

# Communication for Empowerment and its Impact on youth Sexuality in Tanzania

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- Concepts:

- **Communication for Social Change:**

- **Communication for Empowerment**

- Putting information and communication needs and interests of youth at the centre of media production and consumption.
    - To ensure that the media enables youth to discuss and voice their perspectives on the issues that most concern them.

- Main target:

- NGO-driven media vs. media as a sector targeting youth

# Project Context

- Media and communication landscapes in East Africa are changing very fast,
- These changes directly impact the ability of young people to make their voices heard in societal dialogue, be it on policy, citizenship, culture, etc .

# Challenges/opportunities in the current C4E

- 1. Increased Diversity of communication accompanied by increased democratization, use of communication technologies, rapid liberalization of media, and the emergence of more dynamic civil societies –
  - leading to new opportunities and challenges for using communication to empower youth.
- 2. A better understanding of the importance of power structures analysis (esp social institutions) and The media's role in reinforcing or countering the influence of these structures
- 3. reassessment of traditional communication approaches and greater attention to participatory communication strategies.
- 4. youth engagement in policy dialogue as informed citizens (to be able to hold their governments account for their actions??)

# The Project .....

- With increased production, consumption of, and exposure to, mass media, young people have information at their disposal that is likely to influence their responses to pro-youth health initiatives in terms of:
  - policy dialogue,
  - broad public debates,
  - Issues of their concerns including adolescent sexuality
- However, majority of young people are still trapped within the confines of power imbalance almost in all spheres of development.

# The Missing link

- 1. Legal and policy environment for freedom and diversity in information;
- 2. Media opportunities and diversity both at national and local levels with a view to promoting youth empowerment;
- 3. Mechanisms to provide, access and consume information;

# Project Levels of Inquiry

- Three levels of inquiry will dominate this sub-project:
  1. media and social processes;
  2. diversity of communication and democratic culture and;
  3. The impact of civil society-driven media on adolescent empowerment or disempowerment.

# Level 1: media and social processes;

- ***Youth Negotiation for power:***
  - to examine the extent to which the media resolves or exacerbates tension between power as a static top-down view and power as something fluid, contestable and individually negotiated.
- ***Agency:***
  - To examine the extent to which media (both traditional and modern) shapes, and is shaped by, young people's agency, diversity, resistance and empowerment toward attainment of adolescent sexual and reproductive health.
- ***Policies:***
  - to explore and analyse policies that enhance the identified processes in relation to their potential to shaping and reshaping of young people's agency, resistance and empowerment.



# Level 2. diversity of communication and democratic culture

## 1. **Cultural shift:**

- To what extent the cultural shift from control of information to a culture of partnership and mutual learning tolerates or impinges different ways of looking, living in and expressing adolescent sexuality?

## 2. **Civil society-driven media:**

- To what extent is the Civil society-driven media sensitive to cultural shift participatory and inclusive approaches to media such as those applied by Femina HIP in Tanzania are likely to influence this claimed cultural shift. Basic questions are: by whom is this cultural shift exercised? What techniques of control are employed?

## 3. **Role of youth:**

- What role do young people play in resisting or facilitating the processes of cultural shift?

## 4. **Social institutions:**

- Having different power and control over the cultural shift, what role do the social institutions play in this process?

## **Level 3: Impact of civil society-driven media on adolescent empowerment or disempowerment.**

- Quantitative assessment of media and communication practices amongst youth.

# 3. METHODOLOGY.....

- both longitudinal and cross-sectional involving multi-sites within Tanzania.
- Data will be collected from a cohort of unmarried young people (ages fifteen to twenty four)



**Thank you**