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Factor motivating newspaper readers in Burundi : cases of Iwacu and le Renouveau

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UNIVERSITY OF BURUNDI



FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

FACTORS MOTIVATING NEWSPAPER READERS IN BURUNDI: CASES OF IWACU AND LE RENOUVEAU

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A Dissertation Submitted in Partial Fulfillment of the Requirements for the Award of the Degree **"Licence en Langue et Littératures Anglaises"**

Bujumbura, May 2018

DEDICATION

To my parents for their endless love and care,

to my wife,

to my daughter,

to my brother and sisters for their supports and what we share,

to my mother and father's siblings,

I dedicated this work.

ACKNOWLEDGEMENTS

I am profoundly grateful to some people who contributed in the realization of this work.

First of all, I am sincerely grateful to Dr.Grégoire Njejimana, for his guidance and help in the completion of this work. His constructive suggestion, comments and corrections and availability have been very important in bringing this work to its present state. Special thanks are also due to all my professors particularly the staff of the Department of English Language and Literature for the education they gave us. I would also like to thank news editors and news subscribers who kindly answered to our questionnaires.

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Last but not least, my heartfelt thanks to everyone who has provided me with support and helped in completing this dissertation. Thank you so much for sacrificing valuable time in helping me to complete this study. May God bless you all who have contributed in one way or another for the completion of our studies.

Bonith Bigirindavyi

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ABSTRACT

The present work deals with the Factors Motivating Newspaper Readers in Burundi: Cases of Iwacu and Le Renouveau. This study has been conducted in 1102 selected Bujumbura city offices with a sample of 367 respondents who were randomly selected. It concerned itself with finding out whether the content, the marketing strategy and the size of potential audience are the subject matters that impress subscribers to believe much in Le Renouveau and/or Iwacu other than the rest of newspapers. Hence, the researcher went deep to investigate the reason that monitor the ongoing interests and attitudes of the audience and determine the extent to which the day-by-day efforts of the hometown newspaper match them. It was also found that the content, the size of potential audience and the marketing strategy are baits factors that increase newspapers 'readership and so far bring more subscribers. Finally and based on the finding of this study, the researcher made some recommendations to whom it may concern for the purpose of raising readership and compete with the newspaper market space.

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CHAPTER ONE: GENERAL INTRODUCTION

1.0. Introduction

The instantaneous broadcast and practically universal of human voice, restored into mass language a large part of what bring conversation. Actually, the three important broadcast techniques: writing, speaking and sound image, are competitively used in the societies. The information which was for long time mouth-to-mouth transmission has developed. It distinguishes the press and other ways of communication and, consequently, maintains unity of its diversified features.

Newspaper is a publication that appears regularly and frequently, and carries news about a wide variety of current events. As source of information; newspapers' content comprises news on politics, economics, social, religious, entertainments, education, defense, sports, advertisements, and so forth. The news reported cover local news and international news from various local and international agencies. It is an important element in human's daily life where people have access to daily news and keep in track with current affairs and information. People rely on newspapers not only to get information and update themselves regarding current issues but tend to enrich their knowledge and express their views towards certain issues in the society.

Then, in Burundi as any part of the world, people get informed through newspapers to update themselves and be aware of the life of the society. It is worth reading different newspapers to complete what others did not write about. It is in this light that people will buy copies from different house publication. It is up to customers to pinpoint which news media interest him in terms of the desired information and how they are presented.

1.1. Background to the Problem

The importance of newspapers in all the eras is paramount. Earlier, only print media was available from where people used to obtain information. But nowadays different forms of media are developed. The most widely used amongst them is television and internet. One among others aspects of this project was to find out what make a person to rely on Iwacu or Le renouveau instead of others. Aspect on content, marketing strategies and the size of audience of Le Renouveau and Iwacu newspapers stand my points of analysis.

Many newspapers have emerged in recent times. So it is very important to analyze current performance from time to time and make improvements. The topic "Factors Motivating Newspaper Readers in Burundi: Case of Iwacu and Le Renouveau" is chosen to know the readers perception about both the newspapers. The study is carried out with intension to find out the readers view about Le Renouveau and Iwacu and do the comparison between both newspapers.

1.2. Statement of the Problem

A political orator haranguing an empty space is not communicating. An actor with spellbound audience is communicating superbly. Both examples underscore the point that communication requires the involvement of two parties: a communicator and an audience. Most newspaper editors and reporters desire to be like the actor with his spellbound audience eagerly awaiting the next line. But many times, unfortunately, journalists are more like the orator with his empty square. The basic problem which the journalists and all other mass communicators face is how to obtain sufficient feedback in order to maintain a steady flow of real communication. But editors and reporters are remote from their audience much of the time, so this feedback must be systematically organized and used.

The purpose of this work is to look at the audience's reaction to the message being produced by their community newspaper houses and to find out the attributes which influence the buying decisions of consumers.

1.3. Research Objectives

The aim of this study is aimed at understanding what makes both of these weekly and daily newspapers outstand other Burundian newspapers in Bujumbura city, in terms of readership. The objectives of this study are as follows:

- To examine the extent to which the content presentation in Iwacu and Le Renouveau du Burundi newspapers attracts the reader's interest.
- To inquire about the marketing strategies applied in Iwacu and Le Renouveau du Burundi to find new customers to increase readership.
- To find out whether the size of potential audience (number of people reached by the medium) of Iwacu and Le Renouveau du Burundi attracts advertisers 'loyalty for selection and hence grow readership.

1.4. Purpose of the Study

Based on the above stated problems, the purpose of the study is to monitor the ongoing interests and attitudes of the audience and determine the extent to which the day-by-day efforts of the hometown newspaper match them. In addition, this study is to provide vital feedback on those special occasions when major changes or innovations are planned for the newspaper. Furthermore, this work is the means to guarantee feedback to editors and their staff on how the audience is responding to the newspaper's current efforts.

It also ensures journalistic efforts which communicate effectively to its audience, instead of art for art's sake. The finding of the study will provide constructive information to the researcher by understanding the root factors that

contribute to the choice between Le Renouveaudu Burundi, and Iwacu Burundi newspapers in terms of readership.

Furthermore, findings will also help the researcher to understand more on public liking in terms of how, why and what will make people choose or select something to read. Other than that, it is also hoped that this study can provide helpful information to other news organizations, so that they can identify what are the problems that affect their newspapers readership. And hence, they will find solutions to the organizations needs do to improve their readership, sales and popularity. This study does not substitute for the creative efforts of the editor. Rather it calls them forth to solve communication problems which exist in the community. Research documents the presence or absence of communication problems and viability of proposed solutions.

This work will help editors as a tool to pinpoint where the problem is and to provide some guidance on how to go about overcoming the problem. This research will also serve as a reference material for those researchers who are going to conduct studies in the related field.

1.5. Motivation of the Study

The choice of the topic was motivated by the awareness that in a number of reading space: offices, libraries, schools, etc. Iwacu Burundi and Le Renouveau du Burundi are outstanding newspapers and more solicited. However; the rest of newspapers are less found despite their publication.

Another source of motivation is the desire to identify why the same news produced in different newspapers is more informative in Iwacu or Le Renouveau among a wide range of newspapers. In addition, different studies have been made so far as the issue is concerned. Researchers tackled various aspects of reading problems and at various levels.

Nevertheless; None of them has worked on the factors contributing towards reading choice especially at the level of newspapers in Burundi. Furthermore, the advantages associated with reading activity in Burundi, need exploring for they can be the foundation the reader and editors in newspapers liking in one hand and innovation in the other.

1.6. Research Questions

From the research objective, the research questions of this study are as follow:

- To what extent does the content in Iwacu and Le Renouveau du Burundi attract the readers' interest?
- What are the marketing strategies applied in Iwacu and Le Renouveau du Burundi to find new customers to increase readership?
- Does the size of potential audience of Iwacu and Le Renouveau du Burundi attract advertisers 'loyalty for selection and hence grow readership?

1.7. Scope and Delimitation of the Study

Burundian culture is not developed in terms of reading activity either for youth or adult people. This should be done for pleasure or informative purpose, mostly in free time as recreate occupation. The present study is limited to the choice of newspaper readers among subscribed institutions from Bujumbura city offices. It is in this area where inquiry is less complex. The fact is that, they are accessible and the newspapers on the close side of the user. We believe that the head staffs from such area provide information about what newspapers they are used to, and which sections interest them much. The researcher chooses to study two out of nineteen Burundian newspapers that are: Le Renouveau and Iwacu newspapers, consecutively public and private one. The reason is that content presentation and advertisement sections are developed differently or some section may be present in one and absent in the other. In addition, selling attitude plays a great role to increase readership.

The researcher will study what are the differences between the two newspapers in terms of content, advertisement, presentation style and selling attitude which cause reading gap, popularity and circulation. In addition, the researcher will also study what are the main reasons that affect the public choice and their favorable and unfavorable reasons in reading two of these newspapers. The study was conducted in some of the public and private Bujumbura city offices. The target population was the head person from the identified institutions which constitute part of the subscribers of one of the newspapers under research.

The head person of the institution is not chosen at random. Some reason, as follows, guided the choice:

- Head persons are aware of what newspapers are read in the institution.
- The period of readership of the newspapers is significant to which is more informative than another according to the kind of needed information.
- Head staff of subscribed institutions is aware of what are the field of interest in news production among the daily Renouveau and weekly Iwacu Burundi. And this in comparison with other newspapers edited in Burundi.

Furthermore, we could not investigate on all newspapers read in Bujumbura city offices. This is due to the lack of enough time, budget constraints to name but a few, if we consider the limited period to this work in academic regulations.

1.8. Definition of Key Terms

Newspaper: A publication issued at regular and usually close intervals, especially daily or weekly, and commonly containing news, comment, features, and advertising.
http://www.dictionary.com/browse/newspaper

Marketing: Management philosophy according to which, a firm's goal can be best achieved through identification of and satisfaction of the customer's stated and unstated needs and wants.

http://www.businessdictionary.com/definition/marketing.html

1.9. Structure of the Work

The development of this work is divided into five chapters. The first chapter is "general introduction. It deals with background of the problem, statement to the problem, research objective, purpose of the study, motivation of the study, research question and scope and delimitation of the study.

The second chapter is "Literature Review" which consists of theories of other linguists related to my topic. The third chapter is methodology in which the researcher describes the methods or techniques used from data collection to data collection to data analysis. It comprises research population, sample, data collection instruments, encountered problems and data analysis.

The fourth chapter deals with data presentation, data analysis and findings. This chapter is of great importance in the sense that the whole study is centered on it. It provides the reason why content in Iwacu and Le Renouveau du Burundi attracts readers, the marketing strategies applied by both newspapers and how the size of audience the size of potential audience of Iwacu and Le Renouveau du Burundi attract advertisers 'loyalty for selection and hence grow readership.

In the last chapter, two main points are tackled. There are the general conclusion and recommendations. It reminds the different phases that constitute the whole work. I have provided some recommendation and suggestions to newspaper houses, to Researchers and the government.

Conclusion

This chapter is an omen of what the research is about before it is handled onward. It shows the subject matter of the topic, its background, its importance and feasibility. It gives a landscape of the newspaper's geneses and help the researcher have basic framework of the study. As any research provides an answer to a given problem; the present study has look back on newspaper, analyses it and proposes otherwise predicts solutions and improvement to be done onward for the well-being of newspapers editors and audiences.

CHAPTER II: LITERATURE REVIEW

2. 0. Introduction

Copper (1988) defines that a literature review uses as its data base reports of primary or original scholarship and does not report news primary scholarship itself. The primary reports used in the literature may be verbal but in the vast majority of the case reports are written documents. The type of scholarship may be empirical, theoretical, critical, analytic or methodological in nature. Second a literature review seeks to describe summaries, evaluate, clarify, and or integrate the content of the primary reports. This chapter illustrates the factors which affect people to read newspapers by selecting which are worth than others. In addition, it will show factors which affect media in news reporting by looking at the most interesting field of the audience.

