

Original Research Article

Framing of Deforestation Issues within *Daily News* and *The Guardian* Newspapers in Tanzania

Abstract

This study analyses the framing of deforestation issues within Daily News and The Guardian newspapers in Tanzania. Specifically the study examined political framing, responsibility, environment and human impact framing appeared in the Daily News and The Guardian newspapers in Tanzania. Outcomes are built on content analysis of deforestation issues from these two national newspapers. This study based on Daily News and The Guardian newspapers in Tanzania as a case study. The finding shows that the Daily News and The Guardian newspapers cover deforestation issues with normal of 1.7 stories per day. These two newspapers framed the articles more politically with 57%. Nonetheless, centred on the regular political framing of deforestation issues, the researcher determined that framing deforestation issues within newspapers in Tanzania is more important, next researches necessity to ponder more newspapers.

Key words Newspaper, Deforestation, Environmental issues

1.0 INTRODUCTION

1.1 Background of the problem

~~Since the beginning of 20th century, deforestation remains the big challenge around the globe (Chakravarty *et al.*, 2012, p.4). People are still cutting down trees for building houses, industries, infrastructures and other settlements, fire woods and charcoal for home use, local medicines, agricultural activities and animal pastures without replacement. There are also natural disasters like droughts and forest fires which naturally remove the trees and make the land to remain empty similar to semi deserts: climate change and land degradation are among disadvantages of deforestation (Agwu and Amu, 2014, p.13). Deforestation has persisted as a significant global challenge since the early 20th century (Chakravarty *et al.*, 2012, p.4). Trees continue to be felled for various purposes such as constructing homes, industries, infrastructure, and settlements, as well as for fuel like firewood and charcoal for household use. Additionally, trees are cut down for medicinal purposes, agricultural activities, and grazing land for animals, often without replacement. Natural disasters like droughts and forest fires also contribute to the removal of trees, leaving lands barren and resembling semi-desert landscapes. The consequences of deforestation include climate change and land degradation (Agwu and Amu, 2014, p.13).~~

~~To date deforestation is the big problem around the world especially in African developing countries like Tanzania whereby large group of people are poor. Environmental issues like droughts, floods, landslides, global warming and climate change which caused by deforestation are taking away peoples life (Rahmatullah *et al.*, 2021, p.1). In rural areas people produce more charcoal for selling it to urban areas where there is high demand (Doggart *et al.*, 2020, p. 1). Due to that there is the highly needs of providing awareness to the people through media. Deforestation remains a significant challenge globally, particularly in African developing nations like Tanzania, where a considerable portion of the population grapples with poverty. The environmental repercussions of deforestation, including droughts, floods, landslides, global warming, and climate change, have a severe impact on people's lives (Rahmatullah *et al.*, 2021, p.1). In rural areas, there's an increased production of charcoal to meet the high demand in urban regions (Doggart *et al.*, 2020, p.1). Consequently, there's a pressing need to raise awareness among the populace through media channels.~~

~~Different scholars (Shaw, 2015; Mohamed and Larouz, 2020; Zafri *et al.*, 2021) mention that media is among agents for change to the community on environmental issues. Media bring~~

awareness, knowledge and also mobilize people on fighting against the obstacle of development. Media outlets like newspapers, radio and television play the big role in educating people, monitoring the government programs on deforestation and moreover collaborate with government on mobilizing people to participate on planting tree also alerting them on happenings of natural disasters.

Newspapers have great contribution in the fighting against deforestation if they are used effectively (Reza and Haque, 2011, p.3). Through newspapers, people were understood the causes of deforestation, the effects of deforestation and the best ways to combat it and prevent their forests. The newspaper should be the best media outlet to educate people on deforestation through its frequent reports on the tabled agenda than other forms of media, because it is the only mainstream media which allows to write news reports in deep on different news formats like feature news and column (Mohamed and Larouz, 2020, p.184). The news story on newspaper have much lifetime than the news on radio or television which disappear once the program ends so, the newspaper helps people to have more time to repeat the news, discuss it and understand well the subject matter.

National newspapers like *Daily News* and *The Guardian* reports deforestation issues to an inadequate manner despite their wealth of people and properties they have when you compare to other newspaper companies in Tanzania. Due to its large investment on equipment, technology and human resource, it has the ability to report deforestation issues effectively as they produce newspaper copies every day and disseminate it to almost whole regions in Tanzania per day and help people to be informed. Also these newspapers employ well trained journalists who have the ability to force the government on policy making, to monitor the implementations of different government environmental projects together with doing follow up how the people participate (Hasan and Dutta, 2019, p. 64). Various scholars (Shaw, 2015; Mohamed and Larouz, 2020; Zafri et al., 2021) emphasize the pivotal role of media as a catalyst for change within communities regarding environmental concerns. Media serves as a platform to raise awareness, disseminate knowledge, and mobilize individuals to combat obstacles hindering development. Newspapers, radio, and television, among other media outlets, play a crucial role in educating the populace, monitoring governmental deforestation initiatives, and collaborating with authorities to encourage tree planting and alerting communities about natural disasters.

