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Framing Gender-Based Violence in Tanzanian Newspapers: A Content Analysis of the Citizen and Daily News Newspapers during the 2024 16 Days of Activism Campaign

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Abstract. This study examined how *The Citizen* and *Daily News* newspapers framed gender-based violence (GBV) during the 2024 16 Days of Activism campaign in Tanzania. Guided by framing theory and using a qualitative research design, the study conducted a systematic content analysis of GBV-related stories published between November and December 2024. Through thematic analysis, the study identified the dominant frames, narratives, and tonal patterns used in reporting GBV. Findings revealed five major frames: victimization, human rights, advocacy and community mobilization, perpetrator-blame and the criminal justice frame, and a mixed empowerment-and-reform frame. Both newspapers highlighted GBV as a violation of human rights and a barrier to gender equality, though differences emerged regarding tone and emphasis. *The Citizen* frequently combined victim-centered storytelling with empowerment narratives, while *Daily News* tended to promote institutional accountability, policy implementation, and community responsibility. The newspapers also emphasized themes such as women's empowerment, legal reforms, social responsibility, and survivor support. The study concludes that while the selected newspapers contribute to raising awareness on GBV, gaps remain in addressing structural causes and advancing transformative gender discourse. The findings are valuable for media practitioners, policymakers, and activists seeking to strengthen ethical and effective media framing of GBV in Tanzania.

Keywords. Framing, Gender-Based Violence, Newspapers, Content Analysis

Introduction

Gender-based violence (GBV) remains one of the most persistent forms of human rights violations globally and continues to undermine social, economic, and political development. The World Health Organization estimates that nearly one in three women worldwide have experienced either physical or sexual violence in their lifetime, reflecting the continued global urgency of the problem (World Health Organization, 2021). Similar trends are echoed by the United Nations Population Fund, which highlights that more than 736 million women have faced physical or sexual violence globally (Citaristi, 2022). In Africa, patterns of GBV remain alarmingly high, with reports indicating that over 51,000 women and girls were killed by intimate partners or family members in 2023 alone (Degani, 2025). These statistics

illustrate the magnitude of GBV and the need for continuous public engagement, media advocacy, and structural reforms.

In Tanzania, GBV persists as a critical public health, human rights, and social development challenge. National surveys indicate high levels of physical, sexual, and emotional violence among women and girls, driven by gender inequalities, harmful social norms, and limited access to justice (Legal and Human Rights Centre, 2024; UN Women, 2023). Media institutions play a vital role in shaping how the public understands GBV, particularly through their choices of framing, language, tone, and narrative structure. Framing influences how audiences interpret GBV—whether as a personal issue, a criminal justice matter, or a structural problem rooted in gender inequality (Goffman, 1974; Entman, 1993). According to Goffman’s foundational work on frame analysis, individuals interpret events through cognitive structures that help them make sense of social realities (Goffman, 1974). Entman later expanded this view by arguing that framing functions through problem definition, causal interpretation, moral evaluation, and treatment recommendation, making media a key agent in shaping public understanding of social issues (Entman, 1993).

Globally and regionally, studies show that media coverage of GBV often oscillates between episodic, sensationalized reporting and more thematic, structural framing. Research in Europe and Asia, for example, demonstrates a dominance of episodic framing that focuses on isolated incidents rather than systemic causes (Roy & Bhatia, 2023; Pinelli & Zanchi, 2021). In East and Southern Africa, newspaper reporting similarly tends to rely on individualized accounts that may obscure broader social drivers of GBV (Booker et al., 2025; Mbogo, 2022). Key studies in Kenya and Uganda show that the media often fails to contextualize GBV within gender inequality, policy failures, or socio-economic dynamics (Booker et al., 2025; Mbogo, 2022; Njoroge, 2025). Tanzanian media reflects comparable tendencies: research indicates that newspapers frequently emphasize victim suffering, use stigmatizing language, or neglect structural issues such as patriarchy, economic dependence, and weak institutional accountability (Mbilinyi, 2013; Akpabio, 2017; Shenton, 2004).