2.1. Historical Background of Newspapers

2.1.1. Early News Publications of the World

TheStoryofAfrica-BBCWorldService.html2013 indicates that before the advent of newspaper, there were two kinds of periodical news publications: the handwritten news sheet and single item news publications. These existed simultaneously. The Roman Empire published *acta diurnal* (Daily acts), or governmental announcement bulletins, as ordered by Julius Caesar. They were carved in metal or stone and posted in public places. In China, early government- produced news sheets, called *tipao,* were commonly used among court officials during the late Han dynasty.Between713and734, the *Kai yuan Za Bao (bulletin of the court)* of the Chinese Tang Dynasty published government news; it was handwritten on silk and read by officials. The term newspaper became common in 17th century. However, in Germany, publications which we would today consider to be newspaper publications were appearing as early as in 16th century.

They were discernibly newspapers for the following reasons: they wereprinted, dated, appeared at regular and frequent publication intervals and included variety of news items. The first newspaper however was said to be *Strasbourg relation* in theearly17th century.

2.1.2. Early Newspapers in Africa

Cook, S. A. (1936) indicates that the first English newspaper on the continent of Africa was published in Cape Town in 1800. The following year in Sierra Leone *The Royal Gazette* and *Sierra Leone Advertiser* was published in Freetown. Both were European undertakings concerned with matters of government. In 1826 Charles Force, an American freed slave, published the Liberia Herald. He died some months later, but the title was revived in 1830 by Edward Blyden, the anti-colonial thinker and academic, who moved from the Caribbean island of St. Thomas to Liberia. This marked the beginning of an African press which was critical of the European presence in Africa.

From the mid19th century a number of papers were published in Luanda, Angola, by a distinct group of educated, mixed race (mesticos) Angolans. Jose de Fontes Pereira and Joaquin Dias Cordeiroda Matta were regular contributors, writing articles highly critical of Portuguese rule. Cook, Sir Albert (1936) mentioned that East Africa was not well served by the press. By the1930's the English speaking press was dominated by the Standard Group, whose titles included the East African Standard (originally The African Standard started by the Asian journalist A.M. Jeevanjee), The Mombasa Times, The Tanganyika Standard and the Uganda Urgus.

The African run-press in East Africa took off in the 1920'sand 1930's. One of the earliest known newspapers in an African language was Sekanyola, published in 1920, written in Luganda and aimed at the Baganda in Uganda and Kenya. The Kampala suburb Katwe was known as the Fleet Street of Uganda; other

Luganda titles included Gambuze which came out in 1927 and Dobzi Iya Buganda in1928. The first Gikuyu paper was Muigwithania which was initially published in 1925 and was edited by the former President of Kenya, Jomo Kenyatta. He also sponsored other political publications in Gikuyu. The other notable Swahili title was Kwetu, edited by Muganda Eric Fiah.

2.1.3. In Burundi

2.1.3.1. Religious Newspaper

Before colonization, Burundian communication was almost exclusively oral. Sometimes, drums were used and horns for king's spreading information namely "umuganuro" announcement. The fact is that, Burundian people were almost illiterate. Ntiyanogeye, A. (1994) states during Belgium colonial period, the administrative power was less interested in mass media development in Burundi. However, missionaries feel concerned with gospel ling the masses. At the eve of the Second World War, catholic missionaries set up a Kirundi bimonthly newspaper Rusinziramarembe (peace sower).This becomes in 1955 Ndongozi y'Uburundi, in short Ndongozi. As Burundi is majority catholic, Ndongozi gets great readership. At that period, it was a well-known, well distributed and much read. More than a half of its news is collected from its readers. It's run of was of 7000 copies in 1976. It reached 12000 in 1977. The distribution was operated through parish column or post for distant subscribers whereas numbers were sold at Ndongozi head office, in different city parishes and at Bujumbura central market. Ndongozi was popular so much so that it has become to ordinal people similar to "newspaper".

2.1.3.2. Public Newspapers

Ntiyanogeye, A. (1984) states that the first number of the daily newspapers "Rudipresse" appeared on April, 30th 1957. Edited in Bujumbura, it belongs to Rwanda and Burundi. It was written in French and only reported information was Belgium colonial leaders' activities in Rwanda and Burundi, and some

international news. It contained nothing which was local people's interest even though they understood French. September 18th, 1961 legistrative elections led Burundi to autonomy. Likewise, "Rudipresse" became "Infor-Burundi" exclusively reserved to Burundi. Its first number is brought out in January 6th, 1962Unfortunately; "infor-Burundi" did not avoid its predecessor wrongness. It published official press releases and not news itself. Ministers and diplomatic corps trips were reported at great length.In1970, an innovation at press department: "Burundi Information" replaced "Infor- Burundi". This will be edited three times a week. Along the same year, September 28th, the ministry order n◦093/121 launched national primary news agencies by means of "Flash-Infor" daily news. Its mission was to make know Burundi and the governmental assigned goals. Broadly speaking, "Flash-Infor" gave enough news to buyers and subscribers from Bujumbura.

After the Republic of Burundi is proclaimed on November 28th, 1966; the National Council of Revolution noticed a great deficiency. The governmental print press did not exist. It hastens to set up the bimonthly "Unité et Révolution" on December 1966. This started in March 1967. Its mission was to inform and train masses, to arouse national and international public opinion, to make people participate in building and strengthening the country. Nevertheless, it did not follow its assigned principles. It went on being published till "Ubumwe" is set upon June first, 1971. "Unité et Révolution" was edited in French, and then a small number of people had access to information because the majority was illiterate. This did not pass unnoticed by authorities of the time. Leaders of the ruling party launched "Majambere (Progress) to support "Unité et Révolution"; as much as "majambere" was published in Kirundi. Technique and human challenges compelled the latter to stop editing in1975.

- **Le Renouveau du Burundi**

Created on March 13th, 1978 under the second Republic, Renouveau is under direct government control. During the ruling unique party period (1966-1992), the public press reigns in quiet flow without competition on public information field. Its aim is mass mobilization for governmental program realization. The high national and international authority's trips and audiences granted to very important persons, either national or international, are the most reported. Its news collection level is grouped in five columns: policy, cooperation and international news; gender, health and economic environment; science and education; formation, society, justice and security; sports, culture, arts and leisure.

2.1.3.3. Private Newspapers

Private newspaper is at its socio-political contextual image. Appeared in democratization movement of political institutions, it started with multiparty advent. Private newsprint contributed and on their way to the improvement of Burundi presses landscape. Allowed by the communication Ministry in December1988, it comprises a great number of political party newspapers. Ndongozi is the first private newspaper that opened its door in1989. However, it was not a new born one because it had closed in 1979 because of Catholic Church and government misunderstandings. Other non political newsprints were l'Indépendant (October1991) and Iteka1992. L'Indépendant was a multi-disciplinary press under SOPREDIT (Societé de Presse et d'Edition) organization. Iteka (of Ligue Iteka) collected news exclusively about human rights. Apart from Carrefour des Idées (1991) of Uprona, April1992, and the government allowed other political presses to appear in media field. Aube de la Démocratie (Sahwanya Frodebu), Nturenganywe (RPB).Their main focus was of critique and analysis of the ruling party for their propaganda. Today, they are no longer on the competitive communication field.

- **Iwacu Burundi**

Situated in INSS quarter 18, Mwaro Avenue; weekly, it started news publication in April 2008. Its goal is as said its board editor, to provide people with news full of impartiality and to the satisfaction of the readers. The personnel are on regular training for their performance in news production. It's run of is 2000 but it sometimes increases depending on hotness of the socio-political situation of the time. Citizens almost feel thirsty of the true life either in government policy and achievement or life of people in general and individual if need be. It is in this light that Iwacu Burundi has been set to answer to the citizens need to fill information gaps.

2.1.3.4. Registered Newspapers in National council of Communication (Source: CNC. Répertoire des medias)

Table 1 : Registered Newspapers

Daily	**Weekly**	**Bimonthly**	**Monthly**
Agence ABP	Ubumwe	Syfia Grands Lacs	Rumurikirangabo
Agence Net Presse	Iwacu Burundi	Ndongoziy'Uburundi	Business-Week
Agipresse photo	La Voix de l'Enseignant	La Voix de la CNIDH	Magazine Get-IT
Le Renouveau du Burundi	Burundi Eco	Ikiyago c'Inama Nshingamateka	**Inama Nkenguzamateka y'Uburundi**
	Ijambo		

2.2. Newspaper as Viewed by Researchers

2.2.1. News

Longman Dictionary of contemporary English defines news as information about something that has happened recently. Mencher, M. (2011) states that news may change but two general guidelines remain constant. Firstly, news is information about a break from the normal flow of events, an interruption in the expected and a deviation from the norm. Secondly, news is information people can use to help them make sound decisions about their lives. Duane Bradly (1965:43) sees news as an honest report, impartial and full of events which are interesting and match with the public concern.

Both scholars converge on the usefulness of news. Melvin Mencher focuses on how news is different from other kinds of messages and Bradly is confident with reported news in a way that they are balanced and complete to the need of the audience. So, to know how a reporter or editor decides what events are so unusual and what information is so necessary that the public should be informed of them. Journalists have established some guides, called news values which determine the newsworthiness of events.

- **Timeliness.** Today's events are more newsworthy than yesterday's.
- **Impact.** The more people affected, the bigger the story.
- **Prominence.** The better known, the bigger the story.
- **Proximity.** The closer the event, the bigger the story.
- **Conflict.** Battle or debate, struggles make news.
- **Unusual.** The unexpected and the different news.
- **Currency.** Suddenly, the silent is given voice.
- **Necessity.** A situation the journalist feels compelled to reveal

News is relative. These eight news values do not exist in a vacuum. Their application depends on those who are deciding what is news, where the event and the news medium are located, the tradition of the news medium, its audience and a host of other factors. Mencher (2011) states that definitions of news may change but two general guidelines remain constant. Firstly, news is information about a break from the normal flow of events, an interruption in the expected and a deviation from the norm. Secondly, news is information people can use to help them make sound decisions about their lives.

Missouri Group (1980:5):

> *News is what newspapers print, what newscasts announce. News is made up of facts, but not every fact is news. News is usually about people bat every person is newsworthy. News is an account of what is happening in the world, but a tiny fraction of any day's event is ever reported.*

2.2.2. Newspaper

The simply definition of newspaper asserted by Duane Bradly (1965) A newspaper is a written publication containing news, information and advertising, usually printed on low-cost paper called newsprint. General-interest newspapers often feature articles on political events, crime, business, art/entertainment, society and sports. Most traditional papers also feature an editorial page containing columns which express the personal opinions of writers. Supplementary sections may contain advertising, comics, coupons, and other printed media. Newspapers are most often published on a daily or weekly basis. This is stated in Webster's New World Compact School and Office Dictionary (1989) which defines Newspaper as a regular publication, usually daily or weekly, containing news, opinion, advertising, etc. The importance of taking newspapers into the office can be reflected in Bright and McGregor's (1970) observation that where there is little reading, there is little learning.

2.2.2.1. Types of Newspapers

There are two types of newspapers. That is quality or broadsheet and popular or tabloid. The first tend to include most important national and world news items but they tend to be politically biased. The second is bought by readers generally considered to be less educated; they specialize in large photos of girls, sports news, letters to the editor and pages of advertisements.

2.2.2.1.1. Difference between Broadsheet and Tabloid

The terms tabloid and broadsheet refer primarily to different types of newspaper classified primarily on the basis of the size of paper used. Tabloids are substantially smaller than broadsheets. There is no established standard for the size of the newspapers but generally the size of tabloids is 11"x17", while that of broadsheet is 11.75"x21.5".

There is fixed rule regarding the type of reading material contained in these two type of papers, but the tabloids generally tend to contain information on less serious matters such as entertainment and fashion, while broadsheet are primarily devoted to news on serious matters such as politics, government, business and industry. There is another very important difference between tabloids and broadsheets generally: the use of language and tone. It is fair to say that tabloids use much more colloquial, emotive and even provocative language than broadsheets, and generally come up with more sensationalist and lurid headlines. They want to appeal more to readers' emotions, whereas the broadsheets use a more objective and formal style designed to appeal more to reason and intellect.

