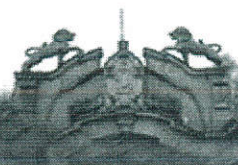


Addis Ababa
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Practices and Challenges of Sport News Reporting in Ethiopia: the Case of Some Selected Media

Mekonnen Yidersal

**A Thesis Submitted to the School of Journalism and
Communication**

**In Partial Fulfillment of the Requirements for the
Degree of Master of Arts in Journalism and Communication**



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Table of Contents

Contents	Pages
List of Tables	i
List of Acronyms	ii
Acknowledgments	iii
Abstract	iv
Chapter One: Introduction	1
1.1 Background of the Study	1
1.2 Statement of the Problem	3
1.3 Objectives of the study	6
1.3.1 General Objective	6
1.3.2 Specific Objectives	6
1.4 Research Questions	6
1.5 The Scope of the Study	7
1.6 Significances of the Study	7
1.7. Limitations of the Study	8
Chapter Two: Reviews of Related Literature	9
2.1 Theoretical Framework (Professionalization Paradigm)	9
2.2 The Concepts of Media and the Evolution of Sport News Reporting	11
2.3 The Symbiotic Relationship Between Sport and Media	18
2.4 Ethiopian Media Landscape and the Evolution of Sport news reporting in Ethiopia	22
2.5 Ethical Issues in the Practices of Sport News reporting	25
2.5.1 The Concepts of Ethics	25
2.5.2 Ethical principles of Sport News writing	27
2.5.2.1 Truthfulness	27
2.5.2.2 Objectivity	28
2.5.2.3 Fairness	30
2.5.2.4 Accuracy	30

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Graduate School of Journalism and Communication

This is to certify that the thesis prepared by Mekonnen Yidersal, entitled "*Practices and Challenges of Sport News Reporting in Ethiopia: the Case of Some Selected Media*" and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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2.5.2.5 Responsibility	31
2.5.2.6 Independence	32
2.5.3 Codes of Ethics and the SPJ, ASNE and AIPS Codes of Conduct	33
Chapter Three : Methodology	36
3.1 Research Design	36
3.1.1 Qualitative Research Method	36
3.1.2 Quantitative Research Methods.....	37
3.2 Population and Sampling.....	37
3.3 Data Collection Tools.....	39
3.3.1 Content Analysis	39
3.3.2 In-depth Interview	40
3.3.3 Focus Group Discussion (FGD)	41
3.4 Data Analysis and Presentation Techniques	41
3.4.1 Qualitative Data Analysis Technique.....	42
3.4.2 Quantitative Data Analysis Technique.....	43
Chapter Four : Data Presentation Analysis and Discussion.....	44
4.1 The Practices of Sport News reporting in Some Selected Media.....	44
4.2 Challenges of Sport News Reporting	62
4.2.1 Internal and External Factors Affecting the Practices of Sport News Reporting.....	62
4.2.2 Ethical Issues/Dilemmas of Sport News Reporting	65
Chapter Five :Conclusion and Recommendations.....	89
5.1 Conclusion.....	89
5.2 Recommendations	91
References	93
Appendices	

List of Tables

	Page
Table 1: Frequencies and crosstabulations the issues of the story.....	47
Table 2: Frequencies and crosstabulations the tone of the story.....	49
Table 3: Frequencies and crosstabulations the categories of the story.....	52
Table 4: Frequencies and crosstabulations the type of sport covered in the story.....	55
Table 5: Frequencies and crosstabulations the theme of the story.....	59
Table 6: Frequencies and crosstabulations the truthfulness of the story.....	66
Table 7: Frequencies and crosstabulations the objectivity of the story.....	71
Table 8: Frequencies and crosstabulations the fairness of the story.....	74
Table 9: Frequencies and crosstabulations the Accuracy of the story.....	79
Table 10: Frequencies and crosstabulations the issue of responsibility in the story.....	83

List of Acronyms

ASNE	American Society of News Editors
AIPS.....	International Presses Association
BBC	British Broadcasting Corporate
CCTV.....	Closed Circuit Television
CNN.....	Cable News Network
EBC.....	Ethiopian Broadcasting Corporation
EMWA	Ethiopian Media Women Association
ESJA.....	Ethiopian Sport Journalists Association
ETV.....	Ethiopian Television
FDRE.....	Federal Democratic Republic of Ethiopia
FGD.....	Focus Group Discussion
GTP	Growth and Transformation Plan
GVA.....	Gross Value Added
PR.....	Public Relations
SPJ	Society of Professional Journalists
SPSS	Statistical Package for Social Sciences

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Abstract

Title: *Practices and Challenges of Sport News Reporting in Ethiopia: The Case of Some Selected Newspapers and Broadcast Media*

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The main purpose of this particular research is to study the practices and challenges of sport news reporting in some broadcast and newspaper media channels. Thus, professionalization paradigm has been used as a theoretical framework. The study was employing both qualitative and quantitative research methods. More specifically, the researcher conducted content analyses in order to evaluate the practices of sport news reporting and to explore its challenges particularly related to ethical issues both in broadcast and newspaper media channels. So, 365 sport news stories have been analyzed from four selected media channels (EBC, Shegger FM, Addis Zemen and Reporter newspapers). Similarly, face-to-face interview and Focus Group Discussion was used as a data gathering tool to obtain in-depth opinions and viewpoints of the target populations (33 respondents). Accordingly, the findings of both content analysis and the qualitative data gathered through interview and Focus Group Discussion revealed that the media institutions emphasized on global sport news rather than local sport development activities. Particularly journalists preferred to report the results of sport competitions including the European leagues. Hence in those investigated media, the contributions of sport for political, economic and social change have been remained untouched. Even sport journalists did not show the emotions and reactions of the sport fans, athletes, coaches and other sport professionals in the stadiums during the sport competitions. As far as this research is concerned, freedom of the press is relatively assured in the practices of sport news writing although most of the time journalists have inclined to provide event oriented news reports to the general public instead of developing the cultures of investigative reporting in the professions of sport news writing. The management personnel of those selected media channels also gave less attention for sport news. Thus it has been never treated equally with other areas of reporting such as politics, business and health even though the media institutions used it as a means to generate abundant profits. In addition to this, lack of information; perking (receiving free services and gifts from sources); lack of financial, material and human resources; low attention from different stakeholders

including government; and the indirect pressures of the sport fans and news sources have challenged the practices of sport news reporting in Ethiopia. Moreover, the trend of sport journalists and media channels to be abided by the ethical principles of journalism is not as such developed. Accordingly, majorities of the news stories have been provided to the audiences with different shortcomings i.e. without news sources (attribution); using inappropriate sources; using one-sided information instead of entertaining the view points of both sides. The media institutions should give great emphasis to sport news like other areas of reporting and allocate the required resources to enhance its effectiveness and efficiency. Besides, the sport sector governing body (FDRE Sport Commission and different Federations), government, higher education institutions and other concerned bodies have to pay attention to make the sport news more vibrant and should provide financial, material and technical supports to solve its challenges as well as to build the capacities of sport news journalists. The editorial policies of each media channel ought to also incorporate the issues of sport news reporting and govern sport journalists by the ethical principles of news. Furthermore, sport journalists should be proud of their professions (sport news) and struggle about sport news to be considered as more significant areas of reporting.

Chapter One

Introduction

The practices of sport news reporting was started to be practiced in Ethiopia long years ago. However, as far as my reading is concerned, very few researches were conducted about it in the academic institutions. As a result, this study has been designed mainly to study the practices and challenges of sport news reporting in some elected Ethiopian media.

So, this specific chapter tried to assess the background of the study; explain the statements of the problem; set the objectives; design the research questions; define the scopes and significances of the research and indicate its limitations in order to justify the researchability and the importance of the topic.

1.1 Background of the Study

The history of sport news reporting has been traced back to 1700s and the beginning of 1800s, even though some documents show that the Great Greek Writer Homer wrote the news story about the first known match in wrestling in 850 B.C in Greece (Beck and Bosshart, 2003). In 1733 the Boston Gazette published the first sport news on boxing match between John Faulcomer and Bob Russel (Ibid, 2003). In the early 1800s, because of industrialization, many changes had been observed including sport in the societies of East Coast. The interests of the people and spectatorship of sport rose. So, in 1832 the New York Herald published news about the boxer who died in the match on the box ring (Beck and Bosshart, 2003).

Gradually, the number of newspapers, which consists sport news have been flourished (Reinardy and Wanta, 2009). And the profession of sport writing began to get popularity and sport news stories grow rapidly as a result of the introduction of baseball and team sports. For instance, *American Turf Register*, the first nation's sport newspaper was published in 1829 and "another sports publication – sprit of the times was published from 1831-1901" (Mott, 1962 cited in Reinardy and Wanta, 2009:2). In addition to this, The New York Herald became the world's largest daily newspaper with a circulation of 77,000 in 1860 and then after two years Herald's journalist, Henry Chadwick became the American first well-known baseball news writer. Through time, many well-known writers including investigative journalists were also attracted

by the profession of sport news journalism (Emery, 1972). The newspapers of Boston, Philadelphia, Washington and other states in America opened sport sections, and they started to write sport news on sporting events and topics (Ibid).

As a result of technological advancement the landscapes of American sports had been expanded between 1880-1900 (Garrison, 1985). Particularly, the audiences of sport increased significantly and bigger stadiums and gymnasiums had been built in 1920s. So this time was recognized as the *golden age of sport*. Due to this reason, sport news reporting was flourished as one form of writing and radio became the favorite channel of sport news. Thus, radio stations had started to disseminate baseball scores in Pittsburgh in 1921 (Ibid, 1985). In 1950s another phenomenon occurred, when Television was introduced and started to be the channel of sport news.

In general, according to Reinardy and Wanta (2009: 4), sport magazines, radio, television, cable television, and the internet incessantly revolutionalized the information flow of sport and “it provided the opportunity for sport writers to become multimedia celebrities in their own right, ... it also allow the athletes to play the roles of journalists.”

However, in many news media the sport news section was considered as “the toy department” (Altwater, 2012: 12) because many scholars and media practitioners including management personnel allied the roles of sport news only with entertainment. Accordingly, they never expect any piece of serious topics and significant stories in relation to the socio-political issues of the society. Although sports become part of our everyday life, sport journalists even agreed on this argument.

Boyle (2006: 1&12) also stated:

In the hierarchy of professional journalism, sport journalism has been described as sloppy and soft news. It is not even seen as journalism and people have grouped it with life style and entertainment news, just like sporting events where grouped with award show.

Sport journalists are also always blamed by news sensationalism. They tried to dramatize their news in order to grasp the attentions of the audiences and to sustain in the market for a long period of time. According to Stocker (2009) different media channels reason out that in the

practices of sport news reporting majorities of the audiences prefer sensational news rather than serious and objective news. Schmalenbach (2009) added that sport news is known by tabloidization and focuses on speculations instead of facts so gradually it has lost its credibility.

Sport news journalism has been implemented in Ethiopia long years ago. According to Abebe (2008:5), "Sports news writing began in 1926 on the first government newspaper called '*Aemro*'. Since then, sports news has been reported on the subsequent government newspapers". At this time both broadcast and print media have sport section. They are practicing the profession broadly although many scholars are raising a lot of limitations on it.

Therefore, the main purpose of the research was studying the practices and challenges of sport news reporting in some selected newspapers and broadcast media.

1.2 Statement of the Problem

Sport news reporting is the processes of providing timely information about sport events on broadcast, print, online and other media platforms. Therefore, the role of sport news reporting is providing the audience with information, understanding and knowledge about sport development, events, and happenings (Morakinyo and Agu, 2009). As it has been already indicated, sport news like other genres of journalism is mainly written for the purposes of entertaining, informing and persuading audiences (Reinardy and Wanta, 2009). However, as Stocker (2009) indicated, the purposes of sport news has been changed from true coverage of events and sport development towards commercialized and primetime filling entertainment so many media organizations are providing sport news only to increase their profits.

Consequently, sport journalists failed to respect and strictly follow the ethical principles of journalism while writing sport news rather they focused on acquiring the attentions of large audiences. So, sport news stories have been persistently blamed by ethical bankruptcies and the breakdown of professional standards of journalism. Particularly, because of the nature of the profession the primary information sources of journalist are athletes, sport team officials, coaches, sport event organizers, fans, spectators and other organizations. So the intimacies between the journalists and the sources are very high. Thus the possibility of biasness is greater than other types of news (politics, business, health, etc) (Altvater, 2012). The sport researchers

such as Schlegel (2007) in Altvater (2012:18) also stated, “bias and the use of unaccredited sources are common in the practices of sport news journalism”.

Furthermore, time pressure is another challenge of sport news writing. Most of the time, sport events are organized at the afternoon and in the evening, and sport journalists are expected to report those events to the society the next morning under the deadline pressure. Therefore, they will be forced to rely on speculations, and unverified facts; rather than investigating and digging out the accurate information. The advancements of information technologies might also aggravate the problems of accuracy and reliability in sport news writing by maximizing competitions among the media institutions and reducing accountabilities (Schlegel, 2007).

Besides, some scholars like Altvater (2012: 12) have limited the purposes of sport news on entertainment and seen as '*the toy department*' of the media institutions for the reason that sporting activities are highly associated only with entertainment. These scholars thought that sport news journalism is always dedicated only to fun and frivolity, rather than serious functions of the fourth estate (Ibid, 2012). Therefore, there is a conclusion that it is less important than other news sections.

However, the researcher disagrees with this idea and argues that as it has been mentioned above, sport is a globalized phenomenon which is gradually becoming part of human life. It plays great roles in peace building, development and democratization process. Particularly sport has incomparable value in peace building. Amazingly, Israel and Palestine boys have played a football match in 2014 during the 50-day war of these countries to bring the entire peace in the region¹. Moreover, sport is becoming the largest global business industry. A huge amount of money involved in the international sport events such as Olympic Games, football World Cup, continental and sub continental competitions, leagues etc. As a result, many countries organized those events by investing a huge amount of budget for infrastructures including constructions of biggest stadiums and camps.

In the context of Ethiopia also, sport is seen as one of the strategic issue among the key socio-economic development sectors, and the government included it in the country's Growth and Transformation Plan, GTP (2010-2015). Accordingly, in addition to reporting events and

¹<http://news.yahoo.com/israeli-palestinian-boys-pitch-football-friendly-210856245.html>

happenings, media are expected to cover the development of sport sector throughout the country and the executions of different projects like the constructions of bigger stadiums, youth sport trainings, constructions of sport academies, training centers, and so on. Thus, sport journalists even can use the styles of investigative journalism to examine and evaluate the achievements and discrepancies of such sport development programs. Therefore, sport reporting could not be categorized as a luxuries and part-time activity; rather it is fundamental and serious political and socio-economic issue of the society.

In Ethiopia, both broadcast and print media organizations devoted their air time and space entirely to sport reporting and it becomes news worthy especially for youth audiences. And, sport news began to grow at a rapid pace and Newspapers, TV, magazines, radio stations, and online media publish sport stories as one of the significant and serious social issues although they give more emphasis to foreign sport news mainly English football leagues rather than the local news to attract the attentions of the sponsors.

Accordingly, some researchers such as Abebe Abera and Fiker Yilikal have conducted a study in 2007 on the readabilities of sport newspapers and attitudes of journalists respectively. Fiker (2007) assessed the attitudes of journalists towards sport coverage in Ethiopian Television by emphasizing on the problems of “unbalanced coverage for different sports” and “play -by -play” style of reporting in Ethiopian television. He found out that most sport journalists emphasized on their favorite sports particularly soccer rather than reporting variety of sports. As a result, “ETV’s sport coverage largely ignores other types of sports” (Ibid, 2007: 49). Besides, sport journalists tend to report results merely instead of being critical and providing in-depth reports to the audience.

Another researcher, Abebe (2007) tried to see “the readability of the sports news writing of the Ethiopian sports newspapers.” He attempted to observe the readers’ view on the readability of the news texts and arrived on the conclusion that different problems on sport writing like “word unfamiliarity, unnecessary repetition, spelling errors, irrelevance and inappropriateness; sentence length (either too long or short), irrelevance and redundant sentence usage, confusing news stories structure, etc. affect readers’ easy reading and understanding of the news stories” (Abebe, 2007: 65).

Therefore, the researcher believes that all of the findings of these researches could not draw a clear picture on the practices of sport news reporting in Ethiopia nationwide. Furthermore, all researches did not deal with the internal and external challenges particularly the ethical issues of journalists as well as media channels in practicing sport news reporting based on the principles and standards of the profession.

Therefore, this research tried to study the practices and challenges of sport news reporting in some selected Ethiopian broadcast and newspaper media.

1.3 Objectives of the study

1.3.1 General Objective

The general objective of this research is to study the practices and challenges of sport news reporting in the case of some selected newspapers and broadcast media.

1.3.2 Specific Objectives

Specifically, the research aimed to:

- Study the practices of sport news reporting in some selected broadcast and newspaper media;
- Examine the way how local and global sport news are entertained in some selected broadcast and newspaper media;
- Investigate the challenges of sport news reporting in some selected broadcast and newspaper media.

1.4 Research Questions

The researcher tried to address the following questions:

- ✓ How is sport news reporting practiced in some selected broadcast and newspaper media?
- ✓ How local and global sport news is entertained in some selected broadcast and newspaper media?
- ✓ What is the major challenge of journalists and media institutions in the practices of sport news reporting?

1.5 The Scope of the Study

To make the research more manageable and due to different constraints including the limitations of time and financial resources, the research is delimited on two broadcast media (Ethiopian Broadcasting Corporation Television program and Sheger FM radio) and two newspapers (Reporter and Addis Zemen). It examined the news stories of those selected media with the time frames of 1 month (June 1-30/2015). Therefore, the contents of sport news stories of those selected media have been thoroughly analyzed.

1.6 Significances of the Study

The purpose of the research was to study the practice of sport news reporting in some selected broadcast and newspaper media. So, its finding provides the initial tip which helps to reduce the dimmed controversies among the sport sector governing bodies, sport professionals and media practitioners. Because, previously journalists and sport professionals were blaming each other on the country's sport sector development and the roles of media without any piece of research. Even the sport professionals and governing bodies did not have any evidence how the sport sector is covered by the broadcast and newspaper media. They simply accused each other based on the commonsense.

Since the government recognizes the sport sector as one strategic area of development, the findings of this research can help to revitalize the communication and public relation strategies of sport sector. Because it helps to identify the challenges and the way how local sport development activities are entertained in those selected media channels.

Additionally, the media institutions and journalists may use this research to solve the challenges of the sport news reporting and to enhance the productivity of their sport news sections. The Ethiopian government and other Stakeholders might also use the findings to empower sport media and the sport sections of both broadcast and newspaper media.

Moreover, the study can be used as a reference and a background document to conduct further researches on the professions of sport journalism and its practices in Ethiopia.

1.7. Limitations of the Study

Senior journalists are providing sport news and programs to the society including live transmission by hiring air time from different media channels (Sheger, Fanna and BIsrat FM radios). However, this study focused only on the news stories disseminated by those selected media institutions. It could not include the outsourced sport news and programs that are running in collaboration with the media institutions and the journalists. Besides, different sport programs remained uncovered in the content analysis of the study.

The nature of the profession of sport journalism makes the media practitioners and management personnel busy since they are expected to cover sporting events under deadline pressure. So, this problem and the bureaucratic structures of media institutions challenged the researcher to get the intended data from the target population. In addition to this, the researcher has assessed merely four media organizations from both newspaper and broadcast news organizations due to the constraints of time and resource.

Chapter Two

Reviews of Related Literature

In this particular chapter, it is tried to review different related literatures written by various scholars. Particularly, the researcher assessed the concepts of media and the evolutions of sport news reporting; the symbiotic relationship between sport and media; the evolution of sport news reporting in Ethiopian media landscape; ethical issues in the profession of sport journalism and other subtopics highly associated with the practices and challenges (ethical issues) of sport journalism.

2.1 Theoretical Framework (Professionalization Paradigm)

The thoughts of professionalization were raised even before World War II. Peplau (in Sills, 2000:30) always asked ‘we were called professionals from the time we got our diploma, but what makes a professional?’ Moreover, in the earliest time, many scholars believed that joining in a certain associations like the associations of economists, association of nurses, the association of journalists, the associations of engineers etc. is the fundamental parameter to be considered as a professional. It leads, Peplau and her colleagues to theorizing professional paradigm by analyzing these experiences.

According to Myers and Sweeney (2001), profession is described by a “specific knowledge, accredited training programs, professional organizations or associations, credentialing of practitioners (licensure), a code of ethics, legal recognition, and other standards of excellence” (cited in Hirst, 2010: 112). Thus, professionals are expected to be well-trained and knowledgeable of a certain field.

In relation to this, the concepts of professionalism can be defined as “the application of the values of the profession and the demonstrations of the essential behaviors and attitudes” (Aguilar et al, 2013; cited in Mackey, 2014:169). It implies that professionalism is concerned with controlling the practices of the profession and possessing of the autonomy. It is also the ideological framings of many occupations based on the services they provide to the public with a specific set of knowledge and skills as well as the degree of recognitions by the internal self regulations or the external assessments (Dunn, 2004).

As stated by Sills (2000:30), the most important tenet of professionalization paradigm is “professions fix something for the society.” So, professionals are expected to strive to know something better than the general public who need their services. This leads the practitioners of a particular profession to social contracts with the society to provide the best and quality service as per the standards of the profession.

However, in the context of journalism there is no any formal barrier or parameter to entry like other fields such as medicine, law, and nursing. For instance, in the previous time, the ability to read and write was the only criterion to be a good journalist in Ethiopia. Even they never required to be certified with diploma or other levels of educations in any type of fields even though, currently many media organizations are starting to recruit at least diploma and degree graduate practitioners from any field of study they never yet think and worry about the knowledge and skills required from the profession of journalism.