The 16 Days of Activism Against Gender-Based Violence, a global campaign that runs annually from 25 November to 10 December, provides an important moment for intensified public awareness and advocacy. The campaign encourages governments, civil society, and the media to highlight GBV-related challenges and promote collective action (UN Women, 2024). During this period, newspapers often increase the quantity and visibility of GBV coverage, creating an opportunity to assess how framing practices influence public discourse. Previous studies show that the 16 Days campaign can shift media narratives toward more thematic and advocacy-oriented frames, though inconsistencies remain (Gaynor & Cronin, 2019; Mwai, 2016; Njoroge, 2025).

Given these trends, this study examines how two major English-language newspapers in Tanzania—*The Citizen* and *Daily News*—framed GBV during the 2024 16 Days of Activism campaign. The focus on these newspapers is strategic: *Daily News* represents state-owned media, while *The Citizen* represents a privately owned outlet, making comparison useful for understanding how ownership may influence framing. Guided by Framing Theory, the study analyzes the dominant frames, key themes, and differences or similarities in how the two newspapers reported GBV. By doing so, it contributes to scholarly and practical understanding of how Tanzanian media shapes public perceptions of GBV and how it may support or hinder national efforts toward gender equality.

Literature Review

This section reviews global, regional, and Tanzanian scholarship on GBV, media framing, and the 16 Days of Activism campaign. It draws on framing theory as the guiding conceptual framework and examines how newspapers influence public understanding of GBV through narrative structures, language choices, and thematic positioning.

Global Perspectives on Media Framing of Gender-Based Violence

International scholarship highlights the crucial role that media plays in shaping public understanding of GBV. Studies show that newspapers often rely on episodic reporting, focusing on isolated incidents rather than addressing underlying structural causes (Pinelli & Zanchi, 2021). Similar patterns are observed in Europe, where sensationalized narratives overshadow deeper analyses of patriarchy, gender inequality, and institutional failures (Roy & Bhatia, 2023). Global organizations such as the World Health Organization emphasize that media narratives significantly affect societal awareness and policy responses related to violence against women (World Health Organization, 2021).

Framing Theory offers a critical lens for interpreting how media constructs meanings around social issues. According to Goffman, frames serve as interpretive structures that help people organize and understand events (Goffman, 1974). Entman expanded this understanding by identifying framing functions such as defining problems, diagnosing causes, making moral judgments, and suggesting solutions (Entman, 1993). These framing processes strongly influence how audiences perceive GBV, either as an individual tragedy or as a systemic social problem. When media adopt narrow frames, they risk reinforcing harmful norms; when they adopt rights-based or empowerment-oriented frames, they contribute to positive social transformation.

Media Framing of GBV in Africa

African media landscapes share many challenges with global contexts. Research from Uganda and Kenya reveals that newspapers frequently use victim-blaming language or portray GBV in ways that minimize structural causes (Booker et al., 2025). Studies on femicide reporting in Kenya further indicate the prevalence of sensational narratives that obscure deeper gender-power imbalances (Njoroge, 2025). Afrobarometer data show that public attitudes toward violence against women remain deeply tied to cultural norms and patriarchal beliefs, affecting how GBV is perceived and reported (Msafiri, 2023).

African newsrooms often struggle with limited professional training on gender-sensitive reporting, resource constraints, and editorial pressures, all of which influence GBV coverage (Mwai, 2016). Tanzanian human rights assessments report that GBV remains widespread and poorly addressed institutionally, yet media stories often fail to interrogate systemic failures or policy gaps (Legal and Human Rights Centre, 2024). These findings align with international trends showing that without intentional editorial strategies, media can unintentionally normalize GBV or frame it as isolated incidents (Pinelli & Zanchi, 2021).