From the general characteristics of newspapers, we can deduce that although they provide news, they are different to some aspects according to the nature of the news and targeted consumers. However, we don't realize discrepancy among

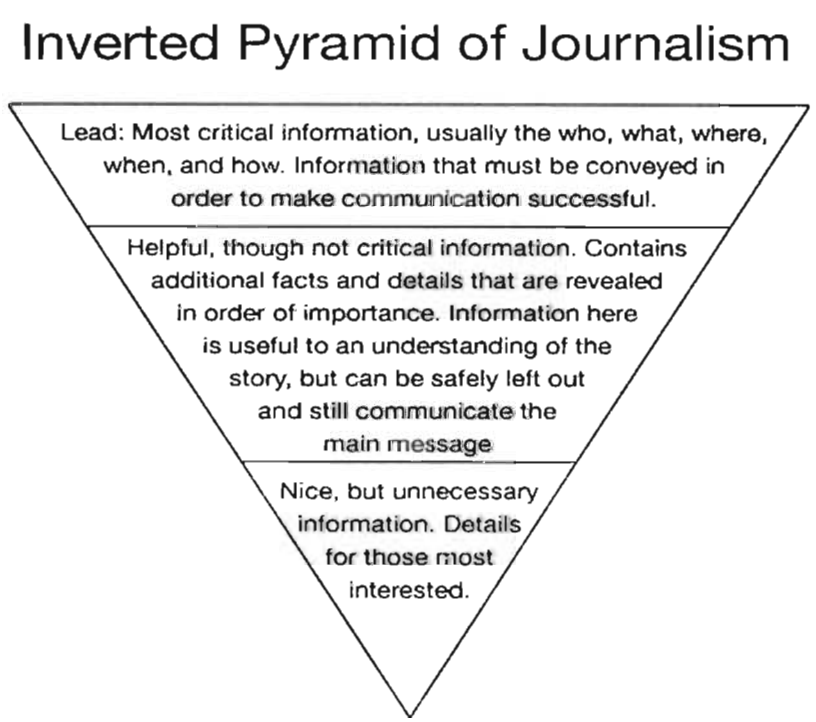
newspaper produced in Burundi because in terms of tabloid or Broadsheet. There is somehow a mixture of both of them in one newspaper.

2.3. Newspaper Text Organization

News structure resembles an inverted pyramid. It is to this shape that news writing obeys as an opposed layout to that used in literature. The later begins by an introduction which is followed by a development and conclusion, all in order of event. In newspaper writing, the flow of news is inverted in relation to literary construction. The news climax stands the whole. This can be summarized through the following question: what news? The second part compared to development section in essay writing, generally answers to four questions: Who (who is the main character), what (what happened), where (the setting), and when (under which circumstances)? Climax being set; it follows important secondary facts which bring the editor to conclude with a word, a sentence or expression to make the news more clear and complete.

2.3.1. News Writing Structure: Inverted Pyramid

(https://images.search.yahoo.com/



2.3.2. Background of Inverted Pyramid

The history of inverted pyramid stems from the secession war between the north and south of United States of America. The U.S.Civil War (1861-1865) quickly stretched the boundaries of news gathering. Before this time, news gathering had been a bit amateurish and disorganized. However, the public's intense interest in the progress of the war pushed journalism to new levels of efficiency.

War reporting introduced the inverted pyramid style of writing news. Reports from the battle field often had to be sent by telegraph, which was not totally reliable in those days. Since a report could be interrupted before the transmission was complete, or the story might have to be cut down because of financial and space considerations, reporters started the story with the most important development sand facts. These facts were expanded as the story was developed. Thus, the story could be cut without losing the most important facts. The inverted pyramid style has then become known as the who, what, when, why, and how approach to writing, where each of these questions is answered in the first sentence of the news story.

2.3.3. Importance of Inverted Pyramid Style on the Reader

Newspaper reporters try to write as directly, simply and clearly as possible. Unlike other forms, news writing ordinary does not permit reporters to build suspense; reporters must expose their best material in the first paragraph. We call it the lead; and crafting it has become a high art form. Like the miner sifting through a million grains of sand for a speck of gold, the reporter pans the bits of information for the nugget that belongs to the lead. That information- climax of an event, the theme, statement of a speech, and the result of an investigation-is presented as simply and clearly as possible in the first paragraph. It sets the tone. It advertises what is coming in the rest of the story. It conveys the most important information in the story.

The lead sits atop news writing formula called the inverted pyramid in which information is arranged in descending order of importance. Newspapers developed this story formula for two reasons:

- The reader may stop reading at any time and thus it is necessary to provide the important news first. As person who reads as little as one paragraph, get the essential elements in the story.

- Many newspaper stories are cut to fit a certain amount of space, and cutting is easier if information is presented in order of descending importance. The inverted pyramid format allows editors to cut stories from the bottom quickly without destroying.

The first is a necessary concession to a reader distracted by radio and television, by children and private concerns. Many subscribers read only a few paragraphs of most stories. If a reporter were to write on account of a car accident by starting when the driver got into the car to begin a trip, many readers would never stay with the story long enough to find out that the driver was killed.

2.4. Why do we Read Newspapers?

2.4.1. Reading-Learning

One obvious answer is that we read in order to obtain information which is presented in written form. By information is meant content which can be cognitive, referential or affective. McIntyre (2001) states that there are two key responses emerge from the research on what reason why people read or subscribe to a newspaper. First, people enjoy the medium's portability because they can take it wherever they go, and second; they say the medium contains information they cannot get from others sources-information and McIntyre presume they must deem essential because they often devote precious time to retrieving it. The importance of taking newspapers into the office can be reflected in Bright and McGregor's (1970) observation that where there is little reading, there is little learning.

People neglect to take reading materials in hand or in their offices considering that as a waste of time. So, the first answer we can give to the question is that we read referential material to obtain factual information with which to operate our own environment.

Secondary; we read intellectual material as a way of augmenting, developing our own intellectual skills so that we can more effectively manipulate ideas possibly with the aim of influencing behavior of others or of determining the outcome of a series of activities. Thirdly, we read for emotional gratification or spiritual enlightenment; that is, reading for pleasure on self-improvement.

2.4.2. Reading for Pleasure

As Clark and Rumbold (2006) note, the terms 'reading for pleasure', 'reading for enjoyment' and their derivate are used interchangeably. Reading for pleasure is also frequently referred to as independent reading (Cullinan, 2000), voluntary reading (Krashen, 2004), leisure reading (Greaney, 1980), recreational reading (Manzo and Manzo, 1995) (***Research evidence on reading for pleasure Education standards research team May 2012)***

Reading for pleasure has been defined by the National Literacy Trust as "reading that we do of our own free will, anticipating the satisfaction that we will get from the act of reading. It also refers to reading that has begun at someone else's request. We continue because we are interested in it" (Clark and Rumbold, National Literacy Trust, 2006).

Mary Nesbitt (2003) states a new Readership Institute study (2003) of 4,400 readers of local daily newspapers shows that they "experience" the newspapers in many distinct and measurable ways that are closely linked with whether they read more, or whether they read less. Newspapers that give readers "something to talk about" with colleagues, friends and family create a positive experience

and encourage a readership habit. If they could intensify that experience, the research suggests, they could enhance readership.

Conversely, if readers feel that the newspaper contributes to their sense of being overwhelmed by news, they tend to read less. If newspapers could minimize that experience, and provide ways to help people manage what they perceive as a flood of information, they could enhance readership.

Briefly speaking; reading is carried out for a purpose other than reading the language itself. However, it is worth mentioning that different people read for different purposes and your purpose in reading will strongly influence the way you tackle it. For example, the quick scanning of the page in cell phone directory to find a simple name is different from the careful attention you pay to each word in a legal document.

2.5. Reading Strategies: Skimming and Scanning

Skimming and scanning are two different strategies for speed reading. They are each used for different purpose and they are not meant to be used all the time. They are at the fast end of the speed reading range, while studying is at the slow range. People who know to skim and scan are flexible readers. They read according to their purpose and get the information they need quickly without wasting time. They do not read everything which is what increases their reading speed. Their skill lies in knowing what specific information to read and which method to use.

2.5.1. Skimming

By skimming is meant glancing rapidly through a text to determine its gist. For example in order to decide whether such paper is relevant to our work or in order to keep ourselves superficially informed about matters that are not of great importance to us.

Skimming is one of the tools you can use to read more in less time. Skimming refers to looking only for the general or main ideas, and works best with non-fiction material. With skimming, your overall understanding is reduced because you do not read everything. You read only what is important to your purpose. Skimming takes place while reading and allows you to look for details in addition to the main ideas.

2.5.2. Scanning

Scanning is another useful tool for speeding up your reading. Unlike skimming, when scanning, you look only for specific fact or piece of information without reading everything. For scanning to be successful, you need to understand how your material is structured as well as comprehend what you read so you can locate the specific information you need. Scanning also allows you to find details and other information in a hurry.

(Scanning and Skimming: two important strategies for speeding up your reading. How to learn.com)

The distinction between the two is not particularly important. In both, the reader is not reading in the normal sense of the word but is forcing his eye over the print at rate which permits to take in only the beginnings and end of paragraphs, chapter headings and subtitles. Skimming and scanning are useful skills. They do not remove the need for careful reading but they enable the reader to select to text or portion of a text that are worth spending time on.

2.6. Distribution Process and Readership

The newspaper sale involves distributing highly perishable products under severe time constraints. The newspaper distributor has the right to distribute the newspaper in his area. Hawkers, vendors' book stall owners are the last link of the supply chain before the newspaper finally reaches the readers. Degree of

responsiveness and efficiency play an important role in newspaper distribution channel. Responsiveness includes supply chain's ability to respond to a wide range of quantity demanded and meeting short lead times. On the other hand efficiency is the cost of making and delivering the newspaper to the readers.

The only information naturally in editor's hand is the number of sold copies at each newspapers edition and the number of subscribers. Those are essential information but not always enough. In fact, when a newspaper is bought, several persons read it. Hence, it is worth noting the difference between newspaper's "distribution" and its "readership". Both indicators reveal to some extend curiosity. It happens for example that the audience suddenly increases or diminishes in relation to distribution. However; in theory, a sudden increase of circulation rate is possible. In fact, an editor can have developed his distribution strategy in firms, or city libraries. Each copy is hence read by a great number of people.

2.6.1. Promotion

Promotion is communicating information between seller and prospective buyer to motivate the behavior towards making a positive purchase decision. Newspaper, though an advertisement carrier by itself, also needs to be promoted in order to be sold and read. The various elements of promotion mix followed by newspaper are:

2.6.1.1. Personal Selling

Newspapers will engage people to do personal sales promotion through door-to-door selling of newspapers. These are normally called sales promoters. Their main job is to tell the customer about various features of newspaper and enrol them to subscribe for that particular newspaper.

2.6.1.2. Advertising

The concept of advertising has been subject to diverse interpretations. Advertising could be explained as the mechanism through which people are

introduced to new things that they do not know about (Coulter et al., 2001) and helps consumers interpret experiences (La Tour et al., 2004).Consumer perception, on the other hand, is described as acting and reacting on what one sees (Kotler et al. 1998). In putting the two concepts together, it can be said here that advertising is the driving force (Akaka & Alden, 2010), responsible for shaping consumers' perceptions and inducing a behavioral response (Jones et al., 2010). Advertising is an undeniable force adept in reaching consumers across the globe and advertising messages needed to be projected through identified medium/ media to consumers. Reid and King (2003) describe the advertising medium as the vehicle of deliverance. Two such vehicles that continue to maintain their prominence over the years till today and that are widely used by advertisers to promote their products are TV and newspaper (Thompson, 2007). Advertising is an undeniable force adept in reaching consumers across the globe and advertising messages needed to be projected through identified mediums/ media to consumers. Reid and King (2003) describe the advertising medium as the vehicle of deliverance. Two such vehicles that continue to maintain their prominence over the years till today and that are widely used by advertisers to promote their products are TV and newspaper (Thompson, 2007).

We often come across advertisements of newspapers in magazines, television and their sister publications. These advertisements mainly convey the strengths of the newspaper such as readership, circulation etc. In some cases these advertisements will be published in their own newspapers mainly to spread awareness about the content being offered.

