenging for journalists to remain ethical at this moment given the pressure editorial executives face from owners who have continued looking at their balance sheets with teary eyes. The salary, which they get, makes them to be unfaithful to their work due to the standard of life. Not long ago, some global media replaced some journalists with educated one’s nowadays but still doesn’t help as people
think. For instance in Tanzania editors happen to be more powerful since they’re the ones who decide what to be revealed out.

Media baron, Rupert Murdoch, of the renowned vertically integrated media empire, News Corporation, had to shut down Britain’s most selling newspaper, News of the World amid a phone tapping scandal. The scandal left the journalism profession in shock wondering how far journalists and media houses can go in order to create content that appeals to the particular segments that they target.

Journalism in Tanzania is to move from a bulletin-led model to one led by correspondents because of the increasing use of social networking platforms particularly highly Facebook and Twitter. To those journalists with huge followers on these platforms will end up by demanding more payment because of what they can bring out to the society on their table than those who have not known well enough.

Newsrooms will need to change their editorial policies in order for them to incorporate guidelines that can help them to practice their professional ways in the field in upcoming times. This is because it is not easy for the audiences to differentiate what are personal opinions and what is not.

MCT has developed about 11 ethical principles that are preserved in Media Codes of Conduct, which should be followed by all media houses and journalists in Tanzania must know and have agreed to obey. There are so many reason for escalation of envelope journalism pattern and the perspectives journalists also to some of the public relations officers have towards receiving cash for the coverage have not been much addressed in the developing countries especially in Tanzania Rioba and Karashani, (2002). Although, Mfumbusa (2006) focuses on that by saying that giving and receiving of envelopes in broadcasting practice in developing countries especially in Tanzania as whole at large is widespread despite the fact that journalists understand that it so unethical to their professional field.

Among of the researcher on the communication field as Mfumbusa (2006) in his study on the bribery practices in order to find out about the attitude of Tanzanian journalists towards brown envelope. The
findings found that journalists seem to accept personal motivations in their places of work, such as extra per diem, but the interviews also traced on personal discomfort that may be identified as ethical dilemmas.

2.6.1 Fighting for the Anti-Corruption in Tanzania

According to the book entitled "Controlling Corruption" which prepared by the Parliamentary Centre Canada, corruption defined as abuse of public position for personal gain or for the benefit of individual or group to whom one owes allegiance. The book explain that corruption occurs when a public official accepts, solicits or extorts a payment, or when private agents offer a payment to circumvent the law for competitive or personal interest. It also goes on to explain that corruption is a two way process involving members of all sectors, the public and private who are engaged in illegal, illegitimate and unethical actions that diminish a country's economic prospects and degrade its social and political institutions. Corruption is a big symptom of weakness in the political arena especially in developing countries like Tanzania.

To take or give money of any form is defined as a criminal offence in Tanzania. There are journalists have been reach in court over the accusation on alleged corruption. In 2008, the editor of Family Mirror newspaper in Dar es Salaam, who known as Zephania Musendo, was charged and sentenced to five years in prison for asking for money for covering a story.

A TV talk show host in Tanzania, named by Makwaia wa Kuhenga, states that corruption in the media is a reflection of moral deterioration in society, and he advises most of the young journalists to resist the temptation. Issa Mtuwa, who has commitment to moral of journalism field as a professional teaches at the Institute of Journalism and Mass Communications in Dar es Salaam, thought that is crucial when a journalist is to be independent in his fieldwork.

Yet journalists in Tanzania face so many challenges when it comes to their professionalism. The
constituent of the country does not express guarantee to freedom of the press, and leave journalism helpless to repressive government action.

Among of the developing countries Tanzania tried more than much to work on the anti corruption systems in all sectors. Apparently around 2000s decided to come up with the anti –corruption campaign. There are some united nation organization tend to support it so as to fulfill their mission. Anti-corruption in Tanzania According to the “ UNDP who is a key, significant partner...”Since 2000 UNDP in Tanzania is an agreement fighting for anti-corruption partner because corruption undermines human development and democracy. It reduces access to public services by diverting public resources for private gain. The UN Secretary- general in his statement for 2009 international Anti-Corruption Day highlighted the full costs of corruption here and everywhere:

“When public money is stolen for private gain, it means fewer resources to build schools, hospitals, roads and water treatment facilities. When foreign aid is diverted into peoples private bank accounts, which later on led to major infrastructure projects come as a halt. Corruption enables fake or substandard medicines to be dumped on the market, and hazardous waste to be dumped in landfill sites and in oceans. The vulnerable suffer first and worst.” (UN Sag Ban Ki-Moon 2000)

In Tanzania, among the developing countries in Africa and around the world corruption hinders the economic development by misrepresenting markets and damaging private sector integrity. As the way Corruption develop in the society attacks at the heart of democracy by corroding rule of law, democratic institutions and public trust in leaders. As in Tanzania for the poor people, women and minorities, corruption means even make less access to jobs opportunity, justice or any fair and equal opportunity to a certain society. And among of the organization like UNDP is Tanzania’s partner to fight against it.

In the political domain, corruption appears to be more serious especially during general election
processes (within political parties and outside) in 2010. During the election season candidates offer more hospitality to the voters, and journalists in the form of what is now commonly termed as "takrima". It has been claimed that too much hospitality has been abused and is currently practiced as a legalized form of corruption in the society. The fear among some members of the public is that the practice of offering “takrima” involves different people who are decision makers and the ones expected to lead the war against corruption.

Corruption is also widespread in the Mass media. Members of the press are engaged in corrupt practices in various forms. The common ones are two. The first one is that, journalist who is in possession of spread information on a person (e.g. a politician or business-man) solicits a bribe to write or withdraw from writing the information depending on the nature of it. Sometimes the person, if he needs publicity, may give bribes to the journalist so as to report it on the personal interest.

The second form of corruption in the media is that used by persons with authority (politically or economically) to influence key persons in the media so that they are used to circumvent any information that is against them. This form of corruption is now common in the country and it is very dangerous for it affects the institution (the mass media), which is the mirror of the community, the destruction of which will make the community fail to understand what is going on in its jurisdiction for the community will be fed with wrong information.

There are some examples of organized envelope journalism activity within some organizations where reporters are expected to systematically share allowances with other persons in the newsroom, editors who are excused from going out and receiving such present/gifts. As according to Skjerdal said that Politicians, and public relations firms pay money in other words money to get their stories published or aired if they have built a ‘good’ relationship with some reporters or media experts.

According to the State of the Media report 2011, published by MCT, print and electronic media play a
pivotal role in influencing the democratic process. Candidates for the presidency, parliament and councils rely on media support for their success. MCT states in its codes of ethics that a journalist, editor or media manager "shall ensure that neither him nor her, nor any of the employees take gifts or bribes in cash or kind in the course of duty or off duty".
CHAPTER THREE
METHODOLOGY

3.1 Introduction
This chapter explains the methodologies that were employed in data collection and analysis. The methodologies were guided by the theoretical framework (see 2.3), in which the theme of study is grounded. The methodologies entailed undertaking the comparative analysis of the findings from this study with the findings from other studies. It guided the research design; the population and sample frameworks, sources and the data collection procedures and data analysis plan.

3.2 Research design
This study was focused on and both qualitative and quantitative data were collected and analyzed. This followed the logic that the qualitative method is useful in gathering information about the present existing conditions wherein the emphasis is on describing rather than interpreting data. Similarly, the diagnostic approach was used to determine the frequency with which something occurred or its association with something else (Creswell, 1994; Kothari, 2004).

3.3 Sample and sampling procedure
This study used probability and non-probability sampling procedures such as Library Research, Surfing on the Internet, interview with the media practitioners and other stakeholders. Data were collected using documentary review, interviews, and direct field observation, questionnaires and focus group discussions. So as to get the picture of how people face the problem of corruption during election in Tanzania.

This research has employed type of methods on the basis that to comprehend the meaning and relevance of Effectiveness of Media Reporting to the society. It was important to turn to historical, theoretical and empirical facts to test the assumption that such notions can apply freely in Tanzania as
among of the developing countries without any contradictions to local values and other realities. For instance Hamersley (1996) classifies the ways in which different methods are brought to support in a double way methods research:

a) Facilitation: whereby, for example a qualitative method is employed at a pilot stage to help design a large-scale survey and also

b) Complementarity: when two different sets of data are employed to complement each other in the similar aspects of n investigation. It can help to understand social process through qualitative methods and apart from that the quantitative data so as to help to examine certain statistical populations.

3.3.1 Data collection methods

In the study qualitative methods (observation, literature/document review, interviews and focus group discussions) and to complement each other though more depend on qualitative. I picked for this kind of methods approach because while the survey was more appropriate to a large sample of journalists across the country, in the Tanzanian case it also had potential limitations to Kinondoni District. However on this study, the results were more suitable in capturing a sample of journalists in the Tanzania from different media sectors. There was a tendency among journalists to not pay enough attention/ not more co-operative to research involves questionnaires. Due to such circumstances, complementing survey results with another way so as to get information such as interview with media practitioners or focus group discussions.

In this chapter, will indicate also most journalists in Tanzania are still verbally concerned with their communication approach. In other words, one is more likely to gain more truthful and unique by giving out information when conversation getting a trusting respondent. It is mainly for this reason data from interviews and focus group generate useful and exceptional insights that enhance the understanding of research results in effectiveness of news reporting.
**The Analysis**

From the area which I conduct the research through certain group of people like 10 media practitioners were purposively selected for the interview concerning the envelope journalism in Tanzania, used to collect more information from interviews through Skype from the interviewees. There are simple and open-ended questions to be answered by them. The interview was carried out in order to make sure that the adequacy of the language used, enhance the people to understand well questions and to ensure that the instruments which cover the focus areas and measures actually what should sets out to measures.

To confirm that reality, the instrument was pre-tested using 35 people from Kinondoni district, which were the focal study areas on the study. The selected journalism practitioners were assigned to the area and happened that to harass the reporter who is sent to the field reporting area. There were 35 female practitioners and 15 male. Most of them had more than 7 years experience in the field reporting area.

Phone interviews were used to 23 journalism practitioners by the researchers. Though, they were informed ahead of time and making appointment in advance due to the hour’s difference from Tanzania and Europe. There were planning of having face to face interview with some of the practitioners but due to the limited time of writing up a paper, the telephone interviews seems to be more perfect to be applied. The interviews lasted for about 20-25 minutes. The data analysis as presented qualitatively which was much perfect for the study. The responses were abstracted from journalists, politicians, and media council of Tanzania and media practitioners, which bring out numerical values to the study.

The responses are combinations of the total responses and not more individual responses from given information and options. In the essence that due to most of the items in the tables are similar ways of observing the issues rose in the various questions.
3.3.2 Data Analysis and presentations
Through various methods will be used to analyze information collected from the field. Computer based software; the Statistical Package for Social Sciences (SPSS) will be used to generate statistical results, while theme-content technique will be used to summarize information according to the thematic issues relevant to the objectives. Results from the study will be presented using charts, percentage tables and graphs.
CHAPTER FOUR
FINDINGS AND DISCUSSION

4.1 Introduction
This chapter presents the findings of the study. Findings are presented and discussed in accordance with the research objectives, i.e., to find out how people from different groups involved in the general election process in 2010 in Tanzania. Concretely, this chapter describes the respondents’ characteristics, types of Media that were used during general election in 2010. And how the journalist from those media sectors involved in envelope journalism when it comes to news reporting and development. In Dar es Salaam as among of the countries frequently, journalists are paid by their news sources to cover in positive way, particularly politicians, who want to influence how they handle the news. It is so called envelope journalism, it has become a common happening in many countries, cooperating with reporters and editors led to undermine the independence of the media.

Some of journalists loudly defend the practice on the grounds that media owners manipulate them by offering low salaries and poor working conditions. They say it covers their costs because media managers do not compensate them for work-related expenses like the cost of travel to news assignments and vouchers to their mobile phones for filing stories.

In Tanzania, some surveys in recent years have established that the majority of journalists here do pocket money and other gifts offered by sources in order to cover them.

Understanding the key term Envelope journalism in Journalism professional.

Envelope Journalism can be defined as a colloquial term for the practice of bribing journalists so as to favor media coverage. It is the term seems to be most commonly used in different countries around
the world mostly in developing countries as Tanzania but even in other countries as China, Indonesia and Asia familiar, 

The term arose from the envelopes used to hold cash bribes, given ostensibly as tokens of appreciation for attending a press conference or any meeting concerning sensitive issues about the society or citizens. ([http://en.wikipedia.org/wiki/Envelope_journalism](http://en.wikipedia.org/wiki/Envelope_journalism))

Response to the question indicate that the envelope journalism is like a disease to the certain society as long as Developing countries as concerned for instance in Tanzania means that accepting of bribe, to support in order to suppress or hidden the truth/facts. This means that whenever people accept any form of present/gifts in order to cover up the truth, envelope journalism is at routine. From different interview conducted with journalism practitioners in the Tanzania also revealed that the chequebook or envelope journalism practice ranges from asking for a bribe, giving of bribe, or receiving in order to do something for the giver or to leave undone what should have been done. This is in line with the findings of Skjerdal (2010, p. 370), which state that the term „brown envelope“ is applied to denote a corrupt practice, which involves transfer of various types of rewards from a person to another party as the case may be.

Table 1: Journalists understanding or awareness of the envelope journalism

<table>
<thead>
<tr>
<th>RESPONSES</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negligence or ignoring ethics of the media</td>
<td>9%</td>
</tr>
<tr>
<td>Being influenced in the duty area</td>
<td>8%</td>
</tr>
<tr>
<td>Refusing to publish a report or news</td>
<td>18%</td>
</tr>
<tr>
<td>Activity</td>
<td>Percentage</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Receiving bribe</td>
<td>17%</td>
</tr>
<tr>
<td>Receiving payment for the news stories</td>
<td>23%</td>
</tr>
<tr>
<td>A financial bribe to unethical person</td>
<td>9%</td>
</tr>
<tr>
<td>Providing money to officials in order to perform duties</td>
<td>6%</td>
</tr>
<tr>
<td>Lobbying for fulfillment in order to suppress the truth</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Total** | **100%**

*Source: Authors Interview and Questionnaires.*

Most of the journalists agreed that chequebook and envelope journalism rely on the exactly meaning of accepting or receiving bribe, and Lobbying for the information in order to overpower the truth. It means that whenever group of people or individual receiving any form of gifts so as to cover up a certain truth, the journalism envelope disease is at work at that time.

In Tanzania especially around kinondoni district some of the areas where this negative phenomenon manifests the most the journalists identified some reflected areas: News Editing, Publishing, Advertising, Some Public Relations Practice, News reporting as well as photojournalism and news sources. Apparently, so as to balance the situation journalists said that envelope journalism manifests mostly in news reporting and followed by source of the news. But according to the media practitioners reported that the issues of envelope journalism reveal in the country in all aspects of journalism in one way or another.

For example, The spillover in 2010 election coverage by most publication involving CHADEMA’s Willbord Slaa and his personal life went on within many papers giving the opposition presidential representative quite a little coverage. But some reporters says that happen due to journalist getting some “takrima” newspapers giving the opposition presidential representative quite a little of coverage.
Slaa’s campaigns were covered as CUF’s presidential candidate Ibrahim Lipumba and his campaign trail in the coastal region merited him space, which was the same case with CCM’s Jakaya Kikwete as he was in various locations in the country. In the local areas such as in Mvomero, Morogoro asked the president to do something about the land owned by Former Vice President Frederick Sumaye; the people asked he makes it public land. Candidates in Zanzibar began their campaigns now that the holy month of Ramadhan is over.

TLP’s Vunjo MP Candidate was quite busy this week for the various activities he was involved in. CHADEMA’s petition against the president for corrupt acts of increasing workers salaries to get votes was rejected and the story also managed to increase the party’s coverage.

It led to opposition party CHADEMA were second to be covered most as they continued making allegations against the CCM presidential candidate for going against the election expenses and requested the registrar of NEC to address the situation. This has been a dominant story as reflected in its coverage. It was broadcast on ITV, Star TV, Channel Ten, TBC One on the 6th of September, and TBC One on the 7th of September.

It indicated that it is true that according to journalism practitioners said that envelope journalism as a disease who live reveal in important meetings where journalists need or demand sometimes certain amount of money before they could go to cover the story or news. When this is done to the society in any kind of meetings sometimes blacked out, doesn’t matter how important to the public the issue was, the group who suffer is public have the right to know and being well informed.

Then it was found out that journalists who are the leading to give out the information are the major offenders in the matter concerned. The paper indicates out the major causes of the envelope journalism in journalism practice as far as Tanzania as concerned.

**Envelope journalism Manifest in Journalism**
To give out the answer to this revealed that the envelope journalism manifests in all aspects of journalism. However, further analysis shows that it manifests most in the sourcing and reporting of news stories. This is shown in line with the findings of Gillmor (2006) that the “brown envelope” as same meaning as envelope journalism manifests in areas of journalism generally.

**Figure 2: Ratio of receiver of EJ in 2010**

<table>
<thead>
<tr>
<th>Ratio</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalist</td>
<td>52%</td>
</tr>
<tr>
<td>Media</td>
<td>23%</td>
</tr>
<tr>
<td>Media practitioners</td>
<td>15%</td>
</tr>
<tr>
<td>Journalist with Ethics</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Media Council in 2013.

In 2010 as the figure 2 indicate how much percentage the group stand for, journalists happen to be the played a big part. More than 50% receive the envelopes in order to provide the information for the giver. Media practitioners have 15% so as to cover up the information during the election campaign in 2010. There were very small group who real work with code of ethics in journalism 10% not enough in order to bring out changes to the people. Media 23% stand out to provide what stand in front of their eyes as come from journalists and without favor of any side.

**Causes of envelope journalism in Tanzania**
Table 2: What are the Journalists visions on the causes of the envelope Journalism

<table>
<thead>
<tr>
<th>Elements</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor journalistic training</td>
<td>46%</td>
</tr>
<tr>
<td>Too much corruption</td>
<td>16%</td>
</tr>
<tr>
<td>Bad remuneration</td>
<td>5%</td>
</tr>
<tr>
<td>Highest production costs</td>
<td>6%</td>
</tr>
<tr>
<td>Life pressure</td>
<td>4%</td>
</tr>
<tr>
<td>Lack of self worth</td>
<td>11%</td>
</tr>
<tr>
<td>Lack of seriousness in media</td>
<td>3%</td>
</tr>
<tr>
<td>Delay of salaries</td>
<td>4%</td>
</tr>
<tr>
<td>Economic situation</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Author Field study

Due to the majority of the journalists (46%) didn’t accept the fact that chequebook and envelope journalism was caused by economic situation of the society. Instead they keep on insisting that journalism is not a poor field at all and those who were trained well paid enough nowadays compared to before. It was possible to make them to work in manner and followed the ethics of journalism so as to provide the quality work to the people or public. And believe that who were engaged in envelope journalism are most likely not well trained on the journalism field. That means those who keep on accepting bribe as well as envelope journalism none of them were professional in the field (lack of professionalism). Journalists insisted that poverty shouldn’t be the major excuse for someone being corrupt in the society. By accepting envelop journalism in the total discharge of their professional duties, some of the journalists argued that it is necessarily people get involved in corruption led to a result of poverty. There were a certain group of people who are ready to accept bribe even though financially comfortable but lack defends the integrity of profession.
Table 3: Journalists perception which influences of the envelope journalism in Journalism practice.

<table>
<thead>
<tr>
<th>Elements</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of quality journalists</td>
<td>15%</td>
</tr>
<tr>
<td>Ethics are trampled</td>
<td>16%</td>
</tr>
<tr>
<td>Truth is covered or hidden</td>
<td>3%</td>
</tr>
<tr>
<td>Professionalism scarcity</td>
<td>7%</td>
</tr>
<tr>
<td>Corruption in the media industry</td>
<td>43%</td>
</tr>
<tr>
<td>Lack of courage to journalists</td>
<td>2%</td>
</tr>
<tr>
<td>Important issues delayed</td>
<td>3%</td>
</tr>
<tr>
<td>Make journalists blind</td>
<td>8%</td>
</tr>
<tr>
<td>Makes journalists accomplices with looters</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: Author Interview

Journalists make known divine truth that envelope journalism influences the journalism as a profession in negative way. As if they meet at one place at the same time on answering it, journalists lamented the main cause of envelope journalism was poorness (mediocrity) and as well as corruption. According to the results shows that a big number of respondents on giving out their opinion about envelope journalism influences in journalism practice reasoning that necessary issues are more moderated in the
society while unnecessary issues keep on exaggerated. And when it happens there were important
issues raised to the society, they are not handed as well as it should be done. It means that when a
journalist or reporter appeared to accept gifts “takrima” “gombo” “kifuta jasho” what a common
name known in Tanzania. And a person does the duty, as it should be wanted to appear by the giver of
the gifts. Most of the time stories that have more likely had no consequences to the public, the gifts
make the hands changed the topic. A person or journalists who engages in act is not bound enough to
defend the published information due to his or her compromised.

Generally, as discussed in this study, it is evident that poor training is the main cause of the envelope
journalism in journalism profession. Findings from the Telephone interview conducted with journalism
practitioners revealed that lack of adherence to ethical standard, poor remuneration and even greed is
the causes of the envelope journalism in Tanzania. They however, agreed that as far as the matter
concerned poverty should not be used as major excuse for being corrupt as the final choice lies with
the journalists to defend the integrity of their professional field. This is in agreement with the finding
of a researcher called Akinfeleye (2007) that most journalists embrace corruption not because they
cannot make ends meet, but because they have the desire to acquire more. Though, keep on argued
those journalists, as watchdogs cannot afford to allow materialistic tendencies to jeopardize the noble
profession. There was some element of truth when it comes to this statement to the journalists as long
as media practitioners in the society.

Figure 3: Major causes of Envelop Journalism
Influences of the Envelope Journalism Syndrome on Journalism Practice in Tanzania

Answers emanating from this question showed that the envelope journalism influences journalism practice negatively because important issues are downplayed while unimportant issues are exaggerated. This means that a journalist who is involved in the brown envelope diseases does his/her duty at the dictates of the giver of the brown envelope. Sometimes, stories that are of no consequence to the society are published and good stories killed because the journalist has been compromised.

Responses to this question showed that to tackle the problem of the envelope in journalism practice in most of the developing countries such as Tanzania, professional bodies need to ensure that news organizations are serious in maintaining high ethical standards and professionalism. This is because when media take ethics seriously, practitioners will sit up to their professional calling and responsibility.

Figure 4: Envelope Journalism Influences Journalism Practice Negatively
From the interview conducted with the media practitioners, it was discovered that to deal with the envelope journalism and chequebook journalism syndrome in the profession, adherence to journalistic codes and ethics is very essential.
Table 4: Respondents awareness on the role of professional bodies in tackling the envelope journalism in Tanzania

<table>
<thead>
<tr>
<th>Elements</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>To guarantee only graduates practice journalism</td>
<td>9%</td>
</tr>
<tr>
<td>Work out salary scale for employers</td>
<td>12%</td>
</tr>
<tr>
<td>To induct graduates in the union</td>
<td>9%</td>
</tr>
<tr>
<td>Training journalists</td>
<td>3%</td>
</tr>
<tr>
<td>Media industry should maintain ethics seriously</td>
<td>2%</td>
</tr>
<tr>
<td>Strive for the national recognition</td>
<td>7%</td>
</tr>
<tr>
<td>Ensure that all practitioners are well registered</td>
<td>4%</td>
</tr>
<tr>
<td>Ensure faithfulness to the codes of ethics</td>
<td>40%</td>
</tr>
<tr>
<td>To Guarantee Journalists welfares shouldn’t neglected</td>
<td>14%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Author Interview

The media practitioners appeared reluctant in receiving that poor remuneration was responsible for the envelope journalism. Though, some thought that the only solution were to make sure that journalists focus on the codes of ethics of their profession and also upgrading the welfare of the journalists. Without neglecting the scale salary for them so as to avoid receiving bribe in one-way or another. There was other way to tackle the problem of envelope journalism in journalism profession by ensuring that Media industry should maintain ethics seriously in higher standards. In order to overcome or deal with envelope journalism in the journalism profession require adherence to the journalistic codes of ethics. Journalists should play within the codes of ethics when it comes to deal with their professional, also should remember their role to the society so as to play safe when it comes to giving out information.
Media council in Tanzania response on Envelop Journalism in Tanzania

The ‘envelope journalism’ affected journalism practice especially in general election in 2010 in Tanzania. The way people present the news depend more how much they earn. Journalists were forgetting to focus on the code of ethics on their professionalism. It indicates poor professionalism due to the people being more desperate to earn money and forget about their professional.

Figure 1: The rate of receiving envelope journalism in 2010.


According to the figure above it indicate that journalists were more than 80 percent who received envelop journalism in 2010 election compared to the Media who were received it in order to cover the story in a positive way. They do that intentional so as to avoid reporting something which can ruin someone or candidate reputation in the society. While people believe in Journalists so as to get positive information about the Election, but journalist stand to protect givers personality to their citizens. Private coverage 5% has low range to the access of the sensitive information and during that time most of them didn’t each some of valid information from the candidates. For instance for them some of the press conferences or in door meting were not invited at all in order to make sure they don’t publish negative information about them to the voters.
**Media Sustainability Index in Tanzania**

The Media Sustainability Index is an annual index produced by IREX\(^2\). It measures the media sector along following indicators that look amongst others into the concentration of ownership, professional standards and independence of the media sector. Tanzania Media Fund Strategy believes that these are important stakes on which a free and vibrant media sector stopping of work or activity, which makes the IREX the most relevant and media specific index of the more than 2 underlined in the context analysis.

There were indicators which used are: Legal and social norms protect and promote free speech and access to public information, Journalism meets professional standards of quality And also Multiple news sources provide citizens with reliable, objective news.

**Figure 5:** *Media Sustainability Index in Tanzania*

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\(^2\) International Research and Exchanges Board
In figure above the media sector is broken into pieces according to all above indicators over time. The table shows an improvement on the most of indicators, except for a slight decrease on supporting institutions. One can conclude that the media sector is developing definitely overdue time, which has also been noted by local media experts. When looking at the world global indicators by the World Bank, the general idea was that the media and domestic accountability situation in Tanzania is slowly improving. However the sector achieves low on the economic environment, can still improve on professional journalism, especial when it comes to the envelope journalism. This is in line with the on the ground findings of TMF, as well as the conclusion of the external review.\textsuperscript{3}

\section*{4.2 Editors}

Editors can be defined as the person who having an administrative rights or responsibility for the news editorial part in order to be published out to newspapers or any other publication. Before any news to be published out to the public, editor must pass through it. In the society like Tanzania, some people argued that sometimes editors play a big part to the information revealed to the public. It means happen that they can decide which news or piece of information should be printed out to the public or not.

\section*{4.3 Journalists}

Journalists can be defined as the ones who collect different pieces of the information from different angles and the last person to prove to be published editor.

A journalist is a person who usually works with different kind of journalism, usually professional, such as collecting and preparing material for public media. For instance media can newspapers,

\textsuperscript{3} External review of TMF Programme, Tira Shubart, Samuel Nyantahe, February 2011
magazines (press) and television, radio as broadcast media. ([http://sv.wikipedia.org/wiki/Journalist](http://sv.wikipedia.org/wiki/Journalist)). There are different kinds of journalists, as well as writers, sports journalists, reporters and also editorial writers, opinion editors. They are some of the journalists are not real visible externally, such as news directors, editors and managers, photo managers.

4.3.1 how journalists behave

In Journalism as a profession brings out with the great rights and responsibilities to the public. As good journalists should act more professionally when he/she is working in his/her duties. It is very important as long as people who are outsider/readers look upon the work you do. This is key word to be kept in mind the ways in which journalist as his or her field develop a professional way during presence as you work.

There is more reliable register, including a more efficient process of identification and registration when it comes to reporting news. There were also concerns regarding management of the production and distribution of registers and these are discussed in Chapter 5.3. Both going together such as Election Expenses Act and Code of Conduct, according to The Election Expenses Act (June 2010) and the NEC Code of Conduct (August 2010) were both positive additions to the electoral framework. There is still more work to be done on ensuring that full compliance and implementation, but they constitute a good contribution to the strengthening of the democratic process to the public. This also helps a journalist to behave more when it comes to news reporting especially during election campaign.

4.3.1.1. Relating envelope journalism to the poor salary

The overpoweringly dominant explanation given for envelopes journalism in developing countries journalism especial in Tanzania practice is poor salary for the journalists led them to accept bribe so easily. For example Holtz, 2008; Kasoma, 2007, 2009; Lush, and other researchers, this explanation is perfectly reasonable given the many accounts of economic misfortunes. In Tanzania for example, it is
common for the journalists to go unpaid for weeks or months. Apparently, They consider other ways of securing an income, thus moonlighting such as having a second option for their life standard. As pointed out by different researchers, this frequently leads to conflicting interests because one of the markets where journalists can make a decent second income is in the secret segment of the PR industry. They may, for example, to sell editorial space in their newspaper to local politicians (Frère, 2007,). It has widely documented the existence of such “advertorials” in the East and Central African media, maintaining that the practice contributes of the information to deceiving the public because the material provided were misleadingly presented as neutral news reports.

In this regard, Frère’s as a researcher, as well as other contributions, create a ground for seeing different factors together when analyzing envelope journalism. Among of the other factors Poor salary, vulnerable media, and uninformed audiences unethical reporting may be seen in conjunction with each other, together with still other factors. That poor payment to the Journalists affects in a wide range when it comes to journalism performance. It was indeed indirect in Kasoma’s (2007) research, in which found a certain correlation between low salary levels and acceptance of envelopes among Tanzanian journalists. Even so, it indicates improving salaries of the journalists wont necessarily hidden bribe increases. In Kasoma (2009) study of Tanzanian journalists, only 31% strongly agreed that increase in salary to them would curb the envelope journalism syndrome. Corroborating this, less than half (43%) of the respondents in my research (2014) study agree that poor salary is the main reason for journalist’s taking/accepting brown envelopes. In Tanzania and even elsewhere, well-paid journalists were found to take bribes, too led to lack of ethics on their professionalism field.

Furthermore, Terje S.Skjerdal (2009) question causality explanations of envelope journalism by drawing attention to the fact that informal financial incentives disappeared in some of European countries and North American journalism in the early 20th century. However, Regardless of media practitioners/ workers continuing to receive very little money as salary in other words low salary levels.
4.3.1.2 Political impact

Research literature habitually evaluates envelope journalism and chequebook practices in light of conditions in the extended society. There were contention from a certain researcher, said that journalism “cannot be practiced outside the culture and political system in which it is practiced”. Thus, in the case of Tanzania, which still has some traditions, journalism practice adopts a habit of development ties between reporters and sources to the extent that investigative reporting will be gentle not harsh. Since both the reporter and the source have same interest in not exposing the issue or scandal; the reporter for financial reasons, and the other side source for status reasons (Adesoji, 2010). There were similarly suggests that one must take into consideration the country’s support system and culture in order to understand “takrima” (envelope journalism) practices in the country. The support system, where the giver expects certain services in return from the receiver (journalists), has become more familiar to the journalism field. The bad enough it happens in light of society developments, as “the prevalence of takrima is reflective of the broader corrupt social and political system in Tanzania.

4.3.2 what journalists report on when it comes to elections?

A journalist's job is to gather out the truth/ facts about the situations, which gave out information to the society. On August 28, at the start of Chadema's national election campaign, a senior party member publicly accused the president and senior government officials of involvement in an ongoing grand corruption case. The government owned TBC1 cut off live transmission of the program. As the journalism field of professionalism as it concerned it was not right though sometimes especially in the developing countries like Tanzania. It happen once some people at the rally assaulted the TBC1 reporter covering the event in the area. On August 31, 2010 Chief Justice Augustino Ramadhani warned opposition participants not to use political platforms to discuss pending cases and told reporters that the judiciary would not hesitate to take action against candidates who continued to do so. (http://www.state.gov/j/drl/rls/hrrpt/2010/af/154373.htm). However, he has the right to speak
but not the way the information presented to the public that make them understand there were no truthfulness when it comes to reporting news. While in any society freedom of speech was very important so as to solve out some issues in the society.

During the year *Mwana Halisi* newspaper sued the government over provisions in the Newspaper Act that give the president and minister of information powers to prohibit the publication of material that jeopardizes national security. *Mwanahalisi* claimed this provision limits freedom of speech. The case remained pending at year's end. *Mwana Halisi* was suspended for 90 days in 2008 for reporting that a group within the CCM was planning to stop the president from competing in the 2010 elections.

There were radio stations and one television station privately owned. There were government restrictions when it comes to broadcasting in news or information, which should reach the public. The government operated newspaper, radio, and television outlets, as did to some of the private corporations. When it comes on the side of Zanzibar, the daily newspaper was only one owned by the government. However, there were some few four periodic newspapers, which three were privately owned.

**Elections and Political Participation in 2010**

Since there were Separate elections are held for the union and for Zanzibar, ordinarily on the same day, in which citizens of the two parts of the union elect local officials, members of the national parliament, and a union (national) president. In addition Zanzibar’s separately elect a president of Zanzibar and members of the Zanzibar House of Representatives. The leaders were starting from District level to regional part in Zanzibar and on the mainland are appointed by their respective presidents. During the year 2010 National Electoral Commissioner created more than five new
constituencies, which bring the total to 240s constituent, sits. http://www.state.gov/j/drl/rls/hrrpt/2010/af/154373.htm

In Tanzania held its general elections on October 31 2010 in which voter’s elected new president for Tanzania and Zanzibar. President Kikwete, the current ruling party candidate, was reelected with more than 50 percent of the vote, a thin line than the 80 percent he received in 2005. The union elections were considered to be largely free and fair. Nevertheless, the ruling party (CCM) benefited more from vastly superior financial and institutional resources.

According to the state government report on 2010, the national elections were generally peaceful, but there were protests associated with the slow step of reporting election results, mainly in Arusha, Moshi, Mwanza, Kigoma, and Dar es Salaam. There were some journalist report that due to The opposition party, Chadema, registered concern about the accuracy of the count and made allegations of interference with the arrange information on the table during the process. Though opposition party lack of proof of significant issue concerned on the election. In Zanzibar, where elections especially in 2010 were marked by violence and widespread inequalities, the October elections proceeded more peacefully after the ruling party (CCM) and the opposition (CUF) attained a power-sharing agreement.

In a July 31 Zanzibar Election voted to amend the constitution in order to allow unity government, it means that CCM and CUF. Ali Mohamed Shein was elected president of Zanzibar with 50% percent of the vote. Later on Shein selected CUF’s leader who was Seif Sharif Hamad as first vice president and Seif Ali, former union deputy foreign minister, as second vice president. The power-sharing were directing/eliminating the winner-take-all system, giving the losing side one of two vice-president slots and ministerial positions in proportion to the seats it holds in the as Representatives.

According to the human right report on 2010, which got the information from the state government shows that The Zanzibar government registered eligible voters from late June 2009 through May.

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Although in August 2009 the Zanzibar government military reportedly arrested and beat several CUF supporters and dispersed crowds around registration centers, the registration process proceeded peacefully in 2010. On the other side opposition party members in Zanzibar, claimed that the government, the largest employer, discriminated against them in hiring the information. During the year, however, it was reported that discriminatory practices had gradually decreased up to the end of the 2010, which were seeing as not going implication at all from journalists to the media itself as well as media practitioners.

**Media coverage**

The importance of the media to the democratic election process in Tanzania is underlined by the fact that the state broadcaster must adhere to special requirements under the National Elections Act and that the rest of the media agree a Code of Conduct when an election is called. Tanzania has over 50 newspaper titles, 60 radio stations, including community stations, and 25 television stations according to the Tanzania Media Institute of Southern Africa, MISA.

The predominant language of media communication is in Kiswahili with a few English language newspapers and broadcast stations. Newspaper readership is, however, low and confined for the most part to urban areas, especially Dar es Salaam. Only 5% of Tanzanians have access to television, according to MISA. Radio is therefore the most important means of information with over half the population owning radios. Broadcast media are a mix of state owned, public service and private stations.5

We were constrained by largely having to restrict ourselves to viewing or reading the English language media, though we also had access to some Kiswahili media. Our views on media performance were therefore also based on briefings from representatives of political parties, civil society, electoral officials, media professionals as well as reports of media monitoring conducted by private companies.

5 The Media Institute of Southern Africa
There was a general feeling that the media conducted itself with a reasonable degree of professionalism, objectivity and credibility during the 2010 election compared with any other elections since the introduction of multi-party democracy in the country.

Representatives from the three major political parties, namely CCM, CHADEMA and CUF, informed Observers that they were generally satisfied with the way the media had covered their campaigns and the issues they raised. The state broadcaster, Tanzania Broadcasting Corporation (TBC) was commended for largely following the legal requirement under the National Elections Act for equal allocation of free space and airtime to both ruling party and opposition parties in near equal measure in the prescribed schedule for the campaign period. It is important to know that some information do not necessarily reveal out the meaning that the respondents put on an envelope journalism. For example, media practitioners or journalists may accept a small envelope of say USD 2-5, but would perhaps reject a large contribution of say USD 100.

4.4 Is there any change from 2010-2014?
There were some changes happen to the society when it comes to political issues reporting. The spread of the information make them to be more focused and sensitive issues concerning the citizens of Tanzania. When compared from past years ago from 2010-2014, there was a huge improvement as follows:

4.4.1 the Effective power to rule
On the political side, there is the huge increasing concern among opposition parties, the media and human rights groups that repression following electoral contests is more growing nowadays. People know the right to vote and choose a right person to govern the public. Elected leaders have full power to govern, and the role of the military is muted compared to last past years. Afterward the election the one who is elected has powerful party and he or she can make decision of any issue happen in the society. For a number of years since the political elite has followed a clear policy to appoint the military leadership, down to the middle positions, and successfully integrate them both ways
ideologically and politically into the most powerful party, using material privileges to do so for the army. This is the big change though about more than 5 years have no change but finally, a leader who have been elected has effective power to govern in the society.

4.4.2. Association to the assembly right for people
Before it was not easy to assembly to the parliament as long as opposition sides have an equal right almost to be in the country. The government limits citizens’ rights to assemble peacefully. Rally organizers are required to obtain police permission in advance, which can be denied on various grounds. The police interfere with these rights, particularly at political rallies and demonstrations during election and by-election periods. During the period under review, the CHADEMA which were opposition party ignored several official bans on demonstrations, and the police reacted with unprecedented violence, detaining leaders of the leading opposition party and shooting several demonstrators. The government has decided that the police must issue permits for legally constituted bodies i.e. political parties or officials (such as members of parliament or councilors) to assemble, in order to meet their voters. In practice, the police are often note informed of an event and they are not the permits issuing authority.

4.4.3. Freedom of expression to citizens
People can speak out their opinions and views to the leaders so as to expect changes from them. The country’s constitution provides for freedom of speech, but does not expressly provide for freedom of the press; in practice, the government occasionally limits these rights while the semi-autonomous government in Zanzibar limits rights more often. There are approximately 13 daily newspapers on the mainland (two owned by the government; one each by CCM and CHADEMA), only one newspaper is owned by the government on Zanzibar. The law limits the media’s ability to function effectively. Print media has been subject to considerable government restrictions, including the enforcement of a code of ethics. However, the mainland government allowed political opponents access to the media (e.g., the
newspaper of the major opposition party, CHADEMA’s Tanzania Daima, is published daily as are
some other opposition papers). In Zanzibar the media’s access to government information is much
more curtailed.

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bodies i.e. political parties or officials (such as members of parliament or councilors) to assemble, in
order to meet their voters. In practice, the police are often note informed of an event and they are not
the permits issuing authority.

4.4.5 The Anti-corruption policy
According to Chambua, the traditional meaning of corruption is: "Misuse of Public office for private
gain". According to Green (1999) corruption involves the following: fraud, waste, abuse, bribery,
gratuity, official misconduct, conflict of interest, embezzlement, larceny, forgery and racketeering.
Corruption is structurally ingrained, especially among the political and economic elite. The country
has one-plateful anti-corruption commissions on the continent (since 1968).

Formally, legislation is very clear on how to contain corruption. The Prevention and Combat of
Corruption Bureau (PCCB) is in a position to fight corruption, yet is “politically” forced. Although the
president took a very strong stance against corruption/bribe when he came to power, he has since
chosen a low profile in the fight. Some higher-profile corruption prosecutions were brought in 2008,
and some senior members of the CCM ruling party were arrested. Although the fight against corruption is more popular, has also caused significant splits within the ruling party.

There were no high-profile individuals have yet been tried in the courts but people believe soon can happen too. Some of the International donors continue to criticize the government for its unwillingness to take more effective measures to fight corruption; nevertheless there are no indications of considerable change. During election campaigns and within the legislature system, corruption has been a crucial opposition issue, as opposition voices have forced the topic onto the agenda and pushed the government to react on deliberately obvious cases. The problem, however, is that the ruling system is split into two groups on how to deal with the issue of corruption. As to start with the elected leaders as well as followed by individuals who have more exposed themselves to corruption. Media played a big role to make sure people have been well informed about bribe and the measures to take during election period.

4.4.6. Equal opportunity
Tanzania’s constitution prohibits gender-based discrimination, but legislation has yet to be adjusted to support this constitutional principle. Customary laws and Islamic Shari’ah laws strongly support gender-based discrimination. In general, legal protection for women remains limited. But nowadays there were a huge changes women have the power to challenge and to lead others in the country. For instance in the parliament, there were members of parliament who were women such as Shy-Rose Bhanji, Halima Mdee, One reason for this is that Tanzania’s judicial authorities take into account both customary and Shari’ah laws. Even before in the society the number were shown that fewer women than men have access to higher education. This is partly due to rural traditions (which are partly ingrained in religious beliefs) in which male children are considered more of Equal opportunity an economic asset than women. Only women who come from privileged families and live in urban areas have access to higher education and public office. Although 36% of parliamentary members are female
– a comparatively high percentage – this does not reflect the overall status of women in Tanzanian society. In fact, the high representation of women is almost entirely due to a fixed quota provided by the constitution, not based on electoral success in single-member constituencies. As part of the UNDP gender inequality index, Tanzania was ranked only 119th out of 145 evaluated countries in 2011. There is no evidence that any particular ethnic group is being discriminated against purely because of its ethnicity.

4.4.7 Level of Socioeconomic barriers
Tanzania is one of the world’s least developed countries; it is heavily dependent on foreign aid and market competition is limited. The strength of the national economy fluctuates widely, depending heavily on changing weather conditions for agriculture. Key development indicators show an exceptionally low level of development. In 2011, Tanzania ranked 152nd of 187 evaluated countries on the HDI. According to the Bertelsmann Transformation Index the Social barring is quantitatively and qualitatively extensive and structurally ingrained. A high percentage of the population lives in absolute poverty, with 33.4% below the national poverty line (2000-2009), and 67.9% living on less than $1.25 a day (purchasing power parity, or PPP; 2000-2009). At an increasing rate the gap between the very few rich and the very many poor is widening. Tanzanian women live in relative deprivation, ranking 119th out of 146 evaluated countries on the United Nations Development Program’s (UNDP) Gender Development Index (GDI) 2011. Despite comparatively low-income disparities, indicated by a Gini index of 37.6 (2000-2011), which increased, Tanzania’s level of development permits freedom of choice only for a tiny minority of the population.
### Figure 5: Status Index

<table>
<thead>
<tr>
<th>Status Index (Democracy: 3:0/ Market Economy: 2:1)</th>
<th>Management index</th>
</tr>
</thead>
<tbody>
<tr>
<td>System of government</td>
<td>Presidential democracy</td>
</tr>
<tr>
<td>Voter turnout</td>
<td></td>
</tr>
<tr>
<td>Women in Parliament</td>
<td>84 %</td>
</tr>
<tr>
<td>Annual Population growth</td>
<td>22.3 %</td>
</tr>
<tr>
<td>Largest ethnic minority</td>
<td>3.0 %</td>
</tr>
<tr>
<td></td>
<td>High fragmentation</td>
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</tbody>
</table>

<table>
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<tr>
<th>5.1</th>
<th>5.6</th>
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</thead>
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Data for 2012-2014

CHAPTER FIVE
CONCLUSION AND RECOMMENDATIONS

CHAPTER FIVE: CONCLUSION & RECOMMENDATIONS

As the report demonstrates Tanzania’s perceptions on corruption has been to some extent reduced and some indicators suggest that there is, a decline in corruption. And the decline can be attributed to an increase in government commitment to fight against corruption. Since it has been a tied up to a strong leadership who illustrates dedication and will to the society. However, there are so many shortcomings that are more visible in Tanzania’s efforts to fight corruption - implementation remains more limited and resources are cover. In this case it should be a need to encourage big media and civil society to take part to make sure that the government is holding up its obligation to fight corruption within the country.

Therefore the international community should: Reinforce President who has shown to fight corruption and make sure that the Presidential Office has the capacity to control the PCCB. This may help the society who works within to dedicate their time for the benefit of the country.

Public relations professionals and their organizations shouldn’t wait for the reporters/journalists to suggest a meeting. They may suggest it themselves, by drawing on the investigation everybody have sponsored and the work that come from, their members have done around the world. And also everyone should encourage their members to practice nil broad-mindedness, declining the sometimes too-easy path of paying in hopes of getting the best spin on their customers news, and helping them with strategies to do without hurting their professional.
New media should present new opportunities and chances for the government and the media to share and access accurate information, and cheaper platforms to publish articles on corruption on a continuous basis. As the government should make sure that new media as tools are also enabling more public to give their views, reports and insights on or about corruption in the country. However, concern remains on how to make sure responsible use of new media tools to really report everything about election process as well observing privacy when anyone may publish anything.

It will make people mind to behave more especially presidential candidate since they will be aware of the work of the media. This will make sure journalism ethics and standards are upheld while utilizing new media tools, as well utilizing available technologies to authenticate members of the public and their comments can help in this regard.

The improvement the working conditions, media houses should improve work conditions without forgetting the salary of their journalists as a better way of fighting against the envelope journalism and chequebook journalism. If the conditions of the working places are improved, journalists will do their best to produce good news reporting, which are not influenced by sources. There are so many news sources budgets for chequebook & envelope journalism as transport to journalists when they attend press conferences. So the media houses need to give transport for their journalists to easing the newsgathering task and cut temptation to receiving “envelopes” from news sources.

The key to any distortions though remains in the ability of the government and the media to readily provides relevant and accurate information or data and availability equal opportunity to all to have their say functions best executed with new media.

The country can invest more to encourage people the necessity of being truthful especially to the journalist. And apparently can develop some Apps since the world today it is more digitalized to fight
for the freedom of expression and for the fight of corruption in the country. It will help to cut the problem to the journalist faced now led to more implication of the chequebook journalism.

Governments in Tanzania can utilize new media to be more transparent about any information pass to them. All the investigations by a well functioning media will not yield good results infighting corruption if the government departments do not share information on the policies, expenditure plans and implementation of programme activities. In the first place, the media needs to know or have an idea of what is going on before they can follow-up on any issue. Other than tapping feedback or concerns from members of the public, mobile and web applications can be developed to give access to government records or observations to people online. There are several local examples to show how new media can be more used to enable journalists easily access information they need.

Newsrooms in the media sectors shall also have to change their editorial policies that everyone join guidelines, which may help journalists, practice their professionalism in today’s life. This is because it is not easy for audiences or readers to differentiate from the information what is opinion and what is not. Everybody must also review all pay policies, acknowledging that pay may have and a huge effect on ethics, and work to remove that rationale as an excuse for journalists.

Through improvement of Journalism Training, working conditions coupled with competitive salaries, journalists shall improve the quality of reporting and reduce the temptation of journalists to accept Brown envelopes. The advice for the MCT in collaboration with media owners and Public Relation practitioners to research and agree on common ground taking into consideration the journalism environment in Tanzania and come up with up to date codes of conduct and ethical guidelines stipulating how a journalist should behave in front of their sources, behavior that cannot be detrimental to the principles of objectivity and fairness. That being done shall lead us to another wider question and debate about the integrity and ethics of the media and the material reality of journalist’s lives. May we really have a free press and place the media as a fourth estate when media
are open to influence? Because there are rich and powerful journalists and media owners who are too corrupt. This is an open question for further analysis.

All payment for Journalists should document and publicize journalist’s salaries. Low pay isn’t the only cause of corruption among journalists, but there’s no doubt it is a real huge problem in developing countries i.e. Tanzania. Publishing regular surveys of what journalists make in different countries for both staff and the unfortunately paid freelancers or regional reporters who are almost vulnerable to corruption should be a major step in pressuring media houses to improve.

The media-development community needs to keep a sharp focus on ethics training. Those who are trainers and media developers should focus on the new, digital media journalists using cellphones and social networking such as Twitters, Instagram, and Facebook to target special topic news reporting, that is definitely important. But between of observers such as Alves are right to worry that one result can be that ethics then takes “a second place” and that this is a problem, because, as he put it, the ethical foundation is “what journalists need to distinguish ourselves from the cacophony around us” in this period of technological transformation. By doing training can bring out a big difference. This may sharpen their focus on ethics training, recognizing it as the foundation of good journalism’s success in the changing media environment, with specific training on why and how to avoid taking cash for news reporting to the country as Tanzania.

Also media development organizations should support the creation and nurture of media accountability systems such as watchdogs and the other mechanisms to heighten transparency in how journalists do their work as professionals.

The media development community should support media accountability systems, such as watchdogs in newsrooms. As a good example Pakistani journalist Amir Mateen, who has also worked in the United States, calls the problem of corruption widespread in newspapers, particularly in smaller towns
but also in the cities. The situation may improve, he said, if journalist associations may be supported in remedial steps for instance, the formation of a media complaint commission, the implementation of codes of ethics, and having watchdogs in media organizations.

APPENDIX
QUESTIONNAIRES.

I would like to request your valuable responses on my study. I believe the results of this dissertation can generate necessary information to inform communities, policy and decision makers regarding the practice of journalism in Tanzania. Your responses will be confidential and used for the purpose of this study only.

Appendix 1: QUESTIONNAIRES FOR JOURNALISTS

1. What are the journalists’ implications of envelope journalism in journalism practice in Tanzania?

2. What areas do journalists perceive the envelope journalism to be manifest in journalism practice in Tanzania?

3. What do the journalists perceive as the causes of the “envelope journalism” in journalism practice in Tanzania?
4. To what extent has the ‘envelope journalism’ affected journalism practice especially in general election in 2010 in Tanzania?

5. What is the role of professional bodies in journalism in tackling the effectiveness of envelope journalism syndrome in journalism practice in Tanzania?

6. Identify what factors influencing the practice of “chequebook and envelop journalism” during general election in 2010?

7. What are the effects of chequebook and envelop journalism on the socio-economic development?
8. What are alternative strategies to reduce chequebook and envelope journalism in Tanzania?

9. Do you think government take some measures to prevent it? Does envelope journalism exist in Tanzania?

10. Is there any change from 2010 until 2014 when it comes to politics news reporting?

Appendix 2: QUESTIONNAIRE FOR Media Council in Tanzania (MCT)

1. Does envelope journalism exist in Tanzania?

2. What are the ways does envelope journalism being practiced
3. Does envelope journalism exist in politics in Tanzania?
4. To what extent has the ‘envelope journalism’ affected journalism practice especially in general election in 2010 in Tanzania?
5. Do you think government take some measures to prevent it?
6. Do you think strategies in place for addressing misconduct in journalism are strong enough to overcome?
7. If the strategies are not effective, in your opinion, what should be done to eradicate the problem?
Appendix 3: QUESTIONNAIRE FOR MEDIA PRACTITIONERS

1. Does envelope journalism exist in Tanzania?

2. Is there any possible ways to avoid it in the media field?

3. Do you think government take some measures to prevent it?

4. What are alternative strategies to reduce envelop journalism in Tanzania?

5. What are the implications of the political and societal Environment to news reporting?
6. Is there any changes from 2010 until 2014 when it comes to politics news reporting?

7. If the strategies are not effective, in your opinion, what should be done to eradicate the problem?
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