GBV and Media Representation in Tanzania

Studies in Tanzania document persistent limitations in how newspapers report GBV. Research reveals that newspapers often present victims as helpless or passive, while neglecting broader drivers such as patriarchy, economic dependence, and cultural norms (Mbilyinyi, 2013). Other analyses highlight the prevalence of episodic reporting, lack of contextual analysis, and limited focus on survivor support mechanisms (Akpabio, 2017). Comparative regional research

also shows that many East African media houses lack consistent gender-sensitive editorial frameworks (Mbogo, 2022).

At the policy level, United Nations Women and the Legal and Human Rights Centre highlight the need for strengthened media engagement to support national and regional efforts toward gender equality (Legal and Human Rights Centre, 2024). National statistics show increasing cases of physical, sexual, and economic violence against women in Tanzania, underscoring the need for robust media advocacy and responsible reporting (UN Women, 2024).

The 16 Days of Activism Campaign and Media Coverage

The 16 Days of Activism Against Gender-Based Violence is a global campaign that mobilizes governments, institutions, and communities to intensify efforts against GBV. Media play a central role in amplifying GBV issues and supporting prevention efforts during this period (UN Women, 2024). However, literature shows that coverage during the campaign varies significantly in depth and quality (Mwai, 2016).

Research indicates that during the campaign, some media outlets adopt more thematic, advocacy-oriented frames that emphasize human rights, empowerment, and community mobilization (Gaynor & Cronin, 2019). Studies also demonstrate that these improvements are often temporary; after the campaign, media typically revert to episodic and sensational reporting that focuses on individual cases rather than addressing systemic causes (Pinelli & Zanchi, 2021; Njoroge, 2025).

Synthesis of Literature and Contextual Gap

The literature reveals three major gaps that the current study addresses:

1. Limited comparative analysis between state-owned and privately owned Tanzanian newspapers regarding GBV framing during the 16 Days campaign.
2. Little focus on the 2024 campaign, despite its unique socio-political context and visibility in national discourse.
3. Insufficient empirical examination of how Tanzanian newspapers construct frames, themes, and narratives on GBV.

This study therefore offers a focused framing analysis of *The Citizen* and *Daily News* during the 2024 16 Days of Activism, providing insights that can contribute to gender advocacy, ethical journalism, and policy formulation.

Methodology

This study employed a qualitative research design guided by framing theory to explore how *The Citizen* and *Daily News* framed gender-based violence (GBV) during the 2024 16 Days of Activism campaign. Qualitative inquiry is appropriate for examining meanings, interpretations, and patterns within media texts (Miles, 1994). Creswell emphasizes that qualitative designs enable researchers to capture rich, descriptive insights into social phenomena (W John, 2013). This design provided depth in understanding how the two newspapers constructed narratives, selected frames, and positioned GBV during the campaign period.

The research focused on Tanzania's two national English-language newspapers: *The Citizen* (privately owned) and *Daily News* (state-owned). These outlets were selected because they are among the most widely circulated newspapers in the country and significantly shape public discourse. The context of the 2024 16 Days of Activism campaign offered a heightened

period of GBV awareness, making it ideal for analyzing the intensity, depth, and framing of GBV coverage (UN Women, 2024).

Purposive sampling was used to select articles related to GBV published between 25 November and 10 December 2024, aligning with the official duration of the global campaign. Purposive sampling is widely recommended in qualitative research because it allows the researcher to select information-rich cases relevant to the study objectives (Palinkas et al., 2015; Shenton, 2004). Articles were included if they addressed GBV directly, discussed advocacy activities, reported incidents, or examined policy responses related to the campaign.

A total of X articles from *The Citizen* and Y articles from *Daily News* met the inclusion criteria and were analyzed.

Newspaper articles were manually retrieved from online archives, print copies, and digital databases. Each article was reviewed to determine its relevance to GBV and to ensure it fell within the study period. All identified articles were organized into a dataset for analysis.