2.6.1.3. Sales Promotion

Activities undertaken to increase sales are called sales promotional activities. Some of the important Sales promotional activities of print media are detailed below.

a. **Discount Schemes to Agents**: through which agents will be compensated for increasing sales by a certain margin. For example – for a 5 percent increase in sale

b. **Reader Subscription Offers:** generally these are prepaid schemes which guarantee a specific period of readership for the organization and it is usually at a discounted price hence beneficial to the reader.

c. **Publicity:** This is mainly used to create awareness, promoting brand and increasing visibility etc., few of the important publicity programs undertake by newspapers are detailed below.

d. **Direct Selling**: it has been a major source for enlisting new subscribers newspapers over several decades. Newspaper organizations will hire to go door step of the reader and explain the product and obtain subscriptions. This activity is much similar to personal selling.

2.7. Product Characteristics of Newspaper

A product, in a marketing parlance, may be considered as 'good' or 'service', but it is something more than that. Product is a broad concept that also encompasses the satisfaction of all consumer needs in relation to a good, service or idea.

1. Newspaper is a product which is to be made ready as late as possible and to be delivered to the consumer as early as possible.

2. It loses its value with the passage of time, life of which cannot be extended by manipulating the environment.

3. Newspaper is judged by its contents on a daily basis by its reader.

4. Though delivered as a physical product, its contents determine the success

5. Newspaper is a product which is relevant only to the literate customers

6. Newspaper is probably the only consumer product which has resale value and recyclable even after the being used.

Categorizing newspaper as a product based on the information about consumer goods classification, is a complex task in view of its unusual nature. For some it may be shopping product, because they look for specific information from a specific newspaper and for some it may be a casual product as their requirements from newspaper are not clearly defined.

2.8. Marketing Strategies to Find New Customers and Increase Readership

Understanding the newspaper marketing process and various steps and strategies involved are necessary while undertaking a study of this nature.

2.8.1. Prospecting

In this stage potential customers are found and evaluated. Potential customers are identified on the basis of their willingness, ability and authority to buy the product.

In case of newspapers, the potential customers consist of Financial Institutions, Chartered Accountants, Banks, MBA students, Tax consultants, Hotels, Airlines and other educational institutions and knowledge firms.

2.8.2. Pre approach: Planning the Sales

This stage involves deciding on the approach establishing objectives of the sales call and preparing for the presentation. This involves thorough analysis of the product, its features and benefits that it gives to the prospective clients. It is essential to be thorough and well versed with sales pitch and also bring across

the important features that attract the customer's interest and focus on those during the presentation.

2.8.3. Approach

This stage involves getting in initial contact with the customer either by phone or by personally meeting them and then generating interest amongst customer's for the product. A good approach makes a favorable impression and establishes some degree of rapport between the salesperson and the buyer. All that a salesperson needs to focus on is developing a good eye contact during the conversation and sounding confident, which comes with efficient pre-approach/ planning of sales. The customers need to be made aware of the characteristics of the paper, the discounts and the magazines that are on offer.

2.8.4. Presentation

This step is undoubtedly the main body of the sale which provides an opportunity to the salesman to personally meet the customer and present his/ or her product physically before the potential buyers. This step is one of the most crucial and significant phase in the entire selling process right from generating leads over the phone call to finally closing the sale. It is much easier to generate a lead and take an appointment over the phone, but personally meeting and presenting before the prospective client involves a lot of skills and of course desired smartness. Many a times, customers compare various articles and their respective features before they actually buy the product. And therefore, presentation provides them an opportunity to compare and choose the best product that suits their specific need.

2.8.5. Need Assessment

This is the stage in which the salesperson must discover, clarify, and understand the buyer's needs. The best way to uncover and understand needs is by asking questions. It is very important to understand the customer's requirements. A

salesperson should not present his/her product until the need in clear. It is crucial to ask questions to customers in order to understand the customers 'need, gather general information and build a rapport, give customer the time to think about the offer being presented. The questioning technique being used in the project, while selling subscriptions included close-ended questions and open-ended questions.

2.8.6. Objection Handling

It is but natural that at any stage of the sales process, the salesman is confronted by objections. There are a number of reasons behind the objections raised by the prospects, this includes:

1. People have a tendency of natural aversion to new and unfamiliar ideas and products.
2. Some prospects raise objects because they are not fully convinced about the product or service offered for sale or because of lack of product knowledge.
3. Often prospects also raise objections, to simply test the salesmen's knowledge and patience.
4. Sometimes objections are raised because of unconvinced presentations, and are not convinced about the possible benefits and services of the proposed purchase.
5. And, many a time's objections get raised because of pre-conceived notions in the minds of customers, or some kind of prejudice or ego or indecisive nature.

Objections are nothing but merely an invitation to the salesmen to explain more clearly and describe in details, removing all possible doubts arising in the minds of the prospects regarding the benefits and advantages of a product or service. Overcoming objections is one of the most crucial and delicate stages in the selling process. The success of a salesman in fact depends to a great extent on the successful handling of objections raised by prospects.

The most common objection which is encountered during newspaper subscription selling is that customers who are regular readers of other newspapers are loyal towards those and are mostly unwilling to make a change. This is the time when clearly distinguishing features of the products need to be highlighted.

2.8.7. Closing

At this stage the customer is more or less aware of the product and has made up his mind to either go ahead with the sale or not. If the subscription are attractively priced most customers prefer to go for the plan offered and want to first get a look at the service being provided. Thus, most people will either back out at the middle of the presentation, while some others show interest or try to see what they are getting for their money. Successful closing provides tangible results of a sales proposition.

2.9. Factors Responsible for Selection of Media for Advertising Campaign

The problem of selection of the best medium or media for a particular advertiser will vary greatly, depending on the particular situation and circumstances. Media selection involves a basic understanding of the capabilities and costs of the major media. The problems which the advertising has to face in the selection of media are:

1. Profile of the target market
2. Coverage or exposure
3. Frequency
4. Continuity
5. Impact
6. Copy formulation
7. Media cost and media availability.

In addition to these problems there are a number of other major factors which influence the decision of the advertiser and therefore, the same must be considered while selecting the media.

2.9.1. The Objectives of the Campaign

This factor is in some respects quite closely related to the preceding factor. In cases where the advertiser uses a medium to advertise in an area where retail distribution is not adequate, his/her decision on media selection is influenced both by his/her distribution pattern and the objectives he/she has in mind.

The objectives of the campaign also influence media selection from a somewhat different standpoint. An institutional advertising campaign may be run in a different media than would a product advertising campaign for the same company. In the case of product for which the dealer is very important in the ultimate sale to the consumer, and far more significant than the influence of consumer advertising, the advertiser may select media primarily for the effect the will have on dealers. So, the objective of influencing dealers will be the prime factor in the selection of the medium to use.

2.9.2. Budget Available

The advertising budget is concerned with three major decisions about how the advertising effort will be carried out. First, how much is to be spent for advertising in the coming period? Second, how much budget is to be allocated to different areas within the company's total sales territory? And how much budget is allocated for media? It is the budget that determines the weight of advertising effort which is an important variable in determining the effectiveness of the entire advertising effort. The advertiser might believe it desirable to use a multi-color advertisement in a magazine not only to reach desired prospects, but also to influence the trade favorably. But if he still finds that his budget does not permit even that type of ad in the magazine, then the advertiser must turn to a

medium in which he can get sufficient participation or a sufficient schedule of insertions to achieve an effective program. So the availability of funds must be considered in planning and selection of media.

2.9.3. Research Concerning the Clientele

A factor that has become more significant is the number of people actually reached by a medium. More and more consideration is being given to the concept that the most significant aspect of coverage from the advertiser's viewpoint is in terms of the total audience potential. This is indicated by the total number of readers of the print medium or total number of sets tuned in the case of electronic media.

2.9.4. Media Classified by Audience

In selecting media, the most important determination is the profile of the audience and the distribution of exposures among the medium's audience to whom the newspaper is directed. Therefore, the print media classifications are useful on the basis of audience characteristics. Those are; direct consumers, retailers, business or trade dealers, industrialists, associations, institutions, end-product users, professionals, international/ national/regional and local customers, customers by direct-response, product or service users. On the basis of audience characteristics the media classification is represented as, newspapers, business publications, trade and professional magazines, general and specialized magazines.

2.9.5. The Product

The characteristics of the product have an important influence on the decisions involving the selection of media which shall carry the advertising message. Restrictions may prohibit use of certain media by advertisers of specific items. The general characteristics of the product may strongly influence the type of media used. That is, if the product has a certain personality or image, certain

media may be appropriate to maintain or develop that image; whereas other media may tend to diminish or distort this personality or image. After having the understanding of different types of product one can solve the problem of choosing the media best suited for the product.

2.9.6. Type of Message or Selling Appeal

The remarkable thing about advertising is that it can prompt people to buy a specific advertised product. Thus, an appeal or advertising appeal is any statement designed to motivate a person to action. In seeking to move a person towards buying a product, the advertiser likewise must appeal to some of the manifold motives i.e., the functional needs and psychological needs of a person, that prompt a man to act as a desire to fulfill a hope, ambition, need, interest or goal. The central premise of the advertising appeal or message is its promise of a benefit the product will render to the buyer.

2.9.7. Desirable Characteristics of Message or Selling Appeal

The advertising message or appeal construction demands special skill and careful attention in the selection of media. While constructing a message or appeal, the media selecting persons must keep in their minds the nature of message and appeal. The type of message or appeal believed most effective in selling the product or service will, in many cases, dictate the type of media to be used to carry the advertising campaign. It means which media or media mix is most appropriate for conveying the particular advertising message or appeal to the target public.

2.9.8. Relative Cost

The relative cost is another factor which influences the selection of media. The total budget available and the ability to do an effective job of advertising within that budget in a particular type of medium are significant. When the type of

media has been determined, then the cost factor becomes a matter of the relative cost of the individual media.

In case of newspapers, this relationship is determined as per centimeter per column, and in the case of magazines, the cost per page is worked out. However, it should be stressed that relative cost is only one factor to be considered and that usually many other factors will be more significant than this matter of relative cost. But in those cases where several media appear approximately equal on the basis of all other criteria used, then the advertiser probably would select the medium which is most economical on the cost comparison basis.

2.9.9. Potential Market

Market can be viewed as a group of people who firstly, can be identified by some common characteristics, interests, or problems. Secondly, who could use product to advantage. Thirdly, who could afford to buy it?

And the marketing mix is referred to making plans for marketing a product. In which many elements are involved including brand policy, pricing, distribution, sales representatives and advertising etc. To seek and pursue the potential market one must have a clear idea of different types of public. The public should be classified in the light of three categories of people, which can be found in each of these different types of public. These are first, those who know you and like you, secondly those who know you and do not like you and thirdly those that neither know you nor care to know you.

The selection of media should be made keeping in view these different types and categories of people, because different types of people can be reached by different media. According to the definition of market, these public are or may be the heavy users of some product or service. If the advertiser's product is such which goes to a limited and easily identified segment of the market, the problem of media selection may not be too complex.

However, for most products, the market is not so easily identified for a specific segment, and hence, the media may reach somewhat similar people who do not fit closely with the profile of the advertiser's market. It is essential for the advertiser to identify the perspective customers as accurately as possible in order to select a medium that will carry an effective message to them most economically. The media selecting decisions should be made by having a comprehensive understanding of these factors. But it should be kept in mind that in many cases it is the combination of these factors that determines the selection of media, and not any one individual factor.

2.10. Theoretical Framework: Uses and Gratifications

According to Baran and Davis (2003), uses and gratifications approach to media study focuses on the uses to which people put media and the gratifications they seek from that use. Katz *et al.*, 1974(as cited in Baran and Davis, 2003) describe four elements, or basic assumptions of the uses and gratifications model:

> *The audience is active and its media use is goal oriented. The initiative in linking his or her need gratification to a specific media choice rests with the audience member. The media compete with other sources for need satisfaction. People are self-aware enough of their own media use.*

Blumler, 1979 (as cited in Baran and Davis, 2003) claimed that one problem in the development of a strong uses and gratifications tradition is the extraordinary range of meanings given to the concept of activity. He identified a number of meanings for the term:

-Utility: the media have uses for people and people can put media to those uses.