Newspapers wield significant influence in the fight against deforestation when utilized effectively (Reza and Haque, 2011, p.3). They have the capacity to elucidate the causes and effects of deforestation and offer preventive measures. Newspapers, uniquely positioned for in-depth reporting through formats like feature news and columns, excel in educating the public on deforestation issues (Mohamed and Larouz, 2020, p.184). Unlike radio or television, newspapers provide a lasting resource as their news stories persist, allowing people ample time for reflection, discussion, and deeper understanding.

National newspapers like Daily News and The Guardian, despite their substantial resources in Tanzania, fall short in adequately covering deforestation issues compared to other media entities. Given their extensive infrastructure and distribution reach across Tanzania, these newspapers possess the potential to effectively report on deforestation due to their daily circulation and broad dissemination. Moreover, their trained journalists can advocate for governmental policies, monitor environmental projects' implementation, and assess community involvement (Hasan and Dutta, 2019, p. 64).

1.2 Statement of the Problem

~~For more than five decades Tanzania media industry has been covering deforestation issues. Newspapers, radio, television and online media have been playing great role to inform and educate people about deforestation and its impact in their lives (Ferdous and Khatun, 2020, p.53). However, there are still consequences in deforestation issues reporting, the concerns include that media frequently frames deforestation issues politically rather than looking on other frames like human impacts frame, and environmental frame (Rija and Kideghesho, 2020). Therefore, lack of clear framing on deforestation issues within newspapers in Tanzania may hinder the effectiveness of the current Tanzania strategies to combat deforestation which are: through National Forest Policy and Legislation, Reducing Emissions from Deforestation and Forest Degradation (REDD+), Community Based Forest Management (CBFM), Afforestation and Reforestation Programs, and through strengthening law enforcement and governance. Thus, the particular approaches helps on afforestation, reforestation, and environmental conservation efforts to alleviate deforestation through involvement of local communities in sustainable forest~~

~~management, participation in decision making and the benefit from forest resources for the community life well being.~~

~~Therefore, this study wants to fill this knowledge gap by analysing the coverage of deforestation issues within *Daily News* and *The Guardian* newspapers in Tanzania. For over five decades, the Tanzanian media industry has actively covered deforestation issues through various platforms such as newspapers, radio, television, and online media (Ferdous and Khatun, 2020, p.53). However, despite the continuous coverage, there are concerns about the reporting of deforestation issues. Media often frames these issues primarily from a political standpoint, overlooking other crucial frames like the human impact and environmental perspectives (Rija and Kideghesho, 2020). This lack of diverse framing within Tanzanian newspapers might impede the efficacy of current strategies aimed at combating deforestation. These strategies encompass the National Forest Policy and Legislation, Reducing Emissions from Deforestation and Forest Degradation (REDD+), Community-Based Forest Management (CBFM), Afforestation and Reforestation Programs, and the reinforcement of law enforcement and governance.~~

~~The aforementioned approaches are pivotal in promoting afforestation, reforestation, and environmental conservation efforts, fostering sustainable forest management within local communities. This involvement includes participatory decision-making and leveraging forest resources for the well-being of the community. To address this gap in understanding, this study aims to analyze the coverage of deforestation issues within Tanzania's *Daily News* and *The Guardian* newspapers.~~

1.3 Objectives of the Study

The general objective of this study is to analyse the framing of deforestation issues within *Daily News* and *The Guardian* newspapers in Tanzania. Specifically the study examined political framing, responsibility, environment and human impact framing appeared in the *Daily News* and *The Guardian* newspapers in Tanzania. Outcomes are built on content analysis of deforestation issues from these two national newspapers.

2.0 LITERATURE REVIEW

2.1 Theoretical Literature Review

This study was be guided by framing theory of media. There is no single founder of the framing theory of media but it is the work of different researchers in the field of communication, sociology and psychology for a long time. Maxwell McCombs and Donald Shaw (1972) communication scholars who introduced the concept of “Agenda-Setting Theory” the theory which connected to framing theory as it deals on the influence of the media on the public agenda; Erving Goffman (1974) a sociologist who introduced the concept of “Frame Analysis”, and Todd Gitlin (1980) a sociologist and communication scholar who explored the role of media in shaping public perception and social movements.

The key elements of framing theory of media are *Frames*: are mental structures or schemas that individuals use to interpret information. *Framing effects*: refers to the influence that different ways of presenting information can have on individual attitudes, beliefs, and behaviors. *Frame building*: involves the deliberate construction or selection of specific frames by media, journalists, or communicators to shape how an issue is understood by the audience. *Frame analysis*: Frame analysis is the process of examining how different frames are used in media content and how these frames influence public understanding and opinions about various issues.