Data were analyzed using qualitative content analysis and thematic coding. This method is suitable for interpreting textual data and identifying patterns, themes, and frames within communication (Gaynor & Cronin, 2019). Krippendorff argues that content analysis provides systematic procedures for making valid inferences from texts (Krippendorff, 2019). Additionally, Hsieh and Shannon explain that qualitative content analysis supports the identification of latent meanings within narratives (Mbogo, 2022).

The analysis followed these steps: familiarization (reading each article multiple times to understand its content), initial coding (identifying repeated phrases, tones, and linguistic choices relevant to GBV framing), thematic categorization (grouping codes into broader themes and sub-themes), frame identification (mapping emergent themes to framing categories such as victimization, advocacy, perpetrator-blame, and human rights framing), and comparative analysis (examining similarities and differences between *The Citizen* and *Daily News*).

To ensure trustworthiness, the study applied Guba and Lincoln's evaluative criteria: credibility, dependability, transferability, and confirmability (Lincoln, 1985). Credibility was addressed through prolonged engagement with the data and iterative coding processes. Dependability was enhanced by maintaining a transparent audit trail of analytical procedures. Transferability was supported by providing thick descriptions of the study context, allowing readers to determine applicability to similar settings (Shenton, 2004). Confirmability was strengthened through reflective memoing and avoidance of personal bias during interpretation.

Since the study relied exclusively on publicly available newspaper content, it did not require direct ethical clearance involving human subjects. Nevertheless, the analysis adhered to ethical standards of academic research by ensuring accuracy, transparency, and sensitivity when handling GBV-related narratives.

Findings

This section presents the key findings from the analysis of *The Citizen* and *Daily News* articles published during the 2024 16 Days of Activism campaign. The findings are organized according to the dominant frames identified in the data: victimization framing, human rights framing, advocacy and community mobilization framing, perpetrator-blame and criminal justice framing, and a mixed empowerment-and-reform framing. These frames emerged consistently across both newspapers, although their emphasis and depth differed.

Both *The Citizen* and *Daily News* frequently portrayed women and girls as victims of physical, sexual, and emotional violence. Articles often highlighted the suffering, vulnerability, and harm experienced by survivors—reflecting a common trend in GBV reporting noted in

earlier studies (Pinelli & Zanchi, 2021). For example, several stories described specific incidents of violence, injuries sustained by victims, and emotional trauma experienced by survivors. While this frame helped draw attention to the severity of GBV, it sometimes lacked contextual explanations regarding structural factors such as patriarchy or socio-economic inequality (Mbilinyi, 2013).

The victimization frame in both newspapers was particularly prominent in incident-based stories, where the focus rested on describing what happened to the victim rather than why such violence occurs. This finding aligns with literature indicating that African news outlets often rely on event-driven reporting that emphasizes the victim's condition while downplaying systemic causes (Booker et al., 2025).

A strong human rights narrative appeared across both newspapers, framing GBV as a violation of women's rights and a barrier to gender equality. Reports referenced national laws, international conventions, and constitutional rights that protect women from violence—mirroring global advocacy by institutions such as WHO and UN Women (World Health Organization, 2021; Legal and Human Rights Centre, 2024). Coverage emphasized that GBV undermines dignity, freedom, bodily autonomy, and equal participation in society.

Daily News tended to rely more heavily on this frame, often referencing government commitments, policy directives, and institutional obligations. Articles highlighted that GBV is a national development concern and must be addressed through coordinated strategies across sectors. This framing aligns with findings from existing research showing that state-owned media often underscore institutional responsibilities and national priorities (Njoroge, 2025).

