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**Media and New Technology in Ethiopia - a study of an interface:
A case study of the ERTA/ETV newsroom**

BY

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List of Acronyms

AOL	American Online
BSP	Backup service provider
CD	Compact Discs
CFA	Commission for Africa
DTV	digital television
DVD	Digital Versatile Disc or Digital Video Disc
ENA	Ethiopian News Agency
EPRDF	Ethiopian People Republic Democratic Federation
ERTA	Ethiopian Radio and Television Agency
ETC	Ethiopian Telecommunication Corporation
ETV	Ethiopia Television
FGD	Focus Group Discussion
FTP	File transfer Protocol
ICT	Information Communication Technology
ITU	International Telecommunication Union
MP3	Portable Media Players(short for MPEG-1 Audio Layer 3)
OAU	Organization of African Unity
PC	Personal computer
SMS	short messaging services
TD	technical director
TV	Television
VR	Virtual Reality
WSIS	World Summit on Information Society
WWW	World Wide Web

Abstract

The development of the internet and flexible new media technology profoundly changed the level of information exchange. This study elicited the interface of new media technology in the case of ERTA/ETV newsroom.

The study tried to examine the extent to which new media technology is employed at ERTA/ ETV newsroom. Since ERTA is a national figure, this study is believed to show the new media technology functionality in Ethiopia.

To generate appropriate data, both qualitative and quantitative research methods are employed. Three different tools namely FGDs, questionnaire and observations were employed. For the questionnaire, by using availability sampling, out of the total 450 newsroom staff, 200 research subjects who were on duty during the data collection dates were taken. The available members were taken because all newsroom staffers perform similar jobs and own more or less equivalent capabilities in running newsroom activities. Thus, no significant effect hampered the research outcome. Moreover, 10 and 8 discussants participated in the first and the second focus group discussions respectively. In the mean time, a two weeks observation was carried out to fill the gaps and triangulate the data which were gathered by the questionnaire and the FGDs.

.Finally, the findings revealed that new media technology is employed at ERTA/ETV newsroom to gather process and disseminate news. Furthermore, ERTA was found to own a combination of different media technology experts and journalism practitioners. However, the extent and coordination of the infrastructure, the available new media technology devices and the number of computers to staff ratio were far behind the demand. In accordance with this, a significant number of the respondents expressed their dissatisfaction of the state of affairs of the situation of the new media technology infrastructure and the equipment in the newsroom. The study revealed that the majority of the respondents viewed the internet optimistically and explained that it practically simplified their job.

To sum up, the study recommended that the utilization of the new media technology should be the top priority and a basic tool for the smooth operation of the newsroom. This would be the most advantageous if humanware, hardware and software are sufficiently provided and well integrated for the proper function. A newsroom, like that of the ERTA/ETV, in the age of information, can cope with the challenges of modern broadcasting if the resources of the new media technology were properly introduced and the skilled human resources to handle such resources is made available.

Chapter One

1. Background and Justification

1.1. New media Technology

New media can be described as new behavior to make connections with and to the globe. Most recently, the enthusiasm of change is very high. New media technology formulates the world communication systems in other form of alternative manifestations. As a result communication becomes easier at all corners of the world. Since getting millions of electronic resources from around the world has become simpler through use of the internet. Furthermore, Rambau (2010), noted that, the role of information communication technologies in journalism is also to offer alternative forms of communication and also to increase the opinion base and platforms for a diversity of views. Access to diverse information sources makes citizens thoroughly informed decisions. Most importantly, the citizens become the producers of information and contribute in the creation of socio-economic and political discourses.

Obviously, since everything is bound to dynamic ally change, the same holds true to the new media technology too. In harmony with the aforementioned argument, Lister, et al, (2009:3), underlines that the newness of new media is, in part, real, in that these media did not exist before.

In addition, Marshall (2004: 45) cited in Creeber and Martin (2009) discussed the new technology. “More than any other new media technology, the Internet has represented the idea of change and newness within contemporary culture. A whole new vernacular has developed from its myriad forms that underline its pervasive influence and its normalization in our lives, (Creeber and Martin 2009: 30).”

Furthermore, new media as the product of mediated communication technologies comes together with digital computers. Before the 1980s the media relied mainly on print and analogue models like newspapers, television, cinema and radio. Currently,

digital radio, television and cinema, whereas the printing press has been transformed by new digital technologies such as image manipulation software like Adobe Photoshop and desktop publishing tools. Some technologies include the Internet and World Wide Web, Digital Television, Personal Computers (PCs), DVDs (Digital Versatile Disc or Digital Video Disc), CDs (Compact Discs), Portable Media Players (such as the MP3 Player), Mobile (or Cell) Phones and, Virtual Reality (VR) are a few that are identified by Creeber and Martin.

Journalism is also viewed as, the discipline of collecting, verifying, reporting, and analyzing information gathered about current events, including trends, issues, and people, which is then published or transmitted through media such as newspapers, periodicals, television, radio, and the Internet (Disaster Dictionary, 2010).

Furthermore, earlier in time stories used to be produced by using circulars, newspapers, and periodicals and with the development and growth of technology it has expanded to include Radio, Television and now the Internet. The newer development in technology has assisted the journalist in producing, retrieving, disseminating news and other information. In fact, the era of digitization led to the development of Information Communication Technology. Hence, the major focus of the retrieval, dissemination, reception, integration, and the practices of new media undertaken as a great opportunity for day to day activities of media organization. The journalist tries to take advantage of every new development in technology to gather and distribute information. 'From clocks to telegraphs to radio and television, new media have always woven themselves into everyday life, interfering with existing patterns of spatiotemporal organization, generating new rhythms and spaces' (Lister 2003: 237).

Sites like MySpace, YouTube or Blogger have in their own ways changed the ways users make use of the Internet and the World Wide Web. They are part of some broader transformations in the overall new media landscape; transformations such as

convergence and multi-platform inter-textuality (Harries 2002 cited in Creeber and Martin, 2009).

The new era of technological development has made us change our way of transmitting and receiving information. Among others one of the most possible reasons for shifting to new medium is to have better, faster and cheaper means of communication tools and newer developments in technology. Moreover, they are made to go along with the current situation at hand and thereby making life easier. Roger Silverstone, (1999) similarly argued that the new is new and the technologies that have emerged in recent years, principally but not exclusively digital technologies, are new. They do new things. They give us new powers. They create new consequences for us as human beings.

1.2. Conceptual Underpinnings of New media and New Technology Interface

New media is defined in various ways. Lister, et al (2009:11) attempt to conceptualize the meaning of new media by stating that the ‘new’ in new media carries the ideological force of ‘new equals better’ and it also carries with it a cluster of glamorous and exciting meanings. They further argued that the ‘new’ is ‘the cutting edge’, the ‘avant-garde’, the place for forward-thinking people to be (whether they be producers, consumers, or, indeed, media academics). These connotations of ‘the new’ are derived from a modernist belief in social progress as delivered by technology.”

Barry (2010:286) also points out that

the concept of the new media can be defined as the combination of digital, computerized, networked information and communication that lead to the production of various types of media content. Since the end of the 20th Century, substantial transformation occurred in the communication process due to the rapid innovation and diffusion of the applications of the new media.

Interfaces are conceptual and material devices that occupy and enable key points of contact within networks, and because of this it might be studied to gain an understanding of how new media operate and the effects that they produce (Beer 2008 cited by Nicholas Gane and David Beer (2008:53).

Manovich, (2001:130) argued the interface of the new media as follows:

The practice of putting together a media object from already existing commercially distributed media elements existed with old media, but new media technology made it much easier to perform. What before involved scissors and glue now involves clicking on 'cut' and 'paste'. And, by encoding the operations of selection and combination into the very interfaces of authoring and editing software, new media 'legitimizes' them. Pulling elements from databases and libraries becomes the default; creating them from scratch becomes the exception. The Web acts as a perfect materialization of this logic. It is one gigantic library of graphics, photographs, video, audio, design layouts, software code, and texts; and every element is free because it can be saved to the user's computer with a single mouse click.

Bardoel et al. 2001 identified the impact of the internet on news and journalism which has led to distinctive and interrelated classification of news and journalism. These include interactivity, customization of content, hypertextuality and multimediality.

At the same time the new communications technologies are allows for new, virtual community formation, on a global, local or special interest basis, thus blurring the boundaries of the existing nation-state. Apart from new societies, less dependent of geographical distance or - better - nearness, a new type of citizen emerges, less involved - according to Giddens,1991 cited by Bardoel, et al, 2001)

1.3. Statement of the problem

Different studies show that information technology growing dramatically. As a result, they are becoming the most important resource that could create an enabling environment in the sphere of communication for human beings. Significant number of the global society come to realize the potential of new media technology and manages to use it

aggressively for socio-economic, cultural, social and environmental management. Particularly its importance is significant and vital for the production and dissemination of information for wide range of audiences. To remain competitive and relevant, journalism operations need to adopt information communication technologies in their business strategies. Moreover, different stakeholders argue that, very little attention has been paid to new media technologies as a means for news production in typical journalism practice. Thus, the researcher aims at investigating the reason why this new technologies have not yet been adequately utilized to the desired level. Moreover, new media technologies have grown to be persistent within the traditional audio-visual production industry.

Predictably, Ethiopia has not yet adequately used this resource for various reasons. The level of employment of these technologies differs from organization to organization and from institution to institution, which could be due to the lack of competence or other related factors. Sometimes it might be related to lack of awareness of the importance and immediacy attained in using the technology.

As an alternative platform of expression which bolsters media activity, ERTA /ETV is essentially seen as needing the new technologies to facilitate the various challenges of expansion and reach.

Moreover, there is a paucity of research on ‘new media’ technologies and the use of the Internet (Web journalism) such as blogs, e-mail, facebook, YouTube and mobile phones by journalists in Ethiopia. Whatever is available seems to have no significant impact on journalism practice. Thus this study intends to reveal the interactions of media practitioners with new media technologies through examining the overall status of new media application in ERTA/ETV newsroom as a sole station in Ethiopia.

1.4. Research Objectives

The overall objective of this research is to assess the ‘how-to’ of journalists in Ethiopia ERTA/ETV deploy ‘new’ technologies in news production. It further attempts to express the interface of ‘new’ technologies on journalism practices in Ethiopia. Therefore, the major objective of this research is to investigate the facts of new media technology vis- á-vis the media practitioners who utilize the technology at ERTA/ETV newsroom.

Looking at a set of “new” media technology applications in the station, the study is expected to come up with an account of how the interface of new technology and practitioners determine innovation. Equally, the research intends to look in to how the actors in the field form contemporary media use, as it uniquely projects notions of time and place.

More specifically, this study aims to:

- examine the extent to which journalists use the new media in newsroom of the ETV;
- find out the degree of the accessibility of the new media technologies to journalists in the due course of processing news ;
- assess the contribution of the application of the new media (if any) in ETV for effective newsroom production to achieve quality news on deadline;
- establish whether ETV journalists are familiar with the application of the new media approaches - world wide web, blogs and social media sites like YouTube, Twitter, and Face book as opposed to the traditional media

1.5. Research Questions

To address the general objectives and the specific ones as well, the following questions will be dealt with:

1. To what extent do the journalists employ new media technology in the newsroom of ETV?
2. What are the basic internet infrastructures and other new media technological tools ETV journalists can access to process their news? What are the major constraints journalists faces in using new media production?
3. How do journalists use new media technology to improve the access quality and timelines of stories and meet the deadline?
4. Are ETV journalists aware of the use of blogging and other social media sites for their news?

1.6. Operational definitions

- Blog: - is a Web page that serves as a publicly accessible personal journal for an individual. Typically updated daily.
- Cyberspace: - is the electronic medium of computer networks.
- Cybernetics: - the functions and processes of systems that have goals
- Deadline :- timely delivery of news
- Hardware: - the physical artifacts of a technology. It may also mean the physical components of a computer system
- Humanware:- emphasizes, user capability and empowerment and the design of the user interface
- Interface:- spot where the human and the machinic elements interact
- Machinic: deals with the physical state of rest or motion of bodies
- New media: - in part, real, in that these media did not exist before now.

- Newsroom:- is organized along the lines almost of a military unit, with a strong publisher, editor, or news director overseeing a relatively rigid hierarchical organization where the decisions follow a strong chain of command
- Social media: - media for social interaction, using highly accessible and scalable communication techniques, Social media involves the use of web-based and mobile technologies to turn communication into interactive dialogue.
- Software:- is a collection of computer programs and related data that provide the instructions for telling a computer what to do

1.7. Organization of the Thesis

Chapter 1 introduces the problem (problem statement), defines the objectives and specifies the research questions and the overall methodologies employed in the study. Chapter 2 presents relevant literature related to new media technology in Ethiopia and other parts of the world and Chapter 3 explains the methodologies used for data collection, data analysis and it discusses the scope and limitations of the study. Chapter 4 presents the main results of the study and is the central part of the thesis. In Chapter 5 conclusions and recommendation for future development and implementation of new media scheme in the study area are presented.

This research is intended to assess the deployment of new media among the practitioners of ERTA/ETV in accordance with the data collected from November to December 2010. In this study, a cross sectional descriptive research method is employed.

The researcher strongly believes that purposive sampling fits this study for the fact that the study sample is found to appear as the only broadcast in the country. Thus, at initial point the researcher used purposive sampling technique so as to identify the study population i.e. ERTA/ETV. In the same mode, the specific unit which deals with

“Newsroom” (including news gathering, processing and disseminating) is selected as sample. Finally, individual study participants are identified in accordance with their interest to be part of the study.

As it is clearly stated in the above section, the sample size is determined as per the availability of the staff members of ERTA/ETV newsroom. Individuals excluded from the study were those who are not willing to be part of the study. All in all 18, 200 and 3 participants have taken part in the FGDs, questionnaires and key informant’s interview respectively.

Basically this study relies on three data collection tools, namely, questionnaire, FGDs and observation to portray the intended information. The observation is considered to assess and analyze the living situation of ERTA/ETV newsroom in line with new media technology. The information gathered from the observation is believed to serve as a spring board to design the other tools.

Afterwards, mixed type questionnaires are designed and completed by the anticipated participants so as to emanate the actual organizational practice. Equally importantly, the focus group discussions are held to come up with the respondents’ attitudes, feelings, beliefs, experiences and reactions which would possibly be missed by the other tools.

1.8. Significance of the study

The aim of this study is to investigate the interface of the new media technology at ERTA/ETV by enlightening about the existing knowledge of the new media technology infrastructure and the capacity as well. Furthermore, as it is aforementioned, it strives to explain the extent of the journalists’ knowledge of the infrastructures, perceived gains and obstacles of its use as a journalistic tool.

It is obvious that new media technology has a great advantage over the conventional media. Quality of production and service, reduction of work load and pressure, elimination of inaccessibility and secures cheap, quality and dependable information dissemination status.

Thus, it is hoped that the findings could contribute to better knowledge, understanding of new media in the daily practice of the practitioners.

According to a rough assessment conducted, the researcher came to understand that there has been no comprehensive and concise study on new media technology in Ethiopia. Consequently, one can consider this study as a benchmark in the area to which others such as investigators, students, academicians and other concerned bodies can refer.

1.9. Ethical Considerations

As this study is undertaken with the major involvement of ERTA/ETV, a consent letter is sought from the concerned unit of the organization. More importantly, the consideration of these ethical issues is necessary to be secured with each human participant for the purpose of ensuring the privacy as well as the safety of the study subject. Among other things, consent and confidentiality were well taken care of. In order to secure the consent of the selected participants, I revealed all important details of the study, including its aim and purpose. By explaining these important details, the respondents were expected to understand the importance of their contribution in the realization of the research. Further, the respondents would be advised that they could withdraw from the study at a time of inconvenience. With this, the participants will not be forced to participate in the research.

1.10. Limitations of the study

Lack of previous local research work in the area created difficulties and forced the researcher to extend extra effort as lack of standards on building new media and digitally oriented newsrooms for considerable remark was prevalent.

Chapter Two

2. Review of Related Literature

2.1. Interface of New Media Communication

Now a days, the concept of the interface has taken on increasing analytic importance as critics have attempted to understand connections between the human and the machine, and the so-called virtual and the physical as well Beer D. (2008). As Illingworth and Pyle (2004) stated interfaces are important conceptual devices that enable us to think across and beyond such dualisms by calling attention to the common boundaries' between two systems, devices, or programs' boundaries are negotiated and/or contravene. Mark Poster further strengthens the aforementioned idea as follows:

Interfaces of high quality allow seamless crossings between two worlds, thereby facilitating the disappearance of the difference between them and thereby, as well, altering the type of linkage between the two. (1996: 21)

As Hayles (1999) coined the concept of interface, and described it as the point at which information is 'instantiated'. Haraway (1991) accompanies the above idea describing the interface as a spot where the human and the machinic are interacted to form the cybernetic. More importantly, the argument of Haraway lies on the concern of information or informatics that resides at common line of contact between humans and machines.

As Gane N. and Beer D. (2008) expressed the feature of interfaces, it is where the different bodily or machinic systems interacted and shifts the agenda of new media theory away from simply the analysis of network structures toward the understanding of how they are designed and come into reality. In simple terms, Beer (2008) briefed that interfaces are conceptual and material devices that comprise and function key points of contact within networks, and resulted in gaining an understanding of how new media operate and the effects that they produce. After all, we wish to see how

connections between different systems are modified and are subsequently incorporated into networks.

2.1.1. New media technology: delivery and process

What exactly are new media? It might be worthwhile to view it in light of the traditional media so as to portray the whole picture. To this effect, an initial distinction may be drawn between digital communications media and older analogue technologies. As a matter of fact, Holmes (2005) clearly kept a border line between those two phases. He stated that the traditional media are characterized by one way communication which entails that a sender of messages transmitting information to an indeterminate mass or audience. This is defiantly done without audience having recourse to transmit the information. On the other hand the new media are said to provide for two-way interaction and a renovation of the specificity of both communicators. This distinction, however, has fallen to be the theme of great concern within the discipline of media studies. The controversy of this issue was not only because of the apparent novelty of computer-based technology has been disputed but also there are important points of integration between analogue and digital media (Bolter and Grusin 1999).

Likewise, Manovich (2001) emphasizes that interface shapes how the computer user conceptualize the computer itself and any media object accessed via a computer as well. As a remedy, the interface imposes its own logic on users specific to different media of their original distinctions. To this effect, by organizing computer data in particular ways, the interface provides distinct models of the world. Manovich (2001) further explains how far the advent of the networked computer transforms a media object from already existing commercially distributed old media to new media technology that is much easier to perform.

The bottom line is that the next generation of journalists will rely increasingly on wearable computer devices that will not be bigger than a pager that will clip to one's

belt Pavlik (2001).

2.1.2. The New media: Invading but Inevitable

According to Holmes D. (2005), a major significance of the transition to an information or knowledge society that has been center of attention is the largeness of the distinction between generations combined with contraction of the time in which this gap appears. Moreover, new media environments such as cyberspace are said to have their own time-worlds which operate at far greater cycles than other forms of time. Since the dynamic feature of the technology is in place, people need to perform updated in line with the quick involvement of the new media. Holmes D.(2005) evidently discusses that computer companies employ adolescent ‘geniuses’ who seemingly have a natural aptitude for computers, and form their own networks of association which older generations cannot understand.

Mark Dery, cited in Holmes D.(2005), tried to put the aforementioned argument in different terms. He suggests that new media technology is the basis of a significant change and the decisive process justifies something resembling a second media age view. Increasingly, computer culture, or cyber culture, seems as if it is on the verge of attaining escape velocity in the philosophical as well as the technological sense. Holmes (2005) evidently presents the case of Finland to witness the invasion of this new media technology. In Finland, where the highest density of mobile phone use in the world is in place – 64% at the beginning of 2000 – figures clearly suggest that take-up of the technology has been highest among the two youngest groups, and it steadily declines in proportion to age group. Puro, (2001)cited in Holmes 2005 witnessed that at 2000 personal ownership statistics are revealing for the following age groups 15–19 (77%), 20–9 (86%), 30–9 (77%), 40–9 (67%), 50–9 (59%) and over 60 (29%):21).

In light of the distinction between generations, technophobia becomes an issue with which older generations are often victimized. According to Holmes D. (2005),

technophobia is a fear of the technologically very new and of the pace in which this newness colonizes the life world. Technophobia is not an opposition to technology in general. Holmes further states the youth- influenced start of new media does not, in itself, demonstrate resistance among older age groups. Rather, it is more likely that younger people will find new media insightful because they do not have to adapt from a prior regime of working with media apparatuses. Anyone can see that complexity in no time becomes transparent if young people have to learn computer. Indeed it is for granted that children have already a theoretical position in working with computers, for which practical reason is naturalized. However, Holmes (2005) argues, for those without this attitude, significant anxieties may be aroused in using any kind of technology.

2.1.3. New media Technology: A Boost to Efficiency

As Candy Altman cited in Pavlik (2001) highlights, productivity can be enhanced through digital technology by enabling news producers to command the entire news operation from a single location. More specifically, for instance, digital technology offers increased efficiency by enabling video editors to process video in a single computer environment. This time there is no need to insert tapes, rewind, or fast-forward. Video is scanned quickly and easily, with the capacity to view simultaneously different video clips in multiple windows on the computer monitor. It allows people to be more productive at a time when we're all being asked to do more with less. More importantly, digital technology can increase creativity by enabling editors to incorporate multiple video sources into a single story, combining full-motion imagery, graphics, and animation from a single networked workstation.

The digital environment affords new potential for expanded use of handheld digital video cameras which enables television news producers to equip armies of single-person news crews with broadcast quality video technology. As a consequence Video can now be captured of virtually every news event. This efficiency boost functions not only in the case of videos but also other means of news productions.

2.1.4. The Technology Acceptance Paradigm

Holmes D.(2005) in his book entitled ‘Communication Theory Media, Technology, Society’ emphasizes that it was the final decade of the twentieth century that the emergence of global interactive technologies manifested by the Internet dramatically transformed the nature and scope of communication mediums. These transformations, says Holmes, indicated the declaration of a ‘second media age’, which is seen as a departure from the dominance of the traditional media such as newspapers, radio and television.

Holmes (2005) finally concludes that the second medium age thesis points to and contains insights about definite changes in the media landscapes of nations and regions with high media density.

Coming to the aftermath of this whole scenario, the arrival of what is described as the ‘second media age’ has two important consequences: one practical and the other theoretical. The theoretical consequence of the second media age is that it has necessitated a radical revision of the sociological significance of broadcast media as addressed by traditions of media studies.

2.2. History of Mass Media

The history and development of media dates back in the 1700’s when Gutenberg innovated the printing press. Since then, the media, print and broadcast, have been advanced. The researcher bids to discuss the development of the media in brief.

According to Edmund (1982) the development media can be seen in three historical ages of transmission technologies: the *logosphere* (the age of writing, technology, kingdom, and faith), the *graphosphere* (the age of print, political ideologies, nations and laws), and the newly born *videosphere* (the age of multimedia broadcasting, models, individuals, and opinions).

2.3. Print Media

It is staggering to the imagination to understand and appreciate the impact that Gutenberg's invention has made on civilization. Without this innovation we could not possibly have arrived at the revolution we now face today. Much as we may remember print as a capacious and categorically positive agent of.

According to Dominick (1998) the print media has positively impacted the world in many ways. Mainly, the printing press helped the development of vernacular (everyday) languages across the European continent and ensured that identical texts would be read by scientists in different countries and helped them build on the work of others. It further, had a profound effect on the growth of scholarship and knowledge. Whereas access to handwritten textbooks was difficult, university students now had printed texts. As the number of books increased, so did the number of students who studied at a university. Literacy increased further.

He reiterated that the printing press led to the development of what we would today call "news." Early newspapers sprang up in Europe at the beginning of the 17th century. These early publications were primarily concerned with foreign news. It wasn't long, however, before these early papers focused on domestic news as well. This development did not sit well with some early monarchies and government attempts to suppress or censor news content were not unusual. It took until the end of the 17th century to establish the notion of a press free of government control.

The next centuries brought further refinements to printing. A metal press was developed by the late 1790s; steam power to drive the press was added shortly thereafter. Advances in printing technology helped usher in the penny press, a truly mass newspaper. A better grade of paper made from wood pulp came into use in the 1880s, about the same time as the Linotype machine, a device that could compose and justify a whole line of metal type, Dominick (1998).

2.4. History of Radio

Many books and scholars have discussed on the invention of radio. Dominick, the known scholar in media studies, in his book put the development of Radio clearly and in-depth by referring from a Scottish James Maxwell conceiving the idea of sending electronic signal without using wire and the Germany physicist Heinrich Hertz verification of this idea, to an Italian Guglielmo Marconi of the possibilities of sending a wireless signal over two miles distance.

Dominick (1998) put that Lee De Forest invented the vacuum tube, which made it much easier to receive voice and music transmissions. A lover of classical music, De Forest, broadcast a classical phonograph concert from the Eiffel Tower in 1908. Two years later, he would broadcast the voice of Caruso at the New York Metropolitan Opera.

Before radio could become a true mass medium, an affordable, easy-to-use, relatively efficient receiving set had to be mass marketed. Dominic (1998) mentioned that Westinghouse, Atwater Kent, and Crosley led the way in manufacturing, and Gimbel's and other large department stores helped retail the sets. But radio was still not ready for the living room. By and large, in 1925 receivers were cumbersome affairs. Tuning the early sets required a steady hand, patience, and knowledge of electronics.

The Depression meant that more and more people turned to radio for free entertainment; thus popular radio programs of this period reflected a need for diversion and escape, (Ibid).

Radio did well during the World War II. The amount of dollars spent on radio nearly doubled from 1940 to 1945. Dominick (1998:3) discussed how radio and its receivers are getting much attention by the audiences.

Helped by a newsprint shortage and an excess-profits tax that encouraged companies to advertise, radio broadcasting outpaced the

newspapers as a national advertising vehicle in 1943. The nine-year period following World War II was marked by great changes in both the radio and recording industries, changes that ultimately drove them closer together. The development of television delayed the growth of FM radio, altered the nature of network radio, and forced the radio industry to rely on records as the most important part of a new programming strategy.

Despite the fact that FM sounded better than AM, was static free, and could reproduce a wider range of sound frequencies, AM broadcasting had started first and FM had to struggle to catch up. Following the war, two events occurred that curtailed the development of this new medium. PM had the misfortune of beginning its development at the same time as TV; in addition, because of technical considerations, both PM radio and TV are suited for about the same place in the electromagnetic spectrum, (Ibid).

2.5. History of Television

The biggest change in radio's fortunes came about because of the emergence of television. By 1948, it was apparent that TV would take over the mass entertainment function currently served by network radio. During the late 1920s, while the film industry was experimenting with the addition of sound to pictures, some enterprising inventors were busy working on ways to add pictures to sound. Zworykin was the organization man, working first with Westinghouse and later with RCA. By 1928 he had perfected a primitive television camera tube, the iconoscope (from the Greek, "image" and "to see"), (Dominick 1998). In 1922, at the age of 16, when most teenagers were worrying about the prom, Farnsworth diagrammed his idea for a television system on the chalkboard before his somewhat stunned high school science teacher. Farnsworth's hard work paid off in 1930 when he got a patent for his TV system. Television might have gotten off to a faster start, but the Depression slowed down its growth as well as that of the film industry

Early television had some problems to overcome. During World War II, the FCC put a freeze on new TV stations, and most efforts were redirected away from TV to radar. When peace returned in 1945, however, new technology that had been developed during the war was soon applied to the television industry.

Dominick (1998) underlined that the transition to digital television (DTV) will have significant impact on the television industry and the television audience. For the TV viewer, it means that he or she will have to buy a new TV set to get all the benefits of DTV. For the industry, the problems are more complicated.

First, the cost to convert from analog to digital equipment will be substantial. Second, stations must decide on how to use their new digital channels. Thanks to technological advances in signal compression, DTV channels have more capacity than existing analog ones. Third, the television industry will have to define its relationship with the computer industry.

2.6. The Digital Newsroom

Pavlik (2001) features the traditional newsroom as it is organized along the lines almost of a military unit, with a strong publisher, editor, or news director overseeing a relatively rigid hierarchical organization where the decisions follow a strong chain of command. Unlike the traditional one, online newsrooms tends to be increasingly decentralized and flexible and they reflect a more experimental and adaptable entrepreneurial culture. Staffs are much more likely to include legions of freelance contributors. Although this gives the online newsroom an adaptable design, it also makes it more difficult to instill and maintain a strong newsroom culture of traditional news values as Pavlik (2001) clearly narrated. Surprisingly, even the boundary between advertising and editorial sometimes blurs.

Once again, Pavlik (2001) believes that the entire news industry is also evolving. Competition attacks from many corners and news providers are not just the traditional

newspapers, magazines, and broadcasters. Rather, the World Wide Web furnishes a low-cost global forum for anyone with a message, especially corporate, not-for-profit and government enterprises, whose voices formerly altered through a news media gatekeeper. Among the most powerful are the portals Yahoo!, AOL, and others who publish syndicated news content from Reuters, the Associated Press, and a host of other organizations. Breaking news has become commodity, and the news consumer can't tell the difference between one provider and another. But what happens to the value added by traditional journalism? What is the future of investigative reporting in a commodified news environment?

Specific to TV newsrooms, different studies of individual television newsrooms have highlighted various types of procedure, structure, routine, pressure and constraint, as well as the complexities involved in describing journalistic culture. As Gaunt (1990) cited in Pavlik (2002) argues, journalistic practices are largely the result of traditions, economic factors, political constraints, technological developments and the social dynamics of the culture in which they exist.

2.6.1. Reorganizing the digital newsroom

Pavlik (2001) has tried to entertain the concept of linear age and non-linear age of performing the editing. More importantly this scholar emphasizes that the technology tenders time saving and increased adaptability. Notably, editing in a linear fashion is featured with re-doing all the edits as long as change is needed. The whole story is changed when it comes to nonlinear editing.

Coming to the other dimension, nonlinear editing, it is a dimension which you can do things in a number of sequences, Pavlik (2001) states: You can throw down pictures in a storyboard, add an audio track, and rearrange those pictures which gives a liberating feeling for the staff. Pavlik (2001) keeps on featuring the nonlinear editing that enables the editors cut various packages of a story for different uses. As a testimony, software such as final cut pro, adobe premium and Avid are workstations labeled as

news cutters rather than digital edit inlets. Above all, this enables any news producer to have full access to all news content on the server.

On the other extreme, in the analog world, the rules imposed by the broadcasting unions heavily constrain the production of television news. Every operation, from changing a tape to making an edit, is performed by a union member under strict rules. These rules simply do not apply in the digital age. In a digital newsroom, any journalist can perform any editorial or production operation on video. Any reporter can produce video and edit in the field or the newsroom, whether on deadline or not. The tools are also increasingly easy to use and soon will be as straightforward to use as a word processor is for editing text. In the same token, Quinn, et al. (2005) confirmed that, the motive behind the existence of multimedia journalists was not to replace television news crew; it is rather meant to complement the trend of conventional media and to provide “up-close-and-personal” stories as well.

As of strengthening all said, in the above, Quinn, et al. (2005) characterize the nonlinear editing in harmoniously revealed that, the fact that multimedia journalism is in its nonlinear format; it welcomes interactivity and two-way communication. Moreover, Myles cited in Quinn, et al. (2005) magnifies the relevance of multimedia journalism saying “...the flexibility offered by the nonlinear editing systems helped producers create very individual styles.”(P: 152)

Having the role of management in mind, Pavlik (2001) discusses the new management models. He explains that the communication within a team of well decentralized and disseminated newsrooms is inevitably a critical point of research on mobile journalism technologies. Putting much weight on the how-to-manage Pavlik(2001) jotted the unsettled newsroom management issues including figuring out how to transition to a twenty-four-hour news cycle can be achieved; maintain efficient and reliable communication when technological advances have made high-speed and omnipresent communication the living standard; and produce effective news packages that utilize

the full palette of new media software tools but don't overstrain the news consumer with endless plug-ins, downloads, software glitches, and hardware upgrades.

2.6.2. Digital Newsgathering: the virtual Newsroom

According to Campbell (2004), the development of new technologies is producing more systematic influences on news production processes, alongside the more specific influence of particular technologies like the camcorder. Hall (2001) cited in Campbell (2004) also accompanies this idea saying "Journalism is one of the primary areas of media production where the concept of convergence applies very overtly" (2001: 6). In harmony with aforementioned idea, Pavlik (2001) too tries to explain that convergence essential refers to the coming together of once-separate media in a digital, networked environment. While this may sound superficially like little more than a technological change, convergence arguably affects journalism in all kinds of ways from the organizational level to that of individual journalists and audience members.

2.6.3. News Production: the Stages

As per Robert B. Musburger (2009), media production requires both analog and digital technologies. Everyone can see that that initiation of digital technologies enthused various significant transformation in media production including the convergence of technologies as well as corporate integration. In this section, this section Robert B. (2009) tried to how the digital revolution is processed. To use his words, he states the evolution saying:

Technicians developed uses for the technology based on a two-value or binary system of "1" and "0" ("on" and "off") instead of a multiple continuous-value analog system of recording and processing audio and video signals. (p:5)

He further discussed that the digital technologies have the production process can be viewed in three successive stages: preproduction, production, and postproduction.

Preproduction consists of the preparation of project proposals, premises, synopses, treatments, scripts, script breakdowns, production schedules, budgets, and storyboards.

The next stage which is production begins with setup and rehearsal. The film, video, or multimedia director stages and plots the action by rehearsing scenes in preparation for actual recording.

During actual production, Robert B. (2009) continues his explanation; the intact project is controlled by the director. In multiple-camera studio or location production, for example, the director often selects the shots by commanding the technical director (TD) to press certain buttons on a device called a *switcher*, which makes instantaneous changes from one camera to another.

The script supervisor or continuity person watches the actual recording session with a sharp eye to ensure that every segment in the script has been recorded. If we take the case of an audio production or recording session, the producer maintains the same authority and responsibilities as a video or film director: rehearsing the musicians, instructing the engineer, and supervising the actual recording session.

The bottom line is that in multimedia and interactive production sessions, the producer may very well perform all aspects of the production—from writing the entire process including preproduction through postproduction to creating the graphics, entering code in order to create the program in a digital form, and performing final editing functions.

The final stage for Robert B. (2009) is postproduction which follows after the visual images and sounds have been recorded. Under this very stage possible edit points can be determined during the preview stage, when the recorded images and sounds are initially viewed. Pictures and accompanying sounds are examined and reexamined to find exact edit points before various shots are combined. Separate soundtracks can be added later to the edited images, or the sounds can be edited at the same time as the pictures. The postproduction stage ties together the audio and visual elements of

production and smoothes out all the rough edges. The visual and audio elements must be properly balanced and controlled. Sophisticated digital devices help editors and technical specialists mold sounds and images into their final form. In motion picture production, the sound editor may use as many as 64 or more tracks to complete the production.

As a conclusion, Robert B. (2009) puts his remark that those stages of production are separate only in a chronological sense. Proficiency in one stage of the production process necessarily requires some knowledge of all other stages. In short, although the overall organization of this text into three stages follows a logical progression, mastery of any one stage demands some familiarity with other stages as well.

2.6.4. Digital News Production versus Ethical concerns

As any distortion-sensitive data, digital news production could be vulnerable to a variety of ethical concerns. As it is reviewed by Pavlik (2001), a 1995 study by the Radio and Television News Directors Foundation revealed that significant number of news directors and reporters reflected strong unease that image manipulation is a potential problem with digital newsroom technology. Other concerns fall upon the use of non-confirmed electronic data, information overload, and violation of copyright and privacy laws. Moreover Pavlik (2001) extensively displays his concern to the availability of late-received digital video raises which is the great deal of the digital newsroom. This is to say that the authenticity of video received from an assorted display of digital sources might be at stake. Another threatening concern manifests when practically anyone can easily edit video in a digital environment and quality controls begin to erode.

2.7. New media, Convergence and the Transition

2.7.1. The paradigm shift

The notion of the technological paradigm happens to click every individual's' heartbeat as long as one is in a position to sail in the ocean of information technology which indisputably leads to a paradigm shift.

Castells (2010) tried to clearly list out sequence of features of the transitions. The first characteristic of the new paradigm characterizes information as its raw material. Specifically speaking, these are technologies to act on information, not just information to act on technology, as was the case in previous technological revolutions.

The second feature, as per Castells (2010), refers to the occurrence of effects of new technologies. This is briefly to say that information has been always the part and parcel of human activity and as a result all processes of our individual and collective existence are directly shaped by the new technological medium.

The third characteristic refers to the networking logic of any system or set of relationships using these new information technologies. The morphology of the network seems to be well adapted to increasing complexity of interaction and to unpredictable patterns of development arising from the creative power of such interaction. This topological configuration, the network, can now be materially implemented.

Fourthly, related to networking but a clearly distinct feature, the information technology paradigm is based on flexibility. Not only processes are reversible, but organizations and institutions can be modified, and even fundamentally altered, by rearranging their components. What is distinctive to the configuration of the new technological paradigm is its ability to reconfigure, a decisive feature in a society characterized by constant change and organizational fluidity.

Finally, Castells (2010) concludes by stating that technological revolution is the growing convergence of specific technologies into a highly integrated system, within which old, separate technological trajectories become literally indistinguishable.

2.7.2. Media Convergence: Types

As Quinn S. (2005) has entertained convergence, it is what takes place in the newsroom as editorial staff members work together to produce multiple products for multiple platforms to reach a mass audience with interactive content usually from Monday to Monday. He has also tried to view converges in its various types.

As Quinn S.(2005) the first type of convergence is *Ownership convergence* which is related to arrangements within one large media company that encourage cross-promotion and content sharing among print, online, and television platforms owned by the same company. The biggest example in the United States is the Tribune Company.

Whereas the second type is named as *Tactical convergence* which describes the content-sharing arrangements and partnerships that have arisen among media companies with separate ownership, Quinn S. (2005) specifies, the most common model is a partnership between a television station or cable channel and a newspaper where each company keeps its own revenues.

The third kind of convergence is *Structural convergence* for Quinn S. (2005). This form of convergence, Gordon (2003) cited in Quinn S. (2005) says, is associated with changes in newsgathering and distribution, wrote, but it is also a management process in the sense of introducing changes in work practices. An example was the *Orlando Sentinel's* decision to employ a team of multimedia producers and editors to repackage print material for television. The team rewrites print content in a form suitable for television; meanwhile, a separate Web site produces original material and also repackages content from the newspaper and television partner.

The fourth type is labeled as Information-gathering convergence. This takes place at the reporting level and in Gordon's (2003) term for situations where media companies require reporters to have multiple skills (p. 69). However; this feature has appeared to be controversial form of convergence as people debate whether one person can successfully produce quality content in all forms of media. And yet, Quinn S. (2005) strongly believes that digital technology makes the multi-skilled journalist possible, but we won't see too many Inspector Gadgets until journalists are sufficiently trained and equipped.

The final type of convergence for Quinn S. (2005), is *Storytelling or presentation convergence*. Gordon (2003), explains saying

This type of convergence operates at the level of the working journalist, though it needs management support in terms of purchasing the most appropriate equipment. He prefigured that new forms of storytelling would emerge from the combination of computers, portable newsgathering devices, and the interactive potential of the Web and television, as journalists learned to appreciate each medium's unique capabilities (p. 70).

Many journalists are pondering how to do this form of convergence. Gordon(2003) further tries to foretell that this form of convergence remains in the experimental or evolutionary phase in many newsrooms but we may see it emerge as more and more people graduate with advanced digital skills.

2.7.3. Conventional Media versus New media

As the contemporary society which is suffering from a transition crisis, it worth to dealing with the border line between conventional and new media technology. Working through this argument, Holmes (2005) exposes the distinction between a first and second media age and alternative models of understanding how broadcast media and interactive network media are related to each other.

Obviously, the first and second media age mutually constitutive. This distinction between the two media underlines the second media age theory itself and much of the cyber culture literature which now defines itself in opposition to, or as having succeeded, 'media studies'. As per Holmes (2005), broadcast can be interactive as much as interactivity can be facilitated within broadcast. In fact almost all technically constituted forms of communication, from print to television, to cyberspace, contain elements of broadcast and interactivity Holmes (2005) argues.

Token of conventional (broadcast media), it is characterized by one way communication. Typically, this entails a sender of messages transmitting information to an indefinite mass or audience, without that audience having recourse to also transmit information, at least not to the extent that the broadcaster does.

The overriding evidence for this argument, as Holmes (2005) contends, is to point to the massive take-up of new media in developed nations. Statistics on the rate of growth of web traffic, the take-up of PCs in the home, as well as connections to the Internet, mobile telephony and short messaging services (SMS) or texting are all a part of this evidence. Rheingold (1994) has tried to magnify this fact as individuals actually do with the technology, or what it might mean to use it, the fact of its take-up is said to be proof of the needy individuals have to find connection in a computerized world .

Talking about the new media technology, Pavlik (2001) further explains that digital newsrooms guarantee a number of advantages over traditional analog. Some of these include increased efficiency, greater productivity, enhanced creativity, greater accuracy, wide coverage and timeliness, and fully searchable digital archives or news libraries.

In relation to audience, Campbell (2004) explains, attracting audiences on the Web is not the same as for conventional media. Bold headlines and sensational images may help attract audiences' attention at the newsstand, or whilst channel-hopping through

the few channels available on TV, but the Web had thousands of pages even in its early days and today has hundreds of millions of pages. News organizations have approached this problem in two ways, by developing what have been dubbed 'push' and 'pull' strategies.

Push strategies are essentially the traditional strategies of regularly providing news content in convenient packages, attempting to 'push' the audience member into consuming that news product. Daily newspaper production, television news bulletins at the same time every day, and advertising of these in between, are traditional examples of push media. As Burnett and Marshall (2003), "on the Internet news organizations offer services such as news delivered to you individually by email tailored to your particular interests" (p:157). Hall (2001) cited in Campbell (2004) also comments, 'push' strategies are good for simple factual information like sports results, weather forecasts, and market reports. At the moment these kinds of automated services aren't so good for transmitting more detailed and lengthy reporting, although the take-up of ultra-fast broadband Internet connections may change this. The other strategy is the 'pull' strategy. Here web-based providers of news do not necessarily attempt to push their own content at audience members, but instead offer aggregation services, i.e. an audience member may request news on a particular issue, and pull media will search a range of news outlets for relevant information, collate it and send the results to the audience member.

2.7.4. Convergence in Journalism

Pavlik (2001) has tried to entertain the major consequence of the new media technology. According to this scholar, the key consequences here are to consider the journalistic practices within the overall corporate goals of the organization. But more fundamentally, says Pavlik (2001), the incorporation of news outlets into massive media organizations places news production within predominantly entertainment oriented commercial organizations, creating internal pressures on journalists that many argue are in conflict with the traditional principles of journalism.

A second kind of consequence of convergence is that 'converging computing and telecommunications technologies are rapidly rewriting the traditional assumptions of newsroom organization and structure' (Pavlik, 2001: 108). Thinking back to the discussion of news flow in the newsroom in Pavlik's document, the application of new technologies is changing such patterns of production. The key to these changes is the development of non-linear editing. The switch to computer-based composition and the development of network-based computing have created a very different environment for news production in both print and broadcasting.

Obviously, in line with previously reviewed documents in this chapter, in broadcast news, bulletin scripts can be edited by producers, directors, and also by the reporters and presenters, all from their own desktop computers.

Regarding the digital media, changes can be made to scripts whilst live on air - editing of a script in a newsroom will be relayed to the news presenter's computer, and indeed to their autocue. Moreover, Pavlik (2001:107) explains that digital composition allows the flexible composition of reports, such that text, audio, graphics, or video can be integrated into a report in any order.

Pavlik (2001) further deals with the role of the individual journalist which is being changed by convergence. Nonlinear editing has had a clear impact on notions of deadlines for journalists. Since the technology allows editors to wait until literally the last few minutes before the cameras or the presses roll, journalists are now not only able to work closer to deadline (Pavlik 2001: 108), but are increasingly expected to perform on the deadline.

Non-linear editing also raises questions about the distinctions between reporting and editing roles and the autonomy of journalists. However, since non-linear editing gives wider access to material, there is also more scope for external editing of journalists' work, as Pavlik (2001) stated.

As per Pavlik, (2001) the convergence extends to changes in role differentiation of the various stake holders of the newsroom. To use his words “ ...due to access to technology goes beyond the newsroom, as non-journalistic organizations, as well as members of the general public, get access to some of the tools of the journalistic trade”(p:247). ”

The other significant impact of convergence on the journalists has been the need to be multi-skilling. Pavlik, (2001) argues, having the materials, equipment, particularly computers is meaningful if and only if the journalists have the necessary skills, both in terms of editing and using the materials. Moreover, with the rise of online, this very situation leads journalism to the need of combining text, audio, graphics, and video, so that the clear delineation between a print journalist and a broadcast journalist is rapidly being consigned to the past. Finally, (Pavlik, 2001) concludes, emphasizing that the capacity of individual journalists to produce news that suits multiple formats becomes potentially enormous as long as technologies are put together.

A final kind of effect of convergence lies on the nature of audience consumption of journalism. Convergent media technologies are not only appearing inside the media industries, with audiences but also getting access to new ICTs. Access to digital interactive television, for example, is giving audiences a degree of interactivity with television news output.

With similar spirit Singer (1997), explains that in connection to the concept of the online news, the question of whether the process of news selection, the process which arguably gives journalists power and authority, is being taken out of the hands of journalists. Literary, Singer stats: “Online delivery of vast amounts of information creates an even greater need for someone to make sense of it all - someone skilled not only in selecting information but, more importantly, in evaluating it.”(1997: 77)

This presents online journalists' role as a kind of quality controller, providing a check on Internet information, as a necessary, reliable, and trustworthy social functionary.

2.7.5. Audience versus New media

In relation to new media, attracting audiences on the Web is not the same as for conventional media. Bold headlines and sensational images may help attract audiences' attention at the newsstand, or whilst channel-hopping through the few channels available on TV, but the Web had thousands of pages even in its early days and today has hundreds of millions of pages as per Campbell (2004). Campbell further explains that news organizations have approached this problem in two ways, by developing the 'push' and 'pull' strategies. Push strategies are essentially the traditional strategies of regularly providing news content in convenient packages, attempting to 'push' the audience member into consuming that news product. According to Burnett (2003) cited in Campbell (2004), daily newspaper production, television news bulletins at the same time every day, and advertising of these in between, are traditional examples of push media. On the internet news organizations offer services such as news delivered to you individually by mail or other methods tailored to your particular interests.

Campbell (2004) further explains that the other strategy is the 'pull' strategy. Here web-based providers of news do not necessarily attempt to push their own content at audience members, but instead offer aggregation services. Clearly speaking, in this strategy, an audience member may request news on a particular issue, and pull media will search a range of news outlets for relevant information, collate it and send the results to the audience member.

Audience members on the Web are no longer obliged to pay attention only to conventional journalistic framing of issues and events and, ironically perhaps, are actively encouraged to move away from conventional journalism through the provision of the layered news matrix. Burnett and Marshall (2003) elaborate this argument briefly. They believe that since the audience has the capacity to select the content of their interest, the Web can actually reduce the content of what is read and viewed. This can occur as a web-user's selection of content can be progressively more and more narrow and so the news elements of the Web no longer serve the objectives

of providing a generally informed citizenry and an active public sphere across the diverse domains of a culture.

2.8. Contemporary Aspect of Social Media Services

Pavlik (2001) believes that news in an electronic, digital environment can be customized, or personalized, in a way not possible in other media. This personalized nature of online journalism potentially offers audiences a view of the world that is much more contextualized, textured, and multidimensional than stories told in the worlds of print and broadcast analog media. Although some skeptics would argue that personalized media will bring even further audience fragmentation. In fact, early research suggests that younger audiences value the diversity of news perspectives made available via the internet. Pavlik (2001) magnifies the role of the audience saying:

Personalization as it is manifesting itself on the Internet today is more a matter of obtaining news customized to an individual's life situation than a screening out of important news.(p:22)

2.8.1. Internet as Instrument of Social Media

The Internet can properly be classified as a 'global' technology, which enables connections with individuals and institutions overseas just as easily as it does nationally, regionally or locally. If there is an imagined community as Anderson, (1983) cited in Holmes D.(2005)says, on the internet, it is definitely not the nation-state. State-bounded kinds of citizenship cannot be considered similar to the kinds of citizenship which are achieved on the internet.

As Campbell (2004), early parts of the Internet were mainly file-sharing networks, sending and receiving blocks of data between academic research teams, and their text messages and a discussion relating to that data .In connection to news, the internet by itself was not a particularly profit-making medium for news production. Right after the emergence of the World Wide Web in the early 1990s hand in hand the internet,

online journalism happened to be really feasible. Campbell (2004) further discusses that the World Wide Web is part of the internet, but a part that has become particularly dominant amongst users for two reasons. Firstly, the Web offers a relatively simple means through which to access material on all the various networks. Secondly, as the Web has developed as a public arena, the layout and design of WebPages has become ever more sophisticated, incorporating graphics, animation, audio and video, as well as text as (Bold, 2000) sees it. Thus it is not surprising to see the use of the Internet for journalism accelerated, both by individual journalists and news organizations.

Using the internet as a reporting tool for ‘traditional’ media – all media except the internet – can be typified as the use and availability of searchable archives, databases and news sources on the internet by journalists. As Verwey, 2000 cited in Deuze explains, in many countries this reporting practice is still in its infancy as compared with, for example, the US. However, says Verwey, studies show convincingly that a vast majority of journalists in, for example, Southern Europe, the Netherlands, Germany, the US, and Australia are now using the internet regularly in their daily work.

Several scholars such as Singer(1997), have studied the effects of Computer Aided Reporting (CAR) and using the internet as a reporting tool for journalists and news work, concluding that beyond obvious benefits (more freely-available information, sources, checks and balances), of the internet in daily reporting as well as the increased technical element in news work caused by it.

It is true that, unlike television, the Internet is a network as well as ‘dialogical’, capable of a two-way dialogue. But its network properties are rarely realized in communication directly, and seldom do they become *meaningful qua* network, because, as Becker and Wehner (1998) point out, individuals only ever ‘use’ the Internet within well-defined sub-mediums.

Trevor Barr (2000) usefully breaks down the different kinds of interaction on the Internet into six categories:

1. One-to-one messaging (such as email);
2. One-to-many messaging (such as 'listserv');
3. Distributed message databases (such as USENET news groups);
4. Real-time communication (such as 'Internet Relay Chat');
5. Real-time remote computer utilization (such as 'telnet'); and
6. Remote information retrieval (such as 'ftp', 'gopher' and the World Wide Web').

It can be seen from this list that the Internet provides a generic environment for a number of different modes of interaction which can vary according to real time/stored time, symmetrical versus asymmetrical dialogue, broadcast sending and receiving, and information posting and retrieval.

2.9. The new media as a potential reality for Africa

According to Naidoo (2000), the Internet will only become useful to African journalists if there is more relevant African information online. It is also a self empowerment tool that Africans should use to publish information about Africa.

Respondents to this study believe that online information lacks local content about Zambia and does not depict an accurate representation of Africa. They feel that online information is either US or European dominated. Theoretically the Internet allows both journalists and newspaper organizations to become their own news agencies without having to rely on Western content which dominate news agencies. If African journalists are empowered to use the Internet the balance of information power can be radically shifted and equalized.

The establishment of the Commission for Africa (CFA) in early 2004 by the British Prime Minister, Tony Blair, marked a milestone in British engagement with Africa. Although the Commission's preoccupation was with much more than media issues, it

was clear that there was some attention paid to the potential role of media in the development of the continent. While there is, in some quarters, unrelenting criticism of the Commission's 11 March 2005 report, my concern with it here is that it ignited much of the debate we are having about creating international support for the development of the media in Africa. Out of that have emerged a number of initiatives that are performing specific tasks to keep alive the discourse of media development. I shall make mention of some of these initiatives, without providing much detail, partly because they are just unfolding, and partly because I am not privy to much data about them.

In short, media in much of Africa are not experienced as a recent and external force, but as a constitutive element in the formation of African popular culture from the early twentieth century onwards. What we think of as live, local popular culture in Africa was often inspired by new media technologies.

Regarding views of journalists, as new tools of gathering and disseminating news and information in the most expedient way in the information age, there is interest among the proponents of ICTs to establish the extent of the usage of ICTs by African journalists in the newsrooms. This is against the backdrop of the notion that the media is a catalyst for building Africa's information society. There is a strong belief and optimism that African journalists who are empowered by ICTs can play a critical role in the advancement of cultural, social, economic and political development goals in the era of knowledge based society. However, a group of sub-Saharan African journalists, who participated in the World Summit on Information Society (WSIS) conference in 2003, highlighted the problems caused by lack of ICTs and their use in their newsrooms.

2.10. Media Situation in Ethiopia

2.10.1. Historical Development of the Media in Ethiopia

As it is widely known, dictators have been common throughout Ethiopian history. Whatever press existed during the reign of Emperor Haile Selassie I (1930-74) and the following dictatorship behaved, with a few exceptions, like willing mouthpieces for the rulers. Aadland and Fackler (1999) underlined that only during the 1990s have signs of the emergence of a free and independent press emerged. During that decade a plethora of new magazines and papers appeared on Ethiopian stands. A paper presented by Bereket Simon, former Minister of Information (currently Minister of Communication Affairs Office) in 2006 supported this idea. Bereket Simon (2006:3) stated that “the number of media specially in print are getting high following the endorsement of the bill in 1992 and the Ethiopian constitution has given much right for the public to use their right of freedom of expression in any regards.”

Of course, in a country with more than 80 languages, it is difficult to establish national newspapers and nationwide radio/TV programming. However, since the high percent of the urban population understand Amharic, and most newspapers, radio and TV programs are available in that language. Only a few programs in radio and television are produced in other major languages, such as Tigrinya and Oromiffa (Aadland and Fackler, 1999).

Regarding newspaper and magazine, like the broadcast media the usage, coverage and publication have show significant changes in the country. Here it is fair to mention that the number of publication is sometimes fluctuated. For example, the measure taken by the government following the 2005 general election, many newspapers were shut down so that the number of newspapers is getting decreased. That means their role as a fourth estate is getting limited, (Ibid).

As I indicated above, until the passage of the Press Freedom Bill in 1992, the printed press was limited. The first newspaper in Ethiopia and a few other publications

emerged under Emperor Haile Selassie I. However, As it is discussed by Aadland and Fackler (1999), Ellene, et al (2003), modern mass media was introduced in Ethiopia a century ago, during the reign of Menelik II (who ruled from 1889-1913). The first medium to be introduced was a weekly newspaper (*La Semaine d'Ethiopie*, 1890), published in French by a Franciscan missionary living in Harar. In 1905 the name of the publication changed to *Le Semeur d'Ethiopie*. The first Amharic newspaper was issued in 1895—a four page weekly newspaper named *Aemero*. The first issues were hand written. Between 1912 and 1915 weekly newspapers like *Melekete Selam*, *Yetor Wore* ("War News"), and many others emerged.

Until the endorsement of the 1995 Ethiopian Constitution, these print media were under the control of the government, subjected to official censorship and string-pulling. Even the Printing presses were owned by the government. Berhanena Selam Printing Press which was established in 1965 was monopolized and controlled by the government. The Printing Press played a role in the publication of two national weekly newspapers, *Addis Zemen* (New Era), in Amharic (1941) and its English counterpart the *Ethiopian Herald*, in 1943. These two served as the main official press organs of the state and as the main source of information for literate people.

During the 17 years of the Military Government, the government-and party-owned publications *Meskerem* ("September"), *Serto Ader* ("Worker"), and the pre-Derg Yezareyitu Ethiopia ("Ethiopia Today") were published in addition to the previously mentioned/ *Addis Zemen* and the *Ethiopian Herald*.

In October 1992, as previously mentioned, came the proclamation of the Press Freedom Bill by the Ethiopian Transitional Government. The document states in Paragraph 3 that "1. Freedom of the press is recognized and respected in Ethiopia. 2. Censorship of the press and any restriction of a similar nature are hereby prohibited." Part Three further guaranteed the right of access to information: "Any press and its agents shall, without prejudice to rights conformed by other laws, has the right to seek,

obtain and report news and information from any government source of news and information.

After the proclamation of the Press Freedom Bill, new, independent newspapers and magazines developed, especially in Addis Ababa. These offer the minority points of view often left out of government-owned publications, but suffer from inadequate fact-checking and occasional censorship, as well as the government's refusal to allow representatives from non-official papers at its press conferences.

News agencies, often government-owned, were also introduced to the country during the previous century, including the Ethiopian News Agency (ENA), begun in 1942 as "Ajenze Direczion" and renamed in 1968. Walta Information Service, a more recently established news agency, is associated with EPRDF, the party in power, and is housed in the same complex as Radio Fana.

2.10.2. The Present Broadcast Media in Ethiopia

The Ethiopian publishing industry mushroomed after the Press Bill of 1992. Even though the number of publications varies, figures differ, but according to the Government, 385 publications were registered between October 1992 and July 1997, of which 265 were newspapers and 120 magazines. At any one time, there are probably about 20 different newspapers for sale in Addis Ababa. More than half of the total numbers of papers were closed down during the same five-year period, often because of limited resources. The "independent papers" are owned by private share companies (business, communities, political parties or just individual business entrepreneurs). Because of a very limited middle-class, the income on advertising is also very limited. The government papers are subsidized by government funds, and partly financed by advertisements and subscribers, Aadland and Fackler (1999) .

He also indicated that access to publications outside the capital is limited. Given Ethiopia's low literacy rate, and the relative high cost of newspapers, regular

readership may be as low as one percent of the population. The Addis Ababa public consumes most of the country's newspapers (which, in total, number no more than 500,000 out of a population of 60 million, or less than one in a thousand).

In this kind of situation, it is self-evident that radio and TV are important media. Radio is important because it is inexpensive and available for group listening McLeish (2006). TV is important for the same reasons, and both broadcast mediums are especially useful because they don't require literacy. TV sets are scarce in the rural cities and almost absent in the villages and in the remote parts of the country. Radio sets are better distributed, but are still a luxury commodity for large segments of the Ethiopian population. Even batteries for the radio sets are far too expensive in areas defined as non-monetary communities.

2.10.3. Ethiopian Broadcast Media

2.10.3.1. Radio

Taking the broadcast media into account, especially the establishment of radio dated back to 1930's. National Radio of Ethiopia was a pioneer broadcasting station. It is also one of the first broadcasting media stations in Africa (Ethiopian Radio Magazine-ERM 1999). The 1930s' is the emergence of Ethiopia Radio for the first time in the country. In July 1930, His Majesty Emperor Haile Selassie I put the foundation stone in the place of Nefas Silk to build the radio station. Four years later the station began telegraphic communication with Cairo-Egypt, Djibouti-Djibouti and Eden-Yemen (ibid).

Of course, the radio station was in trouble and was used by Italian aggressor. However, after the defeat of the Italian forces, the radio station began transmission in a new spirit in English, Somaliagna, Amharic, and Arabic for national and international listeners.

According to ERTA/ETV (2004), around 1956 different installations were done in many towns. The installation of the Geja Dera 100 Kilowatt transmitter and others brought about a huge change in the history of the station and the coverage of radio. The installation of Geja Dera transmission helped the station to transmit in English and French to West Africa and West Europe, in Arabic to Eastern and Central Asia and North Africa, and in Swahili to Eastern and Central Africa.

On the occasion of the 35th celebration of the coronation of His Majesty Haile Sellasei I (1966), he inaugurated the medium wave transmitter, which had a capacity to cover most of the country. Hence, during that time the name of the station also changed from Addis Ababa Radio to Ethiopian Radio.

During the Derge regime, the station was used for a mere propaganda purpose and its name again changed this time to 'The Voice of Revolutionary Ethiopia' (ERTA2004). As the name indicated, the main aim of the station was to disseminate information mostly to teach, aware, mobilize and agitate people about the revolution (ERM 1999) and (Elleni, et al 2003). Derge nationalized the former Radio, Voice of Gospel, which had been owned and operated by the Lutheran World Federation since 1963 and it was renamed the External Service of Radio Ethiopia. Programs were transmitted daily to East Africa, the Arabian Peninsula, and West Europe in English, French, Somali and Arabic.

Currently, there are a number of regional, federal, private and community radio stations in the country. According to Ethiopian Broadcasting Authority (2011) there are more than 15 community, regional, FM and national radio stations.

This magnificent change comparing with the previous, is because of the recent proclamation of a Broadcasting Bill by the Ethiopian House of Representatives seems an interesting and perhaps hopeful sign. The Bill of Broadcasting may bring the introduction of FM radio closer to reality. This will be an enormous challenge for the media development in Ethiopia, Aadland and Fackler (1999).

2.10.3.2. The Ethiopian Television

Ethiopian Television (ETV) was established in 1964, during the time of Emperor Haile Selassie, with the technical help of the British firm, Thomson. ETV was initially established to highlight the Organization of African Unity (OAU) founding heads of state meeting in Addis Ababa in that same year. Color television was introduced in 1982 by the military government in order to commemorate the founding of the Workers' Party of Ethiopia (WPE). Since its establishment, ETV has remained in the hands of government, with its operations and content regulated by government. These days the common complaint about ETV is of a gradual decline in the quality of its programs (Simon, 2005). Some viewers, especially in Addis Ababa, subscribe to the South African-based Multi-Choice Africa DSTV satellite pay-TV service and the Arab Sat satellite service.

2.10.4. New media utilization in Ethiopia ERTA/ETV

2.10.4.1. ICT status in Ethiopia

Information and Communication Technologies (ICTs) have become part of the modern newsroom, from receiving and sending information to processing and storage of data. Even small developing countries like Botswana find themselves in an inevitable struggle to catch up with the developed western nations in the use of modern tools such as cell-phones and digital cameras. It is believed that ICTs make the modern newsroom, whether it is for television, radio or press agency, more efficient and better able to deliver a competitive and newer product that can sell faster and better because of its quality.

A survey conducted by Ethiopian ICT development Agency has showed the sampled figure of the whole status of ICT in the country. As a result 13 indicators were set as bases to show the whole status if ICT in Ethiopia.

As per this survey conducted by Ethiopian ICT Development Agency in 2007, the state of ICT usage and particularly the use of Internet is very low compared to even

sub-Saharan Africa. ITU data posted in its website indicates that countries such as Nigeria and the Sudan have 8 and 3.5 millions of internet subscribers, respectively. According to this assessment, Ethiopia has only 30,283 dial-up and 629 broadband internet subscribers. The dial-up subscriptions are over exploited in the various internet cafes and 41% of the urban residents ever having access to the internet have used these cafes. With 629 broadband internet subscribers, it is only too obvious where the country stands in the adoption of this important technology. One reason for the slow adoption of broadband Internet is invariably the subscription and monthly fee charged by the Ethiopian Telecommunication Corporation which ranges from Birr 1,986 for 64 Kbps to Birr 48,924 for 2 Mbps in monthly fees.

In the case of personal computers, the four year average import data from the Customs Authority shows that the country commonly imports about 52,000 Personal Computers per year. In terms of yearly per capita import, the quantity of imported PCs represents only 0.062%. The total worth of these imported PCs is only 19.7 Million USD which is as average 0.64% of the total imports of the country in any given year. In terms of net growth for the last five years, total imports have been growing by 61.78% while import value of PCs has been growing by 15.2%. Besides, the imported quantity of PCs in the last five years shows an erratic trend where in some years the quantity imported is half of what is imported in other years. All these facts are reflected in the low value of the indicators “*PC per 100 inhabitants*” which is only 0.31 and “Proportion of individuals who used a computer” which is 3.12% of the total population of the country.

The survey further assessed the situation and found out that the Internet and Email contents leave much to be desired. The internet is used mostly to get news and general information (63.4%) and not specific issues that help the country’s development such as agriculture (5.1%), health (8.9%) or issues related to government institutions (9.1%). Email is sent mostly to friends and family (67%) while business related emails are not widely used (only 13%) by those who send emails. With regard to downloaded

content from the internet, the survey results show that news are again the most downloaded content with 37.7% while eBooks are downloaded only in 19.9% of the cases.

The study also revealed that 980 federal, regional and zonal level government offices reported that computer per employee is about 27.7% and that of printer per employee is 13.3%. As average the surveyed institutions have some 49 employees excluding the lower job posts such as guards and drivers. The average computers deployed for use by these 49 employees is about 13 which show that much of the employees are not using PCs in their day-to-day activities. With regard to availability of PCs in high schools, the survey results show that in 196 schools enrolling 330,551 students there are only 7,082 computers. The national average for the indicator “Computer per 100 Students” show 2.14 PCs per 100 pupils which is a very low penetration level for such schools. In some regions like Afar and Somali the PC per 100 student value is much lower than the national. As expected, Addis Ababa has the highest but not sufficient value for this indicator which is 3.19 PCs per 100 students.

All in all, one can clearly see that the insufficient level of PC import, Internet subscription both dialup and broad band, limited availability of computers to Government employees and students is a concern as a society that is in need of transitioned to the new media age.

Chapter Three

3. Research Design and Methodology

3.1. Study Area

Addis Ababa is the capital city of Federal Democratic Republic of Ethiopia and is divided into 10 sub cities and 99 kebeles. The population of Addis Ababa was estimated to be 2,848,873 in 2007(31). Ethiopian Radio and Television Agency (ERTA) is situated in the capital city of Ethiopia, Addis Ababa, Lideta Sub city. ERTA functions in its own building which is presented in figure 1 presented below.

The major role of ERTA/ETV lies on communications. Its tasks are preparation and presentation of public radio and television major and current events taking place within the country and abroad, as well as educational and recreational programs in accordance with media, press and other relevant policies and laws.

ERTA/ETV's vision is to be a vibrant, competitive and reliable medium of information in Africa that promotes development and democratic unity of Ethiopia. To this effect, the mission of ERTA/ETV would be building up image and national consensus through an interactive broadcast media that provides timely, informative, educative and entertaining programs utilizing state of the art media technology.



Figure 1: Main office of Ethiopian Radio and Television Agency (ERTA/ETV)



Figure 2: Map of Ethiopian Radio and Television Agency (ERTA/ETV)

3.2. Study design and Study Population

The study design was cross-sectional and used both quantitative and qualitative approaches. The data were collected from the ERTA/ETV staff. The basic source population was ERTA / ETV newsroom staff in Addis Ababa during the study period. The study subjects were purposively selected.

3.3. Inclusion criteria:

Journalists and media technology staff who are working in ERTA/ETV newsroom and has the consent to participate in the study. Additionally, being on duty during the data collection was the inclusion criterion.

3.4. Exclusion criteria:

Journalists and technical staffs working in ETV newsroom and who did not have the consent to participate in the study are excluded from the study. Moreover those who were not on duty at the time of the data collection were not part the study.

The sample size for the quantitative study was calculated using the single population formula. The value of p was taken as 50% as there is no previous study done in the study area; 5% margin of error and 95% level of confidence were taken for a sample

size of 200. Since the questionnaire was self administered, a non response rate of 15% was allowed for, making the final sample size 168 employees.

3.5. Sampling procedure and Sample size

First ETV was selected from Ethiopian Radio and Television Company. Next the technical staff of newsroom was identified in accordance with the study concern. Then the two categories of the newsroom namely news and current affairs, and technical (media technology) staff were stratified .Finally potential participants in the quantitative study (the questionnaires) were identified using available sampling.

All in all, a total of 1500 employees of ERTA/ETV are considered as the population frame of the study. Within this frame, and out of 450 ERTA/ETV newsroom staff sample frame 200 (journalism practitioners, technical editing staff and media technology staff) are selected to be part of the study.

3.6. Qualitative study

The qualitative data were collected prior to the quantitative data. Two focus group discussions were set up conducted with purposely selected participants excluded those who participated in the quantitative part.

3.7. Instrument

The researcher has tried to employ various types of data collection tools so as to generate the data in both qualitative and quantitative ways. Three major tools are functioned in this study which are: Questionnaire, Focus group Discussions, and observation.

3.8. Questionnaire

The researcher has tried to prepare self-developed questionnaires. Procedurally, the researcher has tried to read in detail on the subject entertained in the study. Secondly a rough draft of items based on the readings in line with the statements of the issue has

been composed. Finally the questions are evaluated against the standards discussed in the reviewed literature section.

During the designing of the questions various types of questionnaire formats has been employed in accordance with the respective information. Formats such as Close-ended, paired-composition, contingency questions, ranking questions, inventory questions, matrix questions and multi-choice questions are involved in the questionnaire harmoniously.

Finally the questionnaire was assessed as of avoiding wording problems which might result in difficulties to the respondents. Specifically, difficulties such as double-barreling, using of loaded language and improper grammar, incompleteness and vagueness of sentences, lengthy items ,leading questions, abbreviations, misspellings, presumptive questions, and false bipolar have been avoided. As a matter of fact this clearing of survey items from such difficulties has been refined as a result of the pretest.

3.9. Focus Group Discussion

Since I am interested in gathering preliminary information for the research, I used this method in order to develop the questionnaires and to understand some of the reasons behind particular phenomena.

According to Wimmer and Dominick (1997), if quantification is important it is wise to supplement the focus group with other research tools that permit more specific questions such as “why” and “how”.

In order to initiate the FGD participants a kind of pilot questionnaire was handed so us to make them think about the topic when the discussion starts. Moreover, this procedure is believed to make respondents increasingly willing to speak up even when topics of less interest are entertained. While conducting the FGDs a trained and skillful moderator has led the sessions.

3.10. Observation

To supplement the data generated through questionnaire and Focus Group Discussion the researcher has employed observation guided by a self-developed checklist. Primarily the major motive of the observation is to see the actual physical setup of the newsroom. The observation list is consist of issues directly related to the infrastructure and the equipment of the newsroom such as the bandwidth of the internet, backup strategy of the newsroom, the general status of social media network, the organizational (ERTA/ETV) website, various application software, available new media technology hardware devices and means of local and international news gathering as well. The observation was conducted under natural setup of the newsroom for two weeks from December 27, 2010-Jan 13, 2011.

3.11. Data Quality

Using self adapted questionnaire, the data collection tool was pre-tested; data collectors and supervisors were trained on objective of the study, sources of bias, observation and FGD facilitation technique. Furthermore, each questionnaire was manually cleaned up for completeness, missed values and inconsistent of responses, frequencies and cross tabulations were used to check missed values and variables.

The observation was prepared by the researcher. This is done to fulfill the gap of the expertise on the field of the studies. The research has a bachelor degree on computer engineering and enough experience in the field communication technology.

3.12. Data Analysis Method

The quantitative and qualitative data collected from the primary and secondary sources were analyzed using qualitative methods and descriptive statistics. To analysis quantitative data, specifically, in order to quantify the involvement of newsroom staff (journalists and media technology) questionnaires were pre-coded moreover Statistical Package for Social Sciences (SPSS) version 16 was employed. Given the

questionnaire respondents, the study aimed at systematically determining frequencies of various occurrences amongst the subjects, Ratio, crosstab, correlation and was the most commonly used techniques to analyze data. The broad area of SPSS consists of significance tests to determine the relationship exists between independent variables (IVs) and Dependent variables (DVs), multiple comparison procedures is used to investigate more thoroughly to identify the nature of such a relationship.

The variables were drawn from the responses and aimed at determining answers to the following major questions:

1. What status does the journalists are (by age, gender, educational qualifications, first access to Internet);
2. What status and conditions are Journalists' in the usage of the new media technology in the newsroom;
3. What is the situation of technical and journalist in using new media technology formats;
4. What knowledge about Internet use do the journalists possess
5. What attitudes they have towards the Internet;
6. What obstacles the journalists meet in appropriating Internet.

Data collected from key informant interviews, group discussions and observations were qualitatively assessed. Finally, outputs of the statistical analysis were discussed using tabulation, cross-tabulation, means, frequencies and percentages. Based on the the qualitative data this approach aimed to answer the following major questions:

1. What kind of local and international communication network the station avails;
2. What kind of Internet infrastructure does the agency involves;
3. How and to what extent ICT and new media technologies are being underutilized;
4. How the newsroom is equipped with the new media technology?

5. What roles does their website plays in supporting social media networks and
6. What kind of backup /storage strategies does the agency follow?

In general the findings both qualitative and quantitative are thematically connected and presented in the subsequent sections of the results chapter.

Chapter Four

4. Results and discussion

4.1. Executive Summary of the Findings

Now a day, the new media technology appears to be among the most important level of civilizations that facilitates simple and attainable environment for human beings. Significantly, almost all global societies came to realize the potential and future inclination of the new media Technology. Consequently, everyone seems to be forced to employ this technology for socio-economic, cultural, social and environmental aspect of life in due course of integrating oneself.

This chapter presents what the current practical new media technology interface in ER TA/ ETV looks like. Quantitative and Qualitative Analyses contain the first valid and credible data gathered from Newsroom and media technology department on new media technology use, access, process, and adoption in ERTA/ ETV. The report combines a survey, focus group discussion and two weeks observation of projects, hence it reveals successful lessons on new media technology interface in ERTA/ETV.

The questionnaire consisted of a total of 41 questions, one open-ended and the rest were closed-ended. The questionnaire was aimed at revealing ERTAs'/ETV's newsroom overall situation in relation to new technologies for professional practice. The questionnaire was designed in to two categories in a way it could address the newsroom main and supportive staff (media technology department) too. The core que stions were designed to test status of journalists (by age, gender, educational qualificat ions, first access to internet), employment of new media technology in the newsroom, internet infrastructures and other new media technological tools journalists and technical staff can access to process their news, use new media technology to improve access the quality and the timelines of stories and meet the deadline, awareness of both staff using blog and other social media sites for their jobs and constrains in using new

media production, ease of job performance; satisfaction of available new media technologies at work.

As per the study findings, the new media technology operation in ERTA/ETV newsroom is inspiring enough that the basics of the technology are in place. ERTA/ETV media practitioners are in the due course of implementing the availed new media technologies and gaining the skill at the same time. Surprisingly, the newsroom practitioners with great ambitions always work to build self-gained knowledge and contribute to their organization towards the new media technology.

Despite the aforementioned status of the newsroom, inadequate infrastructure i.e. lack of access to the internet, shortage of software and hardware accessories, lack of skilled manpower and unavailability of job specific trainings are grave challenges.

The survey highlighted in the report are representative of extensive interest in ERTA/ETV to have a better infrastructure and access of the technology in empowering ERTAs'/ETVs' hi-tech landscape. Towards this end, the report combines recommendations for the necessary interventions and policies for bridging the ERTAs'/ ETVs' digital bearer. The report helps to propel both departments' voices into the decision makers for discussion and lays the groundwork for better deployment of new media technology, access, and adoption of digital communication that is driven by and serving the needs of the newsroom.

The results of this research are presented with a number of major subheadings by considering the above mentioned research questions supporting with several figures and tables.

4.2.1 Socio-demographic characteristics of Respondents

The study began by mapping the attributes of the respondents. Based on the data respondents age ranges between 20 years and 59 years. Logically speaking, the wide-ranging age distribution of the study participants results in validity and reliability of

the research. Among the participants 24% are females. With regard to educational background, the data revealed that the participant earned certificate to MA and above.

As per the data the majority of respondents (49%) earned BA/BSc and significant numbers of respondents (42%) are certified at diploma level. Thus, educational background also has paramount significance in describing and explaining the findings. This is because; educational background gives maturity of understanding of the issues, holistic perspective and exposure to different media technology via education which all in turn increases the representativeness of the finding and its reliability. Table 1 clearly presents the overall socio-demographic characteristics of the study participants.

Table 1:-Socio-demographic characteristics of Respondents, Feb 2011

Variables	Frequency	Percent
Age(n=164)		
20-29	68	41
30-39	60	37
40-49	27	16
50-59	9	5
Total	164	100
Sex(n=163)		
Male	124	76
Female	39	24
Total	163	100
Educational level(n=165)		
Secondary School	1	1
Certificate	4	2
Diploma	70	42
BA/BSc	81	49
MA/MSc and Above	9	5
Total	165	100

4.2.3 Field of specialization

In relation to specific field of specializations of participants the data emanated that 45(34%) of them specialized Media technology and Electronics, 26(20%) of them studied Language and literature, and 22 (17%) were ICT and Computer science professionals. Surprisingly those who specialized in journalism and communication and camera operation were only 13(10%) and 2(2%) respectively. The following Table 2 presents the figure clearly.

Table 2:- Field of specialization of respondents, Feb 2011,n=133

Variable	Frequency	Percent
Language and literature	26	20
Media technology and Electronics	45	34
Journalism and communication	13	10
ICT and Computer science	22	17
Camera man	2	2
Others	25	19
Total	133	100

4.2.3 Experience

Regarding experience of the respondents, the data shows that about 69 (41.1%) and 26 (15.5%) have experience of 2-4 years and more than 10 years respectively. 25(14.9%) and 26(15.5%) of the participant explained they have work experience of less than a year and 5 to 9 years respectively. The following table is meant to display the exact figure of the data in relation to years of experience of respondents in their current position.

Table 3: Year of Experience on current position, Feb 2011, n=167

Year of Experience on current position	Frequency	Percentage
<= a year	25	14.9
2-4 years	69	41.1
5-9 years	26	15.5
>=10 years	47	28
Total	167	99.4

4.2.4 Exposure and status to the new media technology

As of scrutinizing the situation of the participants' exposure specific to the internet use, the data has clearly indicated when they were initiated. As the following table indicates, 88(55%) and 24(15%) of the respondents were initiated to the internet 5 years and 10 years pack respectively. Further more significant number of respondents (38) have experienced the internet only for a year. Surprisingly enough 4 of the participants were initiated to the internet just some days back. Regarding trainings on the internet use, 97(60%) of the respondents were trained. Under this thematic issue participants were asked to rate their ability to use the internet for their profession; among 163 respondents 74 and 47 rated their ability as 'good' and 'excellent' respectively. However those who rated their ability as fair and poor were 23 and 19 respectively.

Table 4: respondent's exposure and status to the new media technology, Feb 2011

	Frequency	Percentage
Internet use for the first time(n=159)		
Day back	4	3
Month back	5	3
A year back	38	24
5 Years back	88	55
>=10 years back	24	15
Total	159	100
Internet training(n=161)		
Yes	97	60
No	64	40
Total	161	100
Use of the internet for profession(n=163)		
Poor	19	12
Fair	23	14
Good	74	45
Excellent	47	29
Total	163	100

Having the motive of assessing the relationship between having training on internet use and the ability to use the internet for their profession, the following table is displayed using cross tabulation. As the figure indicates, among those who have the training 31%, 41% and 11% rated their ability to use the internet for profession as 'excellent', 'good' and 'fair' respectively.

Table 5: Internet training Ability to use internet for profession Cross tabulation,

Feb 2011(n=158)

Variables		Ability to use internet for profession				Total
		Poor	Fair	Good	Excellent	
Have internet training	Yes	10	11	41	35	97
	No	9	12	29	11	61
Total		19	23	70	46	158

4.2.5 Available new media technology in ERTA/ETV newsroom

This section attempts to examine the existing infrastructure in terms of the basic internet infrastructures and other new media technological tools ETV journalists and media practitioners can access to process their news. It further tries to assess the major constrains journalists and media practitioners face while interacting with those new media production

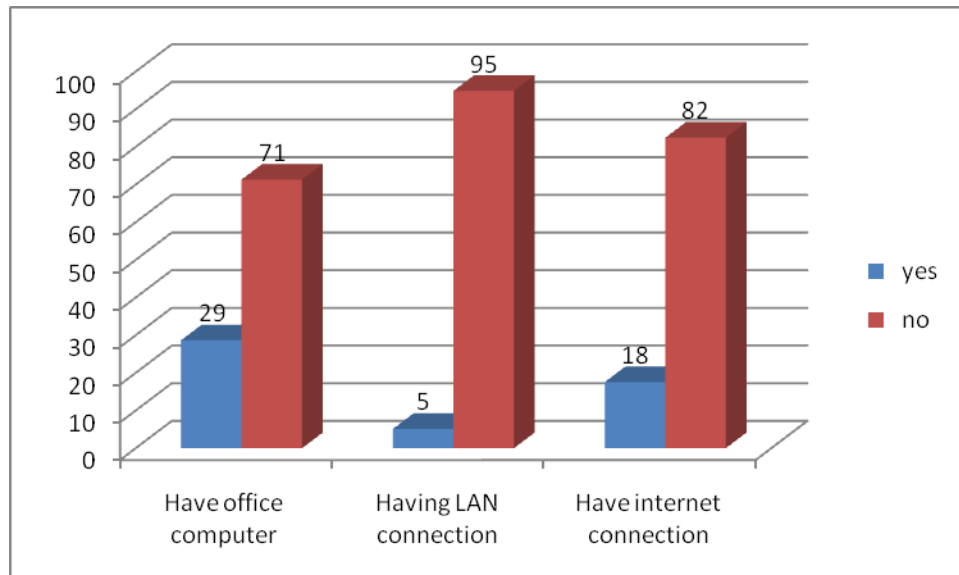


Figure 3: Number of computers, LAN and internet connection in the newsroom.

As stated in chapter two the researcher has conducted observation sessions at ERTA/ETV newsroom which enabled him to come up with the practically number of available number of computers connected to LAN, and number of computers granted for internet connection. Accordingly, it was found out that only 129 computers were availed for 450 staff .Among the available computers, only 23 (5%) have LAN connections for intranet activities. Surprisingly, only 18% of the functional computers are connected to the internet which doesn't suite the demand. The above figure 3 presents the exact picture of the available new media technology devices.

As of triangulating the above idea, respondents were asked to respond where they often use internet. While 157 (30%) use the internet at their office 39% of the respondents tries to access the internet outside the newsroom. The remaining 24% and 8%use the internet in cafés and in their house respectively. Table 6 deals with this issue.

Table 6: Place where respondents often use the internet, Feb 2011,(n=157)

	Frequency	Percentage
Place Where internet often used		
In the newsroom	47	30
Office outside newsroom	61	39
Internet café	37	24
Home	12	8
Total	157	100

4.2.6 Available media technology devices for personal use

In accordance with the data emanated from the observation, the news room availed about 25 field cameras and 15 Digital studio cameras. Among the available studio cameras only 12 have the potentially output of digital data format. However, all available mixers and transmission devices at each studio are not capable of handling digital data. As a result, all incoming data from these studio cameras should always be

converted to analog. Moreover, since the studios available at ERTA/ETV are not in a position to record digitally, data is recorded with tape drives. Unfortunately, all field work cameras are analog. Speaking of the new media technology hardware often used by individual respondent, the following Table 7 displays the figure.

Table 7: New media technology, hardware often used by respondents, Feb 2011, (n=114)

New media technology, hardware often used by respondents	Frequency	Percentage
Computer	38	33
DVD	24	21
CD	25	22
Mobile	6	5
Mini disk recorder	8	7
Portable Media player/ MP3 player/Flash disk	13	11
Total	114	100

4.2.7 Distribution of software within the scope of new media technology

The software status of the news room was assessed in relation to the available news processing and gathering applications. This data was emanated through the observation conducted by the researcher himself. In accordance with the finding, the only video editing application software employed in the newsroom is adobe premium. In addition Sony Vegas is rarely utilized in ERTA/ETV studios.

4.2.8 The extent to which journalists interact with the new media technology

As the following Table 8 displays participants were examined the extent to which they employ the new media technology in the due course of making news. While local news gathering, 37(34%) and 41(38%) of the participants use Internet and telephone respectively. those who reported that they use satellite TV and post were 13(12%) and 14(13%) respectively. Actually, 3 of the respondents explained that they employ

satellite radio too.

Table 8: the extent to which respondents implement the new media technology in making news, Feb 2011

Variables	Frequency	Percentage
Tools used to gather local news		
Satellite TV	13	12
Satellite Radio	3	3
Internet	37	34
Telephone	41	38
P.O.Box	14	13
Total	108	100
Tools used to gather international news		
Satellite TV	28	23
Satellite Radio	7	6
Internet	58	47
Telephone	1	1
Subscribed online news	30	24

Coming to the international news gathering Internet (58) and subscription of online news (30) were the most used means. 27 of the respondents also explained satellite TV is their means of international news gathering. Speaking of new media applications often used YouTube (7%), FTP server (2%) and Instant message/Chatting (5%) were among the rarely used applications. As a matter of fact, world wide web (WWW)(46%), E-mail (17%) and web based TV(12%) were widely used means Of the international news gathering activity. See figure 4

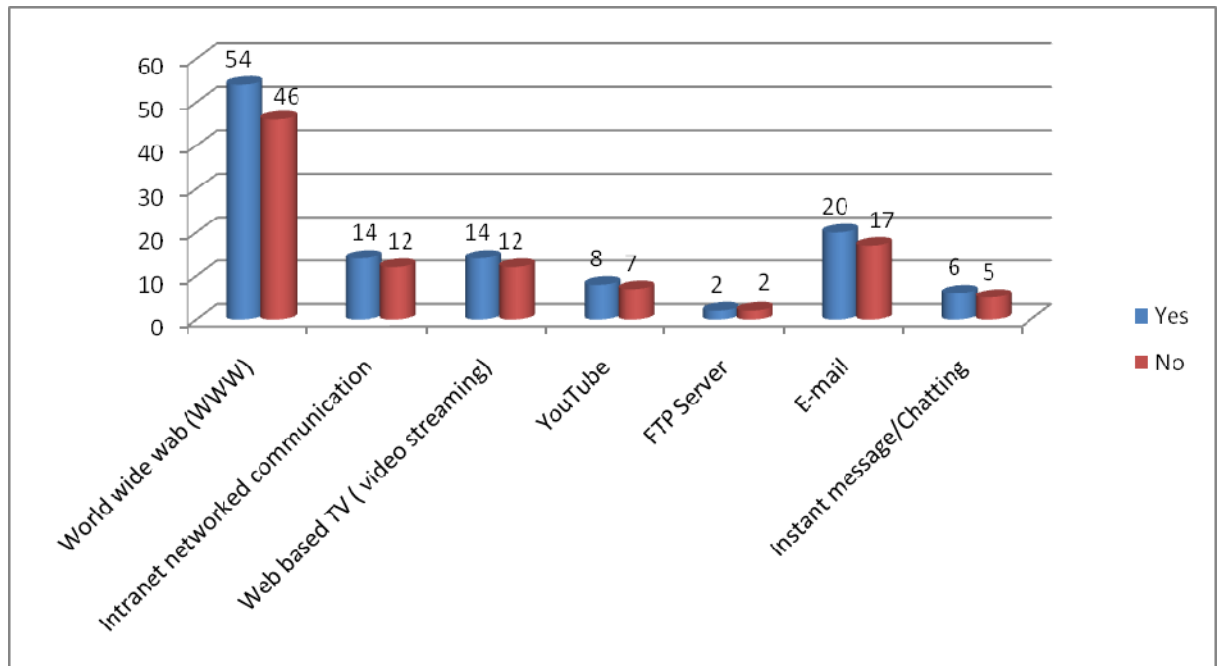


Figure 4: New media applications (services) often used

As of assessing the duration respondents spend using the internet at once, and majority of them (47%) and 24% spend less than half an hour and up to 1 hour respectively. Surprisingly there were also participants (8%) who reported that they use the internet 3-5 hours at once. The following Table shows the details.

Table 9: Duration spent on internet use at once, Feb 2011

Variable	Frequency	Percentage
< 30 minutes	73	47
1/2-1 hour	37	24
1-2 hours	19	12
2-3 hours	15	10
3-4 hours	7	5
>=5 hours	4	3
Total	155	100

Since significant numbers of the respondents employ the internet, it was necessary to identify why and how often they use it. 15 and 21 of the participants indicated that they use the internet to email daily and weekly respectively. Those who use the internet to uploading and downloading information daily, weekly and monthly were 6, 7, and 9 respondents respectively. Unfortunately significant number (9) of the participants explained that that they never use the internet for the aforementioned purpose. As the data clearly shows very significant number of the study participants (24) and (17) use the internet to search information daily and weekly respectively. Further details the following Figure 5 is informative.

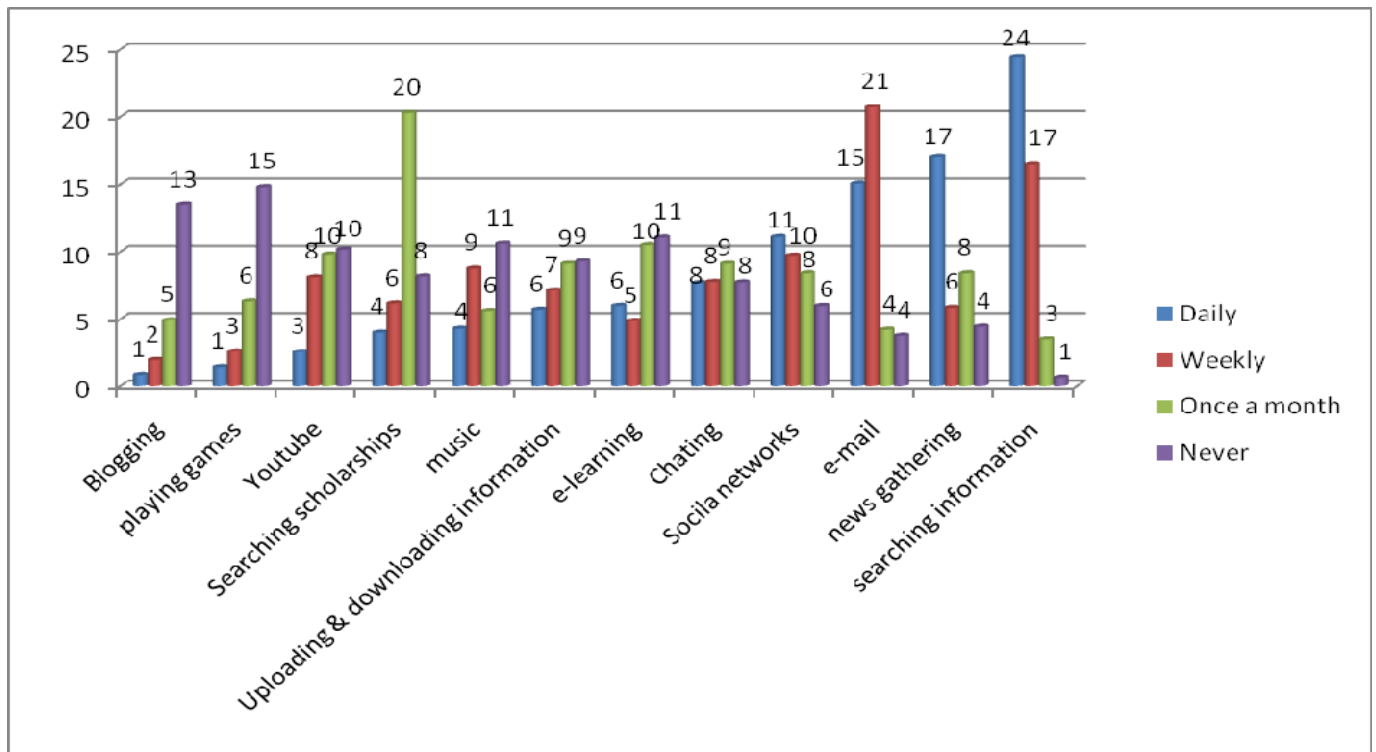


Figure 5:- The purpose and extent respondents' use the internet for

The researcher further tried to notice the relationships that could probably be the individual's personal features such as age and educational background and the ability to use the internet for profession. The data emanated that majority (28 and 33 participants) of the age group between 20-29 years rated their ability as 'excellent' and 'good' respectively.

2 and 4 of the participants in the oldest age group (50 -59 years) rated their ability as 'excellent' and 'good' respectively'. This data clearly shows that the younger age group is highly related to the internet. The details are in the following Table 10.

Table 10: Age versus ability to use internet for profession Cross tabulation, Feb 2011

Variable	Ability to use internet for profession			
	Poor	Fair	Good	Excellent
Age				
20-29	2	5	33	28
30-39	6	10	27	14
40-49	11	5	7	3
50-59	0	2	4	2

Speaking of the relationship that could be found between educational background and internet use ability the following figure 6 tries to display clearly. Among those who have MA/MSc degrees 44% and 22% rated their ability as 'good' and 'excellent' respectively. The same holds true with those who have BA/BSc degrees ; 46% and 38% rated their ability as 'good' and 'excellent' respectively.

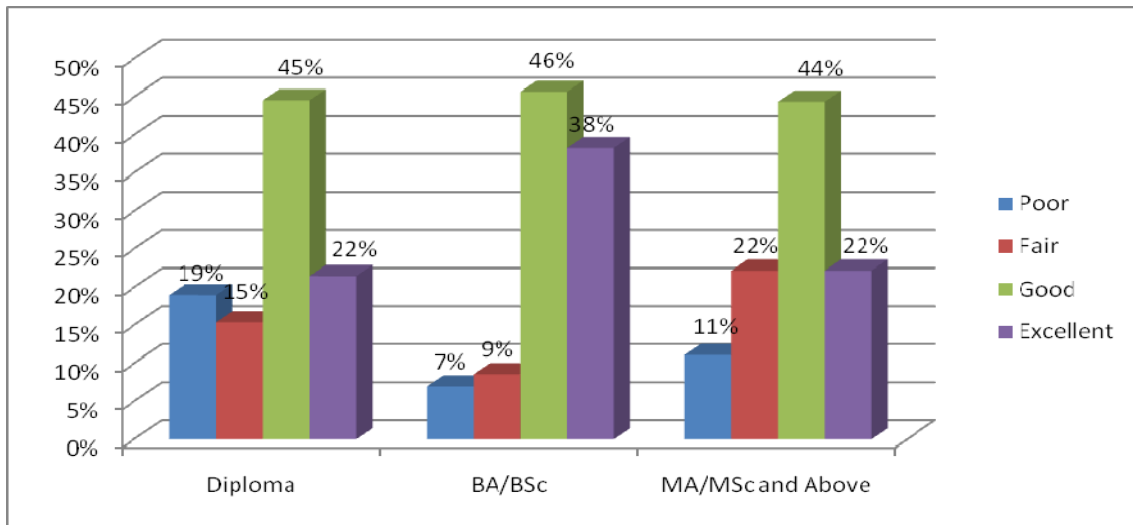


Figure 6:- Relationship between educational background and use of the internet for profession

The relationship between age and employment of the new media applications was further examined, the result happened to coincide with the above issue. Among these who use www 55.8% are found in the age group of 20-29 years. Furthermore 100% of the YouTube and 66% of the instant messaging users were again in this age group. Looking at the eldest age group, 3.8% of the www, 7.1% of the intranet communication, 7.7% of web based TV, 0% of YouTube, 0% of FTP and 18% of email applications were employed. The same goes with the other applications too. See Table 11 for the details.

Table 11:-Relationship between age and use of the new media technology, Feb 2011

Age	WWW world wide web	Intranet networked communication	Web based TV	You Tube	FTP server	Pod-Casting	E-mail	Instant message/ Chatting
20-29	29/55.8%	5/35.7%	5/38.5%	7/100%	1/25%	1/25%	11/61.1%	4/66.7%
30-39	16/30.8%	6/42.9%	5/38.5%	0	1/25%	1/25%	5/27.8%	1/16.7%
40-49	5/9.6%	2/14.3%	2/15.4%	0	2/50%	2/50%	2/11.1%	1/16.7%
50-59	2/3.8%	1/7.1%	1/7.7%	0	0	0	18/100%	6/100%
Total	52/100%/	14/100%	13/100%	7/100%	4/100%	4/100%	36/100%	12/100%

4.2.9 Journalist's attitude the new media technology and social media

The researcher further tried to examine the Journalists' attitude towards the new media technology and any feature which could be related to their attitude such as age.

The following graph (Figure 7) is meant to show the study participants' attitude towards the significance of the internet. In accordance with the data, while 17 of the respondents believe that internet saves time the remaining 8 disagree with this idea. Regarding the role of the internet to enhance professional capacity, 19 of the participants argue for it and the rest 7 respondents are against the idea. The most arguable point concerning internet is its reliability; while 14 participants believe that the information is dependable the other half (14) of the participants argue that it is unreliable. Surprisingly majority of the respondents (14) don't believe that internet is a good means to communicate with audience. The rest of the details are presented in Figure 7.

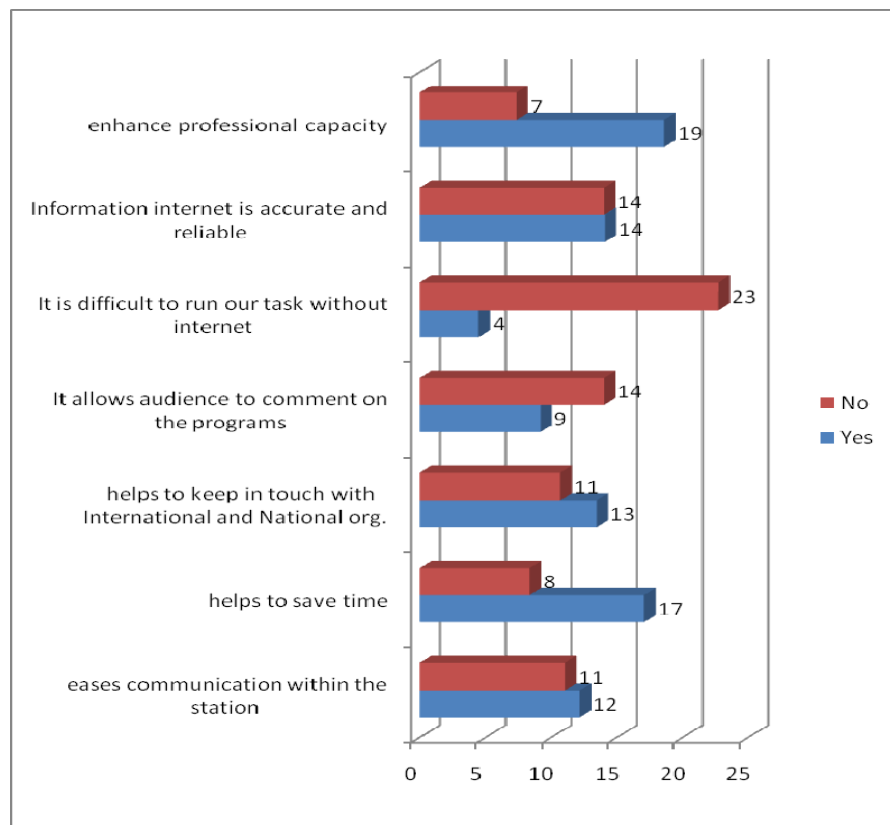


Figure 7:- Respondents' attitude towards significance of the internet

Study participants were further checked to assess their general attitude towards the impacts of new media technology. As the following chart exhibits, those who believe that the new media technology impacts the quality of production and timely deliverability of news are counted to be 21.5% and 21% respectively. Furthermore majority of the participants (22.8%) believe that the internet facilitates simplicity of job and performance. However, significant number of the respondents that count 14.6% explained their dissatisfaction on the new media technology availed in the news room. Figure 8 clearly demonstrates attitudes of participants towards the impacts of new media technology.

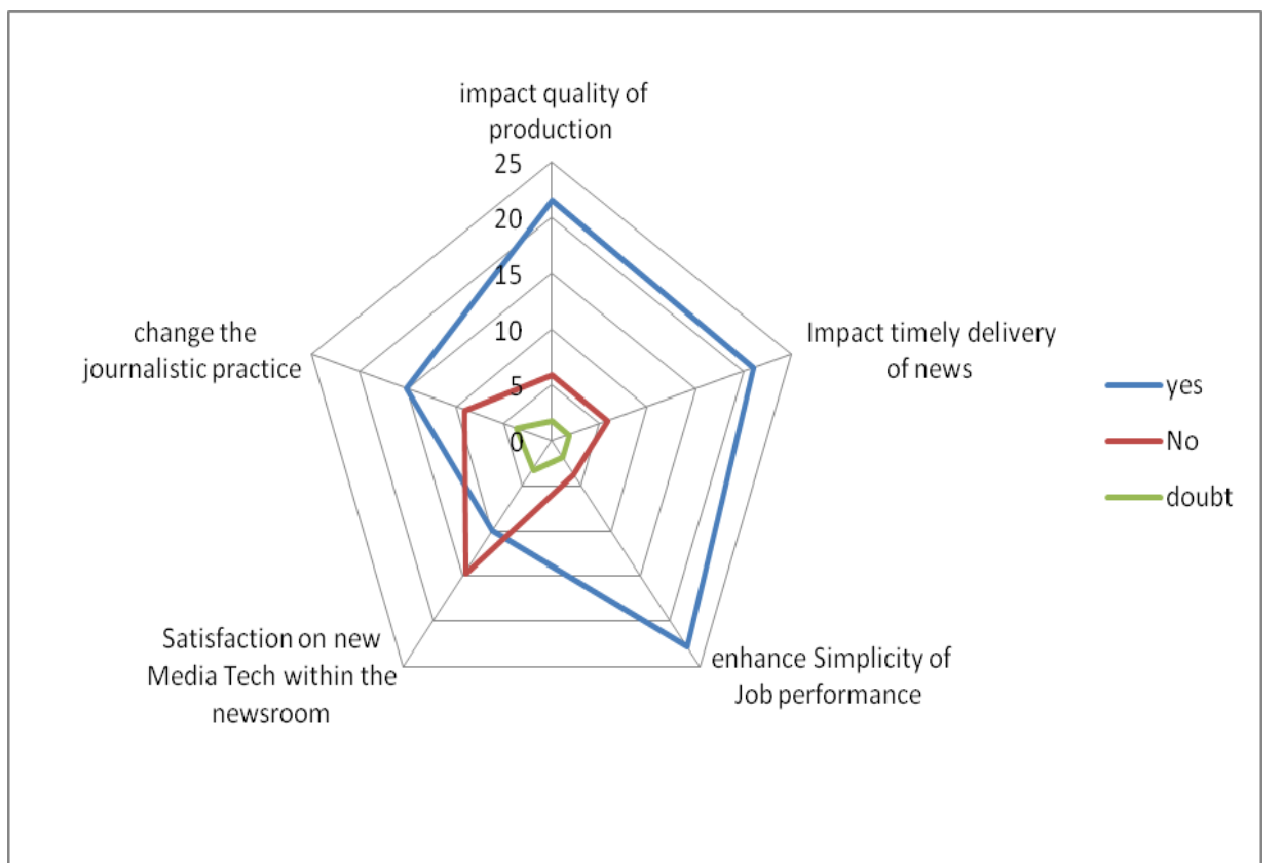


Figure 8:- Respondents' attitude towards the impacts of new media technology

Speaking of study participants' attitude towards media technology specific to the

improvement of the news making, majority of them believe that it really enhances situation. As the following figure illustrates 17.4% of respondents explained that the technology enhances the news making in the audience –journalist communication aspect. 12.8% said the technology is important to communicate within the staff; and 11% of them express that they believe the technology enhances the news processing. However, only 2% of the participants believe disseminating can be supported by the new media technology. Details are kept in Figure 9.

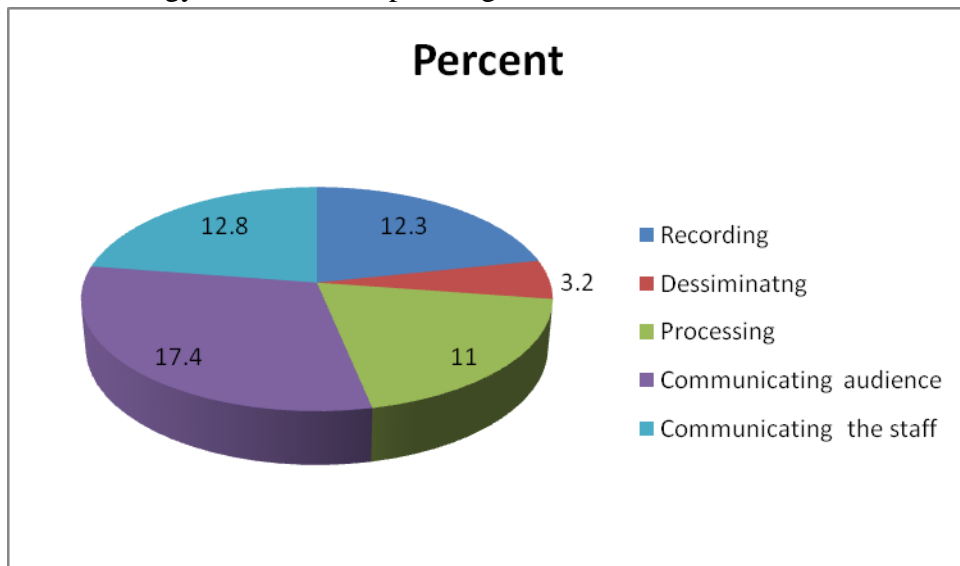


Figure 9: Respondents’ attitude towards aspects of new media tech. to enhance the news making

In the same spirit the researcher has tried to assess the general impressions of respondents have towards new media technology in relation to their age. Among those who believe that the new media technology impacts the quality of production 59% and 25% of them are found in the age groups of 20-29 years and 30-39 years respectively. Surprisingly among those who explained that they don’t believe in the impact of the technology on news production, majority (53.8%) are in the age groups of 30-39 years. Table 12 presents this finding in detail.

Table 12:- Attitude of new media technology versus age, Feb 2011

New media Tech. impact quality of production				
Age	Yes	No	Doubt	Total
20-29	26/59.1%	5/38.5%	3/75.0%	34/55.7%
30-39	11/25.0%	7/53.8%	0/.0%	18/29.5%
40-49	5/11.4%	1/7.7%	1/25.0%	7/11.5%
50-59	2/4.5%	0./0%	0./0%	2/3.3%
Total	44/100.0%	13/100.0%	4/100.0%	61/100.0%

Since one of the major concerns of this study is to examine the situation of the social media and Blogs in ERTA/ETV news room, the findings of this concern are presented in Table 13. In accordance with the result, 14% of respondents believe that social media and Blogs are dominating the traditional mainstream media. The other 14% of study participants are those who don't believe social media are more credible than traditional mainstream media. However 17% of the respondents explained that social media are a complement conventional mainstream media. Further details are presented in Table 13.

Variables	Yes		No	
	Frequency	Percent	Frequency	Percent
are dominating the traditional mainstream media	36	14	26	9
enhanced communication among journalists	31	12	29	10
Traditional media is dominating Social media/Blog	20	8	39	14
Instantaneous feature of social media/Blog forced news org. to react quickly	30	11	28	10
are more credible than traditional mainstream media	20	8	40	14
are more dependable source of information than traditional mainstream media	26	10	35	12
Serve as watch-dog for traditional mainstream media	24	9	36	13
complement conventional mainstream media	46	17	18	6
ERTA/ETV should encourage journalists to use Blog/social media	31	12	32	11
Total	264	100	283	100

Table13:- Respondent position concerning social media and Blogs, Feb 2011

4.2.10 Major constraints to interact with the new media technology

Obviously speaking, one can easily imagine that journalists might face various challenges in the due course of implementing those new media technologies. As the participants expressed the major constraints are absence of Service (15.5%), Lack of time (12.8%), Poor internet connection (23.7%) and Lack of skill (10.5%) that they routinely face. The following figure 10 deals with this issue.

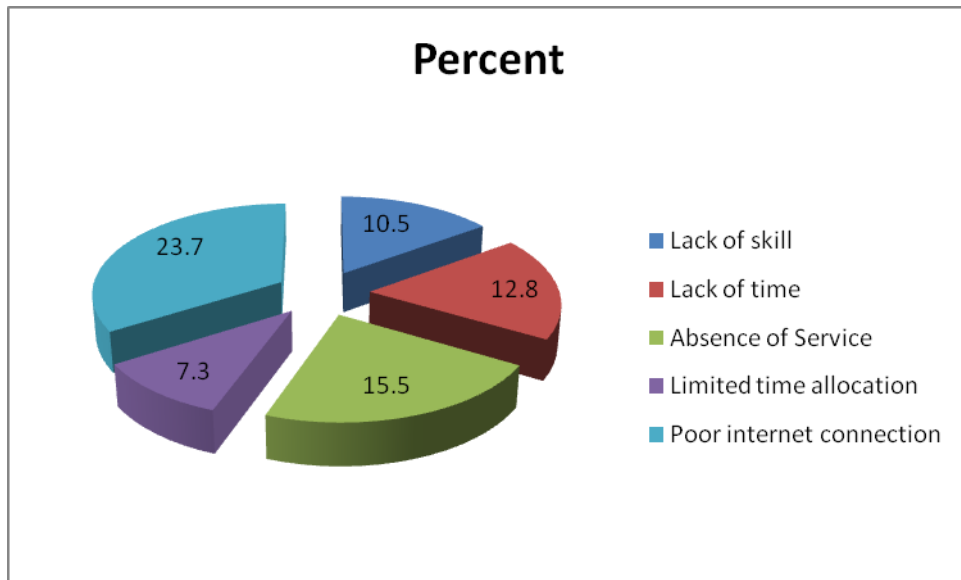


Figure 10: Constraints/ challenges of using the internet

4.2. Discussion

In this study the general new media technology situation of ERT/ETV newsroom is assessed and the findings are categorized under different categories in the above section. To have a close look at some of the issues, the software, hardware and humanware are treated independently first and then integrated.

Regarding the humanware synchronization, level of education, gender and age are well balanced. As the data shows age varies between 20 and 39 years cover 78% of the staff. However the fields of specializations of the staff are a bit far from the demand of their positions and expertise. Referring the findings in this study, we can see that only 10% of the study participants have studied Journalism and communication and 17% specialized ICT and Computer science. Surprisingly, those who have specialized Media technology and Electronics cover 34% of the staff. This indicates that it is up to utilizing the available humanware resource in line with the new media technology. On the contrary those who are directly in touch with the news making and dissemination are a bit far from the technology. For instance a discussant from the FGD has expressed the constraint sayings:

“...Until the emergence of the school of Journalism of Addis Ababa university, it was difficult to get professional journalists. On top of this our employment criteria never included whether they are equipped with computer skill or not. Unlike of other well organized organizations we have never been in a position to hunt employees who are computer literate as well as with the skill of new media technology. From my rough observation, most of the staff members are not aware of using the internet technology for their profession”.

Another discussant also expressed his frustration saying:

“Here, I have a point to make. For instance I am not journalist by profession. I studied language and literature, got employed here and started working as a journalist. When I start working I had hard times with each and every activity. I was trying to observe and imitate from other colleges. What I do is I just get the camera man and the mission from my boss and go for news gathering. Token of using the new media technology

for news gathering, I believe the situation here is not conducive. For instance, I don't have any camera or tape recorder which I can manipulate by myself. I am fully dependent to the camera men. There are also some instances in which I try to compose news but the camera man fails to capture the picture. Because of this disharmony I might get forced to avoid the news or to change my direction as to how to present the news."

Looking into the employees' status of exposure to the technology, majority(36%) was initiated to the internet only a year back .On top of this, about 56% of the participants have worked less than 4 years in their current position. this situation shows that the exposure to internet is not timely facilitated. Further more in line with this reality, 35% of those who have internet trainings labeled their ability to use internet for profession as 'excellent' .This indicates that the training is crucial. A discussant from the FGD the relevance of training as follows:

"...In relation to staff development and training, employee got if only he/she strives to upgrade himself/herself. As a matter of fact, training has been held for the ETV staff but still I believe it is insufficient. We need to work more."

Moreover, one of the discussants of FGD sessions expressed that it is very decisive to provide the staff with basics of not only internet but also the overall computer management skills if we are in a position to facilitate the new media technology. He said:

"I believe the staff should be providing with the basics of maintenance of the devices. For instance, there are number of situations in which activities are hampered because cables are not well plugged or printers are not appropriately handled".

In general in this digital age, using internet for profession is becoming very essential. The study of Verwey, (2000) shows convincingly that a vast majority of journalists in, for example, Southern Europe, the Netherlands, Germany, the US, and Australia is now using the internet regularly in their daily work. Hence, in response to research question concerning internet use for their profession, the study shows that those who are with lower educational level rate themselves having lower ability to use the

internet for profession.

Coming to the hardware synchronization situation, ERTA/ ETV news room is not equipped in a way new media technology is to be run. In accordance with the findings, most of the devices are analogue. As a matter of fact there is limited number of computers, digital cameras, and other new media infrastructure. As the finding revealed from the observation the institution is equipped with 129 office computers availed to 450 numbers of staff .This staff – computer ratio seems far from the convenient situation that enables the newsroom staff facilitates the new media technology. Moreover the numbers of LAN connection for intranet purpose are only 23 among 129 staff and 79 internet connection are availed for 450 employees. If we look at the type of connections availed in the study spot both dial-up and leased line are in place. During the FGD discussion one of the discussants expressed the situation in the following way:

“I am serving in the newsroom. In my division, I strongly believe the necessary infrastructure is totally unavailable. If you try to examine the media situation in the global situation, it is pointless to talk about new media in our situation. We don’t have even enough computers. The journalists usually compose news manually (using pen and paper) and hand it to the typists. These kind of outdated activities are not functioning anymore in other countries. At times the journalists should snick here and there so as to use internet. We don’t have computer as well as internet access in need. I believe every journalist should be provided with his/her own computer with full internet access”

All in all majority of TV program operation is done by analog linear machines. But some Programs like documentary and other none time demanding programs are done by none linear computers. This is because most of cameras are analog and it demands re capturing and reprocessing with special skills.

Speaking of the soft ware situation in ERTA/ ETV news room, similar type of gap is observed as the human ware and the hardware. As the information gathered through observation displays, Adobe premium is the only software availed in the news room.

As a matter of fact Sony Vegas is employed in some ways. However, huge gap is observed at this spot. Genuine software applications such as recent Antivirus, Avid, Final Cut Pro, and others are not available enough. A discussant from the FGD clarified that there is a serious shortage of genuine software applications such as Antivirus, media application software (Avid pro, Final cut pro, and other) and additional utilities which significantly affecting the quality of the news production.

The situation of social media and blogs is well assessed under this study. However the findings revealed that the idea is very far from the study area. Almost all study participants never used the social media such as face book, YouTube, twitter and others in the process, gathering and dissemination of news. Specific to blogs, almost none of the study participants have come across this media. Many of the FGD discussants explained that it seems unpractical to widely make use of social media in our context. Some of their justifications are listed as follows:

- It consumes much time and affects production
- It might be misused by irresponsible individuals

Chapter Five

5. Conclusions and Recommendations

5.1. Conclusions

The Study draws a number of findings and the major ones are presented below.

From the very beginning the term new media by itself seems new and arguable not only among the study participants but also globally. One of the FGD discussants expressed his impression towards the issue and the overall status of the organization as follows:

“I am serving in the technology and research division. As the previous speaker explained, it is basic to define ‘new media’ first. Since the term is contextual and time dependent it should be made clear. For me CD is one of the new media technology devices; for others it might not be. Mostly new media is defined as digitization and computerization. If we try to see the situation of the developed countries, they have already implemented digital televisions which forced the public joined the new media technology. In our situation we use analogue televisions. In general, I dare say there are some initiatives but we are not fully implementing the new media. New media together with analogue might explain our situation.”

Generally Speaking, the synchronization of specializations of participants seems practical. The data from this point of view revealed that the respondents had a background of journalism and communication, Language and literature, Media technology and Electronics, ICT and computer science, Camera man, and others. Thus, the fields of specialization of the respondents are relevant to new media technology and therefore the information secured form the respondents could confirm the extent to which the new media technology is related to media practitioners

In the same token, the work experience of the respondents, their educational background and their ages distributions are adequate to argue that the generated data is quite representative to generalize the finding of the study to entire population of the

ERTA/ETV newsroom.

This study shows that most of the respondents in the newsroom are not privileged with better infrastructure to access internet at their place. Consequently, the newsroom lacks the opportunity that can be gained through internet connection. Scholars like Singer (1997) have studied the effects of Computer Aided Reporting (CAR) and using the internet as a reporting tool for journalists and news work. As a result, he concluded that internet is beyond obvious benefits (more freely-available information, sources, checks and balances), in daily reporting as well as the increased technical element in news work. At this point training is crucial issue. Findings of this study confirmed that those who have internet training have better ability to use internet for their profession than those who do not have the training.

Although one of the attributes of the new media technology is social media, no social media network is systematically being utilized in the study area thus far.

5.2. Recommendations

5.2.1. For ERTA/ETV Administration

- Since the software, the hardware and the humanware synchronizations are the three decisive pillars to facilitate the new media technology, the management needs to work more on those aspects.
- The humanware should be developed in accordance with the expertise specific needs of the news making from recruitment up to on-the job trainings and refreshment courses. Moreover, providing induction periods supported by brief trainings on the overall situation of the organization prevents the unnecessary confusion the newly employed staff might suffer.
- Developing well structured intranet is crucial for creating conducive working environment among the staff.
- To sustain the life of documents / data, it is very important to convert the present data to digital form and storing in a click away. In the due course of

digitalization, it is inevitable to equip the institution with archive server. Even though installation of the server incurs cost, it is wise to plan towards financing the device as soon as possible.

- It is very important to recognize the available skilled man power within the organization and utilize it exhaustively which enables to hamper many of the constraints without extra expense. TO put this in to realty, well designed manpower management is the only effort expected.

5.2.2. For ERTA/ETV newsroom staff

- The staff should be provided with opportunities of training and exercises so that everyone would be able to transit to the multi-mediality.
- The practitioner is expected to harmonize her/himself with the upcoming digital system and work on attitudinal change. This can be done through exhaustive utilization of the available resources within ERTA/ETV.

5.2.3. For researchers

- Further researches should be conducted on the areas such as on “how to enhance the available resource management and organization”.
- Furthermore the researcher suggests that studies should be conducted on how to create awareness and develop positive attitude towards new media technology(in ERTA/ETV or in the country in general)

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Annexes

Annex I

Questionnaire to journalists and media technology staff in the newsroom

Questionnaire to be completed by ERTA/ETV newsroom Staff members

Dear respondent,

The researcher of this study is working on partial fulfillment of Master of Arts in Journalism and communication. The research focuses on “Media and New media Technology in Ethiopia: A study of an interface in the case of ERTA/ETV”. The major thematic element of the study is “the level of integration, ETV, with the new media technology”. To this effect your genuine response is very relevant to supply the data. You are kindly requested to complete this questionnaire. The researcher forwards his gratitude in advance for you immediate cooperation and dedication.

The researcher

1. Sex: Male Female
2. Level of education
 - A. MA and above
 - B. BA/Bsc
 - C. Diploma
 - D. Certificate
 - E. Secondary school
 - F. Primary school
 - G. Other _____
- Field of specialization _____
3. Age group
 - A. 60 and above
 - B. 50-59
 - C. 40-49
 - D. 30-39
 - E. 20-29
4. Years of experience in present position
 - A. 10 and above
 - B. 5-9 years
 - C. 2-4 years
 - D. 1 year and below
5. What is your position in the organization?

6. Do you have computer in your office? Yes 2. No
7. If yes, is your computer locally networked (LAN)? Yes No
8. Do you have Internet connection? Yes No
9. Have you ever trained on how to use the Internet? Yes No
10. When did you first use the Internet?
 - A. days back
 - C. a year back
 - E. 10 and more years back
 - B. months back
 - D. five years back
11. Where do you often use the Internet?
 - A. Within the ETV newsroom
 - C. In Internet cafés
 - B. Within office setting but outside the newsroom
 - D. At home

- D. If any other (state where).....
12. Rate your ability to use the Internet for your profession?
 Excellent Good Fair Poor
13. What are the constraints or challenges of using the Internet?
 A. Lack of skill B. Lack of time
 C. Absence of the service D. Limited time allotted to the service
 E. Poor connection F. other_____
14. Once you start using the internet, how much time do you spend at a time?
 A. 5 - 30 minutes B. 1/2 - 1 hour C. 2 - 3 hours
 D. 3 - 4 hours E. 1 - 2 hours F. 5 hours and above
15. Is there any organizational guideline on how to use the Internet in the office?
 Yes No
16. For what purpose do you use the internet? (**Tick more than one option**)

I used internet for			
<input type="checkbox"/>	Emailing	<input type="checkbox"/>	Playing games
<input type="checkbox"/>	Searching for Information	<input type="checkbox"/>	Watching movies/ YouTube
<input type="checkbox"/>	Gathering and filing news	<input type="checkbox"/>	Face book
<input type="checkbox"/>	Blogging	<input type="checkbox"/>	Listening to music and programs
<input type="checkbox"/>	To upload and download news ,files, and reports	<input type="checkbox"/>	Twitter
<input type="checkbox"/>	Instant messaging /chatting	<input type="checkbox"/>	write if any other _____
<input type="checkbox"/>	Searching for scholarship		
<input type="checkbox"/>	Studying and learning online		
<input type="checkbox"/>	Other social media(State_____)		

17. How often do you utilize some of these Internet activities? (**Tick under your choice**)

Internet activities	Daily	Weekly	Once a month	Never
Emailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Searching for Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gathering news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To upload and download news ,files, and reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instant Messaging /Chatting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Searching for scholarship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Studying and learning online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other social medias(State_____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playing games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Watching movies/ Youtube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social networks, eg, Face book, twitter, etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listening to music and programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Did the internet come up with practical significant difference to your work as a journalist? Yes No

19. If yes, internet is significant to **my work** in the following areas.

Internet is significant in terms of:	Yes	No
Internet has made the news gathering easy for me	<input type="checkbox"/>	<input type="checkbox"/>
Internet has helped me to produce audience friendly programs	<input type="checkbox"/>	<input type="checkbox"/>
Communication within the station (colleagues) has become easier	<input type="checkbox"/>	<input type="checkbox"/>
It gives chance to the audience to comment on my work	<input type="checkbox"/>	<input type="checkbox"/>
Internet saves time	<input type="checkbox"/>	<input type="checkbox"/>
Information on the Internet is reliable and accurate	<input type="checkbox"/>	<input type="checkbox"/>
Internet has enhanced my professional capacity	<input type="checkbox"/>	<input type="checkbox"/>
I can easily get in touch with national and international organizations	<input type="checkbox"/>	<input type="checkbox"/>
Internet has helped me find new Journalism networks	<input type="checkbox"/>	<input type="checkbox"/>
I cannot manage work without Internet	<input type="checkbox"/>	<input type="checkbox"/>

20. What efforts are there from ERTA/ETV as of capacitating the new media technology structure?(**Circle more than one options**)

- A. Staffing skilled manpower
- B. Provide on job trainings
- C. Regular updating of the hardware and software infrastructure
- D. Financing the new media structure independently
- E. Monitoring the quality of the status of the overall new media structure
- F. Other, _____

Dear respondent, questions below is classified in to three categories

- **If you are a Journalists go to 21**

Media technology staffs

- **If you are an ICT staff go to 26**
- **If you are a technical staff go to 35**

For Journalists

21. What news gathering tool do you use for local news stories? **(Circle more than one option):**
 A. Satellite TV, B. Satellite Radio B. Internet C. Telephone
 E. Post office Box F. Others,_____
22. What news gathering tool do you use for international news sources?**(circle more than one option)**
 A. Satellite TV A. Satellite Radio B. Internet C. Telephone
 D. subscribed online news E. Others_____
23. Which new media application do you use often? **(Circle more than one option)**
 A. Internet/World Wide Web B. Computerized networked communication
 C. web-based TV D. pod casting
 E. YouTube F. FTP (file transfer protocol)
 G. E-mail H. Instant message /Chatting
24. specify your position concerning the new media technology; **(tick under your choice)**

concerning the new media technology	Yes	NO	Doubt (Reservation)
New media technologies impact quality of news production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New media technologies impact the timely delivery of news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New media technologies enhance simplicity of job performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Satisfaction with level of new technologies available in the newsroom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New media technologies have the tendency to fully change the future journalistic practice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25. What is your position concerning social media and blogs? **(Tick your choice)**

Social media e.g. facebook, twitter, YouTube, MySpace , blogs, etc...	Yes	No
Social media (including blogs) are dominating the traditional mainstream media	<input type="checkbox"/>	<input type="checkbox"/>
Blogs have enhanced the direct communication among the journalist and the audience	<input type="checkbox"/>	<input type="checkbox"/>
Traditional mainstream media are dominating the social media (including blogs)	<input type="checkbox"/>	<input type="checkbox"/>
The instantaneous feature of social media (including blogs) have forced news organizations to react quickly on criticism	<input type="checkbox"/>	<input type="checkbox"/>
social media (including blogs) are more credible than traditional mainstream media	<input type="checkbox"/>	<input type="checkbox"/>
social media (including blogs) are more dependable source of information than traditional mainstream media?	<input type="checkbox"/>	<input type="checkbox"/>
social media (including blogs) serve as a watch-dog for traditional mainstream media	<input type="checkbox"/>	<input type="checkbox"/>
social media (including blogs) and mainstream traditional media (newspapers,	<input type="checkbox"/>	<input type="checkbox"/>

magazines, radio and television) complement each other		
ERTA/ETV should encourage their employees to utilize other social media during regular working hours	<input type="checkbox"/>	<input type="checkbox"/>

26. Are there any important issues which were not raised in this research questionnaire that you would like to comment on?

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For ICT staff

- 27. Does ERTA/ETV have website? Yes No
- 28. If yes, what type is it? Dynamic Static
- 29. Does the website supports any social media networks e.g. facebook, twitter, youtube, etc
Yes No if yes, which site_____
- 30. How do you get audience opinion and feedback?
A. E-mail B. social network medias (facebook, twitter and etc)
B. Telephone C. Mobile Text Message
D. Through letters E. Others _____
- 31. What is your archive /storage approach? **(Circle more than one option)**
A. Using Backup server B. Using tape drive C. CD/DVD
D. Flash disc E. NO archives storage strategy
F. Other _____
- 32. Which one is the most frequently used backup approach?
A. Backup server B. tape drive C. CD/DVD/Flash disc
- 33. Are you involved on day-to-day activities of the newsroom?
Yes No
- 34. If yes, What is the task of your department in the newsroom **(Circle more than one option)**
A. computer based editing
B. Backup service
C. Web design and management
D. FTP Service
E. E-mail service
F. computer and network Maintenance
G. virtual reality and modeling (VR) design
H. Other _____
- 35. Are there any important issues which were not raised in this research questionnaire that you would like to comment on?

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Technical staff

36. What kind of cameras do you use for recording TV programs, interviews, and any events?
A. Digital B. Analogue C. Semi- Digital D. other _____
37. What kind of technology do you use to edit and customize programs?
A. Linear technology or Decks B. None linear technology or computers
38. Which new hardware media technologies do you use often? (**Circle more than one option**)
A. Personal Computers B. DVDs (Digital Versatile Disc)
C. CDs (Compact Discs) E. Mobile (or Cell) Phones
D. Mini Disk recorder D. Portable Media Players (such as the MP3 Player)
F. Virtual Reality (VR)
39. In which aspect do you think new media technology enhance the efficiency of the newsroom (**Circle more than one option**)
A. Recording D. Communicating with audience
B. Disseminating E. Communicating within the staff
C. Processing
40. Once you finished editing /processing programs, what medium do you use to disseminate it?
A. Digital transmission B. Analog transmission
C. Other _____
41. Are there any important issues which were not raised in this research questionnaire that you would like to comment on?

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**Annex II
Observation Check List**

Two week observation Check list: ERTA/ETV Newsroom

Item/ topics to check	Check points							Remarks
Available office computer verses number of available staffs ratio in the news room								
Having LAN connection for intranet purpose								
Have internet connection								
Organizational Guideline on using internet		Yes				No		
Number of technical staff at work		5-10		11-15		16-20	>20	
Type of connection		Dial-up		Leased line		Broadband		
Bandwidth speed								
Online TV								

Are social media functional? Within ERTA newsroom		Yes			No			
Social media being utilized by the newsroom		facebook		Twitter		youtube		Other Specify
Number of available computers								
Backup strategy		Tape drive		CD/DVD		Backup server		Rented BSP
Types of cameras available	Digital				Analog			
Studio cameras								
Field Cameras								
Kind of technology they used to edit and process video/ TV programs		Linear / Analog mixers				None linear Digital processing		
Available news processing and gathering application software		Avid		Final Cut Pro		Adobe Premium		Others
Transmission / Broadcasting	Digital				Analog			
Is there independent web newsroom available?		Yes				No		
List of available new media technologies for the day to day activities of media practitioners								
Means of local news and information gathering		Satellite		Fiber(Tel)		Transportat ion (Road)		Internet
Means of international news and information gathering								

Annex III
FGD points to newsroom practitioners

FGD Questions framed to newsroom practitioners

Introduction

Number of participants_____

Time allotted _____

Place of discussion_____

1. Infrastructures and other new media technological and major constrain journalists face.
 - Do you use Internet including new media technology?
 - What do you think are the main constraints or challenges of using the Internet in the newsroom?
 - Have you faced lack of skilled professionals in the area of Internet?
 - Have you found the Internet facility enabling to add new technologies?
2. Concerning the new media technology.
 - How the newsroom is organized in terms of new media technology?
 - Is it organized in a way practitioners are convenient to use the technology producing, processing and disseminating news?
3. Quality and the timelines of stories.
 - How far are you using the new media technology?
 - Are you utilizing it in your day to day activities so as to provide quality news and other services on time/meeting the dead line.
4. Awareness of social media.
 - Do you have any possible social media websites like youtube, twitter, facebook and other to address and communicate your services with your audience?
 - How are audience comments and suggestions reveled?
 - How are their comments which gained through blogs and other social media treated by the organizations?

Annex IV

FGD points to management

FGD Questions framed to administrative staff

Introduction

Number of participants _____

Time allotted _____

Place of discussion _____

1. Infrastructures and other new media technological and major constrain journalists face.
 - Do practitioners use Internet including new media technology?
 - What do you think are the main constraints or challenges of using the Internet in the newsroom ?
 - Have you faced lack of skilled professionals in the area of Internet?
 - Have you found the Internet facility enabling to add new technologies?
 - What strategies do you as of building the capacity of the practitioners to harmonize themselves with the new media technology?
2. The organization of the newsroom
 - How newsroom is is equipped with the new media technology?
 - Is it installed in a way practitioners are convenient to use the technology producing, processing and disseminating news?
3. Quality and the timelines of stories.
 - How far are you using the new media technology? How about the practitioners
 - Do you think it is utilized in day to day activities of the newsroom to secure quality news and other services on time/meeting the dead line.
4. Awareness of social media.
 - Do you have any possible social media websites like youtube, twitter, facebook and other to address and communicate your services with your audience?
 - How are audience comments and suggestions reveled?
 - How are their comments which gained through blogs and other social media treated by the organizations?

**Addis Ababa University School of Journalism and communication
Declaration**

I, the undersigned, declare that this thesis is my original work and that all sources acknowledged

Gebeyehu Bekele

May 2011