-Intentionality: the consumption of media content can be directed by people's prior motivations.

-Selectivity: people's use of media might reflect their existing interests and preferences.

-Imperviousness to influence: the audience members are obstinate. They might not want to be controlled by anyone or anything, even mass media. Audience members actively avoid certain types of media influence.

McQuail (2003) stated in the uses and gratifications approach, the idea that media use depends on the perceived satisfactions, needs, wishes or motives of the prospective audience member is almost as old as media research itself. He must be aware of his competition among wide range of news editions. He goes forth saying that audiences are often formed on the basis of similarities of individual need, interest and taste and many of these appear to have a social or psychological origin. Typical of such needs are those for information, relaxation, companionship or diversion. People are active in choosing and using particular media to satisfy specific need and the media having a limited effect because users are able to exercise choice and control (West and Turner, 2010-397). Hence, it is up to the news writer to know much from his audience and take account of him in answering to his wishes and motives.

2.11. Reading Choice

Reading choice starts by browsing. The reader looks on the headings of the front page, pictures, editorials, and glances the following pages. Most of the time, eyes have been interested by tenacious presentation. Often, the reader is enticed by this or that news in terms of his own main interests. That is what we call "proximity rule". Melvin Mencher (2002) considered proximity as anything that is close to his readers or listeners is more important than something remote. He goes on saying that when sociology students at the college stage mock marriages for a class project; that is news in a local newspaper. It is of no interest to newspaper readers in a neighboring state, unless one of the couples decides to elope there; he added. Proximity can also refer to matters that are

close in another way. People feel attached to those like themselves and to those with whom they share common interest.

Catholics want to read about the activities of their church. Business women are affected by their mates 'Goods hold of the police. Readers have an attachment to fellow citizens, even though the event occurred thousands miles away. In carrying the event, newspapers will tell readers whether any peer was injured .In fact, people are more interested on what is happening in their quarters, villages, region or countries other than remote events that may not even know. Local news that concerned with targeted informants is more striking.

Conclusion

This chapter gives substantial elements that highlight the heart of the topic. It deals with different major concepts that stand the work under research and their contextual applications. Some of the mare: newspaper, reader, choice, etc.

In addition; it shows how other scholars have used such items in surveys of the same context to support one's arguments. Hence; this chapter is important in sense that it brings the reader in the landscape of the work and calls his eagerness to read the following pages.

CHAPTER III : METHODOLOGY

3. 0. Introduction

In order to deal with such work, there must be a specific, appropriate and precise methodology. Groves (2004) says that a "survey" is a systematic method for gathering information from entities for the purpose of contracting quantitative descriptors of attributes of the larger population of which the entities are members. He adds that survey grows to be popular tool because of the evolution of method to collect systematic data cheaply and quickly. According to Converse, 1987 (as cited in Groves, 2004), there are four perspectives on surveys that are worth describing: the purposes to which surveys are put, the development of question design, the development of sampling methods and the development of data collection methods.

This chapter is concerned with issues that pertain to the methodology of the study. It includes the sampling design, the area of the study, the population sampling, and the sampling method. This study applies quantitative and qualitative research methods, which comprise of survey questionnaire to acquire the Factors Motivating Newspaper Readers in Burundi. The instrument used in the study is presented with the assessment of its validity and reliability. The data collection procedure is also presented in this chapter. The study will focus on the choice of Le Renouveau daily news and the weekly Iwacu Burundi from a wide range of news publication.

3.1. Research Area

The present study was conducted in some Bujumbura city offices. The latter must be subscribers of eitherIwacu or Le Renouveau or both of them. The choice of offices was based on public and private local institutions. The socio-economic level was not consideredin the selection.

3.2. Research Population and Sample

3.2.1. Research Population

Groves (2004) defines population as the set of units to be studied. Sapsford (2007) stated the word "population" in statistical terminology and when used in survey research, means the entire set of objects about which we want to speak. In ordinary language, population is made up of individual people. Before tackling the study, we looked for subscribed public and private local institutions under research field and put them on a list. This population is made of the subscribed institutions in either "Le Renouveau" or "Iwacu" represented by their manager. The reason is that they are decision makers of which newspaper is worth for the institution. In addition these people are able to provide necessary information for they have been reading newspapers for a given period of time. The population within our study is made of one thousand one hundred and two (1102) subscribed institutions. That is: Le Renouveau du Burundi: eight hundred and two (802) and Iwacu Burundi: three hundred (300).

3.2.2. Sampling Method

Richtering and Chancered (1977:37) define sampling as a technique estimating certain features of a population using a representative sample or a restricted number of subjects. Before selecting readers, the researcher has a list of subscribers from the two newspapers. As the population is made of two newspaper subscribers and that some are subscribed in both of them, we applied both simple random sampling and stratified random sampling method. We use the stratified random sampling method which shows the criteria of group representatives. Then, we have three subgroups: Iwacu Burundi subscribers, Le Renouveau du Burundi subscribers and both "Iwacu" and "Le Renouveau subscribers. So, to determine the size of the sample, I used 1/3 of the population according to Kazooza T. (1996:14) and 367 institutions constituted the sample.

Thus, to come out of the challenge of the third group, we considered a level of preference which determined the extent to which a given newspaper gets fun of readers. Then, the third group was distributed to either the first or the second newspaper in accordance with which the reader preferred much. Hence, three sub-groups become two. To ensure that significant sub-groups of the population are represented in the sample is the purpose of that method.

The simple random sampling was used under the use of slips of paper. On each slip was written the name of an institution from the sample. The slips were folded and put in a box. After thorough reshuffling, the researcher not looking into the box, dips his hand and picks one slip. He unfolds the slips, records the element it contains, folds it again and puts it back into the box. This process was repeated until the required number institutions were selected. That is three hundred sixty seven (367) city offices. At this level, one may wonder whether this sample is representative of the targeted population. To this, Easton (1984:209) says:

> *Pour qu'un échantillon soit statistiquement représentatif de la population, il doit être établi de manière à ce que chaque unité de la population ait une chance égale d'en faire partie.*

Translation:

> *In order to have a sample that is statistically representative of the population, it must be established in a way that every unit in the population has equal chance of being part of it.*

3.2.3. Sample

A group of items to which the study relates may be small enough to warrant the inclusion of all of them in the study. But a study may entail a large population which cannot all be studied. A sample is, therefore, a smaller group of elements

drawn through a definite procedure from a specified population. According to Groves (2004), a sample is selected from a research population. This sample is the group from which measurements will be sought. In many cases, the sample will be only a very small fraction of the sampling frame. Then, the sample size is dependent on the research population. Sapsford (2007) defined a sample as a subset of the population where usually with the implication that the subset resembles the population closely on key characteristics.

If the sample is representative of the population, then what is true of the sample will also be true of the population. The target population for this research is the service officer from Bujumbura city office subscribers who read "Le Renouveau du Burundi" and "Iwacu Burundi".

3.3. Data Collection Instrument

In collecting our data from 367 selected institutions, three main instruments were used: subscribed city office list observation and survey questionnaire.

3.3.1. Observation

The first and important instrument that was used to gather data was subscribed city offices list observation. It plays a great role since it provides objective information witnessed by the researcher himself. We decided to use it to inquire about what institutions or city offices are subscribed in Iwacu, Le Renouveau or both of them. Since we were dealing with reading newspapers, it was a good thing to visit subscribed institutions or city offices to get information about what motivates newspaper readers to choose one or both of the newspapers above mentioned.

3.3.2. Questionnaires

The second type of instrument we used in data collection is the questionnaire. Two kinds of questionnaires were administered in our research: one to subscribed newspapers readers and another to newspaper editors. In fact, a questionnaire presents some advantages as Javeau (1971:30) stated:

> *Questionnaire is inexpensive and can be answered by many respondents in short time. Simple and clear, it is self-administering; it can be made anonymous and the results are less complex to analyze.*

The questionnaire is very important in a field work. Richterich and Chancerel (1980) say that questionnaire as a structured instrument for data collection has two functions: to induce the person questioned, to express an opinion, or state a fact which is important to know, or to make him give the information in his or her permission as precisely as possible.

3.3.2.1. To Newspaper Readers

Similar questionnaires were designed to all newspaper city office subscribers. They deal with the motivation to read one or other sections of the newspaper. Content, advertisement and presentation style of news are of great emphasis within this work.

So, questionnaires are administered hand in hand and phone numbers of them are noted for follow-up facilities and time return period is specified to answer the questionnaire as soon as possible. Questionnaire aimed at obtaining data and getting information from newspaper readers. According to Easton (1984:44) a written questionnaire is a questionnaire which is answered filling a correspondent formula.

There were two versions of questionnaires those are one in English and another in French. This was to facilitate respondent's abilities to answer in a language he/she feels at ease to communicate with. As there was an English copy questionnaire and its French translation, respondents preferred French copy for their either weaknesses in English language or lack of communication abilities in that foreign language.

3.3.2.2. To Newspaper Editors

The newspapers' questionnaire was used to seek information mainly about the marketing strategies applied by editors to attract newspaper readers, advertisers and subscribers. It was also to know, the kind of news that interest much readers. This was to have an insight on what impress readers to subscribe or feel the need to read Iwacu or Le Renouveau.

3.4. Data Analysis Procedure

After data were collected, they were analyzed systematically. The analysis concerned with the scrutiny of all returned questionnaire. Some answers were analyzed into charts form, item by item. The purpose was to check out the validity of hypotheses stated in the first chapter and hence draw conclusions and build suggestions on what monitor the ongoing newspaper reading choice within subscribed institutions.

3.5. Encountered Difficulties

We faced some problems during our research. Respondents did not easily accept to answer the questionnaire pretending of fulltime work and tiredness. It took time of explanations and negotiations to persuade them on the importance of their collaboration. In addition, answering the questionnaire by newspaper's manager editor was a bit complex because questionnaires were sometimes lost and did not communicate about the matter. It was only when we asked for answer collection that they remembered of it.

So, a similar questionnaire copy was re-administered. This happened to both group respondents. Moreover, some questions were not completely responded. Appointments were not respected due to interference program of the respondents. Such repetitive situation delayed questionnaire's collection. In addition, security impairment restraint access to respondent's office. Despite the follow-up technique of telephone call to remind the timeline to fill and return the questionnaire, two weeks stretched to six months. Therefore, the data collection was tiresome and took much time.

CHAPTER IV: DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

4.0. Introduction

This chapter deals with the presentation and analysis of the data collected from newspaper readers and editors and by using different techniques mentioned in the preceding chapter. Those techniques are subscribed city offices list observation and questionnaires designed for subscribers and newspaper editors. Tables have been used in order to make the results clear. Findings gathered from the analysis of data were presented, showing the extent to which the research questions have been answered. The research questions were stated as follow:

- To what extent does the content in Iwacu and Le Renouveau du Burundi attract the readers' interest?
- What are the marketing strategies applied in Iwacu and Le Renouveau du Burundi to find new customers to increase readership?
- Does the size of potential audience of Iwacu and Le Renouveau du Burundi attract advertisers 'loyalty for selection and hence grow readership?

By analyzing the data from editors' and city offices questionnaires and editors' questionnaire, the questionnaires were analyzed into three sections:

1st section: data from News Editors Offices observation

2nd section: data from Subscribed Institution questionnaire on News Content

3rdsection: data from Editors 'Questionnaire.

4.1. Data Presentation

4.1.1. Presentation of data from News Editors Offices Observation

We visited Le Renouveau and Iwacu news editors head offices to inquire about whether the edited newspapers are all delivered to subscribed city offices. We discovered that there is a number of copies available there to be sold by salesperson staff. It is not easy to know how many people come to ask for a newspaper because it depends on the interest of readers and the kind of news produced. We met some of them but such persons are not regular individually.

4.1.2. Presentation Data from Questionnaires

4.1.2.1. Presentation of Data from Subscribed Institution on Content

Question 1: Le Renouveau du Burundi and Iwacu outstand newspaper readership in Burundi. Which do you prefer much between them? Why?

Both newspapers have great readership for the following reasons. 224 (66,4%) respondents out of 367 said they read much Iwacu, and 143 witnessed that they read Le Renouveau. To justify their answers, a number of reasons were given.

For Iwacu Newspaper readers, 150 say they like it because it goes deep investigating news relevant to justice and with impartiality. 96 say information is balanced.186 witnessed that Iwacu highlights hot news that touch the exact daily life of ordinary people. 63 say it has wide coverage. 152 talk about its availability.

For Le Renouveau newspaper, 61 say they read it to daily follow political information of the country. 113 witnessed they like it because of its number of advertisements, 127 for its regularity, 46 because it tackles information of all domains including international news. We went deep details investigating and analyzing attractive content of each newspaper and determine at which level a given category of topics interest much readers.

Question 2. In the chart below, show your level of satisfaction using 1-5 scale (1 – Excellent, 2 – Good, 3 – Average, 4 – Bad, 5 – no idea) for the given subject news development.

A.Iwacu

Table2 : Level of Satisfaction in Content Interest

Subjects	Iwacu				
	Excellent	Good	Average	Bad	No idea
Editorial	203	20	16	0	0
Health news	147	95	12	3	0
Governance news	163	81	61	6	0
Gender news	61	20	101	0	61
Environment news	0	122	61	40	20
Education news	20	131	77	0	5
Economy news	101	101	40	0	0
Society news	163	56	40	0	0
Justice news	122	83	40	11	0
Security news	190	61	20	0	0
Sports news	20	83	101	21	40
Culture news	40	75	62	0	30
Advertisements	81	122	0	40	20

a. Level of satisfaction on editorial writing

With 287 readers of Iwacu, 203 said this newspaper has an excellent editorial presentation, 20 witnessed that it is good, 16 said it is average and nobody said it is bad or has no idea about the editorial presentation. Respondents investigated show high satisfaction with the editorial presentation in Iwacu. The reason is unknown. What is evident is that editorial is written in reference with the striking event presented in the newspaper under publication. It is a self-analysis of the chief editor on the more striking subject in the newspaper and brings suggestions or recommendations brought by him. However, it shows that the chief editor tries to meet the eagerness of the audience.

b. Level of satisfaction on health news

For health news, 147 said it has excellent treatment, 95 talk about good presentation, 12 said average, 3 witnessed bad and nobody said no idea. Here, respondent show high frequency of satisfaction, that is excellent. This means that Iwacu fills the need of its audience in reporting health news. This is due to different factors among which balanced paper, impartiality, timeliness.

c. Level of satisfaction on governance news

Governance news, 163 said excellent, 81 witnessed good, 61 average, 6 bad and nobody said no idea. This result shows that audience like very much the way government news is presented in Iwacu. Reasons behind are the same as those stated above.

d. Level of satisfaction gender news

For Gender news, 61 said excellent, 20 witnessed good, 101 said average, nobody said bad and 61 said no idea. This results show that audience is not satisfied with the way gender news are reported in Iwacu because a big number of them assessed it at average level. Relevant topics may not be frequent, do not take much infancy or some aspect are not deeply searched as audience needed it be.

e. Level of satisfaction environment news

For environment news, 82 said excellent, 122 witnessed good, 61said average, nobody said bad or no idea. As stated above, the majority of respondents are satisfied at the "good" level. Reasons may stern from some different factors. The width of covered area, environment aspects that are not focused much on, irregularity about news relevant field, etc.

f. Level of satisfaction on education news

For education news, 20 said excellent, 131 said good, 77 witnessed average, nobody said bad and 5 no idea. Like environment subjects, great number of officials investigated is satisfied of environment topics at the "good" level. This is due for example to the lack of interest in education matters; topics developed do not bring much attention to them, etc…

g. Level of satisfaction on economy

For economy news, 101 said excellent, 101 witnessed good, 40 said average, and nobody said bad or no idea. This result shows that all respondents are satisfied by how economy topics are developed in Iwacu newspaper. This may depends upon office activities that are relevant to economy, self information about what is going on in terms of the development of the country.

h. Level of satisfaction on society

In society news, 163 witnessed excellent, 56 said good, 40 said average, nobody said bad or no idea. Here, a big number of office holders investigated witnessed high satisfaction. This result shows the kind of topic people like much. This may result from the fact that society is the editorial line of Iwacu newspaper. So, a great number of news reported goes with its editorial line whereas in they may be absent in other newspapers.

i. Level of satisfaction on justice

For justice news, 122 said excellent, 83 said good, 40 witnessed average, 11 said bad and nobody said no idea. This result attests that among the investigated staff officers, most of them appreciate how justice news is reported in Iwacu. This is for example due to the fact that the voice of all involved parties is found in and unbiased. It may also depend to the level of investigation that journalists do in collecting news and professionalism.

j. Level of satisfaction on news security

For security news, 61 said excellent, 191 said good, 20 said average, nobody said bad or no idea. The above results prove that security news is read in a great range by subscribers in Iwacu newspaper. Most of them are satisfied at good level. As for justice news, this stem from the level journalists use to investigate and report news. Media have correspondents in some of their covered area. Those correspondents reach where the event happened and inquire about what, who, when, why and how questions in real time and unbiased.

k. Level of satisfaction on sport news

For sport, 20 said excellent, 83 said good, 101 witnessed average, nobody said bad and 61 said no idea. Here, the result attests that even though staff officers read news about sports, they are less satisfied than expected. The reason behind are the number and the frequency of sport news in the newspaper. This is due to the availability of reporters at different sports areas, number of journalists in that field, the assessment of the subject matter of the event in terms of its impact, etc…

l. Level of satisfaction on culture

For culture news, 40 witnessed excellent, 75 said good, 62 said average. Nobody said bad and 30 said no idea. 207 out of 287 staff officers read culture news. This above result proves that such area is not paid much interest. The reason behind that is irregularity of such kind of news; it has less impact in life of a great number of people. Hence, culture news does not leave a deep impression behind readers of Iwacu newspaper.

m. Level of satisfaction on advertisement and announcements

For advertisement news, 41 said excellent, 83 said good, 102 witnessed average. Nobody said bad or no idea. This result shows that majority of staff officers read advertisements. Reasons are different according to the field of activities of the house. Trading companies, public service selling, look for advertised offers and

supplies. In addition, the cost of life makes people look for better life. Hence, some read newspaper in search for job application opportunities so as to increase monthly income for self-welfare. So, the result here shows that Iwacu audience is not satisfied at great range in advertisement section.

The result in the first chart shows that editorial, security, governance, society, health and justice news sections have great readership in Iwacu newspaper. The justification behind is that it does deep investigation to look for all involved parties in news writing. In addition, there is some sensitive news that are reported in Iwacu and that cannot be found elsewhere or in Le Renouveau. Nonetheless, although appreciated, it is accused of partiality by some of its audience.

B. Le Renouveau

Table3 : Level of Satisfaction in Content Interest

Subjects	Le Renouveau				
	Excellent	Good	Average	Bad	No idea
Editorial	3	7	40	21	172
Health news	40	167	81	0	0
Governance news	61	81	152	73	0
Gender news	23	61	147	20	40
Environment news	45	163	112	20	0
Education news	40	74	121	0	88
Economy news	81	56	81	112	0
Society news	78	92	112	0	30
Justice news	52	81	40	122	0
Security news	40	81	81	111	0
Sports news	81	112	66	8	31
Culture news	40	101	81	0	116
Advertisements	215	76	61	0	0

a. Level of satisfaction on editorial presentation

With 330 readers of Renouveau, 3 said this newspaper has an excellent editorial presentation, 7 witnessed that it is good, 40 said it is average and 21 said it is bad and172 said no idea about the editorial presentation of Renouveau newspaper. These results show that editorial section is less known by the audience. In fact, it is rarely written in this newspaper. It is seldom present for some circumstances that are considered very important to be focused on and need comment and remarks.

b. Level of satisfaction Health news

For health news, 40 said it has excellent treatment, 167 talks about good presentation, 81 said average, 3 witnessed bad and nobody said no idea. Here, a great number of respondents are satisfied with how health news is presented in Le Renouveau. The explanation stems from the fact that Renouveau is a government medium. So, all events that demonstrate its activities towards citizens are reported through it for the public to know what is being done in health sector.

c. Level of satisfaction on governance news

Governance news, 61 said excellent, 81 witnessed good, 163 average, 20 bad and nobody said no idea. Here majority of respondents investigated are satisfied with governance news but a great number at average level. This means that there are items missing in Le Renouveau news writing. This is news imbalance. Information provided in this newspaper is highly government deeds and travels. In addition, as a daily, journalists do not have enough time to look for required sources such as citizens 'view point.

d. Level of satisfaction on gender news

For Gender news, 23 said excellent, 41 witnessed good, 147 average, 20 said bad and 40 said no idea. This result shows that the way gender news is treated is

less satisfactory to its audience. The fact is the lack of relevant topics and/or the very striking issues are not muck focused on. Investigated staff officers may also be not interested very much with gender news.

e. Level of satisfaction on environment news

Environment, 42 said excellent, 163 witnessed good, 112 average, 20 said bad and nobody said no idea. This result shows that respondents are satisfied with environment news in Le Renouveau. In fact, development and control of that sector are under government duties. Hence, journalists from such newspaper are peculiarly invited to report this kind of event. So, environment news is more present in Le Renouveau than in any other newspapers.

f. Level of satisfaction on education news

Education news, 40 said excellent, 74 said good, 121witnessed average, nobody said bad and 88 said no idea. This result attests that subscribers in Le Renouveau are less pleased by education news presented in Le Renouveau. The fact is that innovations in fundamental school are less appreciated. In addition, education is less ethical and not consistent. In this newspaper, audience says it lacks comments from ordinary people or educational specialists. Such brings news imbalance and hence negative critics from news consumers.

g. Level of satisfaction on economy news

For economy news, 81 said excellent, 56 witnessed good, 112 said average, and nobody said bad or no idea. From the results given on the statement above, there is discrepancy between what it is reported and the expectance of the audience. This is due to limited freedom of expression of journalists in such medium. As daily newspaper, reporters are bound to run with the deadline and limit the time to look for other news components.

h. Level of satisfaction on society news

In society news, 78 witnessed excellent, 92 said good, 112 said average, nobody said bad and 30 no idea. As in economy news, the above results witnessed the low level of interest in reading Le Renouveau newspaper. People are much interested in news that hurt relatives than what promote their livelihood. Most of the time, this kind of news depicts the way of life without going through the causes and effects.

i. Level of satisfaction on justice news

For justice news, 52 said excellent, 81 said good, 40 witnessed average, 122 said bad and nobody said no idea. The above result shows that the audience is not satisfied by the way justice news are reported in Le Renouveau. The fact is that journalists write news which are not deeply searched or omit some details for his job security. In this case, readers are less informed and stay on his eagerness to know about the truth.

j. Level of satisfaction on security news

For security news, 40 said excellent, 81 said good, 81 said average, 111 said bad nobody said no idea. As justice news, this result attested that official officers do not appreciate security news in Le Renouveau. A great number of them are at bad level.

k. Level of satisfaction on sport news

For sport, 81 said excellent, 112 said good, 66 witnessed average, 8 said bad and 31 said no idea. From the results given on the statement above, sport news are appreciated in the Le Renouveau at good level. The fact is that the activity is under sports ministry control. Then, as this newspaper is governmental owner, events relevant to sport are covered and reported to inform citizens what is being done. So, journalists in Le Renouveau are much solicited and consequently sport news section fills the gap.

l. Level of satisfaction on culture news

For culture news, 40 witnessed excellent, 101 said good, 81 said average. Nobody said bad and 116 said no idea. This result shows that culture news is of less interest of the investigated respondents. This is due to the lack of topics relevant to culture. The more absence of information on a given topic, the less people interest on it.

m. Level of satisfaction on advertisement news

For advertisement news, 215 said excellent, 97 said good, 61 witnessed average. Nobody said bad nor no idea. This results show that advertisement is much solicited by news readers. The fact is that a great number of them appreciate advertisements at excellent level. People look for either a better job or a business issue.