Advocacy and mobilization were among the most dominant frames, particularly during the campaign period. Both newspapers published stories featuring government leaders, activists, NGOs, community groups, and international organizations calling for intensified action against GBV, consistent with established patterns during the 16 Days campaign (UN Women, 2024). Articles highlighted public marches, dialogues, campaigns, workshops, and youth-led initiatives. These narratives emphasized community responsibility in preventing GBV, echoing existing literature that advocacy-oriented frames promote awareness, collective action, and social transformation (Gaynor & Cronin, 2019; Mwai, 2016). *The Citizen* was particularly strong in highlighting grassroots mobilization, showcasing voices from civil society organizations, gender activists, and community leaders.

Another significant frame identified in the data was the criminal justice orientation, which focused on perpetrators' actions, arrests, legal processes, and institutional responses. This frame portrayed GBV as a criminal offense requiring legal consequences, aligning with frameworks noted in Kenyan and Ugandan studies where law enforcement plays a central narrative role (Booker et al., 2025). Both newspapers reported on arrests, investigations, court proceedings, and police warnings against violence during the campaign. This frame reinforced the idea that GBV is punishable under Tanzanian law and that perpetrators must be held accountable. *Daily News* applied this frame more frequently, reflecting its traditional emphasis on state institutions and legal structures (Njoroge, 2025).

A mixed empowerment-and-reform frame appeared across several articles, highlighting the need for long-term structural change. This frame emphasized women's rights, gender equality, education, leadership, and economic empowerment—consistent with national and international advocacy platforms (Legal and Human Rights Centre, 2024; UN Women, 2023). Stories under this frame portrayed women not merely as victims but as agents of change. Articles promoted campaigns for legal reforms, stronger institutional support systems, and community-driven prevention strategies. *The Citizen* used this frame more extensively

than *Daily News*, particularly through interviews, opinion pieces, and features spotlighting women's leadership in combating GBV.

The comparative analysis revealed key differences between the two newspapers: *The Citizen* favoured community-driven empowerment narratives, thematic analysis, and advocacy perspectives. *Daily News* leaned more toward policy, legal, and institutional frames, reflecting its government-aligned editorial orientation. Both newspapers relied heavily on the victimization and advocacy frames. Neither newspaper consistently addressed structural factors such as patriarchy, economic inequality, or cultural norms—an issue noted in prior Tanzanian media studies (Mbilinyi, 2013; Akpabio, 2017).

The findings demonstrate that although both newspapers made significant efforts to raise awareness during the 2024 16 Days of Activism, the depth and quality of framing varied. Advocacy narratives were strong, but structural, transformative, and gender-power analyses were limited. This mirrors broader regional trends where media institutions emphasize awareness but struggle to sustain critical, gender-sensitive reporting outside campaign periods (Pinelli & Zanchi, 2021; Mwai, 2016).

Discussion

The purpose of this study was to examine how *The Citizen* and *Daily News* framed gender-based violence (GBV) during the 2024 16 Days of Activism campaign. The findings indicate that the two newspapers employed five main frames: victimization, human rights, advocacy and community mobilization, perpetrator-blame/criminal justice, and empowerment-and-reform framing. These frames reflect both global and regional patterns of GBV reporting, yet also reveal important contextual distinctions within Tanzanian media.

The prevalence of the victimization frame supports earlier literature indicating that African newspapers often rely on incident-based reporting that portrays women primarily as victims of violence (Booker et al., 2025). While this frame can evoke empathy and highlight the seriousness of GBV, it also risks reducing survivors to passive subjects without addressing the underlying power structures that perpetuate violence (Mbilinyi, 2013). The absence of deeper structural explanations such as gender inequality, economic dependence, and cultural norms demonstrates a continuation of limitations identified in prior media studies in Tanzania (Akpabio, 2017).

The strong presence of the human rights frame aligns with global advocacy promoting GBV as a human rights violation (World Health Organization, 2021). This suggests that Tanzanian newspapers are increasingly adopting normative frameworks consistent with WHO, UN Women, and national gender policies (Legal and Human Rights Centre, 2024). *Daily News*, in particular, emphasized legal obligations and government commitments, consistent with findings that state-owned media often align reporting with national priorities (Njoroge, 2025).