In this case, professionalism remains controversial and problematic in journalism. Scholars are critically debating on the profession of journalism as an academic discipline and lack of consensus is still continued (Federe, et al, 1998). Particularly, “who is a journalist and what are the boundaries of the profession?” is still debatable (Hirst, 2010:91).

Dunn (2004) also strengthened this idea. He said that;

Individuals may call themselves journalists without having any formal connection to the news industry; alternatively they may choose not to self describe as journalists (align with the journalists' organizations) while doing arguably journalistic works such as reporting, writing and producing topical material (cited in Hirst, 2010:91).

So, journalism scholars and educators as well as editors are debating on the thoughts that journalism is “a craft” that can be practiced by any of skilled person and journalism is not “a craft” rather it is “a profession” (Ibid, 2004:89).

Scholars who argued that journalism should be recognized as a craft rather than a profession have raised different rationales. For instance, Burgh (2005) said that journalists are expected to execute a lot of tasks which are the products of experience and practice instead of abstract

knowledge. So the practices of journalism require limited theoretical knowledge and different practical skills that makes it closer to a craft than a profession. In addition to this, journalism involves diverse and undefined activities. For example, a number of individuals through different practical abilities or specializations like reporting/writing, photographing, designing and editing possibly will participate to produce a single newspaper. Therefore as it is further explained in the next part (professionalization of journalism and the genre of sport journalism), the professional boundary of journalism is blurred compared with the classical professions of law and medicine.

Professionalization and ethics are the two sides of the same coin that exists in every profession inseparably. Mackey (2014) also confirmed that professionalism can be conceived as a reflexive ethical concept which should be implemented without volition or conscious control. As it has been mentioned earlier, the society needs a sort of service with a certain standards from the profession. Thus, each professional is responsible to behave and accomplish the works of journalism based on the acceptable ethical standards of the profession, to use his/her knowledge and skill to serve the society, to teach the public what they need to know about the discipline (Sills, 2000).

Therefore, the researcher use this paradigm as theoretical framework to study the practices and challenges of sport reporting in Ethiopian newspapers and broadcast media as well as to explore the ethical issues. The reason is that sport new journalism is the specializations of journalism that requires its own identity as well as clearly defined professional parameters. So, it requires a specialized knowledge, skill, viewpoints and competencies (Steiner and Gaskin, 1998).

2.2 The Concepts of Media and the Evolution of Sport News Reporting

During the periods of the American colonialism, the demands of the society to know about Britain and other colonies came out. So, newspapers and broadsheets started to be published and posted by local printers on an irregular basis. Although, the concept of journalism has been introduced in the early 1700s with the establishment of the first daily newspaper (Sterling, 2009).

Following the American independence, various weekly newspapers such as the Palladium of freedom (1787), The Baltimore Daily Gazette (1794-95), the Baltimore Town and Fell's Point Gazette (1796-98) were found and started to deliver information to the general public about the actions taken by the government of the city. These newspapers used telegraph, high-speed

presses and underwater cables to gather information and maintain their contacts with the sources; and had been distributed through railway (Ibid).

The advancement of Information Communication Technologies (ICT) have hastened the developments of journalism and fundamentally shaped its nature and practice around the world. As a result, broadcast media such as radio and television have been innovated in 1920s and 1940s respectively. According to Franklin (2005) it brings a radical shift in the communication and journalism practices of the 20th century. Radio and television gradually cultivated large number of audiences and they became popular and successful within a short period of time. For instance, as Black (1972:26) explained, “by the 1928 British audiences were as high as 15 million’ (cited in Franklin, 2005: 27). Particularly, after World War II television got popularity and took off. Consequently, even some newspaper owners started investing in broadcast media outlets (Sterling, 2009). Satellite communication also theorized by Arthur C. Clark in 1945 for the military work and has been expanded rapidly for civilian use (Ibid).

In general, the digital technologies including the emergence of internet transformed journalism and enlarged the roles of media for the developments of the society in the world. Similarly, as stated by Allan (2010), industrialization also leads the society to demand quality (neutral and valuable) information to cope up with the rapidly changing environment. Particularly, they need to be informed about their day-to-day activities like job opportunities, market places and condition, travel etc. in addition to the socio-economic and political situations of their living environs.

The rising of consciousness and press freedom also contribute a lot for the rapid revolutions of the profession of journalism. According to Allan (2010: 39);

Journalism has developed on the fundamentals of press freedom and the arguments with which philosophers from Milton to Mill in England, the founding father in the United States, or journalists like Joseph Görres in Germany fought for it. One of the core arguments of these protagonists was the assumption that only a free communication structure and the plurality of facts, arguments and values will lead to the best possible result for the whole society. The finding of truth is seen as a collective and cumulative process in which journalists as public communicators play a most crucial role.

Hence, journalism is swiftly transformed into a multifaceted profession that involves researching, gathering, evaluating, interpreting, writing, editing, reporting and presenting or distributing information and comments on a wide range of subjects such as politics, health, business, fashion, sport, travel etc. through mass media (magazine, newspaper, radio, television, internet) to a diverse audience distinguished by culture, identity, and intellectual interest (Franklin, 2005).

Moreover, journalism became gradually more complicated and sophisticated profession that requires deep knowledge and skills to provide a meaningful story on a certain issues. Instead of listing facts and presenting news, journalists also supposed to develop the capacity of understanding the events and news that is happening in the world based on the context; explaining it to the others splendidly; and making the story available for the use of others (Ibid).

Due to this reason, “after a couple of years of general news room reporting, most journalists gravitate towards on specialization” (Pape & Feartherstone, 2005:103). So, as Pape & Feartherstone (2005) and Franklin (2005) explained, the issues of business, health, education, crime, politics, sport etc. are recognized as the specialization areas of journalism. Even, a few new editors encourage a trainee to specialize without acquiring the first basic general ground knowledge and experience, particularly, those with the inclinations of sport can move in the direction of sport reporting specialism from their first day on the job (Pape & Feartherstone, 2005). Because, they argued that the skills required to be a specialist writer on a certain specialism area are not fundamentally different from the general news reporters.

On the other hand, some scholars like Harcup (2004), argued that journalists must grasp fundamentals of journalism before any specialization or the accomplishments and understandings of more specialized roles. He believes that journalists have to develop the abilities of communicating clearly, writing succinctly and with style, reporting with tenacity and accuracy. Besides, some degree of experience and maturity is desirable to be effective.

In relation to this, sport journalism got great emphasis in the last decade, when sport had started to grasp the attentions of the society and the activities of athletes and their professional as well as private lives have moved from the back to the front pages of the newspaper. In turn, a new breed of sports reporters, who have developed the most important knowledge of sport news and can

recognize the difference between the stories that focus on has started to be emerged (Pape & Feartherstone, 2005).

Then after, the profession of sport journalism has been rapidly evolved and considered as one of the most significant but underrated specialism in terms of its position within popular culture (Ibid). And it becomes more open for opinion and interpretations than other genres of journalism. Pape & Feartherstone (2005:106) also affirmed that “match reports would be bland if they were just a list of facts. As sport is emotional, the writer should be able to convey that emotion and react to it”.

So, it requires inspiration and great care of journalists to report it properly and to satisfy the needs of the society. Particularly, according to Harris and Spark (1998), it needs imagination to snatch the way people feel about the team they support and their pride during the victory of their team.

As scholars like Bryant & Raney (2006), stated that the practices of sport journalism had a long tradition in the history of American media and journalism. As a genre, it has been started in 1700s with the first boxing sport match story that published in The Boston Gazette for the first time. Subsequently, because of the ferocious competitions of the New York Newspapers, several innovations have been realized in 1800s thus. The New York Times started to publish sport photographs in its special section, Sunday picture in 1896. And the New York journal owed the news section that is devoted only for sport stories from its own newspaper. The Chicago Tribune also started a Sunday sports section in 1899.

The practices of sport journalism has been gradually expanded into magazines, as a result the Egan's Life in London and Sporting Guide was published in Great Britain in 1824 (Nugent, 1929).

During “the Golden age of American sport”, in 1920s a number of legendary sport figures such as Babe Ruth, Red Grange and Jack Demosly were appeared and they “dominated the sport sections of newspapers, the most important mass medium at the time” (Bryant & Raney, 2006:126). Consequently, sport reporting had been established firmly in the newspapers of the nation in America. Greater writers like Grantland Rice, Paul Gallico, and Damon Runyan also came up with their own styles of writing and had been considered as celebrities (Ibid). So, many

historians consider the 1920s as the golden age sport writers. According to Rader (1983: 199), “nothing before or since-not even the cool waves of television-created quite the same hot romance between sport and the public as the newspapers in the 1920s”.

In 1897, another astonishing event was recorded in the history of journalism in general and the practices of sport journalism in particular, when Guglielmo Marconi established the first wireless telegraph company to improve the communications of ship-to-ship and ship-to-shore through telegraph message not includes the human speech (Bryant & Raney, 2006). After one year, in 1898, this new technology involved the practices of sport journalism and Marconi used the wireless telegraph to send the information of the 1898’s Kingstown Regata to the Dublin Daily Express (Smith, 2001). By the 1899, when Marconi expanded this new technology in America, The New York Herald also started to use it to send messages from the site of America’s cup yacht race back to the offices of the Herald. The publisher of the news paper, James Gordon Bennet, hoped that he could dominate and shine out over his competitors and sell more papers by receiving rapidly the results of this popular race (Ibid).

After a while, the experimentation of radio was continued. In 1912, F.W Springer and H.M Turner emerged an experimental radio station in the University of Minnesota and this radio station broadcasted the universities football game as an experiment. Eventually, the first commercial station in the country, KDKA of Pittsburgh was established and started its work by broadcasting the football games of the university for the first time (Smith, 2001). The innovator of the wireless telegraph, Guglielmo Marconi established the Radio Corporation in 1919 in United States. And after the Departments of Commerce gave the transmitters license for Westinghouse, KDKA started broadcasting sport in 1920 (Gross, 2003). As a result, the nation has owned the first radio station that offer “a noncoded program schedule available to all with a receiver (Bryant & Raney, 2006:125).

After that, broadcasters began to think about how they could produce the interesting radio programs and what type of issues should be reported to grasp the attentions of the society. So, sport had been primarily selected by those broadcasters as the most important program that would be the perfect incentive for the adoptions of this new technology (radio); and they started transmitting sport programs to the general public outside the stadium. According to Betts (1974), the Boxing fight between Johnny Ray and Johnny Dundee, held in Smokey’s city Motor Squire

Garden was transmitted in 1921. It displays the powers of this new medium, radio for the first time. Bryant & Raney (2006) also avowed that in 1923, 2 million fans were listening the Boxing Match between Louis Fripo and Jess Willard. It indicates that “sport programming helped move radio receivers from store shelves to home living rooms” (Bryant & Raney, 2006:126). Especially, in 1927 the broadcasted, Dempsey- Tunney boxing championship generated sales of over \$ 90,000 worth of radio receivers in one of the New York department store alone (Betts, 1974).

As the result, in the decade of 1920, radio broadcasting has been flourished. Accordingly, the National Broadcasting Corporation (NBC) was established in 1926. The Colombia Broadcasting System (CBS) in 1928 and The Mutual Broadcasting system in 1934 followed in the radio network business (Keith, 2004). Then, by the end of the decade (1920s), radio had penetrated 1 in 3 households and audiences start to enjoy more regularly scheduled sport programs (McChesney, 1989). And it took popularity from the newspapers. Radio is still playing an important role in the coverage of sport; and the medium continued to grow up itself with professional sports like baseball, football, basketball and so on.

As it has been indicated earlier, the technological changes of 1940s and 50s also brought television in the profession of journalism. As early as the emergence of television, professional wrestling and roller derby became the most popular sports of the medium in 1950s (Bryant & Raney, 2006). Because, as stated by McChesney (1989), these sports required low budget than the other team sports (basketball, football etc.) to broadcast via television. A single camera can cover the match bay focusing on one or two competitors at a time.

By the 1960s the television coverage of sport started to be expanded and explode. This is due to the factors that the penetration of television in the majorities of American homes; the significant improvements of technology, the 1961 Sports Broadcasting Act Authorizations of the professional sports franchises to negotiate as a single unit for the broadcast coverage of their sports; and the increasing willingness of advertisers to support this new medium (television) and its coverage of sport (Ibid). Furthermore, cable and satellite technologies revolutionalised television and the practices of sport reporting as well. In 1979, the first all-sports cable network, Entertainment and Sport Programming Network (ESPN) has been established and launched. And this achievement was considered as “the gold Standard” of sport broadcasting because “it has

been the longest on the air, and has provided a number of industry innovations in sports programming” (Bryant & Raney, 2006:159).

In general, on account of the development and transformations of sport as well as the rapid advancements of information technologies, sport journalism has been evolved to a comprehensive profession. Journalists and media houses also started to cover different aspects of sport sector. For example, the political context of sport is the potential area of reporting. As Maguire (2001) explained, the sport journalists have the possibilities to play great role in the processes of constructing national identities. By conducting the content analysis on the European soccer championship in 1996, he also affirmed that the British and German presses utilize their championships to ‘reassert national identity in opposition to further European integration’ (Ibid, 2001: 85). Different media channels also frame the political aspects of sport in the way they use it for peace building and democratization. Similarly, celebrities and the business facets of sport are also other focusing areas that media are supposed to report, although the business sides of sport remained uncovered because of the complexity involved. Comparatively, journalists focus on celebrities for their stories to save themselves from superfluous controversies and dialogues (Boyle, Dinan and Morrow, 2003).

Besides, because of the development and increasing popularities of the profession, the acceptances of sport journalism in newsrooms have been enhanced significantly. Even recent studies show that today, sport journalists are more literate than the previous period, and they began to consider their work as more prestigious. So, sport journalists and their colleagues developed very similar attitudes on newsroom policies (Bryant & Raney, 2006:159).

To conclude, the profession of sport journalism is transforming rapidly, and continuing to dictate all media outlets including print and broadcast.

2.3 The Symbiotic Relationship Between Sport and Media

The connection between sport and media has been grown-up immensely and they bound together with the complex and self interest nature of relationship for the last many years. Their linkage has been started in 1750s, before the arrival of broadcast media (radio and television), when cricket was included in the London newspapers' as part of the broaden circle of commercialization (Harris, 1998).

Particularly, since 1980, the value of sport sector for the development of media as well as the investments of media companies on the sport sector has been increased dramatically²; and within a short period of time, they became the inseparable industries. Currently, it is difficult to discuss about sport without the acknowledging its relationship with the media.

Rowe (2004:13) also affirmed that;

Over the past century, the boundaries between sport and media have blurred and they have become so mutually indispensable that one is literally unthinkable without the other. Because it is almost impossible now to imagine sport without the mind's eye conjuring up replay, slow motion and multi-perspectival images, accompanied by the inner voice phantom sports' commentators.

Media plays invaluable role for the developments and the dynamic shifts of sport. As Real (1998:14) explained, 'the world of sports in the age of mass media has been transformed from 19th century amateur recreation participation to late 20th and early 21st century spectator centered technology and business' (Cited in, Rowe, 2004 : 11).

Media companies exerted their efforts to attract the societies towards sport and to build fans throughout the world. It helps to instigate new sport events and to promote the previous events such as World Cup, Olympic Games, World championships, leagues and other national, continental and international competitions. Specially, television makes those events more bionic by transmitting the practices and emotions of athletes and fans in the stadium to the public at home; to the extent that the audiences consider themselves as they are watching the game in the stadium. According to Lefever (2012), additional features of television like replay, different

²http://pwww.corwin.comupm-data9537_011233Ch10.pdf

camera positions, close ups etc. enables the viewers to see the actions that stadium audiences often missed; and to feel part of the events. It implies that, without media (especially television) major sport events would have virtually no meaning at all (Ibid).

Since ticket sales are the primary income sources of sport in the past, there was a fear that the introduction of television may cause to the depletion of the fan in the stadium attendance; and reduce the financial incomes of the industry (Lefever, 2012). Because, as it has been mentioned earlier, it allows the society to attend the events directly from their own homes through the live transmission. However, the live coverage of sport events create the possibility to build more fans conversely; and televised sports being a complement to stadium attendances (Blain & Bernstein, 2002). As the result, even the sport clubs like Manchester United, Barcelona and Real Madrid established their own television channels (MUTV, BarçTV and Real MadridTV) to provide highlights of the match, daily news, and exclusive interviews with players and coaches as well as for the live coverage of the games (Lefever, 2012). In the case of our country also Buna sport club began its own radio program in the Bisrat F.M radio.

Moreover, in addition to ticketing and marketing, the media industry becomes the endless and very important source of income for the developments of sport sector. So, sport organizations have been benefited from this industry by collecting a huge amount of revenue from the sponsors and media right.

Sponsors hope that they will increase the awareness of the society on their brands and build reputations by investing on sport. Particularly, some sport events like World Cup, The European Championship, Olympic Games etc. are the potential areas that offer multiple opportunities for lucrative sponsorship deals to market brand and develop business. Due to this reason and their wide coverage, the sponsorship fees for those events have been escalated. For example, the official partners of the 2006 FIFA World Cup have spent € 700 million on the tournament. Similarly, Coca Cola alone spent more than \$ 70 million to be one of the top Olympic sponsors for the 2008 Beijing Olympic Games. In general, sponsorship revenues in sports were increased from € 260 million in 2007 to € 400 million in 2012 (Lefever, 2012).

In addition to this, sport programming is more desirable for media organizations than other issues of broadcasting because of its ability to attract large number of audiences particularly the young people. As a result, sport becomes “a highly competitive industry with media sport broadcasting rights sensitive and significant battleground”³. Therefore, the fare of broadcasting right is increasing rapidly in major sport events. For instance, in 1992, the broadcasting right of the first English premier league was transferred to BSkyB with the price of around € 280 million for five season i.e. € 50 million per season. However, in 2006, the BSkyB and Setanta paid around € 2.5 billion for the live transmission rights in the UK for three seasons-more than € 830 million per season. In the 2010-2013, also the total revenue that generated by the premier league media rights was further increased by 4.5% (Ibid).

In turn, sport is also gradually being the most important and popular contents of the media industry to produce very attractive programs for their audience, since it is a human interest activity that passionate majority of the people and enforce to take parts. So, according to Blain & Bernstein (2002), the contents of sport, more than others, can trigger the audiences of media and advertisers. It helps the media to put together and maintain large number of audiences and insure its popularity easily.

Accordingly, as Rowe (2004) stated, broadcasters can sell advertising slots during sports programs for a higher rate than other programs. For example, during the Super Bowl, the advertising spots become more expensive thus the broadcaster (CBS Corps) has sold all its television advertisings with the price of \$ 3 million around the final match season, in 2010. On the other hand, in December 2005 the German Pay Television Operator Premier lost 42% of its market value because of failing to buy the rights of Bundesliga, while Unity Media's Arena (the owners of the new Bundesliga right) attracted over 900,000 subscribers in only a few months (Ibid). Besides, live coverage of sport events give the broadcasters the opportunities of building credibility and profile in the market place as well as lucrative audience to advertisers.

However, two of those popular industries have developed enduring relationships, though there are some points of tensions raised between them. Both parties claimed each other as they are dominated by the others. As Milmo (2002) stated that “while the media companies may

³http://www.corwin.com/upm-data9537_011233Ch10.pdf

complain that the price of broadcast rights demanded by sport are extortionate; sport, sport fans and sport journalists often bemoan that everything in sport has been subordinated to the interests of the media” (Cited in Rowe, 2004:33).

Due to the increasing involvements of media, the sport sector gradually lost its sovereignty. And the media have come to play progressively influential part in both the construction and deconstruction of sporting structures and practices. Even sport organizations give the power to the media organizations to dictate the characteristics of events and change the fundamental aspects of sports including its rules⁴.

As a result, new competitions, events and leagues also formed based on the interests of media. Rules have been changed as well as the playing conditions revised so as to improve media coverage and to attract sponsors fee. The equipments and clothes (design of the cloth, names on the player’s kit, and sponsors logo) of the athletes during competition are also required to reflect the interests of the media companies (Rowe, 2004).

For instance, a white ball was innovated instead of the traditional brown ball; and the different colors of T-shirt were introduced to increase the watching interests of football audiences. The European football matches have been split into different shifts (the UEFA champion leagues played on Tuesday and Wednesday evening and the UEFA Europe league on Thursday evening) because of the media companies’ interests of getting the chance to broadcast as many football competitions as possible. Furthermore, the 1994 FIFA World Cup was played at the hottest time of the day to broadcast in Europe at a prime time. Similarly, the American broadcasters requested that the swimming final competition to be held in the morning-the prime time in the United States. This is due to, the trends of organizing sport events at the time that would be convenient for the viewers and the preference of the broadcasters rather than the athletes and sport persons. Besides, the International Volleyball Federation modified the scoring systems of the volleyball match to make the length of the game more predictable and appealing, “sensational, and thus more television friendly” Lefever (2012:8-9).

⁴http://www.corwin.com/upm-data9537_011233Ch10.pdf

However, these inconveniencies and deviation could not deteriorate the established symbiotic relationship of the two big industries. Instead of this, their self interest based relationship has been grown sturdily, and both of them become beneficiary from the complementary nature of their interest.

Rowe (1996) also describes that;

The relationship between sport and the media (especially television) is commonly described as the happiest of marriages, with both institutions becoming mutually dependent in an increasingly extensive and expensive exchange of exposure and rights fees for sport in return for compelling content and audience capture for the media.

It implies that while sport provides valuable content and audience for the media companies, the media is a revenue source and promotional tool for sport.

2.4 Ethiopian Media Landscape and the Evolution of Sport news reporting in Ethiopia

The experiences of many countries (for instance England and America) show that the development of their sport media industry is highly associated with the evolution and popularities of sport sector throughout the community. The commencements of practicing sport journalism in Ethiopia also might not be seen out of this intermittent nature of sport development. As Commission for physical education and sport (1985) indicated, the first sport news was published on the first newspaper, *Aimero* in 1926 following the beginning of modern sport in Ethiopia. Since then, different sport related stories have continued to be published on different government print media particularly newspapers and magazines. Amde Mikael Desalegn was among the sport writers on the government newspapers since 1935 (Ethiopian Football Federation, 1968).

In fact the historical background of journalism in Ethiopia has been traced back to the regimes of Menelik II (1889-1913). Modern journalism began during the last periods of the reign of the Emperor while he introduced modern and formal education in Ethiopia (Population Media Center, 2006). As explained by Skjerdal (2012) the first newspaper was emerged around 1900, even though its name and exact year of commencement is still uncertain and debatable.

Since then, the evolution of journalism has been continued over the last century throughout the imperial (Haile Selassie), the military junta (Dergue), and the democratic and development state (EPRDF) government systems with different flashing opportunities and numerous challenges.

In 1992 Ethiopian Press law had been declared for the first time in the history of Ethiopian journalism. Although, different scholars and organizations like Buckley (2008), Human rights watch (2015) blamed this press law with different shortcomings, it played great role to take a step forward the Ethiopian media and to assure freedom of expression along the citizens. In addition to this, the 1995 national constitutions of Ethiopia, under article 29 also constitute that everyone has the right to freedom of expression without any interference; any form of censorship is prohibited; everyone has the right of access to information; and the media are granted legal protection to insure its operational independence and its capacity to entertain diverse opinions (article 29/2-3a &b).

Accordingly, since the promulgation of the 1992 press law and other legal frameworks, the print media of the country began to flourish. Thus, as stated by Aandland and Røe (2000), the Ministry of Information (currently the Government Communication Affairs Office) licensed 265 newspapers and 120 magazines during the period of 1992-97 (cited in Skjerdal, 2012: 18). Until 2001, during the first decade of press freedom 543 newspapers and 182 magazines were licensed and registered in Ethiopia (Dessalegn and Meheret, 2004). And from 2001-to-2002 (one Ethiopian physical year), 235 print media outlets had been registered at the Ministry of Information, which 205 newspapers were private and others were owned by religious organization, political parties and government. As Skjerdal (2012), explained even after the press law passed, some news papers didn't worry about getting license, they were simply published without a formal permission from the authorized body. In general, more than 630 newspapers and magazines had taken license and registered by the Ministry of Information, from which 401 newspapers continued to be published till February 2005 (Population Media Center, 2006).

Similarly, around 7 commercial media organizations (7 FM and 2 MW/SW radio channels) including Fana Broadcasting Corporate and Dimtsi Weyane Tigray have been licensed by the Broadcasting Authority of Ethiopia till 2015 and 10 broadcasting media institutions (6 television, 4 MW&SW radio, and 22 FM radio channels) ran by the Federal and Regional government in

the name of public media (Ethiopian Broadcasting Authority, 2015). But yet, this sectors remains latent even compared to the other Sub-Saharan African countries.

Even, the developments of private newspaper could not continue with the pace of the first ten years of press freedom particularly the period of 1992-1996. Instead, it is vacillating based on the socio-political environments of the country in different periods like election. Nigussie Meshesha (2014) also argues that the rise and fall of media particularly the print media is occurred due to the less matured state of private media and the periodic appearances of the newspaper along with election. For instance, in the elections of 2005 numerous newspapers had been established but as soon as the aftermath of the election, they disappeared from the market.

According to the findings of the Population Media Center (2006:32);

Many newspapers were found short-lived because they had been started without adequate research on the type, language, frequency, duration and the market needs in order to be the most viable press output in the market. Moreover, factors such as inadequate finance, lack of skilled manpower, and incompetent leadership together with lack of appropriate and adequate feasibility study before getting into the business have hampered the survival of newspapers in the market.

On the other hand, some others blamed the political systems of the contemporary government in general and the 1992 press law, the 2008 Freedom of Mass media and Access to Information Proclamation as well as the Anti-terrorism Proclamations of the country for the downfall of private print media (Human Rights League of the Horn of Africa/HRLHA, 2009; Exiled Journalists' Network (EJN)), Ross, 2007).

Nonetheless, whatever the reason is, around 15 private and 4 government-owned in sum 19 newspapers are continuing in circulation from the 401 newspapers of the 2005. These newspapers have been established with the goal of addressing different issues such as, politics, socio-economic issues, sport, health, culture, art and entertainment. Therefore, those existing newspapers are categorized as 4 sport; 2 health and psychology; 1 fashion and modeling; 2 trade and promotion; 26 politics, social and economy; 1 construction; and 5 culture, art and entertainment (Ethiopian Broadcasting authority, 2015).

The practice of sport news journalism is also evolved all through these up and downs of the Ethiopian media landscape since the first sport story have been published in 1926. Mostly, the media institutions both the broadcast and print media that established to address different issues particularly politics and socio-economic contents opened the sport section/department. For instance, all broadcast media allocated air times (for sport news and programs) even from their prime-time at the evening and in the morning; and 26 political as well as socio-economic newspapers opened their own sport sections though at the back sides of the paper. Besides, as it has been indicated above, 4 of the newspapers are currently licensed to distribute merely sport news for the spectators (Ibid:2015).

2.5 Ethical Issues in the Practices of Sport News reporting

2.5.1 The Concepts of Ethics

As many theorists conceded that ethics is the moral principles that served as the standard to judge the rightness or wrongness of the day-to-day activities and decisions in every profession. It deals with morality, moral judgments and the right and wrong concepts of things (Kruger, 2004).

Ethics is determined by different factors like cultural, social and other contexts because any ethical decision is often made within a specific political, social and cultural situation. The rightness and wrongness of something is guided by the majority acceptable values or norms of a given society and responsibilities of a certain profession or professionals (Kasoma, 1994; and Ross 1968).

Due to the uncontrollable changes of the world many professions including journalism have faced multifaceted inadequacies to sustain their status quo as well as to satisfy the needs of the society as a whole. Several external criticisms began to be arisen by consumers and stakeholders. Specifically, journalism faced structural changes “that threaten its integrity as a social practice and a public that is increasingly dissatisfied with journalism's performance” (Iggers, 1999:35). Moreover, it steadily becomes the sources of income and so different media companies employ journalists just to make profit by selling their broadcast and print media products (Allan, 2010).

Mass media are also started to be considered as a means to generate a large amount of income through advertising. As Murdock and Wasko, (2007:45) explained that “selling a communication product that meets the expectations and tastes of the widest public (or the best defined target

groups has come even more to the forefront of the journalistic identity". Due to this motive, media contents become more dependent on the needs of consumers or audiences.

Because of those reasons, journalists are often blamed with striving to maximize the profits of news media companies by grasping the attentions of the public out of the professional standards through different mechanisms including sensationalization.

As a result, according to Iggers (1999), the concept of ethics has been introduced in the profession of journalism to respond and triumph over these structural challenges and the external critics. Although it is argued that the notion of ethics started to be raised by editors and publishers since the colonial period to attack their economic competitors or to defend themselves against their critics. On the other hand, some others argued that ethics has been recognized in the profession of journalism in 1840s when the first code of ethics was promulgated; and while the broadcast technology dominated the media landscape the study of modern journalism ethics began in 1980 (Iggers, 1999 and Sterling, 2009).

Since then, similar to law and medicine ethics is widely prolonged in the practices of journalism and attained high level of appreciation among the reporters, media owners, media managers and other practitioners due to the rise of awareness on the journalists' professional responsibilities and the interests of journalists themselves to execute their works with a certain standards (Iggers, 1999). As it has been already discussed, the roles of news journalism is encircled with providing truthful, accurate, fair and objective information independently so journalists are expected to perform these responsibilities as per the standards or values established for the profession of journalism. Hence, ethical principles also guide them to make right decisions and accomplish their duties in a more responsible way. As Kasoma (1994(b): 5), in the profession of journalism "ethics is concerned with making sound decisions in journalistic practices, and it assumes the presence of societal morality". But it is not a checklist that dictate about the do's and don'ts of journalism (Petter, 2006).

Furthermore, many scholars argued that ethics is not only restricted on the moral judgments of right and wrong in the journalistic performances but it also contributed a lot to safeguard freedom of expression and to ensure the editorial independence of media channels. It is believed that in a free society, the public openly forward feedbacks to encourage the good and deflate the

wrong things so the punishment and rewards of journalists and media institutions are in the hands of the society who literally imagined being rational and genuine instead of the owners, advertisers and government (Petter, 2006). Besides, journalists are supposed to accomplish their duties with autonomy (full of freedom, dictates of conscience and professional judgment); and accountability (sanctions when failed to fulfill the professional values and standards) based on the ethical principles of journalism (Iggers, 1999). Therefore, by any means it helps to minimize the interventions of external bodies particularly the government; and to assure freedom of expression.

In general, as stated by Iggers (1999), Petter (2006) and Ronning (2002) ethics is very important for the long term success of news media and the developments of journalism as a profession by means of safeguarding its mission as well as building credibility.

2.5.2 Ethical principles of Sport News writing

In addition to legal frameworks, ethical principles become very crucial in the practices of news journalism. As a result, truthfulness, fairness, accuracy and independence have been identified as the most important principles and the corners stones of media ethics that guide professional journalists to provide the intended services in the more responsible way⁵.

2.5.2.1 Truthfulness

Truthfulness is the fundamental and solid universal ethical principle in every human intervention including the profession of journalism. Even throughout the process of human civilizations in which many things entertained different modifications, it has been regarded as one of the inexcusable obligation (Alsius, 2010). In relation to this, Berry (2008:112) also said that truth is often perceived as “a desirable ethical value and is seen as an end-goal developed by methodological rigour”.

More specifically, in the profession of journalism seeking and reporting the truth is the first responsibility of journalists and media channels (Kovach and Rosenstiel, 2001). As Williams (2002) added, the press has the purpose of publishing the truth in any socio-economic and

⁵ <http://asne.org/content.asp?pl=24&sl=171&contentid=171>

political circumstances. However, in many cases journalists erode truthfulness as well as their faiths with the audiences by providing false and distorted news stories. Specially, truthfulness gets obscurity while the news is reported based on conjecture, speculation and rumors.

According to Alcoba (1993), speculative reporting and rumors became the most used sources of information particularly in sport news writing even though it is more often difficult to sort out whether the rumor is true or not. Comments and speculations are also considered as a common and the most important aspects of the contemporary sport news reporting (Boyle, 2006). Because, by its nature sporting events and the processes of sport trainings needs the personal comments and the pre-match speculations of journalists to provide critical analysis.

Accordingly, as many scholars like Sanders (2003), Hlavach and Freivogel, (2011), Kovach and Rosenstiel (2001), Torrijos (2011), and Garrison & Sabljak (1993) believed that journalists should minimize the dilemmas of truth by citing the source instead of using anonymity when possible; referring enough number and a wide range of sources; and using the relevant or appropriate sources. These methodologies help the media institutions to deliver more accurate, comprehensive and quality stories and to enhance the credibility and truthfulness of information.

2.5.2.2 Objectivity

Objectivity is a journalistic approach that used to gather and disseminate information via print, broadcast and online media outlets. As Petter (2006) explained it has been developed in order to respond on the ethical dilemmas such as sensationalism and opinion driven reporting approaches that commonly occurred in most news media of the day. At the beginning, the term objectivity was emerged as an approach to guide journalists to present news impartially without reflecting any personal or corporate interests.

Stephens (2007: 253) also added that;

Objectivity is a term journalists began using in the 20th century to express their commitment not only to impartiality but to reflecting the world as it is, without bias or distortion of any sort. European journalists have been slower to raise the banner of objectivity, but in the United States this commitment is central to the modern reporter's self-image.

However, several arguments have been raised by different professionals and academicians on the practicalities of objectivity. According to Petter (2006), since “journalists are human beings, they care about their work and they do have opinions [so] even many journalists today concede that total objectivity is impossible”. Similarly Hallin and Mancini (2004) in Allan (2010) stated that any media analysts could not be able to argue that journalism in any parts of the world is literally neutral. Because, journalists and media institutions have their views and stands on a certain issues. Even in the case of politics or socio-economic aspects, media institutions and as a human being journalists are supposed to support one or another. Especially, sport is more exposed to this ethical dilemma since it is competition based sector between teams and countries. Stofer (2010) also indicated that it is difficult for journalists to be neutral while their national team competes with other country’s national team.

Although, all of those mentioned scholars conceded that journalists must be aware of their roles in the processes of gathering and distributing news. And the news report/information and opinions should be clearly identified. It implies that the line between opinions and information has to be demarked in every media institutions because it helps to keep journalists in check. More often, information is described as the explanations of events, the current circumstances, reactions and interpretations and assessments supported by objective reasons whereas opinion is a sort of argument supported by persuasive reasons and personal point of views (Paniagua, 2009; cited in Vegas, 2012). In relation to this, a lot of news papers e.g. the Washington post separated their news columns from the editorial and Op-Ed pages to serve the reader who is entitled to facts on the news pages and to opinions on the editorial and Op-Ed pages (Iggers, 1999).

In this way, objectivity is more desirable and achievable ethical principle of journalism. Media institutions and Journalists have broad possibilities to easily attain objectivity by assuring detachments, impartiality and evenhandedness; and avoiding expressions which potentially indicate subjectivity, opinion, partiality and judgment (Sander, 2005). So, Journalists are expected to report the news stories that should not reflect their own point of views and the stands of the media institutions.

Even it can be seen as a scientific method that guarantees truth in the journalistic processes (Berry, 2008).

2.5.2.3 Fairness

Literally the term fairness can be defined as treating people equally or in the right and reasonable way⁶. When we bring it into the profession of journalism, it refers to listening different contrary point of views and including them in the journalistic pieces since news story often has two sides which should be equally treated. In relation to this, Kasoma (1994 (a): 336) said that in the practices of news reporting “fairness means that the journalists give a hearing to all the contending sides in a story”. Similarly, Pavlic (2001:93) added that fairness means “providing balanced coverage reflecting all sides of an issue”.

It implies that in many cases, a certain issue in the society usually involves two parties in different sides. Particularly, when the issue is controversial even the community may debate with two groups and forward diverse view points. So, it is believed that journalists and media institutions ought to entertain both sides without any bias and favoritism. All sides must get equal opportunities to be published or broadcasted through print and broadcast media to conclude that a news story is reported fairly. As indicated by (Iggers, 1999), even the person who “accused publicly should be given the earliest opportunity to respond”.

But according to Petter (2006: 10), it does not mean “parroting lies or distortions to achieve that lazy equivalence that leads some journalists to get opposing quotes when the fact overwhelmingly supports one side or giving equal time and space to the views of both groups”. Rather, it concerns on reporting all significant sayings and viewpoints of those involved groups in both sides to present comprehensive and honest picture to the audience. In doing so, journalists should capacitate themselves to discover contrasting views and to report it without supporting one side or another. She also stressed that any story by itself is two sided so if journalists always strive to give equal weight to every notions in their stories, they may produce coverage which is fundamentally inaccurate.

2.5.2.4 Accuracy

Accuracy is the matter of being correct or exact. Therefore, it is totally unthinkable to compromise accuracy in the practices of journalism. As a result, according to Petter (2006), the late American famous publisher, Joseph Pulitzer’s three rules of journalism were accuracy,

⁶ Cambridge Advanced Learner’s Dictionary, Third Edition

accuracy and again accuracy. Journalists should strive to provide accurate information for the general public by verifying it and ensuring ahead the correctness of the fact they publish. Every effort has to be exerted to avoid errors and inaccuracies.

In relation to this, many media institutions constitute accuracy as a fundamental ethical principle. For instance the Reuters' ethical guide line stated that "it can be tempting for journalists to "hype" or sensationalize material, skewing the reality of the situation or misleading the reader or viewer into assumptions and impressions that are wrong and potentially harmful". So, the problems related to accuracy may lead this media company to take disciplinary measures including dismissal⁷.

Therefore, journalists and media institution always tried to maintain accuracy by using different methodologies. Majority of the journalists utilize the method of thorough checking of information they collect for a news story. On the other hand, some others minimize the problem by using first hand information and attributing sources instead of using anonymity. As Iggers (1999) explained while the reporter attributes source, he/she would be responsible only for the correctness of quotes, but not its content. Besides, Petter (2006) added that sometimes reporters make an error when they try to produce their stories from their memories and based on assumption. So, a reporter who is capable of taking good notes can eliminate the occurrences of mistakes.

2.5.2.5 Responsibility

The notion of responsibility is highly associated with independence and freedom. Because, if we take media freedom as example, it bears both liberty and the essence of responsibility in the professions of journalism. It is supposed that in a free society, journalists and the media institutions are more responsible for their profession and the society they served. Regarding to this, Sanders (2005:74) explained, "the notion of freedom raises the issue of responsibility, attending to the consequences of our action for the reason that if we accept that we are to a certain extent free, we can accept too that we can be responsible".

Retief (2003) also added that the freedom of press can never stand alone with the absence of responsibility. As he explained, "real freedom should always be accompanied by responsibility

⁷Reuters: Reuters' Handbook of Journalism, modified on 10:19, 1 October 2008

(P.216)". Therefore, journalists and media institutions should always consider as they have a responsibility for their news pieces. Since, media institutions have the power to influence and shape the society, the reporters and editors are expected to produce news stories with great care. In relation to this, Dnnis (1998: xvi) said that "the news media are the central nervous system of society and ought to act responsibly and constructively to help the public better define".

Accordingly, responsible journalists and media companies always care about the consequences and impacts of the journalistic practices on the lives of the society as both the information sources and consumers. They always focus on the things that could improve the livelihoods of the society instead of damaging. Belsey (1998:11) also avowed that "ethical journalism acts responsibly facilitating the development process and serving the public interest".

On the other hand, irresponsible journalists as well as media channels never consider the consequences of their news report. They always strive only to satisfy their needs including profit maximization, but not to serve the public ethically. Even they don't worry whatever the consequences are (Kasoma, 2000). So, their ethical deviant stretches to using "offensive and scurrilous language [which] lacking elegance and precision" (Koomson, 1996: 55).

2.5.2.6 Independence

In a democratic or free society where freedom of expression is fully guaranteed, it is believed that the press act independently without any external interventions and internal pressures particularly on journalists. Dadge (2005) also avowed that in a democratic society the media organizations and journalists ought to be free to choose their own roles with no interfering of the outside groups.

However, in many nations (particularly the African and Asian developing countries), freedom of media institutions remains restricted and every journalistic practice is guided by different suppressive laws including the press law (which promotes self censorship) and currently the anti-terrorism acts. Surprisingly even after the 9/11 terrorist attack the US television network, fox news channel started "to adopt the news of the US administration and criticizing media positions that sought to report in a more independent or more critical manner" and it incarnate the thought that media should not be totally independent (ICHRP, 2002:86).

Government, private owners and advertisers are the major actors in the media industry so their direct and indirect involvements determined the independence of journalism. In principle, it is known that both government and private media owners can recruit journalist but they should leave them alone to practice the profession in line with the editorial policies of the media institutions even though some editorial policies by themselves encompass certain limitations. Because, to build their credibility as well as the reputations of the media channel they should be far away from the influences of government, owners and advertisers. As Kruger (2004:95) affirmed that “journalists must remain free of associations and activities that may compromise their integrity or damage their own or their organization's credibility”.

In most cases the questions of credibility, fairness and loyalty have been raised on the journalists' news stories where the value of editorial independence is degraded. This is due to the reason that the public often trust sovereign journalists remained free from any outside agendas (Ibid, 2004). Particularly, it is intolerable that to ensure the truthfulness and honesty of journalism to the general public, journalists and media institutions must be allowed to operate independently. They can only meet their social responsibilities by providing “trustworthy and independent account of what is going on” (Kruger, 2004: 95).

2.5.3 Codes of Ethics and the SPJ, ASNE and AIPS Codes of Conduct

Aside to legal frameworks, codes of ethics guides professionals including journalists to act in accordance with a certain norms and social values accepted by the majorities. It enables journalists to be responsible to their profession as well as the general public; and accomplish their duties in a reasonable manner. Therefore, in different parts of the world including Ethiopia, journalists organize themselves at the national, continental and regional level within a certain associations like Ethiopian Sport Journalists association, Ethiopian Journalists Association, Society of Professional Journalists (SPJ), Ethiopian Media Women Association (EMWA) and International Presses Association (AIPS) etc. And they adopt codes of ethics to lead themselves in an ethical way in addition to protecting their rights and freedoms.

In relation to this, Petter (2006) indicated that various associations and federations of journalists throughout the world have produced codes of ethics that guide the daily activities of their

members. It can cover every issues that would be raised from the beginning (the data gathering stage) to the end of the news production process (the information distribution time).

As explained by Cambell (2004), code of ethics contributes a lot to ensure the integrity and identity of the professions of journalism. Hence, it has been seen and established as the part of a process giving journalism a professional status. The adoption and making journalists to abide the codes of ethics helps journalism to be taken as a profession as other disciplines such as law and medicine (Ronning, 2002).

Code of ethics comprises the issues that the members of a certain profession should abide and stand for. Although as petter (2006) stated it is sometimes voluntary in nature and could not constitute clear penalties for violators. "Respect for life and human solidarity; fundamental prohibitions including not to lie, cause needless harm, or appropriate someone else's property; and journalistic principles including accuracy, fairness, and independence" are the fundamental values that is commonly included in most of the code of ethics (Ibid, 2006: 57).

For example, as Iggers (1999) stated, the SPJ's code of ethics emphasizes on four pillars of journalistic principles such as seeking the truth and reports it (provide fair and accurate information); minimize harm (treats sources, subjects, colleagues and members of the public as human beings deserving of respect); act independently (serve the public by avoiding the interventions of any external influence); and be accountable and transparent (taking responsibility for one's work and explaining one's decisions to the public).

Similarly the International Sports Press Association (AIPS) was founded in 1924 and adopted its own codes of ethics. This code of ethics in its preamble begins with the statement that journalists must behave ethically to be a professional because it is a basic instrument to distinguish professionals from others in the wide business market. And it sets ethical and professional standards to guide its members. At the outset, the AIPS's code of ethics obliges its members to be aware of their legal obligations and fully comply these obligations as well as different legislations. Members of the AIPS (journalists) are also supposed to primarily accept as they

have responsibilities to the general public and so journalists and media institutions have to always strive to satisfy the needs of their audience.⁸

Besides, this code of ethics constitutes that journalists and media institutions should behave with independence, integrity, fairness, honesty, objectivity and free of any conflict of interest to maintain the standard of the profession and to satisfy the public interests. In addition to this, the code appreciates journalists to acquire professional knowledge and skill which enables them to deliver efficient and effective services to the highest standards⁹.

The American Society of Newspaper Editors (ASNE) also constituted that the primary objective media is to inform the society “what is members do, feel and think”¹⁰. Therefore, in addition to acquiring the intended knowledge, experience as well as the skills of observation and reasoning; journalists and media institutions are expected to put up themselves with fundamental news reporting ethical principles. They should act responsibly and provide truthful, accurate, fair/impartial and independent news stories to their audiences.¹¹

⁸International Sports Press Association (AIPS). AIPS Code of Professional Conduct Standards. April, 2014

⁹ International Sports Press Association (AIPS). AIPS Code of Professional Conduct Standards. April, 2014

¹⁰ <http://ethics.iit.edu/ecodes/node/4457>

¹¹ <http://asne.org/content.asp?pl=24&sl=171&contentid=171>

Chapter Three

Methodology

3.1 Research Design

As it has been mentioned earlier, the main objective of the study is to study the practices and challenges of sport news reporting in Ethiopian some selected newspapers and broadcast media. Therefore, in order to find out the experiences, opinions and ideas of the target audiences as well as to analyze the contents of the text the researcher were employing both qualitative and quantitative research methods.

3.1.1 Qualitative Research Method

Social scientists believed that people have different understandings and looking towards the real world. The perceptions of reality are subjective and can be constructed differently. Thus, qualitative research method was developed to explain and interpret the real world or social phenomenon based on different perspectives and points of view Hancock et al (2006). It is more of descriptive that focuses on exploring meanings by interpreting and explaining experiences and understandings of people. As stated by Windridge, et al (2009), it is conducted to find out how people behave the way they do; how opinions and attitudes are formed; how people are affected by the events that go on around them; and how and why cultures and practices have developed in the way they have.

Thus, in this research qualitative approach was employed to study the practices of sport news reporting and to discover the internal and external challenges in the practices of sport news reporting. The researcher tried to explore and critically look at the opinions, experiences and feelings of journalists and management personnel (editors, department heads etc.) towards sport news reporting in their media outlets in particular and nationwide in general.

3.1.2 Quantitative Research Methods

Quantitative research method is a numerical measurement of specific aspects of phenomenon (Miller and Brewer, 2003). It is designed to produce statistically reliable data that tells us how many people do or think something. This approach of research is more of objective and helps to collect, analyze and display data in mathematical form rather than interpretive form.

Mostly, the researchers use quantitative method to gather quantifiable data from large target of population and to generalize based on their findings. This approach usually answers the questions of how much, how many, how often, to what extent, and how of a phenomenon (Hancock, 2002). Accordingly, the researcher will utilize it to analyze the contents of news reports. Moreover, it helps to evaluate the sport news stories based on the professional standards and ethical principles of journalism in general and the professional requirements of sport journalism in particular.

3.2 Population and Sampling

In this particular research, it is tried to consider all types of media channels such as television, radio and newspapers. The ownership (government and private) of media institutions is also taken into considerations to select sample media for the research. Because, the natures of media organizations, the area of coverage and ownership have great impacts on the findings of the research. Besides, newspapers are selected based on their frequency of editions and size of circulation.

The media practitioner consists of reporters, editors and sport section (it can be entertainment programs section in some newsrooms) heads of these media organizations were the target populations of the study. Because the researcher thought that since those target audiences are the primarily actors in the practices of sport journalism, they could provide first hand data and detail opinions based on their experiences.

The researcher used both purposive and random sampling techniques to select the media that can represent the rest of broadcast media and newspapers; and the target populations of the study. The media institutions are selected purposively based on the above criteria set by the researcher.

3.3 Data Collection Tools

To gather the required data different techniques such as content analysis, in-depth interview and focus group discussion were used by the researcher in order to gather data from target audiences inclusively and to entertain diverse viewpoints.

3.3.1 Content Analysis

As stated by Dawson (2007), quantitative research generates statistical data by using questionnaires, content analysis and sometimes structured interview. Therefore, the researcher used content analysis to evaluate the sport news and to answer the research questions like how is sport news reporting practiced in some selected broadcast and newspaper media?; how local and global sport news is entertained in some selected broadcast and newspaper media?; and what is the major challenge of journalists and media institutions in the practices of sport news reporting?. Because content analysis is the primary approach to explore what is said in the text, how it is said and how often it is said both in broadcast and print media (Rugg and Petre, 2007).

Accordingly, the researcher has produced code sheet to identify the issues to be interpreted based on the theoretical frameworks as well as related literatures; and analyzed the contents of the news stories easily by grouping it in different categories. The code sheet comprises the questions which enable the researcher to evaluate the practices and explore the ethical issues/dilemmas of sport journalism in Ethiopia.

Besides to this, this study used the Holsti's (1969) formula in order to evaluate the inter-coder reliability. The Holsti's formula basically calculates a coefficient reliability to insure the reliabilities of the study.

This means:

The coefficient of reliability = $\frac{\text{number of unites in the same category}}{\text{total number of units coded}}$

$$\text{Reliability}(R) = \frac{2A}{C1+C2}$$

In this case, A is the number of coding decision which the two coders agree, and C1 and C2 are the number of coding decisions made by the first and second coders respectively. Accordingly, two coders have coded 10% (37) of the total 365 news stories. And they agreed on 32 news stories.

Therefore A = 32; C1 = 32; and C2 = 37

$$\text{Reliability(R)} = \frac{2 \times 32}{37 + 37}$$

$$\text{Reliability(R)} = 0.86$$

As said by Landis & Koch (1977:256), the satisfactory levels of inter-coder reliability have been indicated as ≤ 0.00 poor; 0.01 - 0.20 slight; 0.21 - 0.40 fair; 0.41 - 0.60 moderate; 0.61 - 0.80 substantial; and 0.81 - 1.00 almost perfect¹². As a result, the inter-coder reliability of this study can be positioned in a perfect range.

3.3.2 In-depth Interview

In-depth interview involves face-to-face conversation and direct contact between the researcher and the respondent. As Walliman (2006: 92) explained, it is more suitable to gather the intended qualitative data "from the members of the general public, experts or leaders, specific segments of the society such as elderly or disabled peoples, ethnic minorities, etc."

Thus, in order to critically analyze and intensively investigate the ideas and opinions of media practitioners and management personnel as well as to examine the receptions and attitudes of media organizations towards the implementations of sport journalism, semi-structured in-depth interview was employed. So, 8 interviewees of the selected media institutions have been interviewed.

The researcher produced open ended interview questions. Because, it creates opportunities for both interviewers and interviewees to discuss some topics in detail and to raise additional questions during the discussion. It also enables the respondents to get clue and clarification from the interviewer about the interview questions and the topic to be discussed.

Accordingly, this data gathering tool helped the researcher to address some research questions like how is sport news reporting practiced in some selected broadcast and newspaper media?; how local and global sport news is entertained in some selected broadcast and newspaper media?; and what is the major challenge of journalists and media institutions in the practices of sport news reporting?.

¹²www.gmw.rug.nl/~huisman/sgs/2012_12_19_Interrater_Reliability.pdf

3.3.3 Focus Group Discussion (FGD)

Focus group discussion is the preferable tool to gather data from a group of people. Flick (2002) affirmed that Focus Group Discussion is the most efficient methods of data gathering because of its ability to create conducive environment- the people to probe each other, to check and balance between extreme views and to create shared view among the participants or respondents.

It promotes group consensus on a certain topic and brings together the ideas of individual participants through brainstorming and the inter-changes of idea among the group. So interpretation is constructed collectively and it enables the researcher to gather diverse but collectively constructed understandings; and to identify the number of individuals who shared the common views within a group.

This method is used to find out the opinions, attitudes, behaviors and motivations of the target audience by applying open ended, follow up and probing questions to the discussants (Poindexter & McCombs, 2000 and Bryman, 2004). Therefore, 25 journalists (reporters) were involving in five discussion groups with the calculations of five participants for each group.

Accordingly, in this research focus group discussion was employed on July 12/2015 for the journalists to address the research questions like how is sport news reporting practiced in some selected broadcast and newspaper media?; how local and global sport news is entertained in some selected broadcast and newspaper media?; and what is the major challenge of journalists and media institutions in the practices of sport news reporting? As well as to complement and verify the data acquired through interview and content analysis.

3.4 Data Analysis and Presentation Techniques

As it has been mentioned earlier, the required data had been collected through both qualitative and quantitative techniques. Therefore, the researcher analyzed the data qualitatively and quantitatively by categorizing it based on their qualitative and quantitative nature. The research questions, theoretical frameworks and related literature have been also critically reviewed throughout the data analysis process.

The data analysis process of the study passed through five stages such as narrative or the preparatory process, coding, interpretation, confirmation and presentation. The researcher tried to

understand and identify the themes and patterns as well as the relationships and differences of the variables of data to categorize and link each other. Meanings were also constructed from the narrative and the coded data based on the researcher's understanding. Verifying how far the interpretations are derived from the data rather than from the researcher's own creation; and reporting the findings in a cogent manner and the way that it serves as a tool for further explanation had been accomplished as the final tasks.

3.4.1 Qualitative Data Analysis Technique

Mostly, qualitative methods produce subjective, interpretive, descriptive and holistic data in the form of words that needs detail interpretation and explanation (Patton & Cochran, 2007; Hancock, 2002).

Even though, various researchers follow different ways to analyze qualitative data, this study applied the strategy that suggested by LeCompte and Schensul (1999). Based on this approach the researcher was looking at the theoretical framework and other relevant theories because "the theoretical underpinning provides the lens through which the data are viewed and helps the researcher to situate the results in the theory" (Kawulich, ND: 100-101). In addition to this, the researcher reviewed the research questions in order to ensure the adequacy of the collected data. Finally, the researcher summarized and organized the data into the smaller segments.

Accordingly, the researcher transcribed the data from interview and focus group discussion with the intention of producing the written version of the recorded data. The interviewees and Focus Group discussions have been conducted in Amharic so the researcher translated it in to English. The theme of the interview and focus group discussion have been identified and categorized in to different groups based on their contents and the purposes of the research.

The responses have been interpreted by focusing on what was meant by the response and what were the responses implied or inferred. The tones and inflection of the interviewee and the discussant had been also considered to understand and interpret the meanings and feelings entirely. And the researcher inserted self explanatory quotes to illustrate the findings with examples of what people said on a certain issue.

Finally, the findings are presented in the narrative form.

3.4.2 Quantitative Data Analysis Technique

Quantitative method generates objective data. In most cases it uses statistical or mathematical method of analysis to convert these data to numerical form.

As Geoff and Judy (2004) affirmed, content analysis is one of the most important research method and data analysis approaches that used to evaluate the written and visual texts quantitatively. It plays great role to investigate the meanings of audio, visual and textual sources particularly the print and broadcast media contents by quantifying and interpreting their outcomes or media products.

The contents of both newspapers and broadcast media had been analyzed by using the quantitative approaches of data analysis specifically content analysis technique. This tool helped the researcher to critically evaluate how those media institutions practice sport news reporting based on the ethical principles and standards of the professions and to identify ethical issues.

The researcher also transcribed the audiovisual data of the broadcast media to the written form and the audio, video and textual data have been interpreted differently based on their nature. Then the researcher reviewed the sport news of the selected media outlets.

So, SPSS (Statistical Package for Social Science) was employed to analyze the contents the news stories of both Broadcast and newspapers. Because this tool helps to understand the data; easily analyze the contents based on the code sheets; generate tabulated reports, charts and descriptive statistics¹³. Accordingly, the researcher has been trained about SPSS for a week and continually practiced its applications in order to use the software properly for this particular research.

The findings have been presented both in percentage and numerically based on the theoretical frameworks and the research questions. The conclusions or implications of the study that address the research's objective were also derived from the data and presented in the narrative or textual form.

¹³ www.SPSS.co.in

Chapter Four

Data Presentation Analysis and Discussion

In this chapter, the contents of the news stories of those selected media outlets have been analyzed and interpreted based on the parameters included in the code sheet. Accordingly, the study tried to assess 365 news stories from those four selected media outlets (EBC 161, Sheger FM radio 113, Addis Zemen newspaper 74 and Reporter 17 news stories). All of the investigated news stories were written by the reporters of the media institutions. So, it implies that the cultures of involving news wires/agencies and part-time journalists in the processes of sport reporting is very limited both in broadcast and newspaper media.

The data that had been gathered through interview and focus group discussion have also been discussed here thoroughly.

4.1 The Practices of Sport News reporting in Some Selected Media

All of assessed media channels have allocated air time and space for sport reporting and organized it at the department level. Accordingly, the sport section has been structured together with entertainments in three of those selected media (*EBC, Sheger FM radio and Addis Zemen newspapers*), whereas *Reporter* was organizing it as entertainment, culture and sport department.

However, the boundary of the professions of sport journalism is not yet clearly demarked in each of the investigated media. As all informants forwarded, the management personnel still believed that every person who is capable to write, read, and translate from foreign languages to local languages can be a sport journalist. As a result, they have never set any explicit requirements to recruit sport journalists. Yet, any person who has been graduated with any discipline particularly social science can join in the profession of sport news writing. Even they never been examined with the questions related to the profession of sport journalism in the qualification process of recruitment rather they have asked about politics or other social issues (Personal interview; September/2015).

As it has been explicitly stated in the previous portions of this study, all broadcast and newspaper media houses always pay less attention to sport news comparing with other areas of reporting like politics, health, business and even culture. Due to this reason, the sport section in any type of media has been recognized with the nickname of “the toy department” for the last many years (Boyle, 2013:92). In those surveyed media except *Reporter* newspaper also, it has been seen as the pitiful profession by different management personnel and even journalists. In relation to this, respondent 2 said that “the management personnel considered sport news as less significant profession which could not bring any political, economical or social change in the nation” (Personal Interview, September/02, /2015). Accordingly, they are treating it as the luxurious and extra work that would be accomplished only if there is abundant resource to maintain the audiences of the media channel.

Accordingly, as indicated by respondent 1, 2, 6, and 7 (Personal interview; September 02, 14 and 17/2015), the issue of sport never been discussed in the editorial meetings held at the corporate levels of those three media channels (*EBC, Sheger FM radio and Addis Zemen Newspaper*). In the case of *Addis zemen* and *EBC* television, the editorial meetings of the sport section always set the agendas of sport reporting; decide what should be reported; and select the angles of the story. But, there is no room to discuss about sport news in *Sheger FM* radio whether in the corporate level or sport section. As a result, the reporters have simply reported what they need on their ways for the last years. Even the owner and general manager of the media company may not listen what has been transmitted through her media channels unless the news sources or stakeholders rise complains on a certain news story.

According to respondent 8 (Personal interview; September 18/2015),

The media management personnel have never allocated the required human, financial and material resources including camera and vehicle for sport reporting because of their negligence to the profession. Due to the long lasting statuesque, even the journalists have lost the courage of providing requests of the necessary resources to the management personnel for their jobs.

However, as stated by respondent 3 and 7 (Personal interview; September 05 and 17/2015), the management personnel of *EBC* and *Addis zemen* newspaper have argued that as they give the required emphasis to the profession of sport journalism by rising the efforts they made to maximize the sport news air time in EBC, and to make the sport page full colour unlike the other inside pages of *Addis zemen* newspaper.

Surprisingly, those media channels particularly *EBC* and *Sheger* FM radio used the sport news to maximize their profits. As stated by informant 1 (Personal interview; September 17/2015), “the whole year of sport news has been sold to different advertisers unlike other news (business, politics, and social)”. Because, the interests of advertiser gradually inclined on sport due to its increasing popularity (Bernstain and Blain, 2002). The numbers of audiences who frequently attend the sporting events both in the stadiums and through the television windows have been inflated dramatically. Particularly, the youth parts of the community spend their break times by attending sporting activities especially the European leagues. As a result, the sport section becomes the backbone of media institutions to be more popular and to generate high revenue (Lefever, 2012).

As informant 4 (Personal interview; September 10/2015) stated unlike the above mentioned media channels, “sport news reporting has been treated equally with other genres of journalism in *Reporter* newspaper”. It implies that the management personnel and journalists give great emphasis for the issues that would be reported from the first to the end pages of the paper whether it is politics, business or sport. As a result, even editors and the managers usually decide to publish sport news in the front and the editorial pages when the controversial issues have been raised in the developments of Ethiopian sport. Besides, the issue of sport is always discussed and decided by the editorial meetings at the corporate level; and the media channel always tried to provide the required resources for sport reporting.

A. The Issues of the Story

Table1: Frequencies and crosstabulations of the issues of the story

The issues of the story	Government/ Public	Private/ Commercial	Broadcast Media		Newspaper		Total
			Television (EBC)	Radio (Sheger FM)	Adiss Zemen	Reporter	
Local	133 (56.6%)	50 (38.46%)	75 (46.6 %)	33 (29.2%)	58 (78.4%)	17 (100%)	183 (50.1%)
Global	102 (43.4%)	80 (61.54%)	86 (53.4%)	80 (70.8%)	16 (21.6%)	0	182 (49.9%)
Ground Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)

According to table 2, from 365 news stories both broadcast and newspaper media channels distributed 183(50.1%) news stories on local issues and 182 (49.9%) on global issues. Therefore, it assures that media institutions basically gave more emphasis for global news particularly England leagues, Italy Serie, and German Bundosliga and other international events whereas local sport news has been to some extent overlooked.

The media institutions argued that global sport clubs, teams and even individual athletes have a lot of fans than local news. So, even government media have been threatened that if they stick on local news, they will run automatically out of the market because they could not be competitive in the free media market. As it has been reflected in the focus group discussion (July, 12/2015), majority of the media channels particularly television and radio are always screaming about the global issues instead of promoting local sport development. It is due to the reason that global sporting events such as the European leagues, World Cup, Continental competitions and football players already got popularity. Therefore, the media institutions strive to get the attentions of the massive audiences by propagating those issues now and then. Predominantly, the FM radio channels spend much of their allocated air time simply talking about the personal lives of the Spain La Liga and England league footballers including what they eat and drink, where they dance and entertain, what they wear and so on which is irrelevant for the societies of Ethiopia and the sport developments of the country as well.

It assures that sport fans have derived the contents of media channels-what should and should not be distributed by the media institutions even though the interview informant 2 (Personal interview; September 02/2015) responded that “the audiences never dictate the contents of the media channels but they may forward comments which help journalists to improve the qualities of the sport news story”. In relation to this, Ismail and Adnan (2014: 182) said that whether the media institutions are small or large, they always reshape their news based on the interests of the audiences.

Moreover, journalists argued that most of the time media have suffered from lack of information to report local sport activities because in Ethiopian, all sports have been remained undeveloped except football and athletics (FGD, July 12/2015). Accordingly, there is no abundant information which could be covered throughout the year whereas different mainstream and the online media deliver plenty of information about the global sporting events. Thus, journalists can easily present that information to the society by translating it into Amharic and other local languages.

According to Ismail and Adnan (2014), it is the headaches of not only Ethiopia but different nations in which invaded by the European football as well. For instance, in the Malaysian newspaper, “the news of international sports and overseas athletes are given more space than the local news” (Ibid, 2014:182).

To see the government and privately owned media separately, the government media gave coverage for 133(56.6%) local and 102(43.4%) global issues from 235 news stories. In contrast, the private media covers 50(38.46%) local as well as 80(61.54%) global sport news out of 130 reported stories. From this data, *EBC* television broadcasted 75(46.6%) local and 86(53.4%) global news and *Sheger FM* radio transmitted 33(29.2%) and 86(53.4%) news stories on local and global issues respectively. On the other hand, *Addis zemen* newspaper reported 58(78.4%) local and 16(21.6%) global news. And surprisingly, Reporter newspaper gave 100% news coverage for local news focusing on the problems and gaps of the development of sport sector in Ethiopia. As informant 4 and 5 (personal interview, September 10 and 14/2015) said, there is no room to deal with global sport issues in the newsroom of reporter newspaper because its editorial policy constitutes that the media company should focus on the local issues particularly the gaps of sport development.

It illustrates that the newspaper media give more emphasis to local news than the broadcast media, even the ownerships doesn't matter whether it is private or government. Because the government media (*EBC television*) has covered more than 50% global news by violating the guidelines of the *Ethiopian Broadcasting Authority* which constitutes that the media houses should give priority to local agendas. As stated by respondent 7 (Personal interview; September 17/2015), the editorial policy of *EBC* also constitutes that the media channel has to follow the 70/30% principle which means 70% local and 30% global news. Thus, *EBC* has violated both the guidelines of the Ethiopian Broadcasting Authority and its Editorial policy.

The guidelines of *Ethiopian Broadcast Authority* proclaimed that all media institutions must cover 70% local and 30% global issues from the total news stories. Hence, in addition to *EBC*, *Sheger FM* radio also disobeyed it and transmitted more than 70% global news from the total analyzed sport news.

So, it can be concluded that broadcast media (radio and television) give emphasis for global news than the newspaper media channels to get popularity easily. Because, currently the needs of younger society is inclining towards global sport events particularly European leagues and the media institutions thought that they could not compete the free media market unless they focused on foreign sport news.

B. The Tone of the Story

Table 2: Frequencies and crosstabulations of the tone of the story

The tone of the story	Government/ Public	Private/ commercial	Broadcast Media		Newspaper		Total
			Television (EBC)	Radio (Sheger FM)	Adiss Zemen	Reporter	
Positive	76 (32.34%)	14 (10.76%)	41 (25.5%)	8 (7.1%)	35 (47.3%)	6 (35.3%)	90 (24.7%)
Negative	8 (3.4%)	11 (8.46%)	5 (3.1%)	8 (7.1%)	3 (4.1%)	3 (17.6%)	19 (5.2%)
Neutral	144 (61.27%)	104 (80%)	110 (68.3%)	96 (85%)	34 (45.9)	8 (47.1%)	248 (67.9%)
Difficult to judge	7 (2.97%)	1 (0.76%)	5 (3.1%)	1 (0.9)	2 (2.7%)	0	8 (2.2%)
Ground Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)

The above table indicates, those selected media outlets provided 248(67.9%) neutral news out of 365 news stories. In the meanwhile, other 90(24.7%) positive and 19(5.2%) negative news stories have been entertained in the media houses. The remaining 8(2.2%) of stories were difficult to judge and classify with those three categories.

According to this data, journalists and the media houses are becoming more capable to report facts impartially without any bias and negative or positive judgments. Although the tendency of reporting more positive stories instead of showing the gaps and problems of the sport development in the country is still the governing way of reporting particularly on government media.

Since the government of Ethiopia follows the ideologies of democratic development state, the media institutions are expected to be developmental and employ the principles of development journalism. So, critical criticism and showing the gaps or the discrepancies of development projects to the society and the concerned body is fundamental among the principles of development journalism. Thus, journalists including the profession of sport journalism are expected to critically examine, evaluate and report a particular development projects in addition to deliver timely news on the results of a certain global or local competitions. They should also show the differences between the accomplishments reported by the government and the actual achievements in which the society experienced on the ground (Aggarwal, 1979). However, the cultures of Ethiopian media and even some news sources are still lagging back the journalists and media institutions from being more critical criticizers and gap telling. As a result, most of the Ethiopian media are currently functioning as the promulgator of good news and promoters of a certain achievements.

When we compare the government and private media, the government media reported 76(32.34%) positive, 8(3.4%) negative, and 144(61.27%) neutral news on the other hand, privately owned media distributed 14(10.76%) positive, 11(8.46%) negative, and 104(80%) neutral news stories. Both government and private media transmitted 7(2.97%) and 1(0.76%) news stories which is difficult to judge respectively.

As it has been stated earlier, the government media more focused on reporting positive reports than the privately owned media channels. It is due to the reason that since government media channels have been established to promote the policies and strategies of government and its achievements, journalists of those media channels are expected to be forced in one or another way to present positive reports especially on the developments of sport in the country. On contrary, the private media channels provided more negative news stories than the government media, because they are relatively free from the impositions of different concerned bodies including their bosses to report positive news on the sport sector. Yet both government and private media institutions are proffering to report neutral news stories.

To see the media channels separately, *EBC* television provided 41(25.5%) positive, 5(3.1%) negative and 110 (68.3%) neutral news stories; as well as *Sheger FM* radio distributed 8(7.1%) positive, 8(7.1%) negative and 96(85%) neutral news. In the same way, from the surveyed newspaper media channels, *Addis Zemen* wrote 35(47.3%) positive, 3(4.1%) negative and 34(45.9) neutral news stories; and *Reporter* delivered 6(35.3%) positive, 3(17.6%) negative and 8(47.1%) neutral news.

As we have observed from the above data, all media channels were focusing on presenting neutral news stories both in global and local issues. This is due to the reason that the media industries of Ethiopia could not still develop the audacity of reporting the gaps critically.

Different media practitioners have forwarded different reasons for the entrenching of this problem throughout the Ethiopian media. For example, the participants of the Focus Group Discussion have claimed the news sources. Because as they explained, mostly news sources especially federations and clubs become more offended whenever they heard any piece of negative news in relation to their particular sports and organization. So, they always tried to recoil journalists through their immediate bosses and the managers of the media. The news sources called for the bosses' cell-phone in order to blame reporters on the news stories transmitted by their media channels in spite of admitting their weakness. Even journalists face different physical harassments including insulting and intimidation because of the news stories they reported via broadcast and newspaper media outlets (FGD, July 12/2015).

On the other hand, interview respondent 7 (Personal interview, September 17/2015) argued that relatively there is a media liberty to criticize the developments of sport particularly when Ethiopia miss results from the international competitions like Olympic and different World championships; all media institutions and journalists forwarded their contrary viewpoints freely. In some cases, even they stretched their roles to force the concerned body to overthrow the leaders of some national federations such as Athletics, Football, Olympic Committee, and so on. So, it can be assumed that reporting only positive achievements or being neutral instead of showing gaps of the sport development is the weaknesses and sluggishness of journalists and other media practitioners.

C. Categories of the Story

Table 3: Frequencies and crosstabulations of the categories of the story

Category	Government/ Public	Private/ commercial	Broadcast Media		Newspaper		Total
			Television (EBC)	Radio (Sheger FM)	Adiss Zemen	Reporter	
Event based reporting	128 (54.4%)	47 (36.1%)	87 (54%)	40 (35.4%)	41 (55.4%)	7 (41.2%)	175 (47.9%)
Investigative	29 (12.34%)	7 (5.38%)	16 (9.9%)	5 (4.4%)	13 (17.6%)	2 (11.8%)	36 (9.9%)
The story generated from press conference/ briefing	16 (6.8%)	6 (4.61%)	12 (7.5%)	3 (2.7%)	4 (5.4%)	3 (17.6%)	22 (6.6%)
The story generated from interview	46 (19.57%)	18 (13.84%)	35 (21.7%)	14 (12.4%)	11 (14.9%)	4 (23.5%)	64 (17.5%)
The story generated from the news release of PR	12 (5.1%)	10 (7.69%)	10 (6.2%)	9 (8%)	2 (2.7%)	1 (5.9%)	22 (6%)
Difficult to classify	4 (1.7%)	42 (32.3%)	1 (0.6%)	42 (37.2%)	3 (4.1%)	0	46 (12.6%)
Ground Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)

As seen from the above table, among the news stories that have been distributed through those selected broadcast and newspaper media, 175(47.9%) were event based stories which reported the results of a certain local and global sport events. They also provided 36(9.9%) investigative

stories, 22(6.6%) stories generated from press conference/briefing, 64(17.5%) stories generated from interview and 22(6%) stories generated from the news release of public relations. On the other hand, from the total 365(100%) news stories 46(12.6%) were difficult to classify on those segmentations.

Accordingly, majorities of the news have narrated about sporting events particularly Ethiopian football premier leagues, England leagues, Italy Serie, Spain La Liga, German Bundesliga and different international championships and competitions. Yet, the investigative sport reports have been remained very minimal.

Journalists and media management personnel forwarded different reasons for this. For example, respondent 8 (Personal interview, September 18/2015) have forwarded,

Mostly journalists stick on reporting sporting events due to their inefficiency (lack of knowledge and skill) to make critical analysis on the economic, political and social aspects of sport as well as its all rounded developments and daily activities". In addition to this, because of the stumpy cultures of investigative journalism news sources and stakeholders prohibit the intended information and put pressures on journalist and media channels while they reported a sort of news stories that shows the gaps and problems of sport development in Ethiopia. Lack of resource (finance and material including vehicle) have been also noted as the lagging factor for the practice of investigative journalism in Ethiopian media landscape. Moreover, investigative reporting requires a lot of up and downs to gather information and to make critical analysis from the row data obtained from different sources.

However, sporting events are easy to report because it has readymade information which could be reported easily. Specially, several mainstream media and online sources provide plenty of data on the global sporting events so it requires only the capacity of translating from other foreign languages (English, French, etc) to Amharic and other local languages. That is why journalists primarily opt to report event based news stories instead of local sport development issues.

As stated by Sterling (2009), since the Public Relations (PR) departments and practitioners are the major actors of sources to build their images positively, they exert greater impact on the agendas of a certain media and its daily activity. According to researches, “about 44 percent of news editorial decisions in the United States are influenced by public relations practitioners” and different media channels are still reliance on Public Relation departments as a source (Ibid: 873). However in the case of those investigated media, only few news stories that have been generated from the public relation departments of the sport governing bodies have been presented. Therefore, it could be said that the influences of the Public relations of the FDRE Sport Commission, sport federations and clubs are very limited in the processes of sport reporting.

When we look at the government and private media channel independently, the government media have delivered 128(54.4%) event based, 16(6.8%) press conference/briefing, 46(19.57%) interview and 12(5.1%) Public Relation departments’ news releases news stories. They only covered 29(12.34%) investigative reports among the examined 235 news stories. Similarly, from 130 news stories 47(36.1%) event based, 6(4.61%) press conference/briefing, 18(13.84%) interview and 10(7.69%) Public Relation departments’ news releases news stories have been distributed through private media channels. And they publicized only 7(5.38%) investigative news among 130 news narratives.

It shows that government media channels emphasized more on reporting sport events like leagues, championships, continental competitions and world cups than the private media. Even though the difference is not as such significant, the private media have presented less investigative sport reports than the government media. All media channels used PR departments as news source for nearly similar amount of news stories.

As we have seen from table 4, different media channels also focused on different types of sport reporting among the above mentioned categories. *EBC* television provides 87(54%) event based, 12(7.5%) press conference/ briefing, 35(21.7%) interview, 16(9.9%) investigative and 10(6.2) public relation departments’ news releases news stories. *Sheger FM* radio also reported 40(35.4%) event based, 3(2.7%) press conference/briefing, 14(12.4%) interview, 5(4.4%) investigative and 9 (8%) public relation departments’ news releases news stories. On the other hand, among the newspapers *Addis Zemen* published 41(55.4%) event based, 4(5.4%) press

conference/briefing, 11(14.9%) interview, 13(17.6%) investigative, and 2(2.7%) public relation departments' news releases news stories. Similarly, from the investigated 17 news articles 7(41.2%) event based, 3(17.6%) press conference/briefing, 4(23.5%) interview, 2(11.8%) investigative and 1(5.9%) public relation departments' news releases news stories have been written by reporter newspaper.

Therefore, *Sheger FM* radio has publicized less event based news stories than those broadcast and newspaper media channels. And *Reporter* newspaper ranked at the second by transmitting around 5% exceeding event based news stories from *Sheger FM* radio. Whereas, two of the government media houses (*EBC* television and *Addis Zemen* newspapers) disseminated nearly similar amount of event based news stories. On the other hand, *Reporter* and *Addis Zemen* newspapers have provided more investigative news stories than those broadcast media outlets (*EBC* and *Sheger FM* radio) so it may imply that newspapers are more devoted to investigations in order to provide detail information for their readers. Finally, there is no significant difference that has been registered among those surveyed media institutions regarding to using PR as a news sources.

In general, the cultures of investigative journalism on different development issues including sport could not yet move a step forward.

D. The Type of Sport Covered in the Story

Table 4: Frequencies and crosstabulations of the type of sport covered in the story

Types of sport	Government/ Public	Private/ Commercial	Broadcast Media		Newspaper		Total
			Television (EBC)	Radio (Sheger FM)	Adiss Zemen	Reporter	
Football	131 (55.74%)	122 (93.84%)	98 (60.9%)	112 (99.1%)	33 (44.6%)	10 (58.8%)	253 (69.3%)
Badminton	1 (0.42%)	0	1 (0.6%)	0	0	0	1 (0.3)
Basket ball	1 (0.42%)	0	1 (0.6%)	0	0	0	1 (0.3)
World taekwondo	1 (0.42%)	0	1 (0.6%)	0	0	0	1 (0.3)
International taekwondo	1 (0.42%)	0	0	0	1 (1.4%)	0	1 (0.3)
Paralympics	1 (0.42%)	0	1 (0.6%)	0	0	0	1 (0.3)
Dart	1 (0.42%)	0	0	0	1 (1.4%)	0	1 (0.3)

Swimming	3 (1.27%)	0	2 (1.2%)	0	1 (1.4%)	0	3 (0.8%)
Chess	1 (0.42%)	0	0	0	1 (1.4%)	0	1 (0.3)
Athletics	35 (14.89%)	6 (4.61%)	21 (13%)	1 (0.9%)	14 (18.9)	5 (29.4%)	41 (11.2%)
Golf	1 (0.42%)	0	0	0	1 (1.4%)	0	1 (0.3)
Gymnastics	1 (0.42%)	0	1 (0.6%)	0	0	0	1 (0.3)
Valley ball	8 (3.4%)	0	4 (2.5%)	0	4 (5.4%)	0	8 (2.2%)
Boxing	5 (2.12%)	0	4 (2.5%)	0	1 (1.4%)	0	5 (1.4%)
Ground tennis	12 (5.1%)	0	10 (6.2%)	0	2 (2.7%)	0	12 (3.3%)
Cycling	8 (3.4%)	0	5 (3.1%)	0	3 (4.1%)	0	8 (2.2%)
Handball	3 (1.27%)	0	2 (1.2%)	0	1 (1.4%)	0	3 (0.8%)
Table Tennis	4 (1.7%)	0	2 (1.2%)	0	2 (2.7%)	0	4 (1.1%)
Different types of sport and other development issues	17 (7.23%)	2 (1.53%)	8 (5%)	0	9 (12.2%)	2 (11.8%)	19 (5.2%)
Ground Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)

According to table 5, football has got large coverage (253/69.3%) of the total investigated news stories throughout all the surveyed media channels among around 24 types of sport. Secondly, all media institutions gave attention to report athletics. Thus, around 41(11.2%) of athletics news stories have been disseminated by all those selected media channels from 365(100%) news stories. In addition to this, media channels tried to address different types of sport together and other development activities like the constructions of sport infrastructure, sport trainings and so on. These types of stories have been counted as 19(5.2%) of the analyzed 365 news stories. On the other hand, other sports have got less attention by the media channels as a result, 12(3.3%) ground tennis, 8(2.2%) cycling, 8(2.2%) swimming, 5(1.4%) boxing and 4(1.1%) table tennis news stories as well as other unstated sports have been reported with minimal emphasis.

Different media practitioners suggested different opinions as a reason why media channels give special emphasis for football unlike other multiple sports. In light of this, the interview respondent 2 said,

Football has already developed the capacity of controlling the attentions of the people. In addition to attending the competitions in stadiums, a large number of audiences tune

radio and television channels to get timely information about the local and international football activities. Therefore, the media institutions always strive to satisfy these huge demands of the society and to be competent in the free market media landscape (Personal interview, September 14 /2015).

Besides to this, the participants of the Focus Group Discussion reason out that; In the case of Ethiopia, other sports are just under the infantile stage hence they could not deliver enough amount of information which could be transmitted throughout the year. They have only one championships and general meeting all through a year accordingly the media channels faced lack of information to deliver continuous and timely news for their audiences. However, in football to the minimum premier league, national leagues and other seasonal competitions run all along the year (July 12/2015).

On the other hand, they also indicate that football and athletics federations have developed the capacity of paying per-diem and providing accommodations including different gifts. That is why all media institutions pay attention to give coverage for football and athletics unlike other sports.

In addition to this, when we see the comparison between government and privately owned media institutions, private media channels distributed 122(93.84%) football and 6(4.61%) athletics news from the total analyzed 130(100%) news stories. They never reported any types of sport beyond those two even they disseminated only 2(1.53%) news stories on different sport development projects in the country. Whereas, 131(55.74%) football, 35(14.89%) athletics, 12(5.1%) ground tennis, 8(3.4%) cycling, 8(3.4%) valley ball, 3(1.27%) handball and 4(1.7%) table tennis news stories have been broadcasted through those assessed government media outlet. Besides, from the total of 235(100%) news narratives, the media channels delivered 17(7.23%) news on different sport development issues and nationwide competition with various sports.

It indicates that since the number of audience is basic to get popularity, those investigated private media channels focused on football sport only to maintain large audiences and to maximize their profits by grasping the attentions of sponsors and advertisers. As it has been mentioned earlier, in

the case of Ethiopia, the attentions of audiences particularly the youngsters put down their attentions on football events in general and England and Spain leagues in particular. So, those privately owned media channels always strive to be more popular by satisfying the needs of this segment of the society.

On contrary, government media are expected mainly to inform and entertain the society as well as to facilitate the developments of all sectors including sport in the country by increasing awareness and creating mass mobilization aside of maximizing profits. So, in addition to football and athletics, they tried to cover around 15 sports (Badminton, Basket Ball, World Taekwondo, International Taekwondo, Paralympics, Dart, Swimming, Cheese, Golf, Gymnastics, Valley Ball, Boxing, Ground Tennis, Cycling, Handball and Table Tennis) which have less or no audiences.

It strengthens the arguments that whether it is newspaper or broadcast media, ownership plays great role on the area they covered and give emphasis (Kinkema, 1998 and Rowe, 1992). That is why all private media channels rounded only on such kind of sports (football and Athletics) which have various audiences.

To see the media channels separately, *EBC* television delivered 98 (60.9%) football, 21(13%) athletics, 10(6.2%) ground tennis, 5(3.1%) cycling, 4(2.5%) valley ball, 4(2.5%) boxing and other 9 types of sport whereas *Sheger FM* radio disseminated 112(99.1%) football and only 1(0.9%) of athletics news from the analyzed 113 stories. Similarly, from the newspaper media *Addis Zemene* published 33(44.6%) football, 14(18.9%) athletics, 4(5.4%) valley ball, 3(4.1%) cycling, 2(2.7%) table tennis and other 9 sports' news stories on the other hand *Reporter* wrote only 10(58.8%) football and 5(29.4%) athletics news stories.

Fikir Yilikal (2007: 49) also found out that “mostly sport journalists give emphasis to cover their favorite sport particularly soccer rather than focusing on variety of sports. It does not matter the media house is whether being television, radio or newspaper, all media channels give more emphasis for only developed and popular sports. Even though, government media channels made an attempt to memorize the existence of other sports in Ethiopia by presenting 1, 2 or 3 news for each.

E. The Theme of the Story

Table 5: Frequencies and crosstabulations of the theme of the story

Theme	Government/ Public	Private/ Commercial	Broadcast Media		Newspaper		Total
			Television (EBC)	Radio (Sheger FM)	Adiss Zemen	Reporter	
Emphasizes on the result of a certain Competition	114 (48.51%)	32 (24.62%)	82 (50.9%)	27 (23.9%)	32 (43.2%)	5 (29.4%)	146 (40%)
Emphasize on the development of sport	64 (27.23%)	22 (16.92%)	37 (23%)	11 (9.7%)	27 (36.5%)	11 (64.7%)	86 (23.6%)
Emphasize on personal profile (athletes, coaches, managers etc)	21 (8.94%)	14 (10.77%)	12 (7.5%)	13 (11.5%)	9 (12.2%)	1 (5.9%)	35 (9.6%)
Emphasize on the contributions of sport on political, social or economical development or peace building	7 (2.98%)	0	7 (4.3%)	0	0	0	7 (1.9%)
Other issues	29 (12.34%)	62 (47.69%)	23 (14.3)	62 (54.9%)	6 (8.1%)	0	91 (24.9%)
Ground Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)

As observed from the above table, among the investigated news narratives of those selected media outlets publicized the sporting events by emphasizing on the results. From the total 365 news narratives, 146(40%) news were courier of the results of a certain competition that can be local or global. In contrast, only 86(23.6%) news stories deals with the developments of sport in Ethiopia such as the expansions of infrastructure (stadium and training centers), youth sport training project, the establishments and strengthening of national sport team, the trainings of sport professionals and so on. In addition to this, the media channels have provided 35(9.6%) and 7(1.9%) news stories on personal profiles of athletes, coaches and managers; and on the contributions of sport for political, social and economical developments as well as peace building respectively. From the analyzed 365(100%) news stories, the remaining 91(24.9%) news stories were focused on different topics unrelated to the above mentioned issues rather they deals about the transfers of European athletes and coaches from one club to the other.

According to Potter (2006: 52), “journalists should provide perspectives and context that the audience can’t get from being at the game or watching it on television”. She believed that sport journalists should explain the why and how of what happened not just who and what” of the event. However, this data explicitly indicates that media institutions focused on reporting the results of a certain competitions using figures. Due to this reason, the political, social and economical aspects of sport remains less reported and not well considered. And even the developments of sport have not been well assessed in those investigated news stories.

Because, reporting the developments of sport and its contributions to the social, economical and political developments as well as peace building of a nation requires deepest knowledge, skill and the capacities of providing critical analysis. But, as stated by the interview respondent 7,

Reporting the results of a certain competitions requires only gathering the data that explains who wins? And in what score? So, it is the easiest way of reporting comparing to giving critical analysis. Besides to this, clubs and different media outlets uploaded plenty of information via online about the results of a certain competitions including the press briefings of the coaches and managers of a particular club (Personal interview, September 14 and 18/2015).

Therefore, journalists can easily report the results of sporting competitions including the European leagues by translating the results from foreign to local language. In the same way, to report the results of local sporting events, it needs only attending the competition or receiving the results via phone or news release.

In relation to this, Raney and Bryant (2006) said that sports can be examined in a political context. Therefore sport journalists can play significant role in constructing and resetting the national identities as well as strengthening the integrations of the nation by using sporting events. However, let alone the political, “much of the business side of sports is not covered because of the complexity involved” (Ibid: 115).

To make comparison based on the ownerships of media channels, government media propagated news stories of 114(48.51%) about result; 64(27.23%) about sport development; 21(8.94%) about personal profile; and 7(2.98%) about social, political and economical aspects of sport. And

other issues particularly the transfers of coaches and athletes from one club to the other in European leagues have got 29(12.34%) coverage from the total 235(100%) news stories. Correspondingly, private media channels delivered 32(24.62%) result based; 22(16.92%) sport development; 14(10.77%) personal profile news as well as 62(47.69%) stories on other issue like transfers of coaches and athletes from club to club.

Therefore, as we observed from this data private media institutions specifically *Sheger FM* radio give large coverage for the transfers of athletes and coaches because since they are market driven they tried to maintain the attentions of massive audiences. As a result, they always strive to satisfy the needs of the society who worry about the next destination (clubs) of Cristiano Ronaldo, players of Real Madrid; Rooney, players of Manchester United; Messi, players of Barcelona etc; unless they thought that they will be automatically fired from the competitive market.

In addition to this, when we examine each media channel independently, *EBC* television delivered 82(50.9%) result based; 37(23%) sport development; 12(7.5%) personal profile; and 7 (4.3%) social, political and economical aspects of sport news and 23(14.3%) news on other issues particularly the transfers of athletes and coaches. On the other hand, *Sheger FM* radio gave coverage on 27(23.9%) result based; 11(9.7%) sport development; 13(11.5%) personal profile; and 62(54.9%) on other issues (the transfers of athletes and coaches). Correspondingly, among the selected newspapers, *Addis Zemen* covered news stories 32(43.2%) on the results of a particular competitions; 27(36.5%) on sport development; 9(12.2%) on personal profile; and 6(8.1%) on other issues (the transfers of athletes and coaches) similarly reporter wrote 5(29.4%) result based; 11(64.7%) sport development and 1(5.9%) personal profile news stories from the analyzed 17 news narratives. The contributions of sport for political, social and economical development and the transfers of overseas coaches and hero athletes never been reported through reporter newspaper.

Accordingly, except *Reporter* newspaper all of the assessed media channels have allocated more of their sport air time and space for event reporting and they were accentuating to promulgate the results of sport competitions with majority of their news. Conversely, *Reporter* newspapers were focusing on the developments of sport in Ethiopia consequently about 65% of it news stories

were narrating about the developments of sport in the country. Secondly, *Addis Zemen* newspaper has distributed more news stories that deal with the sport developments of the country than those broadcast media channels. So, it could be said that newspaper media are less concerned on reporting of the results of sporting competitions. The time of their publication may contribute a lot for this because most of the times they have been published and reached to the readers after the results of sporting events have already been publicized through television or radio.

Besides to this, except television three of those media channels (*Sheger FM radio*, *Addis Zemen* and *Reporter* newspapers) never touch the contributions of sport for the political, economical and social developments as well as peace building with their sport news stories. But, television tried to broadcast news stories on the contributions of sport for those issues (political, social and economical) although the news stories were very limited in number (around 7/4.3% of its total 161 news story).

4.2 Challenges of Sport News Reporting

4.2.1 Internal and External Factors Affecting the Practices of Sport News Reporting

In the developing nation, it can be listed a lot of internal (within the media channels) and external problems which are capable to hinder the practices of journalism in general and sport journalism in particular. Among those, economical constraint is the very serious challenge of Ethiopian sport news reporting. Because, it strongly leads the media industry to “lack of sufficient financial support for journalistic activities, poor media infrastructure, and limitation of material resources and low salary for practitioners” (Negeri, ND:130).

As stated by all respondents of the interview (September 2015), most of the media channels are economically very feeble hence they always face financial shortages. As a result of this, the profession of journalism including sport news reporting is suffering from lack of material resources such as vehicles, camera, editing machines and so on. Even they could not build the capacity to pay satisfactory payment for their journalists. It leads journalists to be independent with the news sources.

Sterling (2009) also said that low salary drives journalists to take bribes or routinely seek payments from the individuals or organizations they cover. Especially, sport journalists are exposed to such kinds of unethical practices because different gifts, accommodations and transportations including per diems have been commonly provided in every event by organizers and participant teams (Schultz, 2005). Therefore, journalists are recommended to prevent themselves from such kind of free services and gifts in order to provide accurate, fair and balanced news stories independently.

However, in the case of Ethiopia it never been even considered as unethical practice. All participants of the FGD (July 12/2015) and the interview respondents (September/2015) stated, the news sources (FDRE Sport Commission, different Sport Federations, Sport Clubs, regional sport governing bodies, and other sport associations) have usually provided accommodations (bedroom and food), transportations, per diems, and different gifts for journalists while they organize different sporting events at the national and regional levels. As forwarded by respondent 8 (Personal interview, September 18/2015), “even the media institutions sometimes send their journalists to report a certain sporting issues by receiving all the above mentioned services from the sources”. Surprisingly, it becomes normal and common practice in the process of sport news reporting. Because, both the media houses and news sources gradually have been persuaded as at least the news sources should deliver the journalists’ per diem and transportation while they report a certain event. For instance, if the FDRE Sport Commission organizes All Ethiopian Game at the national level, it is expected to offer all those services for journalists who will be invited to report this event. If not, this event remains uncovered. Here, the main problem is how journalists could report the event independently particularly the negative sides of the competitions. Therefore, it can be concluded that journalists are losing their professional independences willingly through accepting different services and gifts from the news sources.

The other major challenge of sport journalism in Ethiopia is lack of professional competencies of journalists and other media practitioners. The participants of the FGD (July 12/2015) noted that most of the sport journalists are inefficient. They lacked the intended journalistic knowledge and skill to interpret different aspects of sport behind the game (like political, social and economical aspects) and to produce quality news stories. Moreover, they “need to be knowledgeable about all sports, understand the rules of the game or sport they are covering and how the score is

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The other major challenge of sport journalism in Ethiopia is lack of professional competencies of journalists and other media practitioners. The participants of the FGD (July 12/2015) noted that most of the sport journalists are inefficient. They lacked the intended journalistic knowledge and skill to interpret different aspects of sport behind the game (like political, social and economical aspects) and to produce quality news stories. Moreover, they “need to be knowledgeable about all sports, understand the rules of the game or sport they are covering and how the score is

determined” (Potter, 2006: 52). Though, the Ethiopian sport journalists do not know about different sports better than the sport fans particularly on the rules of each sport game. As a result, “they always provide shallow and result oriented news stories for the audiences” (respondent 1, personal interview, September 02/2015).

In addition to this, the news sources (FDRE Sport Commission, Federations and other sport associations, coaches and athletes) do not treat the media houses equally. According to participants of the FGD (July 2015) and the interview informant 3, 4 and 6 (Personal interview, September 05, 10 and 14/2015), most of the time they pay great attention to broadcast particularly television and government media. They ignored the newspaper and private media institutions. The ordinary citizens are also becoming more camera sensitive, not only those news sources. Accordingly, the newspaper and private media have been usually challenged to get the required information.

On the other hand, all respondents of the interview and the FGD participants indicated that the news sources are reluctant to give the required information for the media channels. Most of the directors of sport federations lacked willingness to deliver information for media institutions. Sometimes, it is difficult even to get the concerned body on a certain sport because they disappeared from work place by shutting-down their offices and switching-off their cell-phones (July 12/2015).

Moreover, as it has been mentioned earlier, the indirect pressures of the news sources and the fans of different sport clubs could not be completely avoided yet in the practices of sport news reporting. In line with this, informant 3, (Personal interview, September, 05/2015) claimed,

The news sources (stake holders) of the media institutions do not want to hear any piece of negative news against their organization and specific sport they lead. Accordingly, they have frequently complained and accused journalists to their bosses while the media institutions presented a news stories that reflect the gaps and shortcomings of the sport development. Similarly, the sport fans always need the reporters and media institutions to propagate positive news by supporting their clubs and sport teams unless they tried to harass journalists through their cell-phone and in the stadiums while attending sport games.

Finally, different stakeholders never give emphasis to sport similar to other sectors, even though it plays great role in the socio-economic and political developments of the nations. For example, the reports of Sport England (2013) explicitly depicted, sport and sport related activities generated Gross Value Added (GVA) of £ 20.3 billion (1.9% of the total) in England In 2010. Besides, it reduced the costs of the national health care services by £ 1.7 billion and registered £ 11.2 billion in total economic values of England in 2011-2012 by improving the mental and physical health of the citizen. In terms of employment, sport and sport related activities created around over 440,000 full time equivalent jobs which mean 2.3% of all jobs in England. Accordingly, sport has been ranked within the top 15 industry sectors in England and larger than sale and repair of motor vehicles, insurances, telecom services, legal services and accounting.

But, as stated by informant 8(Personal interview, September 18/2015), “this sector could not get the required attentions of the concerned bodies. Simultaneously, it has also affected the practices of sport news”. Because it drives the managers of both broadcast and newspaper media to consider the profession of sport news reporting as the luxurious and extra work.

4.2.2 Ethical Issues/Dilemmas of Sport News Reporting

As observed from the Focus Group Discussion and the in-depth interview, there is no any ethical guideline which governs specifically the processes of sport news reporting in those examined media houses. Accordingly, journalists and editors have been directed by the editorial policies or the ethical guidelines of the media institutions that has been produced to manage the reporting processes of different issues such as health, business, politics and other entertainments as a whole. According to informant 7 (Personalinterview, September 17/2015) “even the name of the sport reporting never been stated in the editorial policies and guidelines of those three media channels (*Sheger*, *FM* radio, *Addis Zemen* and *Reporter* newspapers) except EBC”.

Based on this, the participants of the Focus Group Discussion (July 12/2015) argued that unlike other areas of reporting, sport journalists have moved beyond the ethical principles of journalism and committed many illegitimate things that can be related with ethical dilemmas of the profession. Informant 1 (Personal interview, September 02/2015) also suggested that “there is no any rule and regulation proclaimed by the concerned body on sport journalism”. It implies that the absence of regulations and governing laws allows everybody to run out of control and any

restrictions. That is why the sport fans and different journalism professionals including the news sources claimed the media institutions and the profession itself with full of ethical dilemmas.

On the other hand, argued that the media institutions have set different strategies that enable the editors and the management personnel to evaluate the sport news based on the ethical principles of journalism. For example, according to respondent 7 (Personal interview, September 17/2015) “the production team and the editorial meetings established at the level of sport section and in some media institutions at the corporate level have always tried to verify whether the sport news respect the ethical principles or not”. It shows that the media institutions tried to control the problems related to ethical dilemmas through the systems established at the department level (sport section) although different ethical dilemmas have been still committed in their news stories.

A. The Truthfulness of the Story

Table 6: Frequencies and crosstabulations of the truthfulness of the story

Indicators of truthfulness	Government/ Public	Private/ commercial	Broadcast Media		Newspaper		Total
			Television (EBC)	Radio (Sheger FM)	Adiss Zemen	Reporter	
Free from rumors	188 (80%)	66 (50.77%)	135 (83.9%)	51 (45.1%)	53 (71.6%)	15 (88.2%)	254 (69.6%)
Rumor based stories	47 (20%)	64 (49.23%)	26 (16.1%)	62 (54.9%)	21 (28.4)	2 (11.8%)	111 (30.4%)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)
Free from speculation	199 (84.68%)	126 (96.9%)	143 (88.8%)	110 (97.3%)	56 (75.7%)	16 (94.1%)	325 (89%)
Speculation based stories	36 (15.31%)	4 (3.1%)	18 (11.2%)	3 (2.7%)	18 (24.3%)	1 (5.9%)	40 (11%)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)
Using attribution	104 (44.25%)	83 (63.84%)	71 (44.1%)	71 (62.8%)	33 (44.6%)	12 (70.6%)	187 (51.2%)
Stories without attribution	131 (55.74%)	47 (36.16%)	90 (55.9%)	42 (37.2%)	41 (55.4%)	5 (29.4%)	178 (48.8%)

Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)
Using appropriate source	95 (40.42%)	73 (56.15%)	63 (39.1%)	61 (54%)	32 (43.2%)	12 (70.6%)	168 (46%)
Stories with inappropriate source	140 (59.57%)	57 (43.85)	98 (60.9%)	52 (46%)	42 (56.8%)	5 (29.4%)	197 (54%)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)

As stated by Kovach and Rosensteel (2001:37), “everyone agrees journalists must tell the truth” by employing different methods of reporting such as verifying news from rumors and speculations, using attributions and appropriate sources.

With regard to this, the above table demonstrates that from the examined 365(100%) new stories, 254(69.6%), and 111(30.4%) were free from rumors and rumor based news narratives respectively. Similarly, those media channels distributed 325(89%) news stories without speculations, 187(51.2%) with attribution, and 168(46%) with appropriate source.

Conversely, they disseminate 40(11%) news stories based on speculation, 178(48.8%) news stories with no source and 197(54%) with inappropriate source.

As stated before, mostly media institutions focused on reporting events rather than analyzing and interpreting deeply the sport sector by taking the raw data from different sources. Therefore, it preserved journalists to use rumors to produce critical news stories especially investigative reports. Even journalists did not prefer to provide much more pre-match analysis based on their experiences and the theoretical frameworks of each sport. However, it becomes the most practiced style of news reporting in European and other western sport journalism. It is common that delivering critical commentaries on the matches of a certain clubs such as between Arsenal and Chelsea or Real Madrid and Barcelona based on their previous performance, their preparation for the competition, the theoretical aspects of football and soon.

In relation to this, Pape and Featherstone (2005) noted, sport writing is more open to further explanations and interpretations based on the initial points. Even journalists can interpret and

further discuss the sporting matches instead of listing facts (the results of a certain competition-who wins with what score). The audiences need to hear the emotions and reactions during the game in dramatic way. However, the media channels distributed only the lists of a certain competition with majorities of their news. Therefore, there is no room to use rumors and speculations.

Besides to this, Igger (1999) said, journalists and media houses should disclose the news sources to protect themselves from transmitting false and maliciously made news stories. Sterling (2009:162) also advised that “before any information is accepted without full attribution, reporters must make every reasonable effort to get it on the record. If that is not possible, reporters should consider seeking the information elsewhere. If that in turn is not possible, reporters should request an on-the-record reason for concealing the source’s identity and should include the reason in the story. The grant of anonymity should be a last resort”.

Although, the stories that have been distributed without source are nearer to half of the total analyzed news stories i.e. it counts 178(48.8%) from 365(100%) news stories. Even so, journalists cited the appropriate sources for only 168(46%) news stories, the remaining 54% news stories have been provided to us with inappropriate sources. It assures that in the practices of Ethiopian sport journalism, the cultures of citing sources could not be developed as one of the key principles of journalism. Different interviewees forwarded various reasons for this shortcoming. For instance, respondent 3 noted,

Mostly journalists heard different information from different sources including media so, after a while they forget all those sources and consider as they generate the news by themselves. They also added that in most cases journalists do not attribute source due to carelessness and the problems of forgetting to use source even some journalists do not understand that citing news source is an obligation in the process of news reporting (Personal interview, September 05/2015).

To see how far the ownerships of media affect the truthfulness of a certain news stories, we tried to compare the government and privately owned media channels. Accordingly, government media have distributed only 47(20%) rumor based and 36(15.31%) speculative news stories as

European leagues however they simply reported news stories as their own even the press briefings of coaches and the leaders of a certain club without citing any source where they get the information. However, *EBC* is more restricted to transmit rumor based news stories comparing with *ShegerFM* radio and even the government newspaper (*Addis Zemen*). Because, as it has been indicated earlier, *EBC* focused on reporting global and local sporting events (which is more than half of its sport news). Thus, it provided results of a certain competitions which can preserve it from rumors and speculations.

In relation to this, respondent7 noted that;

the production crew and the management personnel always discuss about the issue of sport to be covered and set serious direction that editors and journalists should assure the contents of the news story to be free from rumors and speculations. As a result, each journalist of the EBC follows this as a primary principle and there is no room to entertain such kind of news stories. Although, the media channel could not still fully avoid such rumor based and speculative news stories and some have been still presented out of control (Personal interview, September 17/2015).

Similarly, *Sheger FM* radio transmitted less speculative news stories than those selected television and newspaper media channels. However, according to the above data it would be blamed with delivering news stories without attribution and inappropriate sources as well as giving great emphasis for rumor based news stories. Since it is commercial, this media channel propagated global issues (70.8% of the total analyzed story) which take greater part of its news stories in order to compete in the free media market.

As it has been indicated by the participants of the FGD (July 12/2015), most of the media channels gathered the information about global sporting activities particularly the transfers of coaches and athletes from different unreliable sources including facebook and blogs. So, it exposes such kind of media (including) *Sheger FM* radio for rumors and the usage of inappropriate sources.

In the same way, *Addis Zemen* newspaper mostly delivered majority of its news without attribution and inappropriate sources. Unlike the above mentioned media channels, *Reporter* newspaper tried to insure the truthfulness of its story by using attribution and appropriate

sources. It also tried to minimize rumor based and speculative news stories to nil of the analyzed 17(100%) news narratives. It is due to the reason that the newspaper emphasized on reporting local news (100% of its news) by taking information from first hand sources (sport federations) through interviews and press conferences.

Respondent 4 and 5 also affirmed that journalists never report any piece of news stories unless they get the information from the concerned body and the reliable sources. Even using anonymous sources is not recommended in the processes of news production of the media channel except the news stories have a potential to negatively affect the news source (Personal interview, September 10 and 14/2015).

B. The Objectivity of the Story

Table 7: Frequencies and crosstabulations of the objectivity of the story

Indicators of objectivity	Government/ Public	Private/ Commercial	Broadcast Media		Newspaper		Total
			Television (EBC)	Radio (Sheger FM)	Adiss Zemen	Reporter	
Free from the opinions/judgment of journalists	178 (75.74)	112 (86.15%)	132 (82%)	96 (85%)	46 (62.2%)	16 (94.1%)	290 (79.5%)
Opinionated and judgmental stories	57 (24.26%)	18 (13.85)	29 (18%)	17 (15%)	28 (37.8%)	1 (5.9%)	75 (20.5%)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)
Free from the stances and viewpoints of media channel	206 (87.66%)	118 (90.77%)	156 (96%)	101 (89.4)	50 (67.6%)	17 (100%)	324 (88.8%)
Stories that reflect the stances and viewpoints of media channel	29 (12.34%)	12 (9.23%)	5 (3.1%)	12 (10.6)	24 (32.4%)	0	41 (11.2%)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)

According to table 8, all of the selected media outlets delivered 290(79.5%) of the total investigated 365(100%) news stories free from the opinions and judgments of journalists on contrary they disseminated only 75(20.5%) opinionated and judgmental news stories for their audiences. Around 324(88.8%) news stories have also been provided with no stances and viewpoints of media channels while 41(11.2%) news stories have reflected the stances and viewpoints of the media channels.

It indicates that mostly journalists and media channels have provided news stories without reflecting their view points and stances. Accordingly, majority of the analyzed news stories have been produced and disseminated objectively. Even though scholars like Potter (2006) argued, since journalists are human beings, they are expected to include their beliefs in their news stories so it is difficult to achieve objectivity.

Since media channels give emphasis for reporting the sporting events, they simply provide the results of who wins who and at what score. Therefore the possibilities of journalists to include their viewpoints and stances become very limited unless they try to give analysis on the game and performances of each competent team during the competition.

In addition to this, informant 2 explained that,

The capacity of journalists to provide deep interpretations and analysis on different aspects of sport is very limited. The interest of owners including government and the management personnel of each media is not also as such grownup on sport reporting as other political and economical news. Sometimes they may not even hear the sport news that has been transmitted through their media institutions unless their intimates call and tell them. That is why the sport news is more of objective than other news in the case of Ethiopia (Personal interview, September 02/2015).

To see the government and private media channels separately, 178(75.74%) of the analyzed 235(100%) news stories have been provided through government media without the inclusion of the opinions and positive or negative judgments of journalists conversely 57(24.26%) news stories were judgmental and opinionated. Those government media were propagating 206(87.66%) news stories free from the stances and viewpoints of the media institutions and 29(12.34%) news stories which reflect the stances and viewpoints of the media channel.

Correspondingly, private media channels disseminated 18(13.85%) opinionated and judgmental news stories as well as 112(86.15%) news stories free of the opinions and judgments of journalists from the entire 130(100%) news narratives. Those selected private media also transmitted 118(90.77%) news stories free of the stances and viewpoints of the media channels and 12(9.23%) news stories which reflect their stances and viewpoints among the total news stories.

So, both private and government media institutions delivered majority of their news stories without reflecting the journalists and their opinions, viewpoints and stances. However, it does not mean that they have publicized the same amount of objective news stories (free from the viewpoints and stances of journalists and the media channels). The government media have distributed larger news stories that reflect opinions, judgments and stances of the journalists as well as the media channel than the private media. It is due to the reason that the tendencies of government media to provide news stories with its optimistic stances and the positive judgments as well as opinions of journalists could not be nil even in the sport sector. From the very beginning it is more concerned to propagate the developments of the nation as a developmental media. Therefore, it is not amusing that the positively opinionated and judgmental news stories have been seen frequently in government media comparing with the private one.

Furthermore, when we analyze the media institutions separately, *EBC* television broadcasted 13(82%) news stories free from the opinions and judgments of journalists and 156(96%) news stories that do not reflect the stances and viewpoints of the media channel. On the contrary, 29(18%) opinionated and judgmental as well as 5(3.1%) news stories which include the stances and viewpoints of media channels have been transmitted through *EBC* television from the total 161 news stories. Similarly, *Sheger FM* radio has provided 96 (85%) and 101 (89.4) free of the opinions and judgments of journalists and the stances and viewpoints of media channels respectively. On the other hand, it has delivered 17(15%) opinionated and judgmental and 12(10.6%) news stories that reflect the stances and viewpoints of media channels. *Addis Zemen* newspaper was also writing 46(62.2%) free of opinions and judgments of journalists and 28(37.8%) opinionated and judgmental news stories as well as 50(67.6%) news stories free of the stances and viewpoints of the media channel and 24(32.4%) news stories that reflect the stances and viewpoints of the media institution from the analyzed 74(100%) news narratives. In the same

way, *Reporter* newspaper has distributed 16(94.1%) free of opinions and judgments of journalists and 1(5.9%) opinionated and judgmental news stories as well as 17(100%) news stories free of the instances and viewpoints of the media channel from the analyzed 17(100%) news narratives.

As it clearly indicates that except *Addis Zemen* newspaper all selected radio, television and newspaper media channels disseminated less opinionated, judgmental and institutional stances and viewpoints reflective news stories. According to Igger (1999), many media channels particularly newspapers have been frequently challenged to deliver objective news that excludes the judgments and opinions of journalists as well as the stances of media channels. As a result, the renowned newspapers like Washington Post tried to separate news columns from the editorial, Op-Ed pages and opinionated stories to maintain the objectivities of its news stories. It seems that *Addis Zemen* newspaper has also faced such kind of challenges because unlike those three media it provided large number of opinionated, judgmental and stance reflective news stories.

Respondent 6 (*Personal interview, September 14/2015*) also assured, “some beginner journalists bring news stories with their opinions and judgments because of lack of experience, knowledge and skill on the professions of journalism and sometimes intentionally to impart their viewpoints and stances to the society through the media channels”. As a result, there are some occasions that opinionated and biased news stories reached to the public by escaping the editors’ pen.

C. The Fairness of the Story

Table 8: Frequencies and crosstabulations of the fairness of the story

Indicators of fairness	Government/ Public	Private/ commercial	Broadcast Media		Newspaper		Total
			Television (EBC)	Radio (Sheger FM)	Adiss Zemen	Reporter	
Two sided stories or the story that needs to be balanced	42 (17.87%)	31 (23.85%)	28 (17.4%)	25 (22.1%)	14 (18.9%)	6 (35.3%)	73 (20%)
One sided stories	193 (82.13%)	99 (76.15%)	133 (82.6%)	88 (77.9%)	60 (81.1%)	11 (64.7%)	292 (80%)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)
The inclusion of	20	7	14 (50%)	4	6	3	27

contrary view points of both sides	(8.5%)	(5.38%)		(3.5%)	(42.85%)	(17.6%)	(7.4%)
One sided stories	215 (91.5%)	123 (94.62%)	14 (50%)	21 (84%)	8 (57.15%)	3 (50%)	338 (92.6)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)
If an opportunity is given for a person (who was accused publicly) to respond	7 (2.98%)	4 (3.07%)	5 (3.1%)	4 (3.5%)	2 (2.7%)	0	11 (3%)

As observed from table 9, from the reported 73 two sided news stories, the contrary viewpoints of both sides have been included within only 27(7.4%) news stories of those reviewed media institutions but 338(92.6%) news stories remained one sided. Besides to this, from the total 365 news narratives only 11(3%) news stories gave an opportunity for a person who was accused publicly to respond.

In the first place, as it has been explained before news media institutions preferred to report one-sided news stories that don't need to be balanced. Since, majority of the news stories have been generated from sporting events, they promulgated the results of a certain competitions. Therefore, there is no room to entertain the views of both sides unless the journalists interview the coach, athletes, managers and fans of each opponent sport teams. Accordingly, 292(80%) news stories were one-sided which did not need to be balanced.

But yet, the above data depicts that those selected media outlets presented majority of one-sided sport news that discarded the contrary view points; and only 7.4% news narratives which entertained the viewpoints of the two sides. Even some investigative news have been reported based on the information gathered from one sides of the news source particularly the whiner. In most cases, the concerned body has never been requested to respond on the criticisms raised by a certain group of peoples.

Regarding to this, the participants of the FGD (July 15/2015) were stating as journalists and management personnel have close relationships with sport clubs, associations and individual athletes and coaches. Moreover, some journalists are fans of a certain sport clubs even though, Potter (2006:52) argued as "journalists are not fans or boosters of any one team" to report the sporting activities fairly. As a result, they commonly reported biased and unbalanced sport news. The interview informant1 also added that "some reporters receive money and different gifts from

the clubs and individual sport persons whom they have been frequently reported positively” (Personal interview, September 02 /2015).

On the contrary, respondent 2, 4, 5 and 7 noted, it is a pre-set that reporting a certain news story with one-sided information is strictly proscribed in the practices of sport journalism like political and social news. Hence, each news stories are evaluated seriously in the editorial meetings though, the management personnel including the heads of sport departments evaluate sport news following to its transmission in some media institutions like *Sheger FM* radio and *EBC* television. Accordingly, journalists always strive to balance the news stories by including all required points and the opposing ideas of both sides (Personal interview, September 02, 10, 14 and 17/2015).

In addition to this, the media houses are supposed to give an opportunity for a person who is accused publicly to reply (Kasoma, 1994/a). Nevertheless, the respective media have tried to hear the voices of such kind of individuals through only 11(3%) news stories.

When we put side by side the private and government media channels, the government media institutions disseminated 20(8.5%) news stories that include different viewpoints from both sides and gave the opportunity for a person who was accused publicly to respond only through 7(2.98%) news stories. But, the other 193(82.13%) news narratives have been remained one-sided. Correspondingly, the private media institutions distributed 123(94.62%) one-sided news stories. And 7(5.38%) two-sided news stories which entertains the viewpoints of opposing sides and 4(3.07%) news stories that gives the opportunity for a person who was accused publicly to respond on the previous claims transmitted through private media channels.

It implies that no significant difference has been registered on the fairness of the news stories that have been publicized through government and private news media. Majorities of the news stories of all media channels whether it is government or private have been distinguished by propagating one-sided point of views rather than providing equal chance for the two sides of news sources.

Some media practitioners have raised different reasons for this particular problem. For instance, respondent 1 argues;

Most of the Ethiopian media institutions delivered plenty of biased news stories due to lack of information particularly on the local sport activities. As he said, in most cases federations, clubs and other sport governing bodies are reluctant to provide the intended information to the media houses (Personal interview, September 02/2015).

Hence, journalists are forced to lay on the coercive options of transmitting or totally leaving those one-sided and biased news narratives. Finally, in rare cases journalists may prefer to transmit those one-sided news stories with their defects because they are always evaluated by the amounts of news they reported. Besides, they usually prefer to report the results of sporting events to escape from such kind of troubles.

To see each media channel separately, *EBC* television broadcasted 14(50%) one-sided news stories and included the responses of a person who was accused publicly to respond on the previous claims with only 5(17.85%) news stories. Similarly, 21(84%) one-sided news stories have been aired and a person who was publicly accused has been given an opportunity through 4(3.5%) of the total 113(100%) news stories to respond on the previous claims. From those selected newspapers also *Addis Zemen* has published 8(57.15%) one sided news stories from 14 news narratives which need to be balanced and gave the opportunity for a person who was accused publicly with 2(2.7%) news stories to respond on the previous claims. In the same way, 3(50%) one-sided news stories have been published from the 6 news stories which need to be balanced.

As we have observed from the above data, most of the time *Sheger FM* radio has broadcasted one sided and unbalanced news stories unlike other selected media channels. However, three of those examined media houses (*EBC* television as well as *Reporter* and *Addis Zemen* newspapers) have tried to balance approximately half of their news stories. It does not mean that those media outlets already achieved the issues of fairness as ethical principle.

In general, bias and the use of unaccredited sources are common in the practices of sport journalism (Schlegel, 2001).

D. Conflicts of Interest

As Schultz (2005) said, the most persistent ethical issue in sport news reporting is conflict of interest. Especially it has been persistently happened when the media houses own their own sport teams or leagues. Sometimes it is compromised in the processes of sport reporting because the media institutions themselves largely involved in.

According to Sterling (2009), conflict of interest can occur both at the corporate and individual level. Different conflicts may encounter between the media houses and the external stakeholders particularly advertisers; between the reporters themselves, between the reporters and management personnel (editor and managers), between the editors and owners due to the disparate interests.

As far as both the respondents of the interview and the FGD explained, conflicts of interests have been frequently occurred at the individual level between the journalists themselves and the journalists and editors because of various reasons. As stated by informant 3 (Personal interview, September 05/2015), "Various conflicts were taking place between journalists when the boss (editor) assigned them to the field works". Here, journalists need to earn per diem in addition to their monthly wage. So, mostly they are invited to conflicts of interest with their colleagues and bosses while their friend has been sent to field works instead of them. Besides, the conflicts of interests have been occurred continually because of the attachments of reporters and editors with the news sources. In line with this, Stocker (2009), and Schmalenbach (2009) suggested that the distance between reporters and news sources (coaches, athletes, managers, and others) negatively influences the practices of sport journalism (cited in Altvater, 2012). So, journalists and media practitioners should be detached from them in order to provide neutral and balanced news stories.

However, in the case of Ethiopia it has been run conversely. The participants of the FGD (July 12/2015) also indicated,

The journalists have built strong relationships with news sources (the managers and PRs of different sport associations, Coaches, athletes etc). Particularly, the attachments built between journalists and athletes or managers have been stretched up to forming different groups of athletes, coaches, club managers and journalists.

It implies that a certain number of journalists are the permanent fans of a certain coaches and athletes and clubs. Therefore, they have been always heard shouting about the profiles and the contemporary performances of the athletes and coaches as well as the achievements of the clubs. Even they facilitate the transfers of athletes and coaches from club to club by intensifying their strengths. In turn some athletes, coaches and clubs paid regular salary for the journalists in addition to their friendship. Therefore, it leads the reporters, editors, higher management personnel, and sometimes the news sources to the conflicts of interest.

According to informant 7, different tussles have been occurred frequently in the news rooms as well as in the editorial meetings because of this problem. As he said,

Epecially, in EBC the conflicts of the news room have been gradually grown up and forced the staffs of the sport sections to be separated into two groups. As a result, journalists were boxing each other in their workplaces (offices) by violating the rules of the media houses. Finally, some journalists have been fired away from the media institution, EBC (Personal interview, September 17/2015).

In relation to this, Altvater (2012) also argued that since journalists are expected to cover the results of hero athletes and provide the information related to their personal life, they should be detached from them to provide factual and genuine reports.

E. The Accuracy of the Story

Table 9: Frequencies and crosstabulations of the Accuracy of the story

Indicators of Accuracy	Government/ Public	Private/ Commercial	Broadcast Media		Newspaper		Total
			Television (EBC)	Radio (Sheger FM)	Adiss Zemen	Reporter	
Attributed source	104 (44.25%)	83 (63.84%)	71 (44.1%)	71 (62.8%)	33 (44.6%)	12 (70.6%)	187 (51.2%)
Stories without source	131 (55.74%)	47 (36.16%)	90 (55.9%)	42 (37.2%)	41 (55.4%)	5 (29.4%)	178 (48.8%)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)
The usage of appropriate source	95 (40.42%)	73 (56.15%)	63 (39.1%)	61 (54%)	32 (43.2%)	12 (70.6%)	168 (46%)
Stories with inappropriate or no source	140 (59.57%)	57 (43.85)	98 (60.9%)	52 (46%)	42 (56.8%)	5 (29.4%)	197 (54%)
Total	235	130	161	113	74	17	365

	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)
Free from assumptions	200 (85.11%)	124 (95.38%)	144 (89.4%)	109 (96.5%)	56 (75.7%)	15 (88.2%)	324 (88.8%)
Stories based on assumption	35 (14.89%)	6 (4.62%)	17 (10.6%)	4 (3.5%)	18 (24.3%)	2 (11.8%)	41 (11.2%)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)
Stories that include facts and figures	132 (56.17%)	46 (35.38%)	98 (60.9%)	36 (31.9%)	34 (45.9%)	10 (58.8%)	178 (48.8%)
Stories that excluded facts and figures	103 (43.83%)	84 (64.62%)	63 (39.1%)	77 (68.1)	40 (54.1%)	7 (41.2%)	187 (51.2%)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)

As it has been indicated in the previous section (the truthfulness of the story), those investigated media institutions used attribution and appropriate sources for only 187(51.2%) and 168(46%) news stories respectively from the analyzed 365(100%) news narratives. The above table shows that the media institutions have presented 41(11.2%) news stories based on assumptions and 187(51.2%) full of statement news stories which exclude facts and tangible figures.

It shows that since majority of the news stories have been reported with no attribution, it could be said that the cultures of journalists to cite the sources of their news stories is very stumpy and even the editors do not give the required emphasis for it to be applied properly as other ethical principles in all media institutions. However, scholars like Igger (1999), suggested that journalist and media institutions should indicate the news source for the audiences particularly to assure the accuracy of the information unless the source need to be confidential for the sake of his/her wellbeing. He boldly asserted that “as long as the information is attributed, the reporter is responsible for the accuracy of the quote, but not its propositional content” (Ibid, 1999:43).

In addition to this, journalists have produced nearly half of their news stories based on assumptions by bearing in mind the previous experiences and knowledge. Accordingly, the words like ሊሆን ይችላል(it may/might be), ያለፈው ልምድ እንደሚያሳየው (As the previous experience shows us), በአመዛኙ እንደሚስተዋለው (as the majority of the ideas imply that), እንደሚታወቀው (it is obvious that) etc. have been used frequently in those news stories instead

of evidently attributed the sources-where the information is gathered and who said what. In addition to this, journalists included facts and figures within less than half of the total news stories instead they focused on reporting statements which entertains the opinions of different stakeholders (managers, athletes, sport professionals, fans of sport teams and even the ordinary citizens) without tangible reasoning.

When we look at the government and private media outlets in contrast, the government media channels have disseminated 133(55.74%) news stories without attributing any source and 140(59.57%) news stories using inappropriate sources. And 35(14.89%) of assumption based and 103(43.83%) of full of statement news stories which excludes facts and figures have been publicized through government media channels. In the meanwhile, private news media gave coverage for 47(36.16%) news stories without attribution and 57(43.85%) by citing inappropriate sources. Besides, those media outlets have delivered 84(64.62%) non-figurative and non-factual news and 6(4.62%) news stories based on assumptions.

Therefore, government media institutions were using more inappropriate sources comparing with the private media institutions. So, the private media tend to use the concerned body as a source particularly for the local sport news.

Because, as informant 1 suggested, even though freedom of expression has been relatively guaranteed in the profession of sport journalism, “journalists of the private media and the media organization itself is more exposed for the blames and accusations of the news sources (federations, clubs and even individuals) than the government one” (personal interview, September 02/2015).

Accordingly, the private media tried to make news with great care by citing the appropriate sources unless they preferred to cover global sport news. On the other hand, private media channels delivered less assumption based and more statement news instead of providing figures and facts comparing with the government media channels.

In order to examine the media institutions independently, 90(55.9%) non-attributed news and 98(60.9%) news stories that have been generated from the inappropriate sources were aired by *EBC* television. This particular media channel also delivered only 17(10.6%) news stories based on assumptions and 63(39.1%) statement full news stories which couldn't include facts and

figures. In the same way, *Sheger FM* radio broadcasted 42(37.2%) news stories without attribution and 52(46%) news stories by using inappropriate sources. Among the analyzed 113(100%) news stories, 77(68.1%) non-figurative and non-factual as well as 4(3.5%) assumption-based news stories have been also disseminated. Besides, *Addis Zemen* newspaper was publishing 41(55.4%) news stories without attributions and 42(56.8%) news stories by using inappropriate sources. It also wrote 18(24.3%) news narratives based on assumptions as well as 40(54.1%) news stories without facts and figures. Similarly, *Reporter* newspaper has publicized 5(29.4%) news stories without source and 5(29.4%) with inappropriate news sources. Besides, it delivers 7(41.2%) none-figurative and full of statement news and 2(11.8%) news stories based on assumptions.

As the above data explicitly depicted that *EBC* television and *Addis Zemen* newspaper have frequently reported global and local sporting activities without attributing any sources. It signifies that it doesn't matter whether to be broadcast or newspaper media to use attribution properly because *Reporter* and *Sheger FM* radio has registered less frequency of non-attributed news stories than *EBC* television and *Addis Zemen* newspaper. Rather, the culture of the media and the skill as well as the experiences of journalists might be taken as influencing factors to cite the sources of news in those media channels. In the same way, *EBC* television and *Addis Zemen* newspaper used inappropriate sources for the majorities of their news.

On the other hand, *Addis Zemen* and *Reporter* newspapers were presenting more news stories based on assumptions than *EBC* and *Sheger FM* radio. So, it could be said that newspapers give more emphasis for assumptions in order to provide detail information to the readers. Since television and radio always strive to deliver short and precise information for their audiences, they focus on facts particularly timely events. Regarding to providing facts and figures, *Sheger FM* radio and *Addis Zemen* newspaper publicized statements through greater part of their news stories instead of delivering facts and figurative information. It clearly shows that, it doesn't matter whether being radio, television or newspaper to deliver factual and figurative news stories to the general public.

F. The Issue of Responsibility in the Story

Table 10: Frequencies and crosstabulations of the issue of responsibility in the story

Indicators of Responsibility	Government/ Public	Private/ Commercial	Broadcast Media		Newspaper		Total
			Television (EBC)	Radio (Sheger FM)	Addis Zemen	Reporter	
Free from the usage of offensive and libelous languages	211 (89.79%)	110 (84.62%)	148 (91.9%)	94 (83.1%)	63 (85.1%)	16 (94.1%)	321 (87.9%)
The stories using offensive and libelous languages	24 (10.21%)	20 (13.38%)	13 (8.1%)	19 (16.8)	11 (14.9)	1 (5.9%)	44 (12.1%)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)
Capable of bringing positive impacts and consequences on the lives of the society	205 (87.23%)	76 (58.46%)	140 (87%)	59 (52.2%)	65 (87.8%)	17 (100%)	281 (77%)
Stories that is incapable to bring positive impacts and consequences on the lives of the society	30 (12.77%)	54 (41.54%)	21 (13%)	54 (47.8)	9 (12.2%)	0	84 (23%)
Total	235 (100%)	130 (100%)	161 (100%)	113 (100%)	74 (100%)	17 (100%)	365 (100%)

As table 11 explicitly depicts that the journalists of those four surveyed media (*EBC* television, *Sheger FM* radio, *Addis Zemen* and *Reporter* newspapers) have utilized offensive and libelous languages for only 44(12.1%) news from the total 365 news narrative. In addition to this, merely 84(23%) of the news stories were incapable to bring positive impacts and consequences on the developments of sport in Ethiopia as well as on the lives of the society in general and on the day-to-day activities of sport fans and athletes in particular.

So, on average it could be thought that the media institutions endeavor to report the sport news with responsibilities by bearing in their mind about the importance of both global and local news narratives to the general public. But, it doesn't mean that all private and government media are constantly struggling only to serve and satisfy the interests of the society because, it is heard that while different media practitioners have raised contradictory ideas.

On one hand, all informants (Personal interview, September/2015) concluded that each of their media houses (government and private) has been dedicated for the interests of the society and for the developments of sport sector in the country. Even in the very beginning, the editorial policies of all media institutions strongly promulgated that the media institutions should strive till, the concerned body secure the utilizations of the society from the developments of sport. Accordingly, journalists and the media houses always struggle to maintain the needs of the general public by empowering the society in different levels starting from the local communities instead of maximizing profits. Conversely, they also said with the same mouth that the primary reason, why the media institutions give high emphasis for global sport news is to be more competent in the free media market. Currently, the sport fans of Ethiopia especially, the youth population are migrating to the overseas football clubs especially for European leagues in mind so reporting about England leagues, Spain lalega, German Bundosliga Italy Seria etc is invaluable to maximize the number of audiences and to get popularity within a short period of time. Therefore, it clearly shows that the primary goals of the media institutions especially the private one is maximizing profit.

Besides to this, all the interview respondents agreed that the media channels could not satisfy the demands of the Ethiopian sport fans because, they never delivered the required information based on the interests of the society. Especially, the news stories distributed through those media channels have lacked the intended news quality. Accordingly, as respondent 7 (Personal interview, September 17/2015) said that “the customer needs satisfaction conducted by Walta Information center indicated that the audiences’ satisfaction of EBC has been registered as below 50%”. But, Kasoma (2000) said that a responsible media and journalists always care about the outcomes of the journalistic actions whether they satisfied the demands of the society or not.

Moreover, journalists and the media practitioners should evaluate the consequences and impacts of the news stories a head (before transmitted to the society). They have to assure the capacities of the news stories to bring positive impacts on the developments of the nation and on the lives of a given society (Ibid, 2000). Regarding to this, the interview respondent 3 noted,

Journalists and editors have developed the trends of evaluating the significances and impacts of the news stories before publicizing to the society. Consequently, many news stories have been canceled from transmission because their negative consequences on the

society and the developments of Ethiopian sports as well (Personal interview, September 05/2015).

When we examine the government and private media in contrast, 20(13.38%) news stories have been entertained by the private news media houses using offensive and libelous languages. Among the 130(100%) transmitted news, 54(41.54%) were incapable to bring positive impacts and consequences on the lives of the society and the developments of sport in the country as well. Whereas, government media institutions have transmitted 24(10.21%) news stories that used offensive and libelous languages and 30(12.77%) news stories which were incapable to bring positive impacts and consequences on the lives of the society and the developments of sport in the country.

It clearly depicts that private media institutions emphasized on maximizing their profit margins by grasping the attentions of audiences particularly youngsters. Accordingly, they stick to deliver continuous information on global sporting events including the daily activities of European sport heroes – what they eat, how they breath, where they spend their break etc. despite of reporting the necessary information that contribute a lot for the lives of the community and the developments of sport in the country. Even they used more offensive and libelous language than government media outlets.

When we see each media channel separately, *EBC* television has broadcasted 13(8.1%) sport news that used offensive and libelous languages and 21(13%) news narratives incapable of bringing positive impacts and consequences on the lives of the society. In the meanwhile, *Sheger FM* radio aired 54(47.8) sport news which is unable to bring positive impacts on the developments of sport in Ethiopia; and 19(16.8%) news by using offensive and libelous languages. *Addis Zemen* newspaper also presented 11(14.9%) sport news which have been organized by using offensive and libelous languages and 9(12.2%) sport news incapable to bring positive impact on the lives of the community or on the developments of sport. On the other hand, only 1(5.9%) news stories that used offensive and libelous languages have been disseminated through *Reporter* newspaper.

It clearly shows that *Sheger FM* and *Addis Zemen* newspaper have publicized more libelous and offensive news stories than *EBC* television and *Reporter* newspaper but minimal, when it is

calculated within their total sport news. Even the difference of the usage of offensive and libelous languages between those selected media is not as such significant. They used offensive and libelous languages through nearly the same size of their news narratives. Therefore, it could be said that all types of media channels whether it is television, radio or newspaper are equally exposed to the use of offensive and libelous languages in sport news reports.

However, their difference is visible on their emphasis to contribute for the developments of sport and to bring the intended positive impacts directly or indirectly on the lives of the sport community in Ethiopia. As it has been judged based on the parameters set in the code book, majorities of the news stories of *EBC* television and all newspapers were capable to contribute a lot for the efforts made by different stakeholders in different level to satisfy the demands of the society through the developments of sport in Ethiopia. On the other hand, *ShegerFM* radio spent its half of the sport news air time by propagating irrelevant global sporting activities specially the transfers of coaches and athletes from club to club as well as the personal lives.

G. Editorial Autonomy and Independence

Since government, private owners and advertisers are the major actors in the media industry; they are supposed to influence the independences of journalism directly or indirectly. They are always blamed with interfering on the daily activities of the media houses and journalists especially in the developing nations of Africa, Asia and Latin America. According to Allan (2010), most of the time those media actors tried to realize their missions through senior journalists, editors and management personnel. As a result, senior journalists and management personnel always intervene in the reporters' decisions on the contents of the news stories for various purposes and so many news stories prepared by the journalists have been mostly changed in the newsroom (Ibid, 2010).

In the case of Ethiopia also a lot of criticisms have been raised against the government and private media outlets by different scholars and media practitioners. Particularly, as it has been indicated in the earlier part (reviews of related literature), Human Rights League of the Horn of Africa/HRLHA (2009), Exiled Journalists' Network/EJN (2006), Ross (2007), etc claimed the 1992 press law, the 2008 Freedom of Mass media and Access to Information Proclamation as well as the Anti-terrorism Proclamations of the country for the sluggish development of media

especially the downfall of private media. Because they believed that those rules and regulations as well as the current political systems of government challenge the liberties and editorial independences of media comparing with the neo-liberalism points of view.

However, three of the informants (2, 7 and 8) argued that sport news is comparatively liberated from such kind of interventions and manipulations. They said that, the freedom of expression is getting guaranteed in the practices of sport journalism comparing to other political, economical and social issues. The sport sector by itself is exposed for free opinions, comments and criticisms of the journalists and fans because since it is computational the result is always reflected on the ground. Therefore, no one could avert the critical criticisms of the society. Therefore, the interference of the owners, the media channels and even the journalists to reflect their viewpoints as well as stance in the processes of sport reporting is less acceptable. The interest of owners including government and the management personnel of each media is also very limited on sport reporting sometimes they may not even hear the sport news that has been transmitted through their media institutions unless their intimates call and tell them. That is why the sport news is more of independent than other news in the case of Ethiopia. But, it does not mean that the pressures of news sources in one or another ways have been avoided completely (Personal interview, September 02, 17 and 18/20015).

Particularly, according to informant 4 (personal interview, September 10/2015),

Reporter's journalists are relatively free from being saddled by their bosses and media company to report what they want from the angle predetermined by the editorial policies of the newspaper. Even though, different stakeholders and news sources are forwarding claims, the owner and general manager of the newspaper encourages publishing such kind of critical news stories; and directs the journalists to continue gathering additional information that shows the gaps of a certain sport development program. However, the journalists are expected to report accurate and truthful information as per the editorial policies of the institution.

But yet, majorities of the newsroom activities are owned by the editors. The editors of all the surveyed media channels have the mandates of selecting the issues to be reported; deciding the angles of the news story; ratifying the contents of the story and allocating time and space.

Therefore, the roles of reporters have been restricted on gathering information, and writing the first drafts of the news stories. As a result, Allan (2010) also raised the questions of how journalists can be independent from those seniors, editors and managers who impose standards and features of news in order to get larger audiences.

In addition to this, according to Sterling (2009:20), media and advertisers have a strong symbiotic relationship “whereby people rely on mass media for information and entertainment, and media depend on audiences to attract advertisers”. Most media institutions cannot survive unless they are sponsored by the advertisers. In turn, advertisers also need the media to promote their products and services for the large number of audiences. Therefore, advertisers have the power of influencing the independences of media and journalists too.

Although, all respondents of the interview (September/2015) stated, all investigated media channels are liberated from the influence of advertisers. Mostly, the scope of advertisers is restricted only on providing financial and material support. They never intervene on the day-to-day activities of the media houses. But, they may forward the comments and suggestions on the programs and news of media channels like other audiences instead of manipulation. Rather, the media houses control the contents of advertisings to be free from unallowable and harmful things.

Chapter Five

Conclusion and Recommendations

5.1 Conclusion

This research was conducted mainly to study the practices and challenges of sport news reporting in some selected Ethiopian broadcast and newspaper media channels.

Accordingly, it reveals that sport news reporting has mostly possessed less attention by the media management personnel (both broadcast and newspaper) and the external stakeholders. They believed as sport news is the luxurious and undesired job which is mainly associated with only entertainment rather than serious news. Due to this reason, the media institutions merely focused on political, business, health and other areas of news reporting. The management personnel do not even allocate the required financial and material resources beyond to opening the sport sections in their media channels and sport news has never been discussed by the managers in the editorial meetings or other discussion at the corporate levels like other areas of reporting. But, sometimes the managers may discuss about the news stories publicized through their media channels, if the news sources or stakeholders complained that particular news stories unless the reporting process continues as usual.

Those surveyed media channels were paying attention to report global news by violating the guidelines of the Ethiopian Broadcast Authority. It constitutes that all media institutions should give 30% coverage for local and 70% for global issues. However, the media institutions including the government media thought that majorities of the Ethiopian sport fans have vastly inclined to the global sporting activities especially the European leagues. So, broadcast media (EBC and Sheger FM radio) prefer to stick on reporting the global issues by violating the rules set by the concerned body. Moreover, majorities of the news stories reported by those selected media were event oriented. It is due to the reason that sport journalists have lacked the capacities of interpreting and analyzing the different economical, social and political aspects of sport. Even they focused only on narrating the results of a certain competitions especially football games instead of showing the emotions and reactions in the stadium during the game taking place. As a result, the culture of investigative reporting in the sport industry remained very limited.

According to this study, it could be also said that journalists did not fully obey the journalistic ethical principles while reporting sport news. For instance, the trend of journalists to cite the news sources is very limited. Consequently, majorities of their news have been presented without attribution and appropriate sources so it affects the truthfulness and accuracies of the news stories. Besides, the media channels frequently provided one-sided news stories instead of entertaining the viewpoints of the both sides. And the sounds of a person who was publicly accused have been heard through only few news stories to respond on the previous claims. Therefore, the media channels have been challenged to provide fair and balanced sport news to their audiences.

In addition, lack of professional competencies, perking (using different free services from the news sources and receiving gifts) as well as the indirect pressures of the news sources on the daily activities of journalists and different media practitioners have been remained as the major challenges of sport news reporting in Ethiopia. Particularly, journalists expose themselves to lack of professional independence through taking different services like accommodation, transportation and per diems from different sport governing bodies, athletes, coaches and so on. Accordingly, they have been mostly challenged to provide accurate, fair, balanced and objective sport news independently as per the standards and ethical principles of the profession.

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5.2 Recommendations

As it has been indicated previously, this study tried to study the practices and challenges of sport news both in broadcast and newspaper media. Accordingly, different recommendations have been forwarded to different concerned bodies (government, media institutions, higher education institutions, sport journalists, etc) to put the professions of sport news reporting in a better position by reducing the inefficiencies, ethical dilemmas and challenges occurred during its practices.

In the first place, less attention paid by both the external stake holders including the government and the management personnel of the media channels have largely affected the practices of sport news reporting in the broadcast and newspaper media. Because it exposed the sport news section for various problems including lack of financial, material and even human resources. Therefore, the first walk to solve the problems of sport news reporting should be started from bringing the attitudinal change on media managers as well as correcting their wrong receptions. Hence, different trainings and informal discussions should be conducted for them in order to create awareness on the concepts of sport news reporting and its importance for the developments of sport in general and the media institutions in particular.

The government of Ethiopia and other concerned bodies (FDRE Sport Commission, Federations, Clubs and even the renowned athletes) are expected to contribute a lot for the developments of sport news reporting. Because, it is believed that they are more concerned for the developments of sport in the country and the primary beneficiaries while the sport writers independently provide more accurate, truthful and balanced news stories. Therefore, they should provide financial, material and technical supports to enhance the efficiencies and qualities of sport news both in broadcast and newspaper media channels.

In addition to this, as stated before sport has developed the capacities of easily catching up the attentions of the society so the media institutions will be benefitted largely from this emerging industry. As a result, the media institutions are recommended to give emphasis for sport reporting similar to other areas of reporting and to practice the sport news reporting properly by allocating the required resources including human power.

One of the social responsibilities of media is contributing a lot for the betterments of the lives of a given society; and economical, social and political developments of a nation. Therefore, the Ethiopian media are supposed to play great role for the developments of sport in the country. In doing so, they should focus on reporting local news instead of global news stories. It does not mean that the global news are completely irrelevant for the society of Ethiopia but it should not be privileged and take the positions of the local sport news in terms of allocating space and time. Even it is better to focus on the sport's investigative reporting to show the gaps and shortcomings of the sport development projects in Ethiopia instead of providing the results of sporting events without critical analysis. The Ethiopian Broadcast Authority should also strictly follow up the implementations of its guideline which constitutes 70% local news and 30% global news both in government and private media. This legitimized organization has the mandate of pushing those media institutions to respect the press rules and laws of the country.

In order to overcome the problems of the journalists' professional incompetency, it is advised that the Ethiopian higher education institutions including Addis Ababa University are better to start specializations with sport news writing. The nature of sport news reporting is different from other areas of reporting such as politics, business and health because it embraces both the entertainment and hard news (when its political, social and economical aspects are reported thoroughly). Therefore, to the minimum they should revise their curriculums and insert courses relating to sport news reporting. Besides, the higher education institutions have to provide short term trainings both for sport journalists and the management personnel of the media organizations to fill their gaps of knowledge and skill.

Moreover, sport journalists should appreciate and proud of their jobs instead of undermining the sport news reporting. And they have to be the primarily concerned body for the strictly implementations of the ethical principles of journalism in the processes of sport news reporting. Aside to this, the media institutions should produce the ethical guideline specifically for sport news reporting. Because, as it has been indicated before the features of sport news is different from other areas of reporting hence it has to be managed separately from political news, business news etc. besides editors of the media channels and the managers should give emphasis for the implementations of ethical principles in sport news too.

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Appendices

Appendix A: Respondents of the Interview

Code NO	Name of respondent	Institution	Position	Date of the interview
1.	Fassil Redi	Sheger FM radio	Head of sport section and Editor	September 02, 2015
2.	Assfaw Silesh	Sheger FM radio	Senior Reporter	September 02, 2015
3.	Bogale Abebe	Addis Zemen Newspaper	Reporter	September 05, 2015
4.	Henok Yared	Reporter Newspaper	Senior Editor	September 10, 2015
5.	Dereje Tegenaw	Reporter Newspaper	Senior Reporter	September 14, 2015
6.	Haylu Sahle Dengil	Addis Zemen Newspaper	Senior Editor	September 14, 2015
7.	Tekel Koyira	Ethiopian Broadcasting Corporation	Head of Entertainment and Sport Department	September 17, 2015
8.	Girma Bekele	Ethiopian Broadcasting Corporation	Senior Reporter	September 18, 2015

Appendix B: Code sheet

- 1. Name of the coder**
- 2. Code**
- 3. The name of media channel.....**
- 4. The types of media channel**
 1. Television
 2. Radio
 3. Newspaper
- 5. The ownerships of Media**
 1. Government/public
 2. Private/ commercial
- 6. The title of the story.....**
- 7. Date of publication (Date/Month/Year).....**
- 8. The writer of the story**
 1. Reporter who works for the media channel
 2. News wire, outside the media channels
 3. Journalists in collaboration with others
 4. Con not be determined
- 9. The Practices of sport journalism**
 - 9.1 In which period/time the story has been broadcasted (for broadcast media)?**
 1. At the prime-time (news time)
 2. At a time that is specifically allocated for sport only
 - 9.2 What the story is discussed about?**
 1. Local issues
 2. Global issues
 - 9.3 What is the tone of the story?**
 1. Positive
 2. Negative
 3. Neutral
 4. Difficult to judge

9.4 Where the story is categorized among the following choices?

1. Event based reporting
2. Investigative
3. The story generated from press conference/ briefing
4. The story generated from interview
5. The story generated from the news release of PR

9.5 The type of sport covered in the story

1. Football
2. Athletics
3. Gymnastics
4. Volleyball
5. Box
6. Ground Tennis
7. Cycling,
8. Different types of sport, etc

9.6 What is the theme of the story?

1. Emphasizes on the result of a certain Competition
2. Emphasize on the development of sport
3. Emphasize on personal profile (athletes, coaches, managers etc)
4. Emphasize on the contributions of sport on political, social or economical development or peace building
5. Other issues

10. Ethical issues/dilemmas of sport journalism

10.1 The truthfulness of the story

1. Free from rumors
 - a. Yes
 - b. No
2. Free from speculation
 - a. Yes
 - b. No
3. Using attribution
 - a. Yes
 - b. No

4. Using appropriate source

- a. Yes b. No

10.2 The objectivity of the story

1. Free from the opinions/judgment of journalists

- a. Yes b. No

2. Free from the stances and viewpoints of media channel

- a. Yes b. No

10.3 The fairness of the story

1. Does the story needs to be balanced or is it two sided?

- a. Yes b. No

2. The inclusion of contrary view points of both sides

- a. Yes b. No

3. If an opportunity is given for a person (who was accused publicly) to respond

- a. Yes b. No

10.4 The accuracy of the story

1. If there is attributed source

- a. Yes b. No

2. The usage of appropriate source

- a. Yes b. No

3. Free from assumptions

- a. Yes b. No

4. If there are facts and figures

- a. Yes b. No

10.5 The issue of responsibility in the story

1. Free from the usage of offensive and libelous languages

- a. Yes b. No

2. Capable of bringing positive impacts and consequences on the lives of the society

- a. Yes b. No

Appendix C: Code Book (guide)

The primarily objective of this code book is providing explanations and clues for the coders in order to enable them to code each story easily based on the questions raised in the code sheet. Therefore, it is tried to clarify the major issues of the code sheets as well as the coding procedures in the code book.

1. The Coding Process of Media Channels and Stories

The research will analyze the contents of 2 broadcast (EBC television program, FBC national radio program, Sheger F.M radio program) and 2 newspaper (Addis Zemen and Reporter) media channels.

So, all of these media channels have been coded as follows by taking the first letters of their names and the media type (broadcast or newspaper).

1. EBC television program = BE
2. FBC national radio program = BF
3. Sheger F.M radio program = SHB
4. Addis Zemen and = NA
5. Reporter = NR

Accordingly, the stories of these media channels will be coded with three digits (starting from 001) by prefacing the codes given for media channels. For example, if we take story-X from EBC television program, it can be identified as BE-001 and the second story will be continued as BE-002, the third as BE-003, etc.

2. The Coder Identity (ID)

Two coders will participate on the coding process of the story so they are expected to give their own ID as coder-1 (C1) and coder- 2 (C2).

3. The name of media channel

The coder will write the legitimate name of the media institutions. E.g **The name of media channel:** Sheger F.M Radio.

4. Types of media channel

The types of media channels should be identified for each story. If the coder gets the story from Ethiopian Television (EBC, he/she should select 1; if the coder gets the story

from Sheger and Fana Broadcasting Corporate, 2 should be selected; and if the story is taken from Addis Zemen or reporter, he/she will write 3 on the provided space.

5. The ownership of Media

The coder has to type 1, if the media channel is owned by government and established primarily to serve the general public; 2 if the media channels are private and organized mainly to generate income aside to serve the public.

6. The title of the story

The title of the story has to be included in the space provided in the code sheet.

7. Date of publication (Date/Month/Year)

The coder is expected to write the date, month and year when the story is published or broadcasted in a certain media channel.

8. The writer of the story

More often, various stories have been written by different individuals or with collaborations. Thus, the coders are better to put the person who wrote the story. And so, if the story is written by the reporter (who permanently works for the media channel), he/she can select 1, if the story is written by the news wire (who works outside the media channels), the coder should select 2; if the story is produced by journalists in collaboration with others, the coder supposed to select 3; and if it is difficult to identify the writer, the coder has to put 4 on the provided space.

The Practices of sport journalism

1. The Practices of sport journalism

1.1 In which period/time the story has been broadcasted (for broadcast media)?

Media channels always allocate their air time for different issues such as politics, health business, fashion etc. Sport has also its own air time and space both in broadcast and newspaper media channels, even though various media channels treat it in different ways. So, it is expected that the coders indicate when the story was provided to society. If the media channels distributed it in their prime-time (news hours in the evening, and at the lunch time), the coder should select 1; at the time that is specifically allocated for sport only (for example at the end of the news program, at the end of the whole day program of

the media channels particularly in the evening), the coder can select 2; and at other times that sport issues never been reported or seen, the coder should select 3.

1.2 The location of the story (for Newspaper)

Similarly, if the story has been found at the front page in the newspapers the coder will select 1; if the story has been published in the inside part of the story the coder has to write 2; and if the story is placed at the back side of the news paper, the coder should select 3.

1.3 The source of information

If the reporter find the information from the government body (federal sport commission and other structures of government), the coder will select 1, if the story is originated from sport associations such as federations, clubs and other sport associations etc, the coder will type 2; if the story talks about the lives of individuals through interview or other information gathering methods, the coder should write 3; and if the story deals about the global issues and the journalists gathered information from the international mainstream media (CNN, BBC, etc.), the coder is supposed to select 4.

1.4 What is the issue that the story discussed about?

In the coding process, coders may get different sport stories that emphasize on local or global news. Accordingly, the coders have to select 1, if the story discuss about the sport developments of Ethiopia including the competitions of the national team with other countries, the buildings of infrastructures, trainings, regional and national competitions, different conferences and meetings; and 2 if the story provides global issues including the competitions of other nations (the leagues of England, Spain, German, Italian etc), the profiles of international professional athletes excluding Ethiopians, the transfer of athletes from one club to the other etc.

1.5 What is the tone of the story?

To identify the tones of the story the coder is supposed to critically interpret and evaluate the themes of the story. And based on his/her understanding the coder should select 1, if the story promotes the developments of sport in Ethiopia; and shows the stance, agreement, support, or affirmation to the sport development activities of government, federations, clubs and other concerned bodies. Whereas if the story shows disagreement, opposition, or denial on a certain issues and stands against the stances of the concerned

body; the coder will type 2; and if the story does not contain any word or phrases in favor or disagreeing with those indicated issues, the coder should type 3. Finally, if it is difficult to categorize in those three groups, the coder should select 4.

1.6 What type of story is it?

In the contemporary world, due to the opening out of the opportunities and the potentials, journalists and different media channels easily develop a news story on particular issue. Accordingly, the coder will select 1, if the story shows a particular event like competitions, festivals, meeting etc; 2 if the story tries to explore a certain wrongdoings, corruptions, the shortcomings of the governing bodies of sport and other issues by conducting thorough research and investigation; 3 if the story has been generated from the press briefings/conferences produced by sources and if the writer gives any clues that shows where the information acquired from. Finally, the coder should type 4, if the story shows any interviewed sources; and 5 if the story indicates as it has been written based on the news release produced by the governing bodies of sport (Federal sport commission, federations, clubs etc).

1.7 The type of sport covered in the story

The media channels may provide a story about a certain sport so the coder should identify and name this sport. For example, if the story deals about cycling, the coder has to write cycling in the provided space of the code sheet.

1.8 What is the theme of the story?

The coder is expected to put 1, if the story tells about results of a certain local and global competition e.g. the matches between clubs, national teams, Ethiopian championships, leagues of the foreign nations (England, Spain, German, Italian, etc.); 2 if the story describes about the developments of sport in Ethiopia such as the expansions of infrastructures, trainings, the expansions of different sport associations and so on; 3 if the story focuses on the private lives and profiles of athletes, coaches, managers and other sport persons; 4 if the story explains the issues related to the contribution of sport for political, social and economical developments of the country like job creation (the incomes of athletes and other society who participate in the developments of sport), cultural sharing among the ethnic groups and peoples, peace building, celebrations of different

national and political events through sporting activities etc; 5 if the story provides different topic from the above mentioned reporting areas.

Ethical issues/dilemmas of sport journalism

1. The truthfulness of the story

1.1 Free from rumors

This question provides to categories: 1 = yes and 2 = no. Therefore, the coders should select 1, if the story is liberated from rumors and excludes the expressions like ተብሏል (it is said that), ተጠቁሟል (it is indicated that), ተወርቷል (it is talked that), ተሰምቷል (it is heard that) etc; and 2 if the writer uses these expressions that potentially show the possibilities of the story to be rumor.

1.2 Free from speculation

In the most cases, it is believed that the languages and expressions such as ተብሎ ተገምቷል (it is estimated that), ተብሎ ይጠበቃል (it is expected that), ተብሎ ይታሰባል (it is assumed that), ተብሎ ይታመናል (it is believed that), etc show speculation. So, the coder has to select 1, if these ways of expressions and languages have been excluded in the story; and 2 if the story uses these way of expression and languages.

1.3 Using attribution

If the writer of the story refers a source in his/her report, the coder will write 1; or if he/she use anonymous source or if the source never has been cited in the story the coder has to select 2.

1.4 Using appropriate source

Journalists use different sources to gather information. Accordingly, if journalists cite the appropriate and significance source in the story (e.g athletics professionals and management personnel for athletics related issues, professionals for further professional explanations, management personnel for administrative issues, etc.), the coder can select 1; on the other hand if the reporter use unrelated sources (e.g. if the journalists contact

athletