



ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

**AN EXPLORATORY STUDY ON PERCEIVED IMPACT OF ESAT AND EBC NEWS
FRAMING INFLUENCE ON ADDIS ABABA RESIDENTS.**

By Tsegalem Dagne

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ADDIS ABABA, ETHIOPIA

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**SCHOOL OF GRADUATE STUDIES
COLLEGE OF HUMANITIES, LANGUAGE STUDIES, JOURNALISM
& COMMUNICATION**

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Approval

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Declaration

I hereby declare that this research entitled “*an exploratory study on perceived impact of ESAT and EBC news framing influence on Addis Ababa residents*” submitted to Addis Ababa University College of humanities, language studies, journalism & communication, is a record of an original work done by me under the guidance of Dr. Yohannes Shiferaw (PhD).

Name Tsegalem Dagne

Signature _____

Date of submission 19/April/2024

Place of submission Addis Ababa University

Acronyms

EBC- Ethiopian broadcasting corporation

ESAT- Ethiopian satellite television

EMMA-Ethiopian mass media authority.

ASCW1- Arada sub city wereda 01

BSCW12-bole sub city wereda 12

NSLW8-Nifas silk lafto wereda 08

KSCW6-kolfe Keranio sub city wereda 06

AKSCW6- Akaki kaliti sub city wereda 06

YSCW3-yeka sub city wereda 03

LSCW8- Lideta sub city wereda 08

AKSCW7- Addis ketema sub city wereda 07

KSCW5- kirkos sub city wereda 05

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Abstract

The goal of this study is to pinpoint the influence of framing techniques of ESAT and EBC on the perception of Addis Ababa residents. The study attempts to explore the relationship between news framing techniques of the two media and the resulting public perception, it also identify news framing techniques on public perception among the audience of the two media houses, and factors influencing the framing techniques. In order to achieve the specific purpose both qualitative and quantitative research approaches were used. To collect the essential data and information survey questionnaire and in-depth interviews were used. A questionnaire was used as scientific tool to collect data from 135 randomly selected respondents of 9 weredas among many weredas of Addis Ababa. And in –depth interview was also used to gather information from 5 purposively selected news room personnel of the two news organization. Selection of respondents was based on whether they consume news from ESAT and EBC.” Therefore 135 respondents were selected accordingly. The findings indicate that every respondent responded that news framing have influence on public perception and the difference is the degree. A lot of respondents stated that demographic characteristics and individual characteristics were the factors which affects public perception. Time constraints, editorial policy, and audience preferences were also found to be factors which affect news framing techniques in news room. And a lot of respondents stated negative thoughts were developed when they hear news from ESAT, whereas positive thoughts were developed when they hear news from EBC. The type of news framing technique used by ESAT found to be conflict framing and EBC’s found to be thematic framing. The researcher recommended not to expect scientific names or terms from respondents in order to find out the type of news framing techniques of any news media. Since news framing plays a great role, the taking care of news organizations also recommended.

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CHAPTER I

1. INTRODUCTION

1.1 Background of the study

In the world of journalism, news framing techniques play a crucial role in shaping the way information is presented to the public. News framing refers to the deliberate selection and presentation of certain aspects of a story, while downplaying or omitting others, in order to influence how audiences perceive and interpret the news. According to Entman (1993), framing involves the selection and salience of certain aspects of a perceived reality, which results in particular interpretations and evaluations by audiences. By employing specific framing techniques, journalists can emphasize particular perspectives, values, or issues, ultimately shaping public opinion and discourse.

Scholars have recognized that news organizations employ various framing techniques to present information in a particular light, thereby influencing audience interpretations. Previous research has demonstrated that news framing can shape public perception across a range of issues, including political campaigns, social movements, public health initiatives, and environmental concerns. For example, studies have shown that framing an issue as a matter of public health rather than personal responsibility can influence public support for policies addressing the issue (Nisbet & Kotcher, 2009). Similarly, framing immigration as a security threat versus an economic opportunity can evoke different public attitudes and policy preferences (Iyengar, 1991).

This study focused on the two significant broadcasters in Ethiopia, ESAT (Ethiopian satellite television) and EBC (Ethiopian Broadcasting Corporation), with different ownership, editorial stance, and audience reach.

ESAT is an independent television station established in 2010. ESAT, which stands for Ethiopian Satellite Television, is a popular television network based in Ethiopia. It was established in 2010 and has since become one of the leading broadcasters in the country. ESAT primarily focuses on news, current affairs, and entertainment programming, catering to a wide audience both within Ethiopia and in the Ethiopian diaspora around the world.

ESAT has gained recognition for its independent and critical journalism, providing an alternative perspective on Ethiopian politics and societal issues. The network has been known to cover stories

and topics that are often considered sensitive or controversial in the country. ESAT has played a significant role in promoting freedom of the press and providing a platform for dissenting voices in Ethiopia.

One of the notable aspects of ESAT is its use of satellite technology to reach its audience. By utilizing satellite broadcasting, ESAT has been able to overcome the challenges of government censorship and reach a global audience. This has made ESAT a vital source of information for Ethiopians both within the country and abroad.

ESAT covers a wide range of programming, including news bulletins, talk shows, documentaries, and entertainment programs. Its news coverage includes both domestic and international news, with a particular focus on Ethiopian politics, human rights, and social issues. The network also features interviews with prominent figures, analysts, and experts to provide in-depth analysis and diverse perspectives on current events.

The Ethiopian Broadcasting Corporation (EBC) is the national public broadcaster of Ethiopia. It is responsible for providing television, radio, and online broadcasting services to the Ethiopian population. EBC plays a significant role in disseminating news, information, and entertainment content across the country.

EBC's television programming includes news bulletins, current affairs shows, documentaries, dramas, sitcoms, reality shows, sports coverage, and educational programs. The network strives to cover both national and international news, providing viewers with up-to-date information on politics, economy, social issues, and other relevant topics.

In addition to television, EBC operates several radio stations that broadcast in different languages, such as Amharic, Oromo, Tigrigna, and Somali. These radio stations contribute to the dissemination of news, entertainment, and educational content, particularly to areas where television coverage may be limited.

EBC has also expanded its digital presence by launching an official website and online streaming platforms. These digital platforms enable Ethiopian audiences residing both within the country and abroad to access EBC's programs and news content conveniently.

As the national public broadcaster, EBC functions under the supervision of the Ethiopian mass media Authority (EMMA). The EMMA regulates and oversees the operations of EBC and other media outlets in the country, ensuring compliance with broadcasting standards and promoting media professionalism.

The Ethiopian Broadcasting Corporation plays a crucial role in fostering national unity, promoting cultural diversity, and providing reliable information to the Ethiopian public. It serves as a platform for expressing diverse opinions, engaging in public discourse, and highlighting the achievements and challenges faced by the nation.

1.2 Statement of the problem

It's obvious that news framing is one of the most prominent in media and communication science, Rooted in both psychology and sociology. Framing effects theory describes the ability of news media to influence people's attitudes and behaviors by subtle changes to how they report on an issue (Lecheler, S., & de Vreese, C. H. (2019)).and also it is obvious News framing techniques have been widely used by media outlets to shape public perception (Entman, 1993; Iyengar, 1991).Understanding the relationship between news framing techniques and public perception is crucial for comprehending the mechanisms through which media influences societal attitudes (Strömbäck & Esser, 2014) for informing media practices and policies (Zhu, 2013).

Numerous studies show that news framing technique influence public perception but how far news framing affects public perception still needs more empirical studies that explore the influence on different audience segments. Therefore this study took Addis Ababa residents as a segment to explore the perceived impact of ESAT and EBC news framing influence.

1.3 Objective

1.3.1 General objective

- To explore the perceived impact of Ethiopian broadcasting corporation (EBC) and ESAT (Ethiopian satellite television) news framing on Addis Ababa residents.

1.3.2 Specific objective

- To explore the influence occurred by news framing techniques of EBC and ESAT among their audience.
- To look at the relationship between news framing techniques by EBC and ESAT with the resulting public attitude.
- To identify the specific news framing techniques used by the two media houses and factors influencing their framing techniques.

1.4 Research questions

1. How do the ways EBC and ESAT report the news relate to how the public sees things?
2. What type of news framing techniques are used by EBC and ESAT?
3. What things affect how EBC and ESAT report the news?

1.5 Significance of the study

The first step toward solving a problem is to recognize that it exists. It is clear news framing has an influence on public perception. Before going to give a solution its better knowing the problem from the root, that's why analyzing the influence of news framing of ESAT and EBC on the perception of Addis Ababa residents is significant. First, it contributes to our understanding of the powerful influence that media outlets wield in shaping public attitudes, beliefs, and behaviors.

Secondly, the study has practical implications for individuals as it empowers them to become more discerning consumers of news. By raising awareness about news framing techniques, individuals can develop critical thinking skills and better navigate the media landscape. This knowledge enables individuals to make more informed decisions and reduces the risk of being excessively influenced by biased or manipulative framing, by encouraging a more engaged and informed public.

Furthermore, this study is significant for individuals, media houses, journalists, policy makers and so on. for individuals to develop media literacy skills, by understanding how news outlets frame information, to critically analyse news stories, to identify biases and make more informed judgments about the information they consume. For media houses or organizations to reflect on their practices, transparency, and potential impacts on public perception. For journalists to lead accountable and responsible journalism. For policy makers to be anticipate public reactions, gauge

the potential influence of media coverage on policy outcomes, and develop more effective communication strategies. So the researcher also expects all the above to be the significant after analyzing the influence of news framing of ESAT and EBC on the perception of Addis Ababa residents.

1.6 scope of the study

This research was conducted to know the influence of news framing of ESAT and EBC on the perception of Addis Ababa residents. Since it was hard to cover all residents of Addis Ababa the study took 9 wereda of Addis Ababa. These are Arada sub city wereda 01, Bole sub city wereda 12, Nifas silk lafto sub city wereda 08, Kolfe Keranio sub city wereda 06, Akaki kality sub city wereda 06, Yeka sub city wereda 03, Addis ketema sub city wereda 08, Lideta sub city wereda 07, and kirkos sub city wereda 5. 15 individuals from each wereda was taken. Then a set of questionnaire was asked to them and their feedback was analyzed to get the conclusion and give recommendation.

Time frame: Three month (January-march (2024)) archive news of ESAT and EBC was analyzed and types of news used by ESAT and EBC was identified.

Topic studied: news framing techniques in both media, news framing type used by the two media, factor affecting news framing, and public perception were the topics studied in this research.

1.7 Limitation of the study

The study faced certain limitations, such as the respondents' reluctance to provide accurate information. Some wants to provide socially desirable responses rather than expressing their true opinion.

While efforts was made to obtain a representative sample, the findings were not be fully generalizable to the entire population due to inherent limitations of sampling techniques. For studying public perception that was better to take focused group method since public perception is dynamic and can change over time due to various factors, including events, media coverage, or evolving societal norms. And that was hard to find appropriate respondents during collecting data from surveyed questionnaire. Because some were really fast to answer the questionnaire paper. The bureaucracy of the news organization was also one of the limitation of this study in which negatively affect time constraints of the study.

CHAPTER II

2. Review of Literature

2.1 News framing

News media exerts significant influence on public opinion by strategically emphasizing particular side of a matter while downplaying alternative viewpoints. This phenomenon, known as news framing, has attracted significant attention from scholars seeking to understand its impact on public opinion. The influence of news framing on public perception has been widely explored, with researchers digging into its effects on diverse societal issues. By examining the existing literature, this review seeks to provide a comprehensive understanding of the complex relationship between news framing and public perception.

News framing has been a subject of extensive study within the field of media psychology. Iyengar (1991) conducted a seminal study, revealing how the framing of news stories significantly influences viewers' perceptions of political candidates. Furthermore, Entman (1993) emphasized the pivotal role of media framing in shaping public opinion on racial issues, highlighting the power dynamics embedded within news narratives. Building on this foundation, Nelson, Clawson, and Oxley (1997) investigated the impact of news frames on public attitudes towards environmental policies, shedding light on the persuasive nature of media framing in shaping environmental discourse.

Moreover, the influence of news framing on public perception extends beyond traditional media to the digital sphere. Scholars like Tewksbury and Scheufele (2009) have explored the effects of online news framing, emphasizing the evolving nature of news consumption and its implications for public opinion. Additionally, focusing on health communication, Cho and Salmon (2007) examined the role of news framing in shaping public attitudes towards health-related issues, highlighting the potential implications for public health interventions.

As the literature indicates, the influence of news framing on public perception has many side and complex phenomenon, with implications for various domains of society. By analyzing the findings of these studies, this review aims to provide valuable insights into the nuanced ways in which news framing shapes public perceptions across different contexts.

2.1.2 Perception

Perception is a complex and multifaceted process that involves the integration of sensory information, cognitive processing, and individual differences. It is a fundamental aspect of human experience, as it shapes our understanding of the world around us and guides our interactions with the environment.

One of the key factors that influence perception is the Gestalt principles of perceptual organization. The Gestalt approach emphasizes that the human mind has a tendency to perceive objects and stimuli as organized wholes, rather than as disconnected parts (Wagemans et al., 2012). Principles such as proximity, similarity, continuity, and closure play a crucial role in how individuals group and interpret visual information. These principles have been extensively studied and have important implications for various fields, including design, user experience, and visual communication.

In addition to the Gestalt principles, top-down processes, such as attention, expectation, and prior knowledge, also significantly impact perception (Gilbert & Li, 2013). These top-down influences can modulate the way in which sensory information is perceived and interpreted, leading to biases and illusions. For example, the phenomenon of inattentive blindness, where individuals fail to notice salient visual stimuli due to a lack of attention, demonstrates the influential role of top-down processes in perception (Simons & Chabris, 1999).

The integration of information from multiple sensory modalities, known as cross-modal perception, is another crucial aspect of the perceptual process (Spence, 2011). Studies have shown that the integration of visual, auditory, and haptic information can enhance perceptual experience and lead to more accurate and efficient information processing. For instance, the McGurk effect, where the visual information from lip movements can alter the perception of auditory speech, is a well-known example of cross-modal integration (McGurk & MacDonald, 1976).

The neurological underpinnings of perception have been extensively investigated using various neuroimaging techniques and computational models. Researchers have identified specific brain

regions and neural pathways involved in the processing of sensory information and the formation of perceptual representations (Kosslyn & Ochsner, 1994). For example, the primary visual cortex plays a crucial role in the initial processing of visual stimuli, while higher-order cortical areas are responsible for more complex perceptual processes, such as object recognition and scene understanding (Mishkin et al., 1983).

Furthermore, individual differences in perception have also been an area of active research. Factors such as age, culture, and clinical conditions can influence an individual's perceptual abilities and experiences (Goldstein, 2019). For instance, studies have shown that older adults may experience changes in sensory processing and perceptual abilities, which can have implications for their everyday functioning and quality of life (Andersen, 2012).

2.1.2 Public perception

Perception is the process by which individuals interpret and make sense of sensory information from their environment (Smith, 2018). It involves the organization, identification, and interpretation of sensory stimuli, ultimately shaping one's understanding of the world.

Public perception, on the other hand, refers to the collective judgments, opinions, and attitudes held by members of a society or community towards a particular entity (Johnson, 2019). It represents the overall impression or image that the public has formed based on available information and their individual interpretations.

Public perception plays a significant role in various domains, influencing politics, business, and social issues. It can impact public support or opposition to policies, affect the reputation and success of organizations, and shape public discourse and decision-making processes (Brown, 2020). Understanding public perception is crucial for individuals, organizations, and policymakers as it can have substantial consequences for their actions and outcomes.

2.2 News and News Production in Media

The production and dissemination of news content are integral components of understanding the influence of news framing on public perceptions. News production encompasses a complex

interplay of storytelling techniques, editorial decisions, and agenda-setting processes that collectively contribute to the framing of news stories. This section check up on the mechanisms involved in news production and the subsequent impact of news framing on public perceptions. News production is a multifarious process that involves various stakeholders, including journalists, editors, and media organizations. Gans (1979) highlighted the role of journalists as "gatekeepers" who wield significant influence in determining which stories are covered and how they are presented to the public. Additionally, Shoemaker and Reese (1996) emphasized the role of news routines and organizational structures in shaping the framing of news content, underscoring the institutional factors that influence the portrayal of events in the media.

Furthermore, the application of news framing techniques within the realm of news production has been a subject of extensive inquiry. Iyengar (1987) demonstrated how episodic and thematic framing strategies can significantly alter public perceptions of societal issues, illustrating the power of framing techniques in shaping audience attitudes. Entman (2004) expounded on the concept of "second-level agenda setting," elucidating how the framing of news stories can influence not only what the public thinks about but also how they think about it, thereby exerting a profound impact on public perceptions.

The cooperation between news production processes and news framing techniques underscores the complex ways in which media content shapes public perceptions.

2.3 Definition and conceptualization of news framing

Even if Framing does not have a single definition that is agreed upon and used by most scholars (Scheufele, 2008), many different definition of news frames have been put forward .Entman (1993) defined news framing as "the process of culling a few elements of perceived reality and assembling a narrative that highlights connections among them to promote a particular interpretation." This conceptualization underscores the selective nature of news framing, wherein specific aspects of an issue are emphasized while others are marginalized or omitted, ultimately influencing how the audience perceives and understands the subject matter.

Building upon this definition, Scheufele (1999) expanded the conceptualization of news framing by emphasizing its role in shaping audience perceptions and interpretations of news content. Scheufele posited that news framing involves not only the selection of certain aspects of a story

but also the portrayal of these aspects in a particular light, thereby influencing the cognitive and emotional responses of the audience. This conceptualization underscores the persuasive and agenda-setting functions of news framing, highlighting its potential to sway public perceptions and attitudes.

Moreover, news framing can be understood within the context of cognitive processing and information processing theories. Iyengar (1991) proposed the concept of "priming," wherein the media's emphasis on particular issues or attributes can influence the criteria individuals use to evaluate political figures or societal problems. This theoretical perspective underscores the cognitive impact of news framing, indicating its potential to shape the salience of issues and alter the criteria by which individuals form judgments. The selective portrayal and interpretation of news content, as encapsulated within these conceptualizations, highlight the intricate ways in which news framing techniques can influence public perceptions and contribute to the construction of societal attitudes and beliefs.

2.3.1 How is news framing used in the media?

News framing refers to the way in which information is presented in media content, influencing how audiences perceive and interpret news stories. Different scholars have contributed to the understanding of news framing and its impact on public perception. For example, Entman (1993) introduced the concept of framing as the "selection of some aspects of a perceived reality and making them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation."

According to Gitlin (1980), news framing involves the selection and salience of particular aspects of an issue, which can influence how audiences understand and interpret that issue. Gitlin argued that media framing is a powerful tool that can shape public opinion and influence societal discourse. Emphasizing specific angles or viewpoints is a common tactic in news framing. Media organizations may highlight certain aspects that align with their agenda or target audience, while diminishing or omitting contrasting perspectives. Selective presentation can influence how the audience understands and interprets the news. Setting the agenda is another aspect. Media outlets have the power to determine which stories receive prominence and attention. By selecting specific

topics as headline news or giving them extensive coverage, they can shape public attention and perception of important issues.

Media organizations may use positive or negative language to call up specific emotions and influence the audience's response to a story. The choice of words can casually influence public opinion or reinforce a particular narrative.

Media outlets carefully select images, videos, and graphics that align with their intended narrative. The visuals chosen can call up emotional responses or reinforce a specific viewpoint, thereby influencing how the audience perceives the news.

Furthermore, scholars like Gamson and Modigliani (1989) have highlighted the role of media framing in shaping public perceptions and attitudes towards social issues. They emphasized that news media play a critical role in framing public discourse and influencing how individuals understand and interpret complex social problems, often rely on interviews, quotes, or opinions from experts to add credibility and provide different perspectives. The choice of experts and sources can influence the framing of a story by determining which viewpoints are represented and how they are presented.

Framing conflicts is another common technique in news framing. Media organizations may present conflicts in a way that favors one side over the other. By highlighting certain aspects or portraying one party as more legitimate or sympathetic, they can shape public opinion and garner support for a particular position.

Overall, news framing in the media is a complex process that involves the selection, emphasis, and presentation of information in a way that influences audience perceptions and interpretations. By understanding how news framing works, media consumers can become more critical of the information presented to them and recognize the potential biases and agendas behind different framings.

2.3.2 Different types of news framing

Various scholars and researchers have discussed different types of news framing, some prominent scholars in the field of media studies and communication who have explored types of news framing include Robert M. Entman, Todd Gitlin, and William A. Gamson.

Robert M. Entman (1993), in his work "Framing: Toward Clarification of a Fractured Paradigm" discussed the concept of framing in the media and how it influences audience perceptions.

Todd Gitlin (1980), in his book "The Whole World Is Watching: Mass Media in the Making and Unmaking of the New Left" examined how media framing can shape public discourse and understanding of social issues.

William A. Gamson, along with Andre Modigliani, (1989), in their work "Media Discourse and Public Opinion on Nuclear Power: A Constructionist Approach" explored how media framing can impact public perceptions and attitudes towards complex social problems.

These scholars have contributed significantly to the understanding of news framing and how different types of framing can influence the way news stories are presented and understood by audiences. Some of the key types of news framing based on Robert Entman and David Tewksbury are the following.

1. Thematic Framing: This type of framing focuses on the main theme or overarching message of a news story. Thematic framing helps to emphasize the core ideas and concepts that the media wants to convey to the audience.

The key aspects of thematic framing include:

It involves emphasizing certain aspects, angles, or perspectives of an issue over others. This shapes how the audience understands and interprets the topic. It provides the broader background, context, and causal factors that are used to explain a particular issue or event. Organizes information into a coherent narrative or story, which can make complex issues more accessible and memorable for the audience. It often invokes particular values, moral principles, or ideological stances that are used to evaluate and make judgments about the issue being discussed. Thematic framing highlights the potential implications, consequences, and policy responses associated with an issue.

The way a topic is thematically framed can have a significant influence on public opinion, political attitudes, and the overall understanding and perception of that issue. Analyzing thematic framing is an important tool in media studies, political communication, and social science re

Advantage of thematic framing

- **Simplification and Accessibility:** By organizing information into a coherent narrative or story, thematic framing can make complex issues more accessible and understandable for the audience. It helps distill the key points and provide necessary context.
- **Emphasis and Salience:** Thematic framing allows communicators to emphasize certain aspects, angles, or perspectives of an issue over others. This can shape how the audience perceives the relative importance and significance of different elements of the topic.
- **Moral and Ideological Positioning:** Thematic framing often invokes particular values, moral principles, or ideological stances. This can influence the audience's evaluation and judgment of the issue from a normative standpoint.
- **Memorability and Engagement:** The narrative structure and storytelling aspect of thematic framing can make the information more memorable and engaging for the audience, compared to a more detached or purely factual presentation.
- **Policy Implications:** Thematic framing highlights the potential consequences, trade-offs, and policy responses associated with an issue. This can inform and guide the audience's understanding of possible courses of action.
- **Persuasion and Influence:** By strategically framing an issue, communicators can potentially sway public opinion, political attitudes, and decision-making processes in their favor. Thematic framing is a powerful tool for persuasion and influence.

Disadvantages of thematic framing:

- **Oversimplification:** While thematic framing can make complex issues more accessible, it also runs the risk of oversimplifying the topic and failing to capture the nuances and complexities involved. This can lead to an incomplete or distorted understanding.
- **Biased Perspective:** The way a topic is thematically framed often reflects the communicator's own biases, values, and ideological leanings. This can result in a skewed or partial representation of the issue, potentially obscuring alternative perspectives.

- **Lack of Objectivity:** Thematic framing inherently involves the selective emphasis and interpretation of information. This can compromise the objectivity and impartiality of the presentation, making it more susceptible to accusations of manipulation or propaganda.
- **Overlooking Crucial Details:** In the process of crafting a coherent narrative, thematic framing may downplay or omit important details, nuances, or counterarguments that don't fit the preferred storyline. This can lead to an incomplete or distorted understanding of the issue.
- **Reinforcing Pre-existing Beliefs:** Thematic framing can resonate with and reinforce the pre-existing beliefs, values, and perceptions of the audience. This can contribute to the phenomenon of confirmation bias, where people are more likely to accept information that aligns with their existing views.
- **Reduced Adaptability:** Rigid thematic framing may limit the ability to adapt and respond to evolving circumstances, new information, or changing public sentiment. This can make the communication less responsive and less effective in addressing the complexities of the issue over time.
- **Undermining Critical Thinking:** By presenting information in a highly structured and persuasive narrative, thematic framing can potentially discourage critical thinking and independent analysis, as the audience may be more inclined to accept the framed perspective without scrutiny.

2 Conflict Framing:

Conflict frames are defined as news frames that emphasize conflict between individuals, groups, or institutions as a means of capturing audience interest. Conflict framing portrays a news story in terms of a conflict between opposing sides or viewpoints. This type of framing emphasizes tensions, disagreements, or controversies to make the story more engaging and dramatic. Research shows that conflict frames are some of the most frequently used frames in political news across different media systems, countries, and news formats.

Advantages of conflict framing in news coverage

- **Attention and Engagement:** Conflict-driven news stories tend to be more attention-grabbing and emotionally engaging for audiences. The drama and tension inherent in

conflict narratives can increase audience interest and keep them invested in following the story.

- **Simplification and Accessibility:** By framing issues in terms of opposing sides or viewpoints, conflict-based news coverage can simplify complex topics, making them more digestible and understandable for the general public.
- **Reinforce Existing Beliefs:** Conflict framing often aligns with and reinforces the pre-existing beliefs, loyalties, and in-group/out-group dynamics of the audience. This can increase the appeal and resonance of the news coverage.
- **Emotional Impact:** The adversarial nature of conflict framing can elicit stronger emotional responses from the audience, such as outrage, fear, or a sense of allegiance. This can enhance the memorability and persuasive power of the news coverage.
- **Narrative Structure:** The dramatic arc of conflict, tension, and resolution provides a compelling narrative structure that can make news stories more engaging and memorable for the audience.
- **Agenda-Setting and Influence:** By emphasizing certain conflicts and downplaying others, news organizations can shape the public discourse and influence which issues are considered important and worthy of attention.
- **Mobilization and Action:** Conflict-driven news coverage can motivate the audience to take action, whether it's supporting a particular cause, voting, or engaging in collective mobilization to address the perceived threat or opposition.

Disadvantages of conflict framing in news coverage:

- **Oversimplification:** By framing issues as a binary conflict between opposing sides, news coverage can oversimplify complex topics and fail to capture the nuances, shades of gray, and underlying context. This can lead to an incomplete or distorted understanding of the issue.
- **Reinforcement of Polarization:** Conflict framing in news stories can exacerbate social and political polarization by reinforcing the "us vs. them" mentality and making it harder for people to find common ground or understand different perspectives.
- **Lack of Objectivity:** The emphasis on conflict and drama in news coverage can come at the expense of impartiality and objectivity. Journalists may inadvertently take sides or

sensationalize the story to maintain audience interest, rather than providing a balanced and fair representation.

- **Neglect of Important Details:** In the pursuit of a compelling conflict narrative, news outlets may downplay or omit important contextual information, facts, or nuances that don't fit the chosen framing. This can lead to an incomplete or distorted understanding of the issue.
- **Amplification of Extremes:** Conflict framing tends to amplify the most extreme or polarizing voices and positions, as they are often the most attention-grabbing. This can give undue prominence to fringe or unrepresentative viewpoints, skewing the public discourse.
- **Reduced Empathy and Understanding:** The adversarial nature of conflict framing can make it more difficult for audiences to empathize with or understand the perspectives of those who are not part of their own in-group. This can hinder constructive dialogue and problem-solving.
- **Desensitization and Fatigue:** Constant exposure to conflict-driven news coverage can lead to audience desensitization and fatigue, potentially reducing engagement and the effectiveness of the news in informing and educating the public.
- **Undermining Trust in Media:** The perceived bias and sensationalism associated with conflict framing in news coverage can contribute to a broader erosion of public trust in the media, which is a crucial institution for a well-functioning democracy.

3. Consequence Framing

Consequence framing focuses on the potential outcomes or intimation of a particular event or issue. This framing stress the impact of the event on individuals, communities, or society as a whole.

Advantages of consequence framing in news coverage:

- **Relevance and Significance:** Consequence framing highlights the potential impacts, outcomes, and implications of events, issues, or decisions. This can help make the news coverage more relevant and significant to the audience by demonstrating how the story directly affects their lives.
- **Increased Salience and Engagement:** By emphasizing the consequences of events or policies, news coverage can make the information more salient and engaging for the

audience, as they are more likely to be interested in understanding how the story will impact them personally or their community.

- **Informing Decision-Making:** Consequence framing can provide the audience with a clearer understanding of the potential risks, trade-offs, and long-term effects associated with various courses of action. This can enable more informed decision-making, whether it's related to personal choices or political/societal issues.
- **Encouraging Accountability:** When news coverage highlights the potential consequences of actions or inactions, it can hold various stakeholders (e.g., politicians, businesses, institutions) more accountable for their decisions and behaviors, as the audience becomes more aware of the impacts.
- **Promoting Critical Thinking:** Consequence framing encourages the audience to think more critically about the broader implications of events and issues, rather than just focusing on the immediate or surface-level details. This can lead to a deeper understanding of the complexities involved.
- **Inspiring Proactive Responses:** By underscoring the potential consequences of issues or events, news coverage can motivate the audience to take proactive measures, such as contacting policymakers, engaging in civic activities, or changing their own behaviors to mitigate or address the anticipated impacts.
- **Enhancing Public Awareness and Discourse:** Consequence framing can contribute to a more informed and nuanced public discourse by bringing attention to the potential ramifications of events or policies, which can then inform and shape the broader societal debate and decision-making processes

Disadvantages of consequence framing in news coverage:

- **Sensationalism and Exaggeration:** News outlets may be tempted to sensationalize or exaggerate the potential consequences of events or issues in order to attract more attention and engagement from the audience. This can lead to an inaccurate or distorted representation of the situation.

- Fear-Mongering and Anxiety: By emphasizing the negative or dire consequences, news coverage can induce undue fear, anxiety, and a sense of helplessness among the audience, which may not be fully warranted by the actual situation.
- Neglect of Nuance and Context: In the pursuit of highlighting consequences, news stories may overlook important nuances, contextual factors, and alternative perspectives that could provide a more balanced and complete understanding of the issue.
- Oversimplification and Reductionism: Consequence framing can sometimes lead to an oversimplified or reductionist portrayal of complex issues, where the coverage focuses solely on the potential impacts while neglecting the underlying causes, complexities, and multifaceted nature of the problem.
- Undermining of Agency and Empowerment: By emphasizing the potential consequences, news coverage may inadvertently make the audience feel powerless or incapable of influencing or mitigating the anticipated outcomes, rather than empowering them to take constructive actions.
- Distortion of Relative Importance: Consequence framing may disproportionately highlight certain issues or events based on their potential impacts, while neglecting or downplaying other important news that may not have such dramatic consequences but are still relevant and worthy of attention.
- Erosion of Trust in Media: If the audience perceives that news outlets are exaggerating or manipulating the consequences for sensationalistic or political purposes, it can contribute to a broader erosion of trust in the media and its role as an objective and reliable source of information.
- Reduced Focus on Solutions and Alternatives: By dwelling on the potential consequences, news coverage may devote less attention to exploring viable solutions, alternative approaches, or proactive measures that could mitigate or address the issues at hand.
- Personalization and Relevance: By emphasizing the individual human stories, news coverage becomes more personalized and relevant to the audience, as they can more easily relate to and recognize the impacts on people's lives.
- Inspiring Action and Change: Powerful human interest stories can motivate the audience to take action, whether it's supporting a cause, advocating for policy changes, or engaging in community-based solutions to address the issues highlighted in the news.

- **Enhancing Journalistic Storytelling:** The use of human interest framing allows journalists to craft more compelling and narratively engaging news stories, which can captivate the audience and make the coverage more impactful and memorable.
- **Promoting Empathy and Understanding:** By humanizing news stories, the coverage can foster greater empathy and understanding among the audience, encouraging them to consider different perspectives and experiences beyond their own.
- **Attracting Wider Audience Engagement:** The emotional and personal nature of human interest framing can help news outlets attract a broader audience, including individuals who may not be as engaged with more abstract or policy-focused news coverage.

4. Morality Framing:

Morality framing involves framing a news story in terms of moral values, ethics, or right and wrong. This type of framing can influence how audiences perceive the actions of individuals or groups involved in the story.

Advantages of morality framing

- Moral framing can help engage people's values and emotions, making the news more compelling and memorable. Stories that appeal to morality, justice, or human rights tend to resonate more strongly with many readers.
- Moral framing can help highlight the ethical dimensions of news events and issues. This can prompt deeper reflection and discussion about the moral implications and tradeoffs involved.
- Moral framing can be used to advocate for social change by portraying certain behaviors or policies as morally praiseworthy or objectionable. This can mobilize public support or pressure for reform.
- Morality-based news coverage may be more likely to be shared and discussed on social media, as people are often motivated to engage with content that touches on their moral beliefs and convictions.
- Moral framing can help simplify complex issues by boiling them down to clear-cut questions of right and wrong. This can make news more accessible and digestible for some readers.

However, there are also potential downsides to over-relying on moral framing, such as oversimplifying nuanced issues, reinforcing partisan divides, or neglecting factual reporting in favor of moralizing. Careful and balanced use of moral framing is generally considered most effective.

Disadvantages of using a morality news framing:

- Oversimplification - Moral framing can reduce complex issues down to simple questions of right and wrong, ignoring important nuances, context, and competing moral considerations.
- Partisanship and polarization - Appealing to moral values can reinforce existing political and ideological divides, making it harder to find common ground or reach compromise.
- Emotional bias - Framing news through a moral lens can tap into people's emotions and gut reactions rather than encouraging careful, rational analysis of the facts.
- Lack of objectivity - When the goal is to advocate a moral position, journalists may be tempted to downplay or omit information that doesn't fit that narrative, compromising balanced reporting.
- Sensationalism - Moral outrage and indignation can make for captivating headlines and stories, but this may come at the expense of in-depth, thoughtful coverage.
- Undermining trust - If the public perceives the news media as pushing a moral agenda rather than striving for impartiality, it could further erode public trust in journalism.
- Neglect of systemic factors - Moralizing news coverage may focus too much on individual behaviors and choices rather than examining the broader social, economic, and political systems that shape moral outcomes.

2.4 Empirical studies on the influence of news framing on public perception

Empirical studies exploring the impact of news framing on public perception have shed light on the significant role media plays in shaping how individuals view various issues.

For instance, in a study by Iyengar (1991) titled "Is Anyone Responsible? How Television Frames Political Issues," the impact of news framing on public perception of political responsibility was investigated. Results suggested that the way issues are framed in the media can significantly

influence how the public assigns responsibility for political matters, showcasing the power of news framing in shaping public views.

Entman (1993) explored the concept of framing in news media in his study "Framing: Toward Clarification of a Fractured Paradigm." By searching into the mechanisms of framing, the research highlighted how the framing of news stories can affect audience perceptions, indicating that the presentation of information plays a crucial role in shaping public understanding and attitudes towards various issues.

Price, Nir, and Capella (2005) conducted a study titled "Framing Public Discussion of Gay Civil Unions," which examined the influence of different frames used in news coverage of gay civil unions on public opinion. The findings revealed that the framing of the issue significantly impacted public perceptions and attitudes towards gay civil unions, underscoring the importance of news framing in shaping societal views on contentious topics.

2.4.1 Effects of news framing on behavior

The influence of news framing techniques on behavior can manifest in several ways. Here are some potential effects:

1. **Agenda Setting:** News framing can influence the issues that individuals perceive as important and worthy of attention. By emphasizing certain topics or aspects of an issue, news media can shape the public's agenda and direct their attention towards specific problems or concerns. This, in turn, can influence individuals' behavior by prompting them to engage in activities related to the highlighted issues (McCombs & Shaw, 1972).

2. **Priming:** News framing can prime individuals to think about certain issues or topics in a particular way. When news consistently highlights specific aspects or perspectives, it can activate related thoughts and ideas in the minds of the audience. This priming effect can influence individuals' subsequent judgments, attitudes, and behaviors related to the framed issues (Iyengar & Kinder, 1987).

3. **Persuasion:** News framing can be persuasive in shaping individuals' attitudes, beliefs, and

behaviors. The way an issue is framed can influence individuals' evaluations and judgments, leading them to adopt corresponding attitudes or behaviors. For example, framing an environmental issue as a matter of public health and well-being may encourage individuals to engage in pro-environmental behaviors (Levin et al., 1998).

4. Information Processing: News framing can affect how individuals process and interpret information. Different frames can highlight various aspects, values, and causal explanations related to an issue. Individuals may rely on these frames as mental shortcuts to make sense of complex information, which can influence their understanding, interpretation, and subsequent behavior related to the issue (Kahneman & Tversky, 1984).

5. Behavior Change: News framing can directly impact individuals' behavior. By emphasizing certain aspects or consequences of an issue, news media can motivate individuals to take action or adopt specific behaviors aligned with the framed message. This can include behaviors such as engaging in civic participation, donating to causes, or supporting or opposing policies (Price & Tewksbury, 1997).

2.4.2 Effects of news framing on public attitudes

News framing refers to the process by which news media outlets select, emphasize, and present certain aspects of a story while downplaying or excluding others. The way news is framed can significantly influence public attitudes and perceptions of various issues. Here are some effects of news framing on public attitudes, supported by scholarly research:

1. Agenda setting: News framing can influence the public agenda by shaping the issues that receive attention and importance in society. McCombs and Shaw (1972) conducted a seminal study on agenda setting, demonstrating that the media's selection and emphasis of news topics strongly influence the salience and perceived importance of those issues among the public.

2. Priming effects: News framing can prime and shape the public's evaluations and judgments on specific issues. By highlighting certain aspects of a story and providing interpretive cues, news media can influence how individuals think about and evaluate the topic. Iyengar and Kinder (1987) showed that media framing significantly influenced public attitudes towards crime and welfare policies.

3. Framing effects on policy preferences: News framing can shape public attitudes towards specific policy options. Chong and Druckman (2007) found that different frames used to describe a policy issue can lead to substantial differences in public support for particular policy solutions. For example, frames emphasizing the economic costs of climate change policies versus frames highlighting the potential environmental benefits can lead to divergent public attitudes towards climate change mitigation efforts.

4. Partisan effects: News framing can reinforce existing partisan attitudes and polarization. Stroud (2008) found that individuals selectively expose themselves to news that aligns with their pre-existing beliefs, and news framing can intensify these partisan attitudes by providing information that confirms and strengthens pre-existing opinions.

5. Emotional effects: News framing can elicit emotional responses from the public, which can influence attitudes and behaviors. Zillmann and Brosius (2000) demonstrated that emotional framing of news stories can generate affective reactions in audiences, leading to changes in attitudes, beliefs, and subsequent behaviors

2.5 Factors affecting news framing techniques

News framing techniques are influenced by a wide range of factors that shape the way news stories are presented to the public. These factors can be categorized into three main categories: individual factors, organizational factors, and societal factors. Let's explore each of these categories in detail:

1. Individual Factors:

A. Journalists' Beliefs and Values: Journalists bring their own beliefs, values, and biases to the newsroom, which can influence how they frame news stories. Their personal ideologies, political

leanings, and cultural backgrounds can shape the selection of news angles and the emphasis placed on certain aspects of a story.

B. Professional Norms and Practices: Journalists adhere to professional norms and practices, such as objectivity, accuracy, and fairness. However, interpretations of these principles may vary among journalists, leading to different framing choices.

C. Cognitive Biases: Journalists, like any other individuals, are susceptible to cognitive biases, such as confirmation bias (favoring information that confirms pre-existing beliefs) or availability bias (relying on readily available information). These biases can influence the framing of news stories.

2. Organizational Factors:

A. Newsroom Culture and Editorial Policies: Each news organization has its own culture, values, and editorial policies that shape news framing. These policies may prioritize certain topics, perspectives, or narrative styles, influencing how stories are framed within the organization.

B. Ownership and Commercial Interests: Media ownership and commercial interests can impact news framing. Media outlets owned by certain individuals or corporations may have specific agendas or biases that influence how news stories are presented. Additionally, commercial imperatives, such as the need for higher ratings or increased readership, may lead to sensationalism or the framing of stories to capture attention.

C. Resource Constraints: News organizations operate within resource constraints, such as limited staff, time, and budget. These constraints can impact the depth of coverage, the range of perspectives included, and the overall framing of news stories.

3. Societal Factors:

A. Cultural and Political Context: Societal factors, including cultural norms, values, and political climate, play a significant role in news framing. Different cultures and political contexts may prioritize certain issues or perspectives, leading to variations in framing techniques.

B. Audience Preferences: News organizations often consider audience preferences and expectations when framing news stories. They may tailor their framing techniques to align with their target audience's interests, beliefs, and values.

C. Social and Technological Changes: Rapid advancements in technology and the rise of social

media have reshaped the media landscape. News organizations now face pressure to produce content quickly and adapt to new platforms. These changes can influence the choice of framing techniques to cater to shorter attention spans or to fit within the constraints of different media formats.

2.6 The role of framing in media

- **Shaping Public Perception:** Framing influences how audiences perceive and interpret news stories, shaping their understanding of complex issues.
- **Setting Agendas:** Media framing can influence which topics are considered important and worthy of public attention, setting the agenda for public discourse.
- **Guiding Interpretation:** By emphasizing specific aspects of an issue, framing guides how audiences interpret and make sense of news events.
- **Evoking Emotional Responses:** Framing can evoke emotional responses from audiences by presenting information in a way that triggers certain feelings or reactions.
- **Influencing Decision-Making:** Media framing can impact decision-making processes at individual and societal levels by framing issues in specific ways that influence opinions and actions.
- **Shaping Public Opinion:** Framing plays a crucial role in shaping public opinion on various social, political, and economic issues by presenting information in a particular light.

2.7 Advantage and disadvantage of news framing

2.7.1 Advantage of news framing

- **Clarity:** Framing helps simplify complex issues, making them easier for the audience to understand.
- **Engagement:** Effective framing can captivate and engage the audience, increasing interest in the news story.
- **Influence:** Framing can influence public perception and attitudes towards specific topics or issues.
- **Memorability:** Well-framed news stories are more likely to be remembered by the audience.
- **Persuasion:** Framing can be used to persuade or shape public opinion on various matters.

2.7.2 Disadvantages of News Framing Techniques

- Bias: Framing can introduce bias by emphasizing certain aspects of a story while ignoring others.
- Manipulation: News framing can be used to manipulate public opinion or push a particular agenda.
- Sensationalism: Some framing techniques may prioritize sensationalism over accuracy, leading to distorted or misleading information.
- Divisiveness: Certain frames can polarize audiences and create division rather than promoting understanding.
- Oversimplification: Framing may oversimplify complex issues, leading to a lack of nuance or depth in news reporting.

2.8 Theoretical frame works

Theoretical frameworks refer to the established theories, concepts, and principles that provide a foundation for understanding a particular subject or phenomenon. They are frameworks or models that researchers and scholars use to guide their analysis and interpretation of data and observations. In the context of research or academic studies, a theoretical framework serves as a conceptual lens through which researchers can examine and explain the relationships between variables or concepts. It helps to organize and structure the research by providing a fundamental structure or set of principles for understanding the topic under investigation.

Overall, theoretical frameworks provide a theoretical perspective or lens that enables researchers to make sense of complex phenomena and contributes to the advancement of knowledge in a particular field. They serve as a starting point for research and provide a basis for generating new insights and theories. Here are prominent framing theories that can be applied to understand how news framing techniques sways public perceptions, Agenda setting, gatekeeping, and framing theories.

These all are important concepts in the field of media studies and communication. While agenda setting and gatekeeping theories provide a foundation for understanding how information flows through the media, framing theory focuses on how that information is presented and interpreted

by audiences. Let's explore these theories and their interconnections.

2.8.1 Agenda Setting Theory:

Agenda setting theory suggests that the media has the power to influence the public's perception of what is important by highlighting certain issues and topics. The theory argues that media organizations, through their selection and presentation of news, can shape the public agenda and determine which issues receive attention and which are neglected. In other words, the media doesn't tell people what to think, but rather what to think about. Agenda-setting, in the parlance of Walter Lippmann, refers to the basic correspondence between media coverage of “the world outside” and “the pictures in our heads.” Coined by Maxwell McCombs and Donald Shaw in a seminal article (McCombs & Shaw, 1972), “agenda-setting” resonates conceptually with ideas raised by others in earlier years. Cohen (1963) wrote about how “the press may not be successful all the time in telling people what to think, but it is stunningly successful in telling its readers what to think about”. Lang and Lang described how “most of what people know about political life comes to them secondhand or even third hand through the mass media. The media do structure a very real political environment but one which we can only know ‘at a distance’” (Lang & Lang, 1966). Agenda setting research has spawned hundreds of studies, in which key intellectual turns were made around agenda-setting effects of different news media, factors that strengthen or mitigate their effects, and the overall recognition that these agenda-setting effects do not occur in a vacuum of organizational and institutional dynamics.

2.8.2 Gatekeeping Theory:

Gatekeeping theory focuses on the role of media professionals, such as editors and journalists, in determining what information is selected, processed, and ultimately presented to the public. Gatekeepers act as filters, deciding which news stories, opinions, and perspectives gain access to the public sphere. They have the power to influence the information that reaches the audience and can shape public discourse by deciding what is newsworthy and what is not.

Gatekeeping theory refers to the control of information as it passes through a gate (Shoemaker & Vos, 2009). The gate is guarded by gatekeepers, who make decisions about what information to let

through on what to keep out (Lewin, 1947b). In making these decisions, gatekeepers exercise power over those on the other side of the gate. The intellectual origins of gatekeeping can be traced to Kurt Lewin, a Berlin-born social scientist who applied the methods of individual psychology to the whole social world. Lewin approached gatekeeping as just one of many interrelated phenomena that together make up a social field. To understand gatekeeping, one had to understand the whole field. Lewin's student, David Manning White, was the first to apply the concept of gatekeeping to mass communication. White's (1950) analysis of the gatekeeping decisions of one newspaper editor, called

Mr. Gates, focused on the subjective factors that influence gatekeeping decisions. Following White (1950), the field of communication has most often conceptualized gatekeeping as the selection of news, where a small number of news items pass a gate manned by journalists. In making their selections, gatekeepers construct social reality for the gated (Shoemaker, 1991). The World Wide Web has presented new challenges to these traditional models of gatekeeping, where raw content passes uni-directionally through a gate manned by journalists before reaching the reading public. The ability of users to create and disseminate their own content has uprooted and inverted the roles of gatekeeper and gated.

2.8.3 Framing Theory:

Framing theories often build upon agenda setting and gatekeeping theories by exploring the specific rhetorical techniques and strategies used by media organizations to shape public opinion. By understanding how the media selects, filters, and frames information, researchers can gain insights into the ways in which media influences public discourse and shapes societal perceptions.

Regardless of the topic of an article, the news does not write itself. Journalists must choose the elements of a situation that best convey the gist of an event or problem. They gather information they can use in a story, and they decide how to present the story in an appealing and comprehensible fashion. Among the most important choices that a journalist makes is selecting the frame for an issue or event. A frame is a concept that summarizes the basic characteristics of a topic. Media researcher Robert Entman describes framing this way: To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way

as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described. (Entman, 1993) To a much greater extent than is the case with agenda-setting, framing is about the content of the news. A frame can be a phrase, image, analogy, or metaphor that a journalist uses to communicate the essence of an issue or event. Frames simplify the story-writing process for journalists and help audiences make sense of what they encounter in the news. Political communication researchers have identified two primary stages in the framing process (Scheufele, 1999). These stages directly parallel those developed to describe agenda-setting. Frame-building refers to the development of frames and their inclusion in news stories. Frame-setting describes audience consumption of news with frames and audience members' consequent adoption of frames as ways to understand issues and problems. Separating the stages highlights domains of theory and research that focus on the sociology and political economy of news production on the one hand, and on the psychology of message-processing on the other. The stages are linked, of course, because the ultimate goal of journalists and other actors is the audience's acceptance of frames.

It's important to note that these theories are not mutually exclusive and often overlap in their application and implications. They collectively provide a framework for understanding the complex dynamics between the media, information dissemination, and audience perception. Generally the interplay between these theories can be seen as follows: Agenda setting theory explains how the media influences the public's attention and perception of issues, gatekeeping theory examines the role of media professionals in filtering and controlling information flow, and framing theory explores how the media presents information in a way that influences audience interpretation and understanding.

CHAPTER III

3. Research Methodology

3.1 Introduction

This chapter deals with the methods that was employed to conduct the research in scientific procedures. The focus of this chapter was discussion on the research methodology and its elements such as, data gathering techniques, sampling method and data analysis and presentation to answer the research questions and accomplish the objectives of the research following a scientific way.

3.2 Research Design

The research design is a framework for planning a research and answering the research questions (McCombes, 2005). Research design is defined by different social scientists in different terms; Zikmund (1988) defined it as “a master plan specifying the methods and procedure for collecting and analyzing the needed information” (Akhtar, 2016). As Kothari (2004) noted, research design is the road map of a research for the collection, measurement and analysis of data. A research design is the procedure for collecting, analyzing, interpreting and reporting data in research studies (Creswell & Plano 2007). It is the overall plan for connecting the conceptual research problems with the pertinent (and achievable) research. In this research all the information and data collected was for the matter of describing and analyzing the influence of news framing of ESAT and EBC on the perception of Addis Ababa resident. So descriptive method of research design was used to analyze both qualitative and quantitative data. Descriptive research aims at portraying accurately the characteristics of a particular group or situation and it is concerned with the attitude or views (of a person) towards anything (Akhtar, 2016). Qualitative descriptive research design was used to provide a detailed account of perspectives of the respondents’ feedback from the interview and guidelines of the two media. Quantitative descriptive research design was used to provide an accurate and comprehensive description. Quantitative manner mostly included were frequencies, averages, and percentages.

3.3 Research approach

This study utilized a mixed –method research approach, combining quantitative and qualitative methods. The quantitative is less detailed, and the qualitative is interpretative. Thus, the best solution is to combine them to get a better result (Creswell, 2007). Creswell states that the central premise of the mixed design is the use of quantitative and qualitative approaches in combination to provide a better understanding of research problems than either method can do alone. A mixed-method is a research approach, popular in the social, behavioral, and health sciences, in which researchers collect, analyze, and integrate both quantitative and qualitative data in a single study or in a sustained long- term program of inquiry to address their research questions. In the mixed research approach method, the quantitative data must be collected and analyzed to come to quantitative results, and the qualitative data was collected and analyzed to reach a qualitative result, then the result of the two are merged to give a conclusion and recommendation for the thesis (Creswell, 2013). So this research Qualitative focus was understanding human attitude, behavior, opinion and experience. Whereas quantitative focus was to collect and analyze numerical data from the questionnaire.

3.4 sampling and sampling techniques.

3.4.1 Sampling methods

In this research cluster sampling method was used. Cluster sampling is a method of sampling in which the population is divided in to clusters, and a subset of clusters or groups are selected for the sample (Kish, 1965).cluster sampling is purposeful in order to increase the efficiency and feasibility of data collection, particularly when the population is large and geographically dispersed and when it is difficult or expensive to access individual members of the population for data collection (Lohr, 2019).

In this research administrative division of Addis Ababa residents was used to divide the population in to cluster. Here are the division from the biggest to the smallest. (Zones, sub cities, wereda, kebeles)

It is obvious Addis Ababa the capital city of Ethiopia, is subdivided in to 11 administrative sub cities based on specific geographical area. These sub cities are: Addis ketema, Akaki-kality, Arada, Bole, Gulele, kirkos, Kolfe Keranio, Lideta, Nifas silk-lafto, Yeka and Lemi Kura. Since it was

complex and bulk to take the whole population found in each sub cities, the researcher took 9 sub cities randomly and used cluster sampling for creating clusters with the smaller representation of the population being assessed.

So in this research 9 wereda from the chosen 9 sub cities was taken randomly. These randomly selected weredas were, Arada sub city wereda 01 (ASCW1) bole sub city wereda 12(BSCW12), Nifas silk lafto wereda 08(NSLW8), Kolfe Keranio sub city wereda 06(KSCW6), Akaki kaliti sub city wereda 06(AKSCW6), Yeka sub city wereda 03(YSCW3) Lideta sub city wereda 08(LSCW8), Addis ketema sub city wereda 07(AKSCW7), kirkos sub city wereda 05(KSCW5)

3.4.2 Sampling techniques

A. Quantitative: 15 individuals from each wereda were selected as a representative sample of participants by using simple random sampling technique (means each member of the population has an equal chance of being selected) Individuals from diverse demographics, such as age, gender, education level, religion and political affiliation had equal chance and included as a sample from each wereda.

B. Qualitative: Purposive sampling technique was used to select a subset of participants who can provide in-depth insights and rich descriptions of their experiences with news framing techniques. Individuals with varying levels of media consumption, scholars, and news room personnel was included as a sample.

3.4.3 Sample size determination

The size of the quantitative sample, which is often selected in a targeted manner, is larger than the qualitative sample. The researcher opted to select 10 interview questions for gathering qualitative data. The reason behind selecting a small sample for gathering qualitative data is rooted in the objective of identifying and collecting data with the aim of obtaining in –depth insights. However, gathering quantitative data necessitates a sizable sample. So a total of 135 individuals from 9 specifically chosen weredas participated as respondents in the questionnaire.

3.4.4 Data Collection methods

- **Survey questionnaire:** - it is a tool used in survey research to collect data from respondents. A questionnaire is a type of survey design that participants fill out and

return to the researcher (Creswell, 2012). In this research it consisted a series of open-ended and closed-ended Questions related to news framing techniques of ESAT and EBC. It was selected because it is cost effective, anonymity and flexibility. It was cost effective compared to other data collection methods and was useful to generate quantifiable data and make the data easy to analyze and draw conclusion.

- **Depth interview:**-open ended questions to the scholars, and journalists were included. This was conducted in person and remotely (online and over the phone).it allowed researcher to delve deeply in to the respondents thoughts, feelings and experiences.
- **Content analysis:** - systematic analysis of the two media content such as news articles, broadcasts and their guidelines was analyzed to know the patterns and themes related to news framing of ESAT and EBC.

ESAT and EBC's Website archive content analysis was the primary tool of the study, Different studies, books, articles, and reports used as secondary tool of the study

3.5 Data analysis methods

Data analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. In this research data was analyzed qualitatively and quantitatively.

Qualitative data analysis of this research include data obtained through questionnaire, interview and archive content. Result from the questionnaire of the scholars and result from interview were analyzed based on thematic analysis. First the patterns, themes and categories of ideas and concepts were identified then systematic coding was made, finally analyzation was taking place based on underlying themes present in the data.

Content analysis was one of the tool in this research.it was analyzed qualitatively. Three months (January-March (2024)) archive news of ESAT and EBC, guidelines of both media was analyzed

Quantitative data analysis of this research focused on summarizing, interpreting and drawing conclusions from questionnaire results, and presented by using percentage and frequency then displayed using tables, charts and graphs.

3.7 Ethical Considerations

During data collection, the aim and objectives of the study was clearly explained to the participants. And they were informed about the right to ask questions. The confidentiality and privacy of the primary data collected was ensured throughout the execution of the study and the information collected was used only for the research purpose. Any work taken from others 'previous work was cited by the APA citation.

CHAPTER IV

4. Data presentation, analysis and discussion

4.1 Introduction

This chapter deals with data presentation, analysis, and discussion of questionnaire, collection of responses and subsequent analysis of the data acquired through the responses from professionals who were working in ESAT and EBC news room. As stated earlier, the main objective of the study was analyzing how news framing techniques of ESAT and EBC influences Addis Ababa residents. A questionnaire survey has been conducted to gather the required information from 9 wereda of Addis Ababa sub cities, and a total of 135 respondents were purposively selected.

4.2 Data presentation

4.2.1 Demographic result based on gender

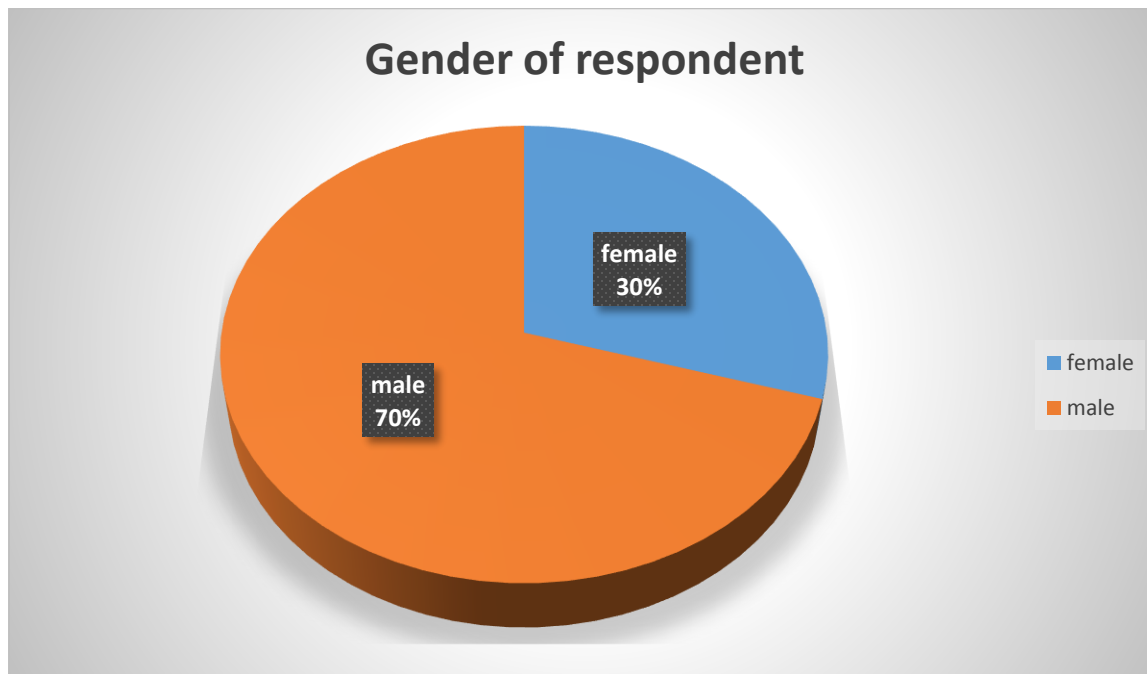


Figure 1: Gender of respondent

Source: surveyed questionnaire, March 2024

The pie chart in figure 1 shows that more men responded to the survey than women. Men make up 70% of the sample, while women make up 30%. This suggests that there are significant differences between men and women in watching news from ESAT and EBC. This finding supports the study which deals about gender gap in news use, with women less likely to seek out news information

and more likely to report on purposefully avoiding it(Benesch,2012). Women consider news to be incomprehensible, aggressive, and depressing and therefore feel that they have little to gain from being informed (Benesch, 2012).

4.2.2 Age of respondent

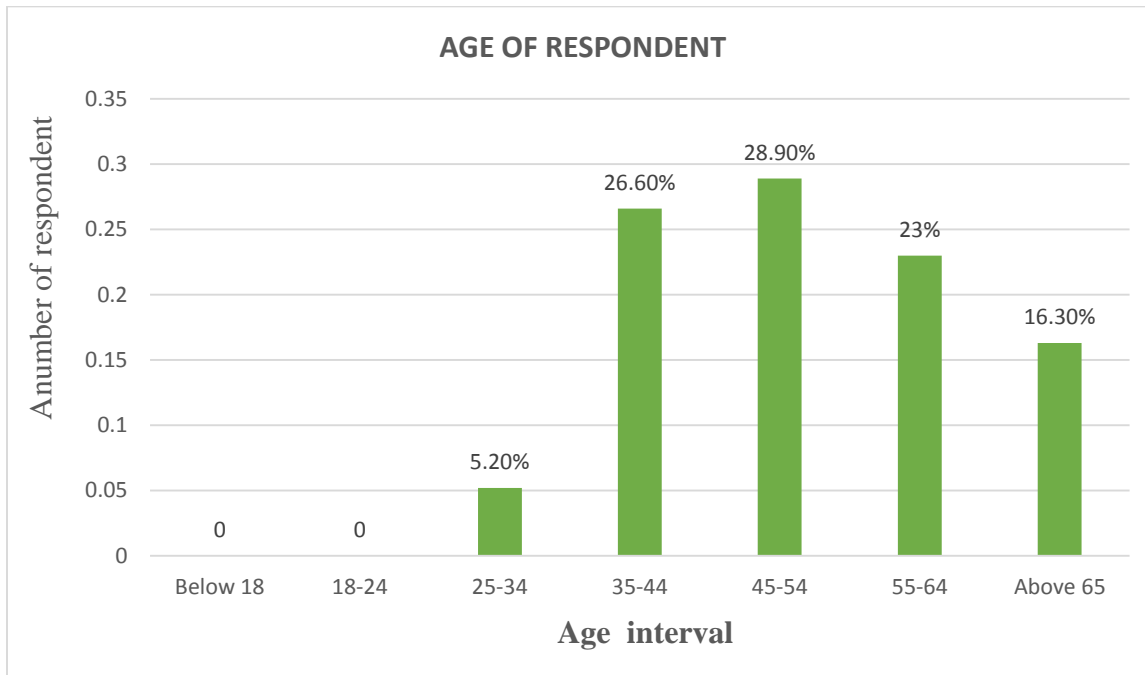


Figure 2: Age of participants.

Source: results of results of surveyed questionnaires, march 2024

Figure 2 represents the summary of age versus number of respondent from surveyed questionnaire. The x-axis (horizontal) represents the age of the participated respondents and y-axis (vertical) represents number of respondents. According to the graph, from 135 participants of 9 weredas, majority of the respondents (28.9%) aged between 45-54, and less number of respondent were aged between 25-34 which was about 5.2%.

In addition to that the graph shows there were no respondent from age group below 24. Does that mean they never watch ESAT, EBC, or generally news? Here are studies which can support the answer “Older viewers are major consumers of television news, preferring news to other programming (Scales, 1996). Goodman (1990) found that older men and women favored television for national news and information and newspapers for local news. At the same time, the elderly are increasingly among the most enthusiastic consumers of online information (Cole, 2003).” High

number of female and high number of male from the age group 45-54 and 55-64 respectively were the respondents for this research.

4.2.2 Educational background

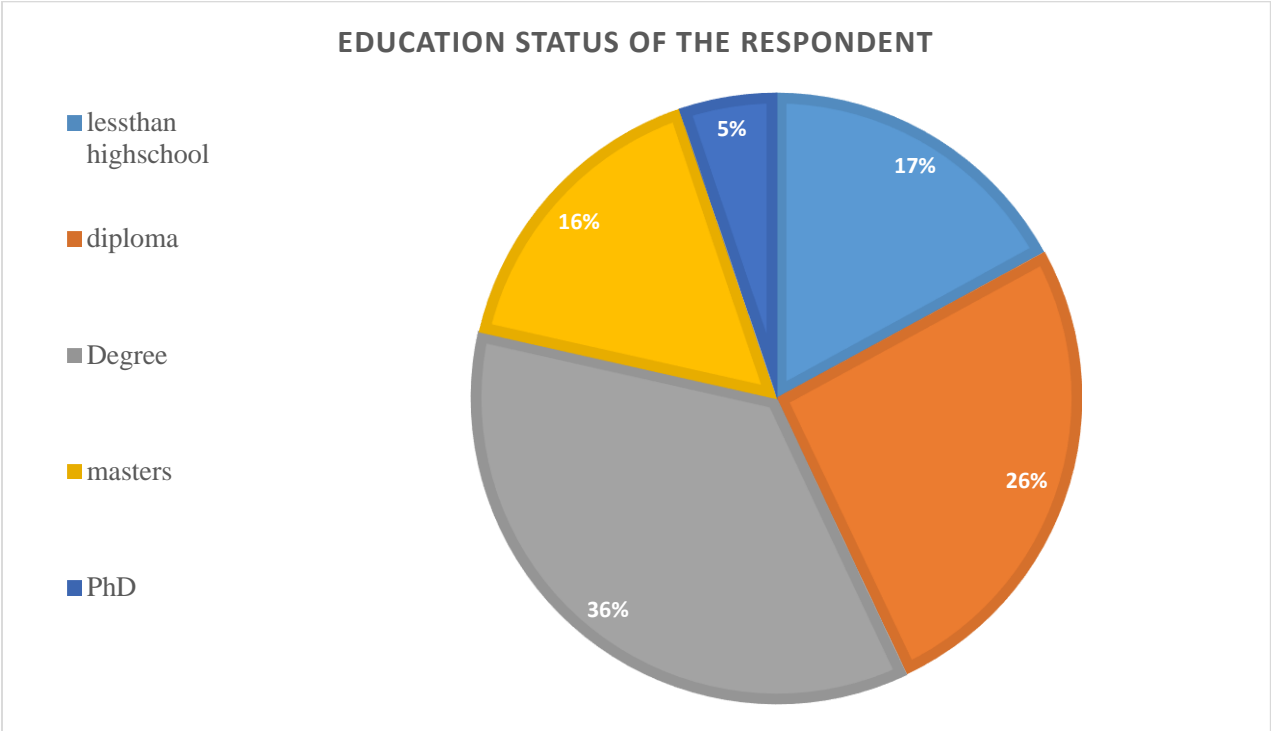


Figure 3: educational background of the respondents

Source: results of results of survey questionnaire march 2024

Educational status refers to an individual’s level of educational attainment, encompassing formal education received, degrees earned, and any specialized training or certifications acquired. It serves as a key indicator of knowledge, skills, and intellectual development acquired through various educational experiences. So Educational status of the respondent in the research plays a crucial role in understanding the characteristics and perspectives of the respondent.

Based on the above figure 3 about 36% of the respondents were degree holders following about 26% post graduate. This indicates individuals with higher level of education tend to consume more news compared to those with lower level of education.

4.2.3 Occupation status of respondents

Table 1: occupation status of respondents

Occupation	Response count	Response percent
Student	13	9.6%
Employed	50	37%
Self employed	25	18.5%
Unemployed	25	18.5%
Retired	22	16.3%

Source: results from surveyed questionnaire, March 2024

Based on the above table 1, from 135 sample size of the study 13(9.6%) were students, 50(37%) were employed, 25(18.5%) were self-employed again another 25(18.5%) were unemployed and 22(16.33%) were retired. This indicates from the respondents of the questionnaires much number were taken by employed, small amount of number were students and (self-employed, unemployed and retired) took the middle.

4.2.4 Religion of the respondent

Table 2: religion of the respondents

Religion	Response Counts	Response Percent
Orthodox	44	32.6%
Muslim	37	27.4%
Catholic	15	11.1%
Protestant	39	28.9%

Source: result of surveyed questionnaire march 2024

Based on the above table 2, from 135 sample Size of the respondent for the study 44 (32.6%) were orthodox, 37(27.4%) were Muslim, 15(11.1%) were catholic and 39(28.9%) were protestant. This shows that the study has included people from diverse religious backgrounds.

4.2.5 Nationality of respondents

The study found that the 100% of the respondents were Ethiopian.

4.3 Perception of news framing techniques.

The perception of news framing techniques is a topic that has garnered significant attention in recent years. News framing refers to the way in which news outlets present information by emphasizing certain aspects, perspectives, or contexts while downplaying or omitting others. It plays a crucial role in shaping public opinion and influencing how individuals interpret and understand news stories.

The perception of news framing techniques can vary widely among individuals. Some people may be highly attuned to the presence of framing and actively analyze news stories for underlying biases and manipulations. They may be critical consumers of news, seeking to identify the framing techniques employed by media organizations to shape public discourse.

Others may be less aware of the nuances of news framing but still influenced by its effects. News framing has the potential to shape public opinion by subtly guiding people's understanding and interpretation of events. The framing of a news story can influence the emotional response it evokes, the salience of certain issues, and the overall perception of an event or topic.

4.3.1 How news media are influential?

Table 3: Degree of news framing techniques influence

Degree of influence	Response counts	Percent counts
Not influential	0	%
Slightly influential	13	9.6%
Moderately influential	17	12.6%
Very influential	70	51.9%
Extremely influential	35	25.9%

Source: Result of surveyed questionnaire, March 2024

Based on the table 3, from 135 sample size of the study everybody said that news Medias are influential.

About 70(51.9%) put the degree of influence to very influential, 35(25.9%) to extremely influential, 17(12.6%) put the degree to moderately influential, and 13(9.6%) put the degree to slightly influential. this shows large number of respondents believe that news framing of ESAT and EBC are very influential and small number put the degree to slightly influential.

4.3.2 Differences in framing the same news events between ESAT and EBC

Table 4: Difference in framing the same news events

“Have you noticed differences in framing the same news events between ESAT and EBC?”	Agreement	YES	NO
	Number of respondents	75	60
	percentage	55.6%	44.4%

Source: result of surveyed questionnaire, March 2024

Based on the above table 4, from 135 respondents of surveyed questionnaire 55.6% of respondent agreed and said yes for the question “Have you noticed differences in framing the same news events between ESAT and EBC? And 44.4% respondents disagreed and say NO.

From 55.6 % of respondents some of them were trying to give justification for their yes. Some respondent perceive ESAT’s framing as more oppositional or critical towards the government. Some believe ESAT highlights issues and viewpoints that are not adequately covered by other media outlets, providing a different narrative. Whereas some respondents perceived EBC’s framing as more aligned with the governments perspectives and priorities, providing comprehensive coverage of government initiatives, achievements, and official statements.

4.3.3 Thoughts developed from the respondents

The following table is to represent the finding for the surveyed questionnaire which asked the thought developed about an issue when the respondents hear or watch news from ESAT and EBC.

Table 5: thoughts developed from the respondent

“What thought do you develop about an issue when you here or watch news from the following media?”		Dominantly Positive (%)	Dominantly negative (%)	Neutral
	ESAT	38(28.1%)	67(49.6%)	30(22.2)
	EBC	77(57%)	32(23.7%)	26(19.3%)

Source: results from surveyed questionnaire, march 2024

According to the above table 5, 28.1% respondents develop dominantly positive thought when they hear news from ESAT, (49.6%) respondents develop dominantly negative thoughts and 22.2% of the respondent responded neutral. this shows majority of the respondent developed negative thought when they hear news from ESAT.

Where as in case of EBC 57% of the respondents develop dominantly positive thought, 23.7% of the respondents develop dominantly negative thought and 19.3% responded neutral. This implies majority of the respondent develop positive thought when they hear news from EBC.

4.3.4 Influence of news framing techniques

The below table represents the findings from surveyed questionnaire for the question if the respondents think news framing techniques can influence public perceptions or not.

Table 6: influence of news framing techniques

	Agreement	YES	NO
“Do you think news framing techniques can influence public perceptions?”	Response counts	107	28
	percentage	79.3%	20.7%

Source: results from surveyed questionnaire, March 2024

Based on table 6, above half of the respondents agreed that news framing techniques influences public perception. Whereas 20.7% respondents did not agree that news framing techniques influence public perceptions. This implies majority of the respondent thought that news framing techniques influence public perception.

4.4 Identification of news framing techniques.

In today's fast-paced world, news media plays a crucial role in shaping public opinion and influencing our understanding of various events and issues. However, not everyone possesses an equal level of awareness regarding the techniques employed by news outlets to frame information.

News framing refers to the strategic presentation of information by media organizations to shape public opinion on a particular topic or event. It involves selecting certain aspects of a story, emphasizing specific details, and employing narrative techniques to influence the audience's interpretation. News framing can significantly impact how individuals perceive events, issues, and even public figures (Entman, 2012).

Many people have little to no knowledge about news framing techniques. They consume news without critically analyzing the way information is presented, and they may not be aware of the potential biases or manipulations involved. This lack of awareness can leave individuals vulnerable to accepting news narratives at face value, without questioning the underlying motives or implications (Bennett, 2012).

On the other hand, some individuals possess a certain level of understanding regarding news framing techniques. They actively engage in media literacy practices, such as fact-checking, cross-referencing sources, and identifying common framing strategies like sensationalism, emotional appeal, or selective reporting. These informed individuals are more likely to approach news consumption critically and make informed judgments (Nisbet & Scheufele, 2014).

4.4.1 Results from Close ended questions on news framing techniques

The below two tables shows the findings of the questionnaire for the question if the respondents are familiar with news framing techniques or not and If they had faced news stories presented in a way that evokes specific emotions or reactions from the audience respectively.

Table 7: Familiarity on news framing techniques

“Are you familiar with the concept of news framing?”	Response	yes	NO
	Response count	125	10
	Percentage	92.6%	7.4%

Source surveyed questionnaire, March 2024

Based on table 7 above, 92.6% of the respondent said yes, and 7.4% replied NO, this implies that majority of the respondents were familiar with the concept of news framing.

Table 8 stories to evoke audience emotion.

“Do you believe news stories are presented in a way that evokes specific emotions or reactions from the audience?”	Response	Yes	No
	Response count	88	47
	Percentage response	65.2%	34.8%

Source: surveyed questionnaire, March 2024

Based on table 8, more than half of the respondents believe some news stories were presented in a way that evokes specific emotions or reactions from the audience and 34.8 % do not.

4.5 news framing techniques and public perceptions

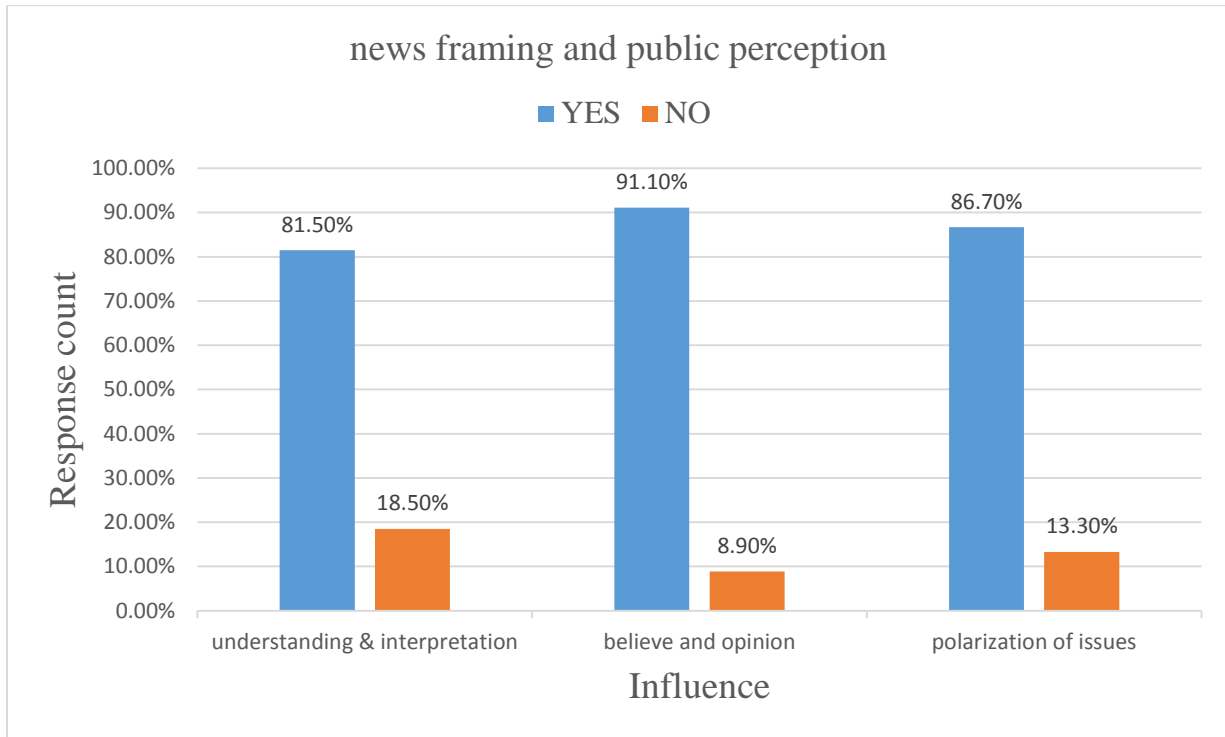


Figure 4, Bar graph: news framing and influence on public perception.

Source: result of surveyed questionnaire, March 2024

The above figure 3, represents influence of news framing of public perception versus number of respondents. X-axis represents the influence of news framing techniques on public perception whereas y-axis represents number of respondents counts for YES and NO.

The first serious represents influence of news framing techniques on understanding and interpretation of news events. Based on the chart 81.5% of the respondents agreed news framing techniques influence public understanding and interpretation of news events where as 18.5% replied NO.

The second serious represents influence of news framing on changing respondents believe and opinion about an issue.91.1% of the respondents agreed that news framing techniques influence public believe and opinion and only 8.9% of the respondent said NO.

The third serious represents influence of news framing techniques on polarization of public opinion on various social and political issues, 86.6% of the respondents agreed and 13.3% disagreed. This implies that news framing techniques influence public understanding, public believe, and public opinion.

4.6 Factor affecting public perception

Table 9: factor affecting public perception

“Do you think individual characteristics, demographic characteristics and individual biases are factors in how news framing techniques affect public perception?”		YES	Percent	NO	Percent
	Individual characteristics	110	81.5%	25	18.5%
	Demographic characteristics	99	73.3%	36	26.7
	Individual biases	25	18.5%	110	81.5%

Source: surveyed questionnaire, March 2024

The above table, represents the moderating factors affecting public perception.

According to the table 9, 81.5% of the respondents believe individual characteristics, such as prior beliefs or political affiliation, play a role in how news framing techniques influence public perception and can be the factor which affect news framing techniques. 73.3% of the respondent responded demographic characteristics like age, education level are the factors affecting public perception and only 18.5% of respondent responded individual biases are another factor affecting public perception on the influence of news framing techniques. This shows majority of the respondents agreed on individual characteristics and demographic characteristics are factors in how news framing techniques affect public perception. But not agreed on individual biases are factors. As some research suggests people’s awareness of their own biases regarding news framing

techniques can vary widely. Some individuals may possess a high level of self-awareness and critical thinking skills allowing them to recognize and acknowledge their biases when consuming news.

4.7 Likert-scale questions findings

Table 10: Degree, Value, and Range

<i>Interval = 5-1=4, 4/5=0.8, 1+0.8=1.8</i>		
Degree	Value	RANGE
strongly disagree(SD)	1	1-1.8
Disagree(D)	2	1.9-2.6
Neutral(N)	3	2.7-3.4
Agree(A)	4	3.5-4.2
Strongly agree	5	4.3-5.0

The Likert Scale, commonly used rating scale in surveys and research studies to measure attitudes, opinions, beliefs, and perceptions. There are several variations and types of Likert scales that have been developed over time. Five point Likert scale, four point Likert scale, seven point Likert scale, odd or even and etc.it consists of a series of statements or items that respondents are asked to rate based on their level of agreement or disagreement.

Note: F = frequency

No	The framing techniques used in news articles of these media...	form	(F*V)					Total	Total	Percent	Result
		ula	SD(D	N	A	SA		I/135		
1	Presented religious issues in a way that evokes strong emotions	EBC	5(3.7%)	180(66.7%)	30(7.4%)	68(12.5%)	65(48.1%)	348	2.6	52%	Disagree
		ESAT	15(11.1%)	30(11.1%)	73(18.5%)	220(40.7%)	125(18.5%)	465	3.4	68%	Neutral
2	Have the power to shape how the public perceives political issues.	EBC	5(3.7%)	12(4.4%)	90(22.2%)	96(17.8%)	350(51.9%)	553	4.1	82%	Agree
		ESAT	6(4.4%)	16(5.9%)	81(20%)	76(14%)	375(55.5%)	554	4.1	82%	Agree
3	Tend to highlight negative consequences associated with major issues.	EBC	35(25.9%)	120(44.4%)	45(11.1%)	52(9.6%)	60(8.9%)	312	2.3	46%	Disagree
		ESAT	13(9.6%)	70(25.9%)	75(18.5%)	200(37%)	60(8.9%)	418	3.1	62%	Neutral
4	often use specific language or terminology	EBC	20(14.8%)	90(33.3%)	135(33.3%)	52(9.6%)	60(8.9%)	357	2.6	52%	Disagree
		ESAT	15(11.1%)	86(31.9%)	135(33.3%)	68(12.6%)	75(11.1%)	379	2.8	56%	Neutral
5	Can significantly influence my understanding of major issues.	EBC	18(13.3%)	72(26.7%)	81(20%)	196(36.2%)	25(3.7%)	392	2.9	58%	neutral
		ESAT	9(6.7%)	24(8.9%)	72(17.8%)	160(29.6%)	250(37%)	515	3.8	76%	Agree
6	Frequently focus on specific aspects of major issues to shape public perception.	EBC	18(13.3%)	24(8.9%)	72(17.8%)	144(26.7%)	225(33.3%)	483	3.6	72%	Agree
		ESAT	76(56.3%)	60(22.2%)	12(2.2%)	80(14.8%)	25(3.7%)	253	1.9	38%	Disagree
7	Present a balanced view of major issues, regardless of	EBC	79(58.5%)	72(26.7%)	42(10.4%)	12(2.2%)	15(2.2%)	220	1.6	32%	Strongly disagree
		ESAT	76(56.3%)	92(34.1%)	30(7.4%)	12(2.2%)	0	210	1.6	32%	Strongly disagree

	their own biases										
8	Present major issues in a way that supports a particular agenda or narrative.	EBC	10(7.4%)	22(8.1%)	12(2.9%)	140(25.9%)	375(55.5%)	559	4.1	82%	Agree
		ESAT	12(8.9%)	20(7.4%)	0	120(22.2%)	415(61.5%)	567	4.2	84%	Agree
9	I actively seek out these media sources of news and information to obtain multiple perspectives on major issues	EBC	7(5.1%)	36(13.3%)	90(22.2%)	256(47.4%)	80(11.9%)	469	3.5	70%	Agree
		ESAT	11(8.1%)	28(10.4%)	84(20.7%)	256(47.4%)	90(13.3%)	469	3.5	70%	Agree

Source: surveyed questionnaire, March 2024

The average (mean) agreement rating for each statement of table 10, is calculated by adding up all the respondents' response and multiplying them by a weight of 5, 4, 3, 2, or 1, depending on the rating. Based on the above table the central tendency for question number 1 “News articles of religious issues from these media are often presented in a way that evokes strong emotions or reactions from the public”, about 52% of the respondent disagree for EBC and 68% feel neutral for ESAT. This shows the presentation of religious issues from EBC do not evoke strong emotions or reactions from the public. Where as in case of ESAT majority of the respondent neither agree nor disagree, the respondents were very undecided on how to answer.

The central tendency for question number 2 “The framing techniques used in news articles of these media have the power to shape how the public perceives political issues.” About 82% of the respondents agree for both media.it means the respondents believe that the framing techniques of EBC as well as ESAT have the power to shape how the public perceives political issues.

The central tendency for question number 3 “News articles from these media tend to highlight the potential risks or negative consequences associated with major issues to influence public opinion” about 46% of the respondent disagree for EBC and 62% feel neutral for ESAT .this indicate news

article from EBC tend to highlight the potential risks associated with majority issues to influence public perception.

The central tendency for question number 4 “News articles from these media often use specific language or terminology to frame major issues in a particular light.” About 52% of the respondents disagree for EBC and 56% feel neutral for ESAT. This implies EBC do not use specific language or terminology to frame major issues in a particular light.

The central tendency for question number 5 “I feel that the framing techniques used in news articles of these media can significantly influence my understanding of major issues” ,about 58% of the respondent feel neutral for EBC and 76% agree for ESAT. This implies ESAT's news framing techniques significantly influence majority of the respondents understanding of major issues.

The central tendency for question number 6” News articles from these media frequently focus on specific aspects of major issues to shape public perception” about 72% of the respondents agree for EBC and 38% disagree for ESAT. This shows that news articles of EBC frequently focus on specific aspects of majority issues to shape public perception. But not ESAT.

The central tendency for question number 7 “I believe that news from these media outlets present a balanced view of major issues, regardless of their own biases or preferences” about 32% of the respondent strongly disagree in case of both medias. This implies that news from ESAT and EBC do not present major issues, regardless of their own biases or preferences.

The central tendency for question number 8 “News articles from these media often present major issues in a way that supports a particular agenda or Narrative” got agree about 82% and 84% in case of EBC and ESAT respectively. This indicates news article from both media presents major issues in a way that supports a particular agenda or narrative.

Finally the central tendency for question number 9 “I actively seek out these media sources of news and information to obtain multiple perspectives on major issues” got agree about 70% in case of both medias. This implies majority of the respondents actively seek ESAT and EBC news source and information to obtain multiple perspectives on major issues.

4.8 Interview data analysis

An interview is a research method used to gather information and insight directly from individual or groups, in this research the researcher used semi structured interview for news room personnel (journalists) found in EBC and ESAT. In order to make clear the researcher give codes for the informer to know from which media they were. so informer numbered as even are from EBC whereas informer numbered as odd are from ESAT.

4.8.1 News framing techniques commonly employed in EBC and ESAT

“What are some of the common news framing techniques employed in your newsroom? “Was one of the question presented to the news room personnel of both Medias

There are various approaches that can be employed to shape the way information is presented and perceived by the audience. It is obvious every media has their own stand point, and news framing technique is one approach to get acceptance and accessibility

Informer #2:- “. in our media EBC, some general framing techniques commonly used starts from the selection of news stories, tone and language choices, because tone and language used in news reporting can influence the viewer’s interpretation of events so We choose positive languages as much as we can. And based on our editorial policy EBC consolidate its transmissions in different languages of the country and have fair dissemination of information and programs in all working languages of the regional states.”

This supports the significant relationship between editorial policy and news framing techniques of an organization. Editorial policy often reflects the ideological stance or perspective of a news organization. This ideological stance can influence the choice of news framing.

Informer#4 “EBC do not mislead the audience, distort facts or present factious works as real editors also consider and works keeping news values. Such as timeliness, proximity, prominence, conflict, and human interest when deciding which stories to cover and how to frame them based on editorial policies.”

This supports the idea that news organization use news values as a guideline framework for editorial decision making. Which story to cover and how much prominence to give.

Informer #5 “I cannot say generally ESAT uses this and that technique but I can say since visuals such as images, videos and graphics is a powerful tools to create associations or

emphasis, we uses visual imagery framing to frame news and Contents mostly focused on political news from Ethiopia, but also covers some international news.”

This shows ESAT uses descriptive language to create vivid mental pictures in the audiences mind.

4.8.2 Factor affecting news framing in EBC and ESAT

“What factors, such as editorial decisions, time constraints, or audience preferences, influence the use of news framing techniques in your newsroom?”

There are a lot of factors which affects news framing techniques in news room of any media. But many researchers found that editorial decisions, time constraints and audience preferences are common factors for news organizations. This question was to know if these three were factors or not in ESAT and EBC.

Time constraint

Time constraints can significantly influence the use of news framing techniques in newsrooms. Newsrooms operate under tight deadlines, and journalists often have limited time to gather information, write their stories, and meet publishing or broadcasting deadlines. As a result, the time pressure can impact the framing of news in several ways: simplification, reliance on official sources, lack of context, influence of news values, limited diversity of sources and etc.

Informer#2:- time constraints is the major factor which affects our news framing techniques in our news room. “But we give Prioritize thorough and balanced reporting even under tight deadlines. Additionally, the advancements in technology and digital tools aid our journalists.”

These shows despite of these challenges not all newsrooms are equally affected by time constraints, and also there are other factors which boosts the influence of time constraint.

Informer#3:- in ESAT as a media, it also affected by time constraints but it depends on various factors including its agreements, regulatory environments, and market dynamic

Editorial Policy

Editorial policy plays a significant role in shaping news framing within a newsroom. News framing refers to the way in which news stories are presented, emphasizing certain aspects or perspectives while downplaying or omitting others. Here's how editorial policy can affect news framing in news room such as values and mission, ideological bias, editorial guideline and etc.

Editorial policies are typically based on the values and mission of the news organization. These values and mission statements guide the overall direction and purpose of the newsroom. They can influence the selection of stories, the tone of reporting, and the overall framing of news.

Informer #1 “For example, a news organization with a mission to promote social justice may prioritize stories that highlight issues of inequality and human rights abuses.

Audience preference

Audience preference plays a significant role in shaping news framing techniques. News organizations are driven by the desire to attract and retain audiences, and they tailor their content to align with the preferences and interests of their target demographic. Audience preference can affect news framing techniques in selective coverage, sensationalism, artisan bias and etc.

Almost all informer agreed on the audience preference as a factor which affects news framing in both news room.

Informer#5:-“audience preference exerts a significant influence on the framing techniques employed by news organizations, as news media’s strive to capture and retain their target audience's attention.”

4.8.3 Challenges encountered to analyse effects of news framing in EBC

“Are there any challenges or limitations you have encountered when utilizing or analyzing the effects of news framing techniques in your newsroom?” was the question

Based on the findings analyzing the effects of news framing in the Ethiopian Broadcasting Corporation (EBC) present specific challenges due to the unique context and characteristics of the organization. Some challenges that researchers encounter include: Lack of Transparency, Language Barriers, Limited Data Availability

Limited Data Availability: Access to comprehensive data, such as news transcripts, video footage, or audience feedback.

Informer #4 “EBC is a state-owned broadcasting corporation in Ethiopia, so sometimes introduce challenges related to government influence and control over news framing.

As some research suggested government owned media typically funded and controlled by the government, which gives the government significant influence over the news content and narrative. This influence leads the media to align their news framing with the governments perspectives and priorities.

4.8.4 Challenges encountered to analyse effects of news framing in ESAT.

The question was the same as the question which was asked for EBC news room personnel

“Are there any challenges or limitations you have encountered when utilizing or analyzing the effects of news framing techniques in your newsroom?”

Informer #3:- ESAT is known as an opposition media outlet in Ethiopia, presenting a specific ideological perspective. In order to analyze the effects of news framing in ESAT researchers navigate inherent biases and critically evaluate the framing techniques employed.

This idea supports bias and objectivity is one challenge encounter in ESAT. But also there are other challenges due to the unique characteristics and context of the organization. Here are some challenges researchers encounter: Limited Data Availability, Language Barriers, contextual factors and so on.

4.8.5 Futurity of news framing on public perception.

“How do you see the future of news framing techniques evolving in the media industry, and what potential implications might this have for public perceptions?”

Informer #2 “I think increased awareness and emphasis on media literacy and critical thinking can mitigate the impact of news framing on public perception.”

According to (Aufderheide, 1993) suggested:-in compliance with media literacy, another crucial skill that the new century requires is critical thinking and it is a core element of media literacy with the main aim of media literacy to provide critical autonomy.

Informer #3:-“I think the evolution of technology, especially the rise of social media has significantly transformed the media landscape.”

This idea supports some media scholar’s idea that evolution of technology, especially with the rise of social media and personalized algorithms, has significantly transformed the media landscape. The future may see further advancements in technology that could enhance the ability of news organizations to tailor framing techniques to specific audiences, thereby influencing public perception to a greater extent (sherry.T, 1984)

4.9 Analysis of critics and recommendation gate from scholars

There were a lot of scholars who gave their recommendations for those 3 open ended question, since it is hard to write all thought here is the general idea of their response with the questions given.

1 “What strategies do you think media organizations should adopt to enhance transparency in news framing techniques?”

“Organizations should have to follow strategies such as, clearly identifying opinion stories from straight news reporting, honestly, they have to disclose potential conflicts of interest or biases in advance, and providing sources and attribution behind major claims. To carefully examine framing issues, they might also employ ombudsmen or public editors.”

2 How can individuals develop the skills necessary to critically evaluate news framed through different techniques?

“To critically evaluate news framing techniques, individuals have to develop media literacy in order to recognize common framing technique, exposing themselves to diverse news source, fact-checking, examining contextual influences on framing, and maintaining a skeptical yet open-minded principle.”

3 Do you believe there should be regulations or guidelines in place to ensure ethical practices in news framing?

“Having a regular frame work that incentivizes transparency, accountability and ethical decision-making around news dissemination could promote more responsible profession. However, this need to be carefully crafting journalistic freedom with the publics need for credible and objective information.”

4.10 Analysis given by researcher from the archive

In this section three months archive news of ESAT and EBC was analyzed. Based on the researcher analyzation the type of news framing which were listed in chapter two of section 2.3.2, all founds practicable by ESAT and EBC depending on the issue but the tendency of ESAT news framing techniques in three researched month was more of conflict news framing technique starting from its headline. Whereas the tendency of EBC news framing technique in the same month were more of thematic news framing type which emphasize the core ideas and concepts that the media wants to convey to the audience.

CHAPTER V

5. Summary, Conclusion and Recommendations

This chapter provides a comprehensive summary, conclusion and recommendation of the research “Analysis on how news framing of ESAT and EBC influence the perception of Addis Ababa residents”

5.1 Summary

The study aimed to analyse the influence of news framing of ESAT and EBC on the perception of Addis Ababa residents. Since it was hard to cover the whole Addis Ababa because of financial constraints and time limit. This research took 9 weredas as a sample population and took 15 individuals from each kebele to know how news is selected, source used, guidelines, factors which affects their news framing and how they influence public thought, opinion, etc., of ESAT and EBC. Selection and omission of news topics done by ESAT and EBC as a news organization chooses which topics to cover and which ones to omit but the selection process can be influenced by various factors such as the organization's editorial policies, audience preferences, and perceived news value of different events or issues. And it is obvious the choice of language and tone can significantly influence the framing of a news story. EBC and ESAT uses specific words or phrases to convey a particular message. Visual elements, such as images and videos, plays a crucial role in news framing of both Medias. The choice of images, camera angles, and editing techniques also contribute to the overall framing of a news story.

EBC shapes the narrative by selectively choosing sources and experts to include in their coverage. The choice of sources can influence the perceived credibility and legitimacy of a news story. Including diverse perspectives or relying on a single viewpoint can significantly impact the framing of an issue. ESAT employs inverted pyramid storytelling techniques to create a specific story arc. ESAT influences public perception especially in politics of Ethiopian government contrary to this, EBC influences public perception by reporting daily positive activity of the government and government officials.

Both EBC and ESAT have their own organizational policies that guide their news production and framing. These policies can include principles such as journalistic ethics, editorial independence, and guidelines for reporting on sensitive issues. Also have editorial guidelines that outline the

preferred approach to reporting and framing news stories. These guidelines may reflect the editorial stance of the outlet, its target audience, and the values it seeks to promote.

5.2 Conclusion

In this study news framing was defined, influence of news framing among the audience of the two media (ESAT and EBC) were assessed, relationship of news framing and public perception were explored, framing techniques used by the two media houses (ESAT and EBC) were identified, and factor affecting news framing techniques were also identified. One core oral question was asked before giving the questionnaire, that was if the respondents consume news from Ethiopian satellite television and Ethiopian broadcasting corporation. 135 respondents were confirmed that they do.

The core objective of this study was to analyze how news framing techniques employed by the Ethiopian broadcasting corporation (EBC) and ESAT (Ethiopian satellite television) influence the perception of Addis Ababa residents.

Both media news framing techniques found to be influential but different in degree. The way EBC frame news and the way ESAT frame news is totally different. The difference counts starting from the definition of the term news framing. From the findings ESAT uses more of conflict news framing techniques whereas EBC uses more of thematic news framing techniques. These framing techniques have their own advantage and disadvantage on an organization as well as on public perception, the finding that the consumer of news from ESAT develop negative thought and news consumer from EBC develops positive thought is one indicator to show the framing type is different and have different influence on the perception of audience.

Even if both have their own stand point as a news organization, they have also shared influence by their news framing techniques on the perception of Addis Ababa residents. From the findings influence on Public understanding and interpretation, believe and opinion and on polarization of issues are some of many shared influences. This can be positive or negative influence which can support or destroy life. Because the influences are on perception, and perception is the ability to see, hear, or become aware of something through the senses. Negative perception paved the way to affect news framing techniques of any media negatively. This can be developed from individual characteristics, individual biases and demographic characteristics.

In addition to these there are Factors which affects news framing techniques in both Medias these are time constraints, editorial policy and audience preferences.

5.3 Recommendations

Based on the findings, the researcher forwards the following points.

- Since news framing plays a great role in shaping public perceptions news organizations should take care of their framing techniques.
- In order to assess the influence of news framing on public perception it will be better to use a focus group sampling frame work, to get deep exploration of participants attitude, opinions, believes, and experiences since perception is hard to define.
- Before reporting the influence of news framing of an organization on public perception the researchers should find out their respondents are not affected by side factors like individual biases.
- Expectation of the scientific term for the type of news framing techniques used by any organization from the respondents should be almost zero because news is not a drama to classify it like comedy or tragedy.it asks a lot of reading.
- Engaging news framing should be expected from news organizations in order to make all age groups consume news specially youths, since news helps youth to get information, awareness, critical thinking, civic engagement, empowerment and education.

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Appendix-I (ENGLISH)

Questionnaire

Addis Ababa University

School of Journalism and Communication

Questionnaires to be filled by individual respondents

Dear participant

Thank you for your interest in participating in my research study focusing on the influence of news framing techniques on public perception. This questionnaire aims to gather valuable insights into how different news framing techniques influence people's understanding and interpretation of news stories. Your participation is crucial in helping me understand the potential effects of news framing on public perception. By answering the following questions, you will contribute to a better understanding of the role ESAT and EBC plays in shaping public perception. Your responses will remain confidential and only be used for research purposes. I appreciate your time and effort in completing this questionnaire and look forward to gain valuable insights from your input.

Thank you,

Tsegalem Dagne

Research Questionnaire for the Study: **Analysis on the influence of news framing techniques on public perception in the case of ESAT and EBC.**

Section 1: Demographic Information

1. Gender:

M

F

2. Age:

Under 18 18-24 25-34 35-44 45-54

55-64 65 & above

3. Educational Background:

Less than High school Diploma Bachelor degree

Masters PhD Other

4. Occupation:

Student Employed self-employed unemployed Retired

5. Religion:

Orthodox catholic protestant Islam other

6. Nationality: _____

Section 2: Perception of News Framing Techniques

1. How influential do you think are the news media in shaping public opinion?

Not influential slightly influential moderately influential

Very Influential Extremely influential

2. Have you noticed differences in framing the same news events between ESAT and EBC?

Yes NO

If yes, how?

3. What thought do you develop about an issue when you here or watch news from the following media.

	Dominantly Positive	Dominantly negative	neutral
--	---------------------	---------------------	---------

ESAT			
EBC			

4. Do you think news framing techniques can influence public perception?

Yes No

Section 3: Identification of News Framing Techniques

1. Are you familiar with the concept of news framing?

Yes No

2. Do you believe news stories are presented in a way that evokes specific emotions or reactions from the audience?

Yes No

Section 4: News Framing Techniques on Public Perception

1. Do you think news framing techniques influence your understanding and interpretation of news events?

Yes No

2. Have you ever changed your opinion or beliefs about a particular issue based on how it was framed in the news?

Yes No

3. Do you believe news framing techniques contribute to the polarization of public opinion on various social and political issues?

Yes No

Section 5: Moderating Factors

1. Do you think individual characteristics, such as prior beliefs or political affiliation, play a role in how news framing techniques sway public perception?

Yes No

2. Have you observed differences in the impact of news framing techniques based on the demographic characteristics of the audience (e.g., age, education level)?

Yes No

3. Are you aware of your own biases and how they influenced you by news framing techniques?

Yes No

Instructions ii: Please rate your level of agreement or disagreement with each statement using the 5-point Likert scale provided.

No	questions		Strongly disagree	disagree	neutral	agree	Strongly agree
1	. News articles of religious issues from these media are often presented in a way that evokes strong emotions or reactions from the public.	EBC					
		ESAT					
2	The framing techniques used in news articles of these media have the power to shape how the public perceives political issues.	EBC					
		ESAT					
3	News articles from these media tend to highlight the potential risks or negative consequences associated with major issues to influence public opinion	EBC					
		ESAT					
4	News articles from these media often use specific language or terminology to frame major issues in a particular light.	EBC					
		ESAT					
5	I feel that the framing techniques used in news articles of these media can significantly influence my understanding of major issues.	EBC					
		ESAT					
6	News articles from these media frequently focus on specific aspects of major issues to shape public perception.	EBC					
		ESAT					

7	I believe that news from these media outlets present a balanced view of major issues, regardless of their own biases or preferences.	EBC					
		ESAT					
8	. News articles from these media often present major issues in a way that supports a particular agenda or narrative.	EBC					
		ESAT					
9	I actively seek out these media sources of news and information to obtain multiple perspectives on major issues	EBC					
		ESAT					

Thank you for your participation in this research study. Your responses will contribute to a better understanding of the influence of news framing techniques on public perception.

Appendix-II

Addis Ababa University

School of Journalism and Communication

Interview questions for ESAT and EBC newsroom personnel

1. As a media newsroom worker, how would you define news framing and its role in shaping public perceptions?
2. In your experience, what are some of the common news framing techniques employed in your newsroom?
3. Do you believe news framing techniques can impact the way the public perceives and understands news stories?
4. What factors, such as editorial decisions, time constraints, or audience preferences, influence the use of news framing techniques in your newsroom?
5. Are there any guidelines or ethical considerations in your newsroom regarding on the use of news framing techniques? How do you ensure responsible reporting and unbiased news coverage?
6. How do you ensure the balance between presenting news objectively and utilizing news framing techniques to engage and inform the audience?
7. Have you observed any feedback or reactions from the public in response to news stories that employ specific framing techniques? If so, how do you assess the impact of these framing techniques on public perceptions?
8. Are there any challenges or limitations you have encountered when utilizing or analyzing the effects of news framing techniques in your newsroom?
9. How do you see the future of news framing techniques evolving in the media industry, and what potential implications might this have for public perceptions?
10. Finally, do you have any personal reflections or insights on the influence of news framing techniques on public perceptions that you would like to share?

Appendix-III

Addis Ababa University

School of Journalism and Communication

Questionnaire For scholars

Section 6: Recommendations and Critical Evaluation

1. What strategies do you think media organizations should adopt to enhance transparency in news framing techniques?

2. How can individuals develop the skills necessary to critically evaluate news framed through different techniques?

3. Do you believe there should be regulations or guidelines in place to ensure ethical practices in news framing?

አፔንዲክስ-1(AMHARIC)

አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነትና ኮሙኒኬሽን ትምህርት ቤት

በግለሰቦች የሚሞላ መጠይቅ

ውድ ተሳታፊ

በመጀመሪያ የዜና አወጣጥ ቴክኒኮች በሕዝብ ግንዛቤ በሚያሳድሩት ተጽዕኖዎች ላይ በሚያተኩር የምርምር ጥናቱ ለመሳተፍ ፍላጎት ስላሳዩኝ አመሰግናለሁ። ይህ መጠይቅ የተለያዩ የዜና አወጣጥ ዘዴዎች በሰዎች የዜና ዘገባዎች ግንዛቤ እና አተረጓጎም ላይ እንዴት ተጽዕኖ እንደሚያሳድሩ ጠቃሚ ግንዛቤዎችን ለመሰብሰብ ያለመ ነው። የእርሶ ተሳትፎ የዜና መቅረጽ በህዝባዊ ግንዛቤ ላይ ሊያመጣ የሚችለውን ተጽእኖ እንድረዳ ለመርዳት ወሳኝ ነው። የሚከተሉት ጥያቄዎች ኢሳት እና ኢቢሲ የህዝብን አመለካከት በመቅረጽ ረገድ የሚጫወቱትን ሚና በተሻለ ለመረዳት አስተዋፅዖ ያደርጋሉ። የእርስዎ ምላሾች ሚስጥራዊ እና ለምርምር ዓላማዎች ብቻ ጥቅም ላይ የሚውሉ መሆናቸውን አረጋግጥሎታለሁ። ይህን መጠይቅ ለመሙላት ጊዜዎን እና ጥረቱን እያደነቅኩ ከግብአቶ ጠቃሚ ግንዛቤዎችን እንደማገኝ ተስፋ አደርጋለሁ። አመሰግናለሁ።

ፀጋዓለም ዳኝ።

ክፍል 1: የስነ ሕዝብ አወቃቀር መረጃ

1. ጾታ:

ሴ

2. ዕድሜ:-

ከ18 ዓመት በታች

8-24

24

35-

44

45-54

55-64

65 & በላይ

3. የትምህርት ደረጃ:-

ከሁለተኛ ደረጃ በታች

ፊሎማ

ዲግሪ

ማስተርስ
ፒ.ኤች.ዲ

ሌላ

4. ሥራ:-

ተማሪ
ጡረተኛ

መልሠራ

ስራተኛ

5. ሃይማኖት:

የኦርቶዶክስ
ሙስሊም

ካቶሊክ
ሌላ

ፕሮቴስታንት

ዜግነት: _____

ክፍል 2: የዜና መቅረፅ ቴክኒኮች ግንዛቤ

1. ከሚከተሉት የሚዲያ ምንጮች ዜናዎችን ምን ያህል ጊዜ ይጠቀማሉ?

	ቲቪ	እትም	ኦንላይን	ሬዲዮ
ሁሌም				
በተደጋጋሚ				
አንዳንዴ				
አልፎ አልፎ				
በጭራሽ				

2. የዜና ማሰራጨዎች የህዝብን አስተያየት በመቅረጽ ረገድ ምን ያህል ተፅእኖ አላቸው ብለው ያስባሉ?

ተፅዕኖ ፈጣሪ አይደለም ብዙ በጣም
እጅግ በጣም

3. በኢሳት እና በ ኢ.ቢ.ሰ መካከል ተመሳሳይ ዜና በመቅረጽ ረገድ ልዩነቶችን አስተውለዋል?

አዎ

አይ

አዎ ከሆነ እንዴት?

4. ስለ አንድ ጉዳይ ከሚከተሉት ሚዲያ ዜና ስትመለከት ወይንም ስታዳምጥ ምን ሀሳብ ታዳብራለህ?

	በዋናነት አዎንታዊ	በዋናነት አሉታዊ	ገለልተኛ
ኢሳት			
ኢ.ቤ.ሲ			

5. የዜና መቅረጽ ዘዴዎች በሕዝብ ግንዛቤ ላይ ተጽዕኖ ሊያሳርፉ ይችላሉ ብለው ያስባሉ?

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ክፍል 3: የዜና መቅረጽ ዘዴዎችን መለያ ጥያቄዎች

1. የዜና መቅረጽ ጽንሰ-ሀሳብን ያውቁታል?

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2. የዜና ዘገባዎች የተወሰኑ ስሜቶችን ወይም የአድማጮችን ምላሽ በሚቀሰቅስ መልኩ ቀርቦታል ብለው ያምናሉ?

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ክፍል 4: የዜና መቅረጽ በህዝብ ግንዛቤ ላይ ያለውን ሚና ለመለየት

1. የዜና መቅረጽ ዘዴዎች የዜና ክስተቶችን መረዳት እና አተረጓጎም ላይ ተጽእኖ ያሳድራሉ ብለው ያስባሉ?

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2. ስለ አንድ ጉዳይ ያለዎትን አስተያየት ወይም እምነት በዜና አቀራረቡ ምክንያት ለውጠው ያውቃሉ?

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3. የዜና መቅረጽ ዘዴዎች በተለያዩ ማህበራዊ እና ፖለቲካዊ ጉዳዮች ላይ የህዝብ አስተያየትን መሰረት ወደሌለው መከፋፈል ይመራሉ ብለው ያምናሉ?

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ክፍል 5: አወያይ ምክንያቶች

1. ግለሰባዊ ባህሪያት፣ ቀደምት እምነቶች ወይም የፖለቲካ ግንኙነቶች፣ የዜና አወጣጥ ቴክኒኮች የህዝቡን ግንዛቤ እንዴት እንደሚያዛባ ሚና የሚጫወቱ ይመስልዎታል?

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2. የስነ-ህዝብ ባህሪያት (ለምሳሌ ዕድሜ፣ የትምህርት ደረጃ) የመሳሰሉት ላይ ተመስርተው የዜና አወጣጥ ቴክኒኮች ተፅእኖ ልዩነቶች ኖሮ ስለተውለዋል?

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3. የእርሶ መሰረታዊ አመለካከት በዜና አወጣጥ ዘዴዎች ላይ ተጽእኖ አሳድሮ ይሆናል ብለው አስበው ያውቃሉ?

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መመሪያዎች ii: እባክዎን በእያንዳንዱ መግለጫ ላይ ያለዎትን የስምምነት ደረጃ ወይም አለመግባባት ደረጃ ይስጡ በተሰጠው ባለ 5-ነጥብ ሊከርት ሚዛን።

ቁ	ጥያቄዎች	ሚ.ዲ.ያ	በፍጹም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለው

1	ከእነዚህ ሚዲያ የሚወጡ ሃይማኖታዊ ጉዳዮችን የሚዳስሱ የዜና መጣጥፎች ብዙውን ጊዜ ጠንካራ ስሜትን በሚቀሰቅስ ወይም በሕዝብ ዘንድ ምላሽ በሚጠብቁ መንገዶች ይቀርባሉ።	ኢ.ቢ.ሲ.					
		ኢ.ሳ.ት					
2	በእነዚህ የመገናኛ ብዙሃን የዜና መጣጥፎች ውስጥ ጥቅም ላይ የሚውሉት የአቀራረብ ዘዴዎች ህዝቡ የፖለቲካ ጉዳዮችን እንዴት እንደሚገነዘብ የመቅረጽ ኃይል አላቸው።	ኢ.ቢ.ሲ.					
		ኢ.ሳ.ት					
3	ከእነዚህ ሚዲያዎች የሚወጡት የዜና ዘገባዎች ከዋና ዋና ጉዳዮች ጋር ተያይዘው ሊከሰቱ የሚችሉትን አደጋዎችን ወይም አሉታዊ ሀሳቦችን በሕዝብ አመለካከት ላይ ያሳድራሉ	ኢ.ቢ.ሲ.					
		ኢ.ሳ.ት					
4	ከእነዚህ ሚዲያዎች የሚወጡ የዜና ዘገባዎች ዋና ዋና ጉዳዮችን በተወሰነ መልኩ ለመቅረጽ ብዙ ጊዜ የተለየ ቋንቋ ወይም ቃላትን ይጠቀማሉ።	ኢ.ቢ.ሲ.					
		ኢ.ሳ.ት					
5	በእነዚህ የመገናኛ ብዙሃን የዜና መጣጥፎች ውስጥ ጥቅም ላይ የሚውሉት የዜና መቀረጽ ቴክኒኮች በዋና ዋና ጉዳዮች ላይ ያለኝን ግንዛቤ በእጅግ እንደሚነኩ ይሰማኛል።	ኢ.ቢ.ሲ.					
		ኢ.ሳ.ት					
6	ከእነዚህ ሚዲያ የሚወጡ የዜና ዘገባዎች የህዝቡን ግንዛቤ ለመቅረጽ በዋና ዋና ጉዳዮች ላይ ያተኩራሉ።	ኢ.ቢ.ሲ.					
		ኢ.ሳ.ት					
7	ከእነዚህ ሚዲያዎች የሚወጡት ዜናዎች የራሳቸው አድሎአዊ ወይም ምርጫ ሳይገደባቸው ስለ ዋና ጉዳዮች ሚዛናዊ እይታን ይሰጣሉ ብዬ አምናለሁ።	ኢ.ቢ.ሲ.					
		ኢ.ሳ.ት					
8	. ከእነዚህ ሚዲያዎች የሚወጡ የዜና ዘገባዎች ብዙ ጊዜ ዋና ጉዳዮችን የሚያቀርቡት አንድን አጀንዳ ወይም ትርክት በሚደግፍ መንገድ ነው።	ኢ.ቢ.ሲ.					
		ኢ.ሳ.ት					

9	በዋና ዋና ጉዳዮች ላይ ብዙ አመለካከቶችን ለማግኘት እነዚህን የሚዲያ የዜና እና የመረጃ ምንጮች በንቃት እከታተላለሁ።	ኢ.ቢ.ሲ.					
		ኢ.ሳ.ት					

አመሰግናለሁ።

ፀጋዓለም ዳኜ።

አፔንዲክስ-2(AMHARIC)

አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነትና ኮሙኒኬሽን ትምህርት ቤት

ለኢሳት እና ለኢቢሲ የዜና ክፍል ሰራተኞች የቀረበ

ቃለ መጠይቅ

1. እንደ ሚዲያ የዜና ክፍል ሰራተኛ፣ የዜና አወጣጥን እና የህዝብን ግንዛቤ በመቅረጽ ረገድ ያለውን ሚና እንዴት ይገልፁታል?
2. በተሞክሮዎ፣ በዜና ክፍልዎ ውስጥ ጥቅም ላይ የዋሉ አንዳንድ የተለመዱ የዜና መቅረጫ ዘዴዎች ምንድናቸው?
3. የዜና ማቀፊያ ቴክኒኮች ህዝቡ የዜና ታሪኮችን በሚገነዘቡበት እና በሚረዱበት መንገድ ላይ ተጽእኖ ሊያሳድር ይችላል ብለው ያምናሉ?
4. እንደ የአርትዖት ውሳኔዎች፣ የጊዜ ገደቦች ወይም የታዳሚ ምርጫዎች ያሉ የዜና ማቀፊያ ቴክኒኮችን በዜና ክፍልዎ ውስጥ ምን ተጽዕኖ ያሳድራሉ?
5. የዜና መ ቴክኒኮችን አጠቃቀም በተመለከተ በዜና ክፍልዎ ውስጥ መመሪያዎች ወይም ሥነ ምግባራዊ ጉዳዮች አሉ? እንዴት ነው ኃላፊነት የሚሰማው ዘገባ እና አድልዎ የለሽ የዜና ሽፋንን የሚያረጋግጡት?

6. ዜናን በተጨማሪም በማቅረብ እና የዜና አወጣጥ ቴክኒኮችን በመጠቀም ተመልካቾችን ለማሳተፍ እና ለማሳወቅ ያለውን ሚዛን እንዴት ያረጋግጣሉ?
7. የተወሰኑ የፍሬሚንግ ቴክኒኮችን ለሚጠቀሙ የዜና ዘገባዎች ምላሽ ከህዝቡ አስተያየት ወይም ምላሽ ተመልክተው ያውቃሉ? ከሆነ፣ እነዚህ የፍሬም ቴክኒኮች በህዝባዊ አመለካከቶች ላይ ያላቸውን ተፅእኖ እንዴት ይገመግማሉ?
8. በዜና ክፍል ውስጥ የዜና አወጣጥ ዘዴዎችን ሲጠቀሙ ወይም ሲተነትኑ ያጋጠሙዎት ተግዳሮቶች ወይም ገደቦች አሉ?
9. በመገናኛ ብዙኃን ኢንዱስትሪ ውስጥ እየተሻሻሉ ያሉትን የዜና አወጣጥ ቴክኒኮች የወደፊት ፅግ እንዴት ያዩታል፣ እና ይህ በህዝብ ግንዛቤ ላይ ምን አንድምታ ሊኖረው ይችላል?
10. በመጨረሻም፣ የዜና ማቀፊያ ቴክኒኮች በህዝባዊ አመለካከቶች ላይ የሚያሳድሩትን ተጽዕኖ ላይ ማጋራት የፈለጋችሁት የግል አስተያየቶች ወይም ግንዛቤዎች ካሉት?