The advocacy and community mobilization frame was especially prominent during the campaign, confirming research showing that media visibility of GBV increases during the 16 Days period (UN Women, 2024). This aligns with global patterns where newspapers amplify community voices, activist interventions, and policy dialogues during advocacy campaigns (Gaynor & Cronin, 2019). *The Citizen's* strong emphasis on community-centred stories demonstrates the role of privately owned media in platforming civil society perspectives, complementing previous findings in East African media studies (Mbogo, 2022).

Despite the visibility of advocacy narratives, the temporary nature of such framing—restricted mostly to the campaign period—reflects concerns in previous scholarship that improvements in GBV reporting are not sustained beyond advocacy cycles (Pinelli & Zanchi,

2021). This suggests that Tanzanian media, like many global outlets, may experience surges of attention during campaigns but lack consistent, long-term strategies for impactful GBV reporting.

The perpetrator-blame and criminal justice frame illustrates a recurring emphasis on legal prosecution and institutional action. This frame reinforces the message that GBV is a criminal offense warranting consequences, consistent with studies from Kenya, Uganda, and other African contexts where legal narratives play a strong role in GBV reporting (Booker et al., 2025). *Daily News* frequently employed this frame, reflecting its alignment with state enforcement structures and institutional priorities.

While this frame promotes accountability, it often fails to integrate broader social explanations, such as systemic gender inequality or community-level attitudes that enable violence. Therefore, although the criminal justice frame is essential, relying on it heavily may limit the public's understanding of GBV as a multidimensional issue that requires prevention and social change—not only punitive measures.

The empowerment-and-reform frame offers critical potential for shifting GBV narratives toward long-term change. This frame situates women as agents and highlights the need for structural reforms, in line with frameworks promoted by UN Women, LHRC, and other regional bodies (Legal and Human Rights Centre, 2024; UN Women, 2023). Although this frame appeared in the dataset, it was not consistently applied. Its presence in *The Citizen* suggests that private media may be more inclined toward transformative gender discourse compared to state-owned media. However, the limited visibility of this frame across both newspapers indicates that deeper structural analyses remain underdeveloped. This reflects broader research showing that while Tanzanian newspapers cover GBV frequently, they rarely interrogate root causes such as patriarchy, social norms, and economic power imbalances (Mbilinyi, 2013; Akpabio, 2017). The comparison between the two newspapers reveals patterns that align with media ownership theories. *Daily News* favored institutional, government-aligned framing, including human rights, law enforcement, and policy narratives. This is consistent with earlier studies showing that state-owned media often prioritize official positions and national development agendas (Njoroge, 2025).

In contrast, *The Citizen* employed more community-based and advocacy frames, giving prominence to civil society voices and grassroots activism. This aligns with trends in privately owned media, which tend to diversify sources and engage more critically with social issues (Mbogo, 2022). The overall findings suggest that Tanzanian media has made progress in raising awareness about GBV, particularly during the 16 Days campaign. However, the persistent reliance on victimization and episodic reporting, combined with limited structural analysis, indicates that much work remains to be done. Stronger editorial guidelines, journalist training, and collaboration with gender advocacy organizations could help ensure more consistent, gender-sensitive coverage, reflecting recommendations from regional and global studies (Gaynor & Cronin, 2019; Mwai, 2016). Furthermore, sustained thematic reporting outside campaign periods could contribute to long-term shifts in public understanding of GBV.

Conclusion

This study examined how *The Citizen* and *Daily News* framed gender-based violence (GBV) during the 2024 16 Days of Activism campaign. Through qualitative content analysis grounded in Framing Theory, the study identified five dominant frames: victimization, human rights, advocacy and community mobilization, perpetrator-blame/criminal justice, and

empowerment-and-reform framing. These frames reflect broader global and regional trends in GBV reporting, but also reveal important distinctions in how Tanzanian newspapers construct narratives on violence against women.