According to Gitlin (1980) news frame refers to selection of certain content, organizing it, presenting it with a particular manner, interpreting it and emphasising it for the aim of making a specific meaning of an issue (Gitlin, 1980, p.7). There are two types of news frames: first, issue specific news frames; this deals on the specific issues and occasions and the second is generic news frames; this do not base on specific topics but it deals with different issue and in diverse social settings even intensely (de Vreese, 2003, p.21). The current study used generic news frames which will help the researcher to understand the framing of deforestation issues within Daily News and The Guardian newspapers in Tanzania.

Frames in newspapers help the reader to understand the information through what he/she observing and perceiving. Framing is choosing “some aspects of a perceived reality” to enhance their salience “in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation” (Entman, 1993, p.53).

According to Tewksbury and Scheufele (2009), framing in news have three effects: information effects, persuasion effects and agenda-setting effects. Information effects believes that the people can get information targeted through framing as the information in a news story can strengthen the link, but it relies on a frame to form the associations. In persuasion effects, the journalists use of language, selection of content, presentation style and use of persuasive words that can make an audience to be attracted. In agenda-setting effects, framing of news make the people to consider the issue that faces a certain community or nation; and always sit in groups to discuss and recall issues that have received attention in the news.

Frames have been also shown to shape public perceptions of deforestation issues. The opinion of Tanzanian people about environmental conservation through afforestation, reforestation and many environmental related challenges can be simply persuaded in different forms depending on how the matter is framed in the news reported. The people can make choice to act and behave likely to the framed message in the newspaper (Rija & Kideghesho, 2020, p.2).

Different researchers have observed the significance and impacts of particular frames in the news by directing on their concerns for the peoples understanding of actions and matters (Irereri, 2013; Agwu & Amu, 2014; Langat, 2017; Emenyeonu, 2018; Hasan & Dutta, 2019; Mliless & Larouz, 2020 & Rahmatullah et al., 2021). Having these studies and even others, there is no enough indicators that can be used to measure the occurrence of common frames in the news, but “a reliable set of content analytic indicators is necessary for studying developments in the news over time and similarities and differences in the ways in which politics and other topics of national and international importance are framed in the news in different countries” (Semetko & Valkenburg, 2000, p.94).

There are two possible approaches to content analysing frames in the news: inductive and deductive. The inductive approach involves analysing a news story with an open view to attempt to reveal the array of possible frames, beginning with very loosely defined preconceptions of these frames (Gamson, 1992). This approach can detect the many possible ways in which an issue can be framed, but this method is labour intensive, often based on small samples, and can be difficult to replicate.

A deductive approach involves predefining certain frames as content analytic variables to verify the extent to which these frames occur in the news (Gamson, 1992). This approach makes it necessary to have a clear idea of the kinds of frames likely to be in the news, because the frames that are not defined **a priori** may be overlooked. This approach can be simply simulated, can manage with huge samples, and can simply identify differences in framing between media; example newspaper and radio and within media government newspaper and private newspaper (Semetko & Valkenburg, 2000).

Comment [W1]: Not sure this word was intended to be used here

To date, scholars have found the useful frames that appear mostly in the news when they are investigating a particular issue and they concentrate on the presence of a certain frame and its significances for people's attitude. According to Semetko and Valkenburg (2000), there are five news frames which will help a researcher to conduct content analysis to the media and get the needed data: conflict frame, human interest frame, attribution of responsibility frame, morality frame and economic consequences frame.

Responsibility frame; the journalists use this frame on deforestation news to show the responsible persons on the certain events. The newspapers reports on deforestation issues blame the responsibility of people in position or the particular society for the happenings of a certain event. The report points who was at accountability for the happenings, why the issue happens, how it happened and who is supposed to be blamed (Agwu & Amu, 2014).

Political frame; the newspapers publish deforestation news which are political side emphasized or any issue involving politicians or the government. They use words and phrases to carry political matters like formulating laws and discussions on deforestation issues (Agwu & Amu, 2014, p.14). The frame implies that while the individuals are empowered to address the deforestation issues, greater power for dealing with these problems is often accredited to the government. During election period, the majority of deforestation news coverage focuses on the politicians to serve their own political and ideological interests which will help them to secure the victory (Hasan, 2007).

Human impact frame or human interest frame; As the way of presenting particular information, the journalists use this frame to bring the face of the human in front of the public in order to attract them through sympathy that every human being have (Agwu & Amu, 2014). The

newspapers presents deforestation issues basing on human impacts through showing how the impacts of deforestation like; climate change, land degradation, drought and air pollution affects the ordinary people in the country. Semetko and Valkenburg (2000) conclude that, such a frame refers to an effort to personalize the news, dramatize or “emotionalize” the news, in order to capture and retain audience interest.

Environment frame; the journalists use this frame to inform the public and environmental stakeholders about the impacts of deforestation to environment. Through this frame, newspapers can create awareness to the people on the importance of forest to environment. Also newspapers bring understanding on the environmental activities which cause deforestation like land pollution, water pollution, overgrazing and unplanned clearing of forest by people and the land to be used for agriculture or infrastructure (FAO, 2010).

The current study was adopted four (4) frames from the above and those are; responsibility frame, political frame, environment frame, and human impact frame in order to understand well the framing of deforestation issues within *Daily News* and *The Guardian* newspapers in Tanzania context.

2.2 Empirical Literature Review

~~Different studies have done on the newspaper coverage on deforestation issues which relate to the specific objectives of the current study which aims to analyse the coverage of deforestation issues within Daily News and The Guardian newspapers in Tanzania. Several studies have examined newspaper coverage of deforestation issues, aligning with the specific objectives of this current study, which seeks to analyze the coverage of deforestation within Tanzania's Daily News and The Guardian newspapers.~~

2.2.1 Framing deforestation issues within newspapers

According to Semetko and Valkenburg (2000), there are five news frames which were helped a researcher to conduct content analysis to the media and get the needed data: conflict frame, human interest frame, attribution of responsibility frame, morality frame and economic consequences frame. Moreover, Agwu and Amu (2014, p.13) highlight that, newspapers frames deforestation issues in ten categories which are: responsibility frame, action frame, political

frame, industry frame, scientific frame, environment frame, economic consequences frame, human impact frame, health risk frame and mixed frame. The current study was adopted four (4) frames from the above and those are; responsibility and action frame, political frame, environment frame, and human impact frame in order to understand well the coverage of deforestation issues within *Daily News* and *The Guardian* newspapers in Tanzania context.

Considering on newspapers framing deforestation issues, Agwu and Amu (2014) conducted the study on examining the framing of climate change news in four national Daily Newspapers in southern Nigeria and comes with different answers as the results showed that the majority of the articles used a negative tone in covering the headlines, and that the two most common frames for climate change were blame and action. Journalists on newspapers use this frame to cover deforestation issues and events basing on ways to be taken by particular group of responsible people in order to solve deforestation challenges. The newspapers news on deforestation issues target the duties to be performed by the government, NGO's and individual citizens to overcome the happenings (Agwu and Amu, 2014). Reports show the actions that the nation can take to alleviate and to adopt on deforestation issues effects. Parallel to that Tong (2014) describes that newspaper exposure of deforestation problems, especially stories about punishing those who are responsible for difficulties and sometimes they achieve this aim.

Langat (2017) conducted the study to find out how issues of environmental sustainability are covered and framed by the print media in Kenya and findings shows that the majority of frames had political themes. On other side, Tong (2014) studied on framing analysis of newspaper investigative reports on deforestation problems in China. The findings show that the reports have portrayed deforestation problems in a manner that opposes rather than supports the national priority for economic growth. It challenges rather than reinforces the current institutional discourse of development, and criticizes rather than contributes to the present structure of the capitalist mode of production in China.

The newspapers publish deforestation news which are political side emphasized or any issue involving politicians or the government. They use words and phrases to carry political matters like formulating laws and discussions on deforestation issues (Agwu and Amu, 2014, p.14). The frame implies that while the individuals are empowered to address the deforestation issues, greater power for dealing with these problems is often accredited to the government. During

election period, the majority of deforestation news coverage focuses on the politicians to serve their own political and ideological interests which was help them to secure the victory (Hasan, 2007).

According to Rija and Kideghesho (2020) who conducted research on the coverage of biodiversity conservation issues in local newspapers and its role in enhancing conservation awareness in Tanzania, found that the deforestation practice inside the protected areas and wildlife poaching lead to drought which finally the wild animals are forced to search for food and water in the lands used by human and for that the fighting arises.

As the way of presenting particular information, the journalists use this frame to bring the face of the human in front of the public in order to attract them through sympathy that every human being has (Agwu and Amu, 2014). The newspapers presents deforestation issues basing on human impacts through showing how the impacts of deforestation like; climate change, land degradation, drought and air pollution affects the ordinary people in the country.

Lusagalika (2020) conducted the study on the role that media has played in creating awareness on deforestation issues in the City of Dar es Salaam, Tanzania, come up with the observation that the city of Dar es Salaam is still facing deforestation problems due to a limited sense of ownership of public spaces that means people disregard deforestation conservation initiatives.

The journalists use this frame to inform the public and environmental stakeholders about the impacts of deforestation to environment. Through this frame, newspapers can create awareness to the people on the importance of forest to environment. Also newspapers bring understanding on the environmental activities which cause deforestation like land pollution, water pollution, overgrazing and unplanned clearing of forest by people and the land to be used for agriculture or infrastructure (FAO, 2010).

Frames have been also shown to shape public perceptions of deforestation issues within newspapers. Different researchers have observed the significance and impacts of particular frames in the news by directing on their concerns for the peoples understanding of actions and matters (Ileri, 2013; Agwu and Amu, 2014; Langat, 2017; Emenyeonu, 2018; Hasan and Dutta, 2019; Mliless and Larouz, 2020 and Rahmatullah *et al.*, 2021). Having these studies and even others, there is no enough indicators that can be used to measure the occurrence of common

frames in the news, but “a reliable set of content analytic indicators is necessary for studying developments in the news over time and similarities and differences in the ways in which politics and other topics of national and international importance are framed in the news in different countries” (Semetko and Valkenburg, 2000, p.94).

With the press, the public can know quickly, precisely, and easy information about deforestation which is needed or news that is growing; in this case the newspaper can also be a two-way communication media, namely from society to government and also from government to society (Ukka, 2019, p. 229). The voice of Tanzanian people about environmental conservation through afforestation, reforestation and many environmental related challenges can be simply persuaded in different forms depending on how the matter is framed in the news covered. The people can make choice to act and behave likely to the framed message in the newspaper (Rija and Kideghesho, 2020, p.2).

From the experience of the above studies, you can find out that many newspapers cover deforestation issues news during the time of special events only. It seems that, many types of deforestation issues they covered centring world environment day. The research concluded that local newspapers of Chattogram do cover deforestation issues, though the subject matter did not receive much analysis (Hasan and Dutta, 2019).

3.0 METHODS

[This study falls within the domain of library-based research conducted at the University of Iringa Library.](#) ~~This study is the library type of research area which was conducted at University of Iringa Library.~~ Researcher ~~was~~ used national newspapers archived at University of Iringa library to access two Tanzania popular newspapers *Daily News* and *The Guardian*. To analyse the framing of deforestation issues within *Daily News* and *The Guardian* newspapers in Tanzania, researcher ~~was~~ analysed every deforestation issues article using a code sheet which consisted of categories including the newspaper nameplate, the headline, the volume of the article in word, the date and month in which the article appeared, overall tone of the article, priority, themes and frames used.

3.1 Sample Size and Sampling Technique

The Sample Size of 60 newspapers copies from two newspapers Daily News and The Guardian newspapers on two months were used by researcher to obtain 207 environmental issues articles related to framing of deforestation used as sample size for the study. Story Assignment Sheets technique was employed to determine deforestation articles.

This study used secondary data type and analysed the framing of deforestation issues within *Daily News* and *The Guardian* newspapers and content analysis is the method that was been used to analyse the particular secondary data. Through secondary type of data the researcher believes that his research was succeeded. Data were coded using coding sheet and thereafter the content analysis method was employed to analyse the framing of deforestation issues within *Daily News* and *The Guardian* newspapers.

Comment [WM2]: What does this mean?

4.0 RESULTS

This chapter dealt with data analysis, interpretation and discussion of research findings along with the results reflected from each research objective. It presents and discusses the results on the framing of deforestation issues within *Daily News* and *The Guardian* newspapers in Tanzania. The findings are categorized into four parts, responsibility, political, environmental and human impact frames.

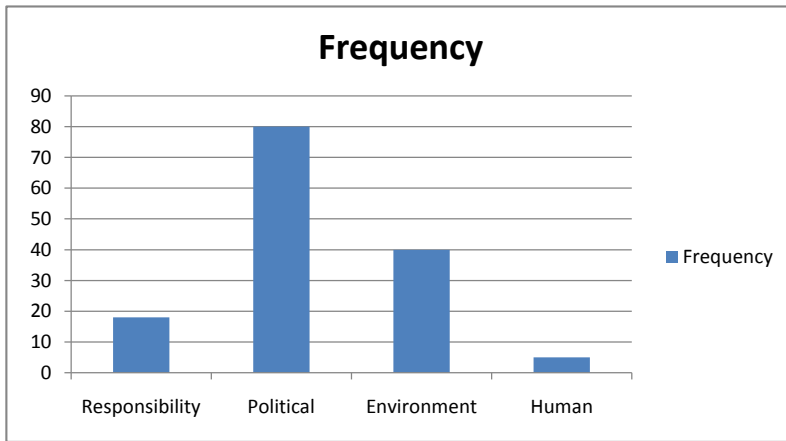
4.1 Framing of deforestation issues by *The Guardian* newspaper

In this study there are four news frames that used to determine how *The Guardian* and *Daily News* newspapers in Tanzania frame deforestation issues during its coverage for two months. These four frames are responsibility and action frame, political frame, environment frame and human impact frame. Thus, the below table and figure shows the framing of deforestation issues on articles covered by *The Guardian* newspaper from 1st May 2022 to 30th June 2022. The table shows the frequency of the four news frames and its percentage respectively they got from the articles in the copies studied from *The Guardian* newspaper.

Table 1: Framing deforestation issues by *The Guardian* newspaper

Frames	Frequency	Percent
Responsibility	18	12.6
Political	80	55.9

Environment	40	28
Human	5	3.5
Total	143	100



Comment [W3]: Label the chart titles well so that they make sense at a first glance

Figure 1: Framing deforestation issues by *The Guardian* newspaper

This study found that *The Guardian* newspaper covered deforestation issues and framed more political than other types of news frames. Political frames had 56% of the total 143 deforestation issues articles that were studied from this newspaper. Environment frame had 28%, responsibility and action frame had 13%, and human impact with only 3%.

These findings prove that *The Guardian* newspaper frames deforestation issues more as political frame. This kind of framing reduce the credibility of the deforestation issues contents as it attracts readers who have interest with politics with less critical when you compare to those framing which touches the soul of the public through human impact framing and responsibility and action framing. This study aims to analyse the way *The Guardian* newspapers frame deforestation issues and the results makes clear that *The Guardian* newspaper frames deforestation issues as political.

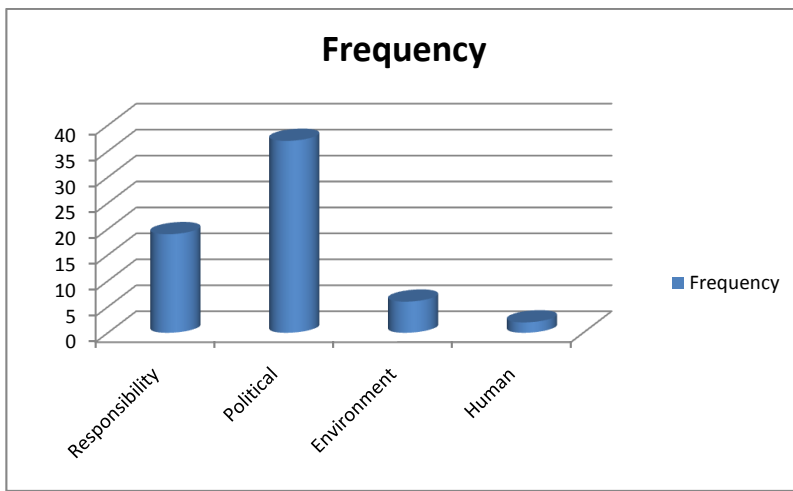
4.2 Framing of deforestation issues by *Daily News* newspaper

The table and figure below shows the framing of deforestation issues on articles covered by *Daily News* newspaper for two months (May and June, 2022). The table shows the frequency of

the four news frames and its percentage respectively as discovered from the articles in the copies studied from *Daily News* newspaper.

Table 2: Framing deforestation issues by *Daily News* newspaper

Frames	Frequency	Per cent
Responsibility	19	29.7
Political	37	57.8
Environment	6	9.4
Human	2	3.1
Total	64	100



Comment [WM4]: Refer to comment above on charts.

Figure 2: Framing deforestation issues by *Daily News* newspaper

The result shows that *Daily News* newspaper frames deforestation issues for 58% more political than other frames. Responsibility and action become second close with 30% unlike environment frame had 9% and far away human impact frame with only 3%.

Similar to *The Guardian* newspaper, the *Daily News* newspaper frames deforestation issues more political than other frames for more than ~~an-a~~ half. But with difference of 2% this newspaper frames more political and responsibility. This is the evidence that the editorial policy of *Daily*

News focuses more on branding politics than showing the readers how deforestation issues matters to the environment and judging critically on who are responsible and what actions to take in order to overcome the deforestation issues. As the study thought to analyse the way *Daily News* frames deforestation issues, according to the results it is true that *Daily News* frames deforestation issues more as political.

4.3 Framing of deforestation issues by *The Guardian* and *Daily News* newspapers

The table 3 and figure 3 below shows the frequency and percentage of the four news frames that used by *Daily News* and *The Guardian* newspapers during the coverage of deforestation issues from 1st May to 30th June, 2022. The frames that used by both two newspapers are responsibility frame, political frame, environment frame and human impact frame.

Table 3: Framing of deforestation issues by *The Guardian* and *Daily News* newspapers

Frames	Daily News	The Guardian	Percent
Responsibility	19	18	17.9
Political	37	80	57
Environment	6	40	21.7
Human	2	5	3.4
Total	64	143	100

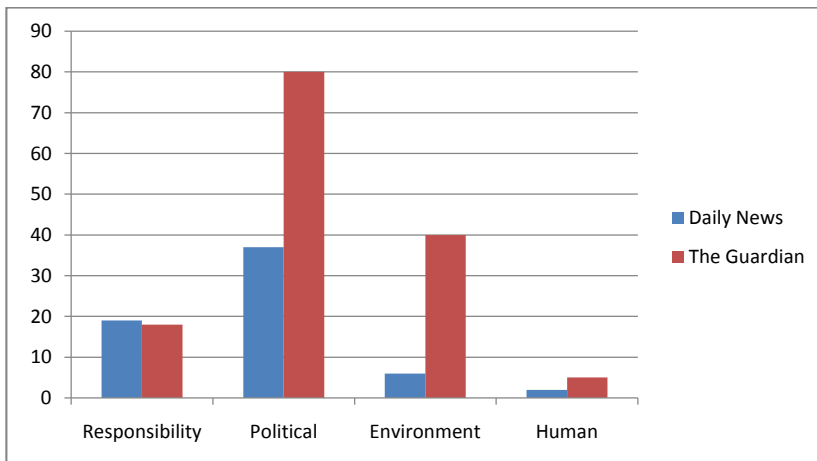


Figure 3: Framing of deforestation issues by *The Guardian* and *Daily News* newspapers

The results from table 3 and as illustrated in figure 3 shows that political frames dominated the coverage of deforestation issues within *Daily News* and *The Guardian* newspapers in Tanzania by 57% with 117 frames from 207 total frames obtained. There is no much different between private owned newspaper “The Guardian” and government owned newspaper “Daily News” on framing deforestation issues as each had more than half frames political. Environment frames become the second frame on coverage of deforestation issues within these two newspapers and had 22% with 46 frames; the third one is responsibility and action frame which took 18% with 37 frames, and human impact frame lasting with 7 frames out of 207 total frames and scored only 3%.

Both newspapers had less than five per cent on human impact frame, this result indicates that there are lower deforestation issues which had direct impact to human that is why these two newspapers had lower framing on it. On other side sometimes the media house and editorial policy forces to have less framing due to the interest of their readers. The media market shapes the framing of deforestation issues.

Discussion

The study analyses the way *Daily News* and *The Guardian* newspapers in Tanzania frame deforestation issues from May 2022 to June 2022. The findings [depictsdepict](#) that political frames dominated the coverage of deforestation issues within *Daily News* and *The Guardian* newspapers in Tanzania by 57%. Parallel to that, the study conducted by Langat (2017) on two local newspapers, *Daily Nation* and *Standard* shows that the frame of politics in the coverage of environmental sustainability in this study was dominant accounting for a little more than half of the framing 60%. Dissimilar to that, the study conducted by Agwu and Amu, (2014) in four national daily newspapers in southern Nigeria namely: *Guardian*, *This Day*, *Vanguard* and *Daily Sun*, a majority (71 articles) of the newspaper articles framed climate change in terms of blame/responsibility. The researcher understands that the Tanzania newspapers frame deforestation issues as political news than other frames.

5.0 CONCLUSIONAND RECOMMENDATIONS

5.1 Conclusion

On this study which aimed to analyse the framing of deforestation issues within Daily News and The Guardian newspapers in Tanzania, the researcher analysed 207 total articles from the two newspapers and from that 187 articles and, the study shows that mostly Tanzanian newspapers frames deforestation issues as politics. As the two newspapers frames deforestation issues politically with more than a half per cent 57% as 118 articles out of 207 discovered during study with political framing. Such framing reduces the seriousness of deforestation issues as readers they not consider more as they tend to take it like other politics as usual instead of specific matter. Nevertheless, if deforestation issues framed politically the majority will know the aims and plans of the government on deforestation issues.

This study recommends that even Tanzania newspapers emphasis on politics when framing deforestation issues, they should also put more efforts on showing the responsibilities and actions to be taken, environment conservations, and human impact as much as possible. The newspapers should shape their media policies and increase the effort of framing the articles on other frames more than continuing on political, this will help to wake up the actions to be taken by the government to the responsible persons or community on deforestation issues. Also, it is important for the newspapers to figure out the impacts of deforestation issues to environment and human.

REFERENCES

- Agwu, A.E., and Amu, C.J. (2014). Framing of Climate Change News in Four National Daily Newspapers in Southern Nigeria. *Agricultural Information Worldwide*. 6. 13-15
- Chakravarty, S., Ghosh, S.K., Suresh, C.P., Dey, A.N., and Shukla, G. (2012). Deforestation: Causes, Effects and Control Strategies. *Global Perspectives on Sustainable Forest Management*. www.intechopen.com
- de Vreese, C. H. (2003). *Framing Europe: television news and European integration*. 13(1), 51-62. University of Amsterdam

- Doggart, N., Morgan-Brown, T., Lyimo, E., Mbilinyi, B., Meshack, C., Sallu, S., and Spracklen, D (2020). Agriculture is the main driver of deforestation in Tanzania. *Environmental Research Letters*. <https://doi.org/10.1088/1748-9326/ab6b35>
- Emenyeonu, C. O. (2018). *Environmental news and the factors that influence its coverage in the Nigeria Press*. Universiti Utara Malaysia
- Entman, R. M. (1993). Framing: Toward Clarification of a Fractured Paradigm. *Journal of Communication*. Northwestern University. 43(4), 51-58. ABI/INFORM Global
- FAO. (2010). *Global Forest Resources Assessment 2010. Food and Agriculture Organization of the United Nations Rome, 2010*. Food and Agriculture Organization
- Ferdous, S., and Khatun, M. (2020). News Coverage on Environmental Issues: A Study on Print Media of Bangladesh. *IOSR Journal Of Humanities And Social Science*, 25(4), 53-59. DOI: 10.9790/0837-2504085359
- Gamson, W. (1992). *Talking Politics*. New York. Cambridge University Press.
- Gitlin, T. (1980). *The whole world is watching. Mass media in the making and unmaking of the New Left*. University of California Press
- Hasan, S., and Dutta, P. (2019). Coverage of Environmental Issues in Local Dailies of Chattogram Centering World Environment Day. *Socio Economic Challenges*, 3(4), 2520-6214. [https://doi.org/10.21272/sec.3\(4\).63-71.2019](https://doi.org/10.21272/sec.3(4).63-71.2019)
- Ireri, K. (2013). *A study of newspaper columnists framing of Kenyan politics in post 2007 election violence*. , 34(2), 109-127. Routledge. DOI: 10.1080/02560054.2013.782284
- Langat, A. (2017). *Print Media Coverage of Environmental Sustainability Issues in Kenya: A content Analysis of Daily Nation and Standard*. University of Nairobi. [http://erepository.uonbi.ac.ke/bitstream/handle/11295/102622/Langat Print%20Media%20Coverage%20Of%20Environmental%20Sustainability%20Issues%20In%20Kenya.pdf?sequence=1](http://erepository.uonbi.ac.ke/bitstream/handle/11295/102622/Langat_Print%20Media%20Coverage%20Of%20Environmental%20Sustainability%20Issues%20In%20Kenya.pdf?sequence=1)

- Lusagalika, J.S. (2020). *The Role and Influence of Media in Creating Environmental Awareness in Dar es Salaam Tanzania*. 84-98. Nokoko Institute of African Studies Carleton University (Ottawa, Canada)
- Mliless, M., and Larouz, M. (2020). Print Media Coverage of Environmental Issues in the COVID-19 Pandemic: An Ecolinguistic Analysis. *JurnalArbitrer*, 7 (2), 2550-1011. <http://arbitrer.fib.unand.ac.id>
- Rahmatullah, M., Prodhan, M. T. R., Islam, M. N., and Hossain, M. S. (2021). Coverage of Environmental Issues in Local Newspaper: an Analysis on Two Dailies of Rangpur, Bangladesh. *International Multidisciplinary Research Journal*. 11, 1-6. <https://doi.org/10.25081/imrj.2021.v11.7030>.
- Reza, S.M.S., and Haque, A. (2011). Agenda Setting on Environment and Climate Change Issues in Bangladesh Newspapers: the case of UN Climate Change Conference, Cancun. *Social Science Review*, 28 (2).
- Rija, A. A., and Kideghesho, J. R. (2020). The Coverage of Biodiversity Conservation Issues in Local Newspapers and Its Role in Enhancing Conservation Awareness in Tanzania: An Analysis of Two News Outlets. *HSSOA Archives of Zoological Studies*. 3(1), 1-10. <https://doi.org/10.24966/AZS-7779/100013>
- Semetko, H., and Valkenburg, P.M. (2000). Framing European Politics: A Content Analysis of Press and Television News. *Journal of Communication*. 93-109. DOI: 10.1111/j.1460-2466.2000.tb02843.x
- Tewksbury, D., and Scheufele, D.A. (2009). *News Framing Theory and Research*. <https://doi.org/10.4324/9780429491146-4>
- Tong, J. (2014). Environmental risks in newspaper coverage: a framing analysis of investigative reports on environmental problems in 10 Chinese newspapers. *Environmental Communication*, 1–23. doi: 10.1080/17524032.2014.898675
- Ukka, I. T. I. (2019). The Role of the Media in a Democratic Country. *International Journal of Applied Research in Social Sciences*. 1(6), 228-236. Fair East Publishers

Zafri, N.M., Afroj, S., Nafi, I.M., and Hasan, M.U. (2021). A content analysis of newspaper coverage of COVID-19 pandemic for developing a pandemic management framework. *Heliyon*, 7, 2405-8440.