To conclude, both newspapers have strengths and weaknesses that differentiate them from topic to topic. Le Renouveau, on one hand, is known as having regular and great number of advertisements. In addition, variety of information no matter how imbalanced they are can be found there. Nevertheless, some of them are accused of partiality. Respondents from our investigation said Le Renouveau is more governmental proponent than public. News is not deeply investigated, what makes superficial information provided with it. Its governmental lean refrain it from being independent in news collection and management. Nevertheless, it is its continuity, availability, experience and number of advertisements that give it power and privileges to be chosen. Iwacu on the other hand, investigated respondents witnessed that Iwacu is to some extent more informative than Le Renouveau. The fact is that Iwacu goes deep information and take time for investigations.

Most of the time, expected components are present for the news balance. It deals with the feeling and the need of ordinal people. This brings Iwacu readers to

look for what situation people are undergoing, than institutional news. In addition, respondents said, Iwacu discovers what was not revealed to citizens and that cannot be written in public newspapers.

They go further saying that it is where activists from civil societies, as government watchdog, have voice for critics and glance about wrong deeds or make plea. Iwacu newspaper include creating a forum for the exchange of ideas, linking national events to the impact on the community and its people, furnishing the information for people to make informed decisions and offering stories that give readers what they want. Although informative, some subscribers said Iwacu does not provide for much international news. They go further talking of partiality against government deeds.

Question 3. When you are working with ad campaigns, what guides you in the media selection?

Table4: Guiding Elements in Media Selection

Factors guiding media selection	**Frequency**	**Percentage**
Previous experience	96	26.2 %
Target market	123	33.5 %
Costs	81	22 %
Budget	76	20.7 %
Size of the audience	123	33.5 %
Coverage	115	31.3 %
Periodicity	106	29 %
Total	**720**	**196.2 %**

within the sample of 367 respondents, 96 said previous experience counts for the medium selection, 123 target markets, 81 the costs, 8 the suitability of the medium, 76 budget, 123 size of the audience, 115 coverage and 106 periodicity.

This question was answered by staff officers that ask for advertisement from media. Most of them are business houses, public and private services.

Question 4. Assess the price of Le Renouveau to that of Iwacu with (expensive, cheaper or manageable).

The prices of both newspapers are differently appreciated by subscribers. In fact, 128 out of 287 investigated readers said Iwacu is expensive, 112 revealed it is cheaper and 47 witnessed manageable. For Le Renouveau, 110 said it is expensive, the same number said it is cheaper and 64 witnessed manageable.

Question 5. Assess the periodicity of Le Renouveau and Iwacu newspapers and give your suggestions for the publication period:

a. Does Le Renouveau (daily), should it be weekly?

To this question, 110 said yes and 165 said no. This statement shows that a great number of readers like Le Renouveau to keep its periodicity line.

b. Does Iwacu (weekly), should it be daily?

To this question, 176 out of 287 staff officers said yes and 90 attested no. The rest refrain from comment. Nonetheless, most of respondents stand the publication period of Iwacu.

4.1.2.2. Presentation of Data from Editors 'Questionnaire

Question 6. Does your newspaper salesperson do an assessment to uncover and understand the customer's needs? Yes☐ No☐ . If yes, how ?

To this question, Le Renouveau staff officer admitted that salesperson do an assessment to uncover and understand the customer's needs. Iwacu newspaper on the other side gave a negative answer. Nevertheless, the respondent stated that the salesperson staff was still in training period on the subject.

Question 7. What are the subjects that have attracted more readers along the last twelve months? (Specify the events)

To this question, four subjects have got much interest of readers in Le Renouveau. Those are announcements and advertisements, health and environment, sport and leisure, and finally international news. In Iwacu, five subjects interested many newsreaders. Those are the killing of three nuns at Kamenge catholic Parish, the announcement of the presidential third mandate, demonstrations against third mandate and the missing coup d'état of 2015.

4.2. Data Analysis

4.2.1. Data Analysis from News Editors Offices Observation

Newspapers are distributed within subscribed city offices through sales person staff. Nevertheless, the fact that a number of readers like to buy single copy is motivated by news quality for individual interest. There are mostly advertisement in Le Renouveau and news on security in Iwacu. Then, such kinds of people do not subscribe themselves because they are less involved in daily life information from newspapers. They are factual readers. This implies that there is relationship between them for completeness. Everyone's need and interest for information is satisfied through both newspapers.

4.2.2. Data Analysis on Content in Iwacu and Le Renouveau as a Factor Attracting Reader's Interest

4.2.2.1. Data Analysis from City Offices Questionnaires

All the products and services are assessed by the consumer on the basis of quality, relevance, need-fulfillment, value delivery as per their expectations. However, Newspapers are judged on the basis of the contents they offer and time delivery. It may be considered high involvement product in view of its association with the readers. As many of them are accustomed to reading a given newspaper early in the morning and they get used to certain presentation style and layout, it becomes a habit. Attractiveness to Iwacu lies in news

investigation. Respondents witnessed that it goes deep information. In addition, some information that interests much life improvement standards of ordinal people in terms of security, justice are of great concern. It fills the gap and illuminates the shadow left by Le Renouveau. This newspaper however, is very appreciated thanks to its coverage, advertisement section, periodicity and information about government program and achievements to citizens. So, newspaper as a product, it is used by more than one reader, with different reading motives and behavior. Hence, it is usually segmented to suit the cross section of readers. A carefully planned and executed segmentation will help the newspapers gain market share and also creates a win-win situation for all the stakeholders, viz., readers, advertiser and the management of the organization. David L.Kurtz& Louis E.Boone states that:

> *Categorizing newspaper as a product based on the information about consumer goods classification, is a complex task in view of its unusual nature. For some it may be shopping product, because they look for specific information from a specific newspaper and for some it may be a casual product as their requirements from newspaper are not clearly defined.*

4.2.2.2. Data Analysis from Editors Questionnaires

There is discrepancy between what interest much reader in Le Renouveau and Iwacu individually. In Le Renouveau, topics are at general level and do not trigger the life of people. In addition, wrong deeds that may involve the hand of the public administration are out of discussion. However, it is those kinds of information that takes time and infacy in Iwacu. Furthermore, it goes deep the life of modern people, describes his hardship and makes a plea for them. It tries to discover the unvoiced remark. Informants among Iwacu staff officers said that some of the features added to provide a newspaper for a diversity of readers are

the intimacy special sections where young readers mostly find their expected page.

Tom Griscom (2002) said that characteristics of a good newspaper include creating a forum for the exchange of ideas, linking national events to the impact on the community and its people, furnishing the information for people to make informed decisions and offering stories that give readers what they want. He goes on further saying that if the job is done right, it forms a bond between the newspaper and the readers. The readers are widely varied, young and old with different backgrounds, different beliefs and values.

4.2.3. Data Analysis on Marketing Strategies of Iwacu and Le Renouveau to Increase Readership

Like any other organization, newspaper organizations formulate and execute strategies for bringing in news readers and retaining the existing ones. In that process, various marketing activities are being conducted. Picard reminds us that since overall journalism is a business, value creation is an important aspect of the media business. And with every successful company, the principle is to provide value for their stakeholders. In the case of a newspaper these are advertisers, audiences, investors, journalists and society. As Picard says, compared to creating value for the other stakeholders, creating value for audiences is much more challenging. According to him, value is established by the consumers of goods and services rather than the producers. In the case of newspapers this means that the value is established by the audience, not the journalists or editors. Value is created by news products that inform, entertain, and stimulate, but also by providing audiences with knowledge and understanding that helps in decision making and solving the challenges of their lives and professions.

4.2.3.1. Le Renouveau

Le Renouveau had trained salesperson in their responsibilities while conducting this work. Marketing is applied under sales promotion through direct selling, where hired people go door step of prospect readers, explain the product and obtain subscription. Another way applied by Le Renouveau is reader subscription offers. These are prepaid schemes which guarantee a specific period of readership for the organization and it is usually at a discounted price beneficial to the reader. Hence, 750.000 BIF is the quarterly budget for newspaper marketing.

4.2.3.2. Iwacu

Salesperson staff was being trained while conducting this work. However, it was training for capacity building otherwise they were ready at work. In addition to direct selling and reader subscription offers applied by Le Renouveau, Iwacu use also discount schemes to agents through which they will be compensated for increasing sales by a certain margin. Three millions are the quarterly budget for Iwacu newspaper marketing.

4.2.4. Data Analysis on the Size of Potential Audience of Iwacu and Le Renouveau as Means to Attract Advertisers and Readers Loyalty

Media outlets have a vast amount of knowledge about their readers and their preferences. In fact, editors or marketing department is unable to know who have read his newspaper. One copy is shared with more than two persons. Potential audience is mostly business institutions, service sales and administrative or public services. They are subscribed readers for offer and supply they expect from newspapers through advertisements. It is also a selling channel service tool. The more they read the newspaper, the more they are involved in and like it. In addition, it is the trustworthiness of produced information that provides loyalty. So, the more a newspaper is read by a great

number of readers, the more advertisers will look for it for products commercial flow and calls for tenders and recruitment notices. It is a lost of purpose and money when advertisement is not seen with a big number of people. Hence, Le Renouveau with 40 years experience, coverage, continuity, cost and availability is more than three times Iwacu and has a large audience and number of advertisements. Consequently, Le Renouveau is subject to a great number of readers thanks to its number of advertisements, its publication period and experience. Iwacu is appreciated by customers to its news balance and investigations.

4.3. Findings

4.3.0. Introduction

Throughout this section and on the basis of information from the questionnaire and observation, we are going to show factors that make Le Renouveau and Iwacu up stand newspapers market space and readership. Those factors are attractive content that take into account readers' daily life needs and news balance, developed marketing strategies which call upon readers' loyalty and large size of audience.

4.3.1. Attractive Content

During our research, we found that both newspapers attract readers but at different level.

4.3.1.1. Iwacu

Some subjects are presented to the excellent satisfaction of readers which demonstrates much attractiveness in Iwacu than in Le Renouveau. This is mostly highlighted through editorial presentation, health news, governance news, society news, justice news, security news, environment news and education news information processing. Those are 8 under 12 analyzed subjects that present higher level of satisfaction which prove much attractiveness of readers in terms

of content in this medium. It was found that the fact that brings newsreaders to choose Iwacu is motivated by the incentives that Iwacu takes time for investigation and provide balanced news. In addition, respondents said that Iwacu takes interest in the feelings and the needs of ordinal people.It was found that this way help readers to be informed about different daily life issues and what the administration think of it. Through investigated respondents, other elements that give prior to Iwacu choice are its gateway to civil societies and opposition political parties to provide critics and suggest solutions to different citizens' challenges and make advocacy to them. This, according to respondents is peculiar to Iwacu because Le Renouveau, although it provides variety of information, it praises much government program and the voice of ordinal people is less considered. Respondents appreciate its price and suggest that Iwacu should be daily. This findings support Newspaper Experience Research in the following words:

> *Newspapers that give readers "something to talk about" with colleagues, friends and family create a positive experience and encourage a readership habit. If they could intensify that experience, the research suggests, they could enhance readership".*

4.3.1.2. Le Renouveau

Excellent level is only achieved through advertisement column despite its experience. It is appreciated at good level in health news, environment and sports news presentation respectively. It was found that the will of improving individual life standards and business issues are matters among which readers look for their interests in Le Renouveau and this through advertisements viz. tender and recruitment notices. This aspect is appreciated in Le Renouveau because in one hand, it is daily and, in another hand, it has a wide coverage with large readership. Consequently, advertisers and job opportunity (jobless or those

who want to improve their wages) searchers and service or goods businessmen find it their preferred newspaper.

4.3.2. Marketing Strategy

Marketing strategy plays a great role in newspaper choice and readership. We found that Le Renouveau and Iwacu use similar marketing strategies. That is direct selling and reader subscription offers. Iwacu uses in addition discount schemes to agents. The purpose is to increase number of subscribers and readers. However, we found that Le Renouveau has about four times subscribers than Le Renouveau. This is due to its long experience and coverage. The reason is that public services are obliged to subscribe to that official newspaper to get informed of daily activities of national authorities and citizens. At its fortieth experience age, marketing is not competing as that of Iwacu. This is witnessed through allocated quarterly marketing budget at 750.000 BIF compared to Iwacu with 3 million BIF. We found that price in both newspapers is affordable.

4.3.3. The Size of the Audience

The size of audience is of paramount importance. Some readers rely on advertisements to get information of products and services. Through findings, it was shown that Le Renouveau advertisements contribute to higher degree of attractiveness to its readers compared to Iwacu. The difference is obvious in terms of number of advertisements as incentive to subscribers and readers. In our research, we found that 215 respondents appreciate Le Renouveau at excellent level compared to Iwacu with 81.

We found that this aspect is much required by advertisers to make their products be known and recognized as much as possible by a big number of people. We realized that this is the reason why Le Renouveau has much advertisement opportunities than Iwacu. Widman and Polansky, 1990 (as cited in Holmqvist and Wartenberg, 2005) insist that newspaper advertisement is one of the factors

which attract readers in reading newspaper. The bigger the advertisement, the more likely that it is seen and the more likely remembered. Smith, 2008 also stated that many people rely on advertisement to find information which is related to their daily life, such as when the next sale is coming out.

Conclusion

The Results from data analysis show that the content of both newspapers contribute much in reader's interest and attractiveness. Everyone looks for news that sounds interesting to him to fill his goal. According to the Media Management Center of Northwestern University (2001), what makes reader more satisfied in reading a newspaper is based on story theme, origin, geographic focus, news style, visual complexity, front page diversity, overall counts and content organization. Nevertheless, we found that there is positive relationship between Le Renouveau and Iwacu. This testifies the reason why both newspapers are most of the time together for completeness.

CHAPTER V: GENERAL CONCLUSION AND RECOMMENDATIONS

5.0. Introduction

Throughout this work, news content, marketing strategies and size of the audience are three independent variables that significantly motivate newspaper readers either Iwacu or Le Renouveau. Both of these newspapers, Iwacu a weekly private newspaper on one hand and Le Renouveau, a daily public one on the other hand, have different ways and properties in presenting news.

5.1. General Conclusion

The investigation into the topic "Factors Motivating Newspaper Readers in Burundi: Case of Iwacu and Le Renouveau" analyzed the factors that contribute to the reading choice of Le Renouveau du Burundi, Iwacu or both of them among a wide range of newspapers. It also investigated whether the three independent variables significantly motivate newspaper readers of both newspapers and which independent variable have greater impact in affecting public choice in reading both Le Renouveau and Iwacu.

Although Le Renouveau has much more content compared to Iwacu however, there are still some readers who prefer to read Iwacu due to certain reasons, such as its editorial note, society news, governance news, society news and security news. Both of these newspapers have their own features which will attract the readers. In short, it depends on reader's demand and whether the newspaper can fulfill what audience like and expect from the newspaper.

Nevertheless, Iwacu has to work hard to get more advertisements because it will affect its overall quality of newspaper. The newspaper should work hard to get more advertisements to be published in the newspaper. However, people do not only rely on advertisements to get the best offer of goods for themselves. The unemployment rate too is another factor that makes people read newspapers for job opportunities to improve their life.

As for brand promotion, other than advertisement through electronic and print media, it is important as well because strong brand promotion, such as by participating in exhibition and sponsoring in the community services, the newspaper not only can advertise for itself and boost up its popularity, at the same time, it can also create awareness to people or readers on what the company had contributed to the community and the society. When the newspaper is successfully creating awareness to the public, for those who really are concerned, they will take part in supporting the newspaper.

In short, to boost up the newspaper circulation and gain higher popularity, Iwacu has to work hard to achieve this target. As for Le Renouveau, although it remains as the highest circulation among all the Burundian newspapers, however, it still has to work hard as well as to maintain and increase its quality of information so that readers will keep on supporting and be loyal to it.

5.2. Recommendations

In the light of my investigation, I came up with a number of recommendations. In fact, if there is a research that aims to study similar topic to this research in the future, I recommended:

To Researchers:

1. For more in-depth study, the researcher can choose to focus mainly on one independent variable to get more accurate result in comparing the level of liking for both of the newspaper's readers. For instance, the research can focus solely on the content such as comparing the degree of liking for political news, economy news, social news, picture, design of layout and so on.

2. Overall, the researcher expected the result will be more precise if the above measures are taken into consideration and sufficient resources are allocated for future research. Furthermore, Iwacu has increased its circulation compared to

previous year, so a research should be conducted again to discover the new scenario of the newspaper industry in Burundi, at the same time can also discover the major factors that actually help increasing the newspaper circulation.

To Newspaper Houses:

➢ **Iwacu**

- Should develop marketing strategies and time work plan to improve its newspaper readership.
- Should enhance marketing training staff and increase advertising section and so far bring customers loyalty to the choice of it.
- Should expand its coverage for advertisers' awareness and markets opportunities.
- Should increase upcountry news for both rural people interest and citizens eager to know what's up in villages.

➢ **Le Renouveau**

- Should go deep research information for news balance.
- Should take care of advertisements texts to reduce the number of errata.
- Should improve its pictures and print house.
- Should develop its involvement to society news.

➢ **The Government**

- Should respect journalists' freedom of expression in news development and news reporting. And this in respect of fundamental rules.
- Should sensitize people's awareness in news reading and facilitate journalists news collection.

- Should establish communication service to every public department and provide information if need be.

I cannot pretend that this research is exhaustive. My study was concerned with factors that contribute to the reading choice of Le Renouveau and Iwacu in a number of other newspapers. All in all, I quite encourage whoever wishes to criticize my work or would like to push ahead research relevant to the present developed.

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APPENDICES

APPENDIX A

To the Institution Manager / Editors

Dear Sir/ Manager

I am writing this letter to seek help from you for may work entitled FACTORS MOTIVATING NEWSPAPER READERS IN BURUNDI: CASE OF IWACU AND LE RENOUVEAU.

In fact, I am a researcher at the University of Burundi and for the time being, I am carrying out a research on Newspaper reading motivation and I need your help in order to complete it. It is for that reason you are requested to answer the present questionnaire.

If your answers are objective, this questionnaire will be vital to the completion of our work and we would be grateful if you answer as sincerely and clearly as possible. Your answer in this study will remain confidential. Feel free to express your experience.

Thank you for your cooperation

Yours faithfully

Bonith Bigirindavyi

APPENDIX B

Lettre pour Directeur des institutions abonnées/ Directeurs de Publications

Madame/ Monsieur

J'ai l'honneur de vous écrire la présente pour solliciter votre contribution pour mon travail intitulé « **FactorsMotivatingNewspaperReaders in Burundi: Case of Iwacu and le Renouveau** ».

En effet, je suis étudiant à l'Université du Burundi et pour le moment, je suis en train de faire une recherche sur la lecture des journaux au Burundi. C'est pour cette raison que je vous prie de répondre à ce questionnaire.

Si vous répondez objectivement, ce questionnaire sera vital pour l'achèvement de mon travail et cela me fera plaisir si vous répondez sincèrement et clairement. Votre réponse dans cette étude restera confidentielle. N'hésitez pas à exprimer votre expérience.

Je vous remercie pour votre coopération

Bonith Bigirindavyi

APPENDIX C

Research Questionnaires

Institution Managers and editors

I. Identification of the respondent

Name of the Institution: .....

II. Instructions

i. Do not indicate your name

ii. Answer freely and honestly

iii. Tick the right suggestions where they are many

iv. Answer in section of your concern:

Section A: for Institution Manager (Newspaper subscribers)

Section B: Newspaper Editors

III. Questions

SectionA: To the Institution Manager

1. Le Renouveau du Burundi and Iwacu outstand newspaper readership in Burundi. Which do you prefer much between them? Why?

a) Le Renouveau ☐ b) Iwacu ☐ c) Both of them ☐

a. .....

b.

.....

c. .....

d.

.....

e. .....

2. In the chart below, show your level of satisfaction using 1-5 scale (1 – Excellent ☐ 2 – Good ☐ 3 – Average ☐ 4 – Bad ☐ 5 – no idea ☐ for the given subject news development.

Subjects	Scores	
	Name of the newspaper	
	Iwacu	Renouveau
a. Editorial	.....	.....
b. Health news	.....	.....
c. Governance news	.....	.....
d. Gender news	.....	.....
e. Environment news	.....	.....
f. Education news	.....	.....
g. Economy news	.....	.....
h. Society news	.....	.....
i. Justice news	.....	.....
j. Security news	.....	.....
k. Sports news	.....	.....
l. Culture news	.....	.....
m. Advertisements	.....	.....

3. When you are working with ad campaigns, what guides you in the media selection?

a. Previous experience ☐ b. Target market ☐ c. Costs ☐ d. Suitability of the medium ☐ e. Budget ☐ f. Size of the audience ☐ g. Coverage ☐ h. Periodicity ☐

4. Question 4. Assess the price of Le Renouveau to that of Iwacu with (expensive, cheaper or manageable).

5. Assess the periodicity of Le Renouveau and Iwacu newspapers and give your suggestions for the publication period:

a. Does Le Renouveau (daily), should it be weekly?

b. Does Iwacu (weekly), should it be daily?

Section B: To Editors

6. Does your newspaper salesperson do an assessment to uncover and understand the customer's needs? Yes☐ No☐. If yes, how?

7. What are the subjects that have attracted more readers along the last twelve months? (Specify the events)

a .....
b .....
c.....
...
d.....
e.....

Traduction du questionnaire en Français

Identité du répondant

Nom de l'institution :.....

I. Instructions

i) Ne marque pas ton nom

ii) Répond librement et honnêtement

iii) Mettez le signe (V) sur la vraie suggestion et expliquer si c'est nécessaire

iv) mettez vos réponses dans la section qui vous concerne :

Section A : Pour le Directeur de l'Institution abonnée ou son délégué

Section B : pour le directeur de Publication ou son délégué

II. Questions

Section A : Directeur de l'Institution abonnée ou son délégué

1. Le Renouveau du Burundi et Iwacu dominent le lectorat des journaux au Burundi. Lequel préférez-vous le plus entre eux? Pourquoi?

a) Le Renouveau ☐ b) Iwacu ☐ c) Les deux à la foix ☐

a. .....

b.

.....

c. .....

d.

.....

e. .....

2. Dans le tableau ci-dessous, montre ton degré de satisfaction en proportion de1-5 (1 – Excellent, 2 – Bon, 3 – Moyen, 4 – Mauvais, 5 – pas d'idée) pour les rubriques suivants

Rubriques	Proportions	
	Nom du journal	
	Iwacu	Renouveau
a. Editorial	.....	.....
b. Santé	.....	.....
c. Gouvernance	.....	.....
d. Genre	.....	.....
e. Environnement	.....	.....
f. Education	.....	.....
g. Economie	.....	.....
h. Societé	.....	.....
i. Justice	.....	.....
j. Securité	.....	.....
k. Sport	.....	.....
l. Culture	.....	.....
m. Publicité	.....	.....

3. Parmis les facteurs suivantes, quelles sont ceux qui t'influencent à acheter ou à lire un journal?

a. Contenu ☐ b. disponibilité ☐ c. Prix ☐ d. Services offerts ☐ e. Large couverture ☐ e. Popularité ☐ f. style de reportage ☐

4. Evaluer les tarifs du journal Le Renouveau à celui du journal Iwacupar

a. Renouveau : Très chers ☐ chers ☐ Abordables ☐

b. Iwacu : Très chers ☐ chers ☐ Abordable s ☐

5. **Evaluer la périodicité des journaux le Renouveau et Iwacu et donner tes suggestions par rapport à leur périodicité :**

a. Renouveau: Voudriez vous qu'il soit hebdomadaire ? Oui ☐ Non ☐

b. Iwacu: Voudriez-vous qu'il soit journalier ? Oui ☐ Non ☐

Section B: Directeur de Publication ou son délégué

6. Est-ce que l'agent commercial de votre journal fait une évaluation pour découvrir et comprendre les besoins de vos clients?

a. Oui ☐ b. Non ☐

c) Si oui, comment ?

7. Quels sont les sujets qui ont attiré plus de lecteurs dans les 12 derniers mois ? (Spécifier l'événement)

a. .....

b. .....

c. .....

d. .....

e. .....