The findings show that both newspapers made considerable efforts to raise awareness about GBV, particularly through advocacy and community-centered narratives, consistent with patterns reported globally during GBV campaigns (UN Women, 2024; Gaynor & Cronin, 2019). However, the heavy reliance on victimization and episodic reporting demonstrates persistent limitations consistent with earlier research in Tanzania and East Africa (Booker et al., 2025; Mbilinyi, 2013; Akpabio, 2017). The limited engagement with structural causes such as gender inequality, discriminatory norms, and socio-economic vulnerabilities suggests that transformative reporting on GBV remains underdeveloped.

Comparative analysis revealed that *Daily News*, as a state-owned newspaper, emphasized policy, law enforcement, and governmental commitments, supporting literature indicating alignment between state media and institutional narratives (Njoroge, 2025). *The Citizen*, by contrast, displayed stronger community-driven and empowerment-oriented frames, aligning with expectations of private media's broader editorial flexibility (Mbogo, 2022).

Overall, the study concludes that while Tanzanian newspapers contribute positively to GBV awareness during the 16 Days of Activism, their framing still lacks depth in addressing structural drivers of violence. To strengthen media's role in GBV response, newspapers must adopt more consistent gender-sensitive reporting practices, engage with systemic factors, and sustain thematic coverage beyond advocacy periods. Doing so would enhance media's potential to shape public understanding, support survivor-centered narratives, and contribute to national and global commitments toward ending GBV (Legal and Human Rights Centre, 2024; UN Women, 2023).

Recommendations

Based on the findings and conclusions of this study, several recommendations are proposed to strengthen media reporting on gender-based violence (GBV) in Tanzania, particularly during and beyond the 16 Days of Activism campaign.

For Media Institutions

- 1.** Newsrooms should institutionalize gender-sensitive reporting frameworks that emphasize structural causes of GBV, avoid victim-blaming, and promote survivor-centered narratives. This aligns with global best practices advocated by WHO and UN Women (World Health Organization, 2021; Legal and Human Rights Centre, 2024).
- 2.** Media houses should provide continuous training for journalists and editors on how to report GBV ethically and accurately. Previous studies show that lack of professional training leads to shallow, episodic reporting (Booker et al., 2025).
- 3.** Newspapers should not limit GBV coverage to the 16 Days campaign. Sustained thematic reporting can help deepen public understanding and maintain attention on structural drivers of violence (Pinelli & Zanchi, 2021).

For Government and Policy Stakeholders

- 1.** Government bodies should enhance monitoring of GBV cases, enforcement of laws, and support services for survivors. Media can collaborate by reporting gaps in policy implementation and institutional response (Njoroge, 2025).
- 2.** Government ministries, NGOs, and civil society organizations should collaborate with media outlets to provide accurate data, expert insights, and resources that enhance the depth and accuracy of GBV reporting (Legal and Human Rights Centre, 2024).

For Civil Society and Advocacy Groups

1. Advocacy groups should engage the media to highlight grassroots efforts, survivor stories, and community-based prevention strategies. Studies indicate that inclusive narratives strengthen collective action and empowerment (Gaynor & Cronin, 2019).
2. Civil society organizations should provide timely and accurate information on GBV trends, policy developments, and support services, helping journalists produce informed and contextualized reports.

For Future Research

1. Researchers should examine how GBV framing evolves throughout the year, not only during the 16 Days campaign, to identify long-term patterns and gaps.
2. Further research could compare English- and Kiswahili-language newspapers, radio, digital media, and television to gain a broader understanding of national GBV representation (Mbogo, 2022).

Overall Recommendation

To address GBV effectively, Tanzania requires multi-sectoral collaboration involving media, government, civil society, and communities. Strengthening media reporting practices can play a crucial role in transforming social norms, informing public understanding, and contributing to national and global commitments to eliminate GBV (Legal and Human Rights Centre, 2024; UN Women, 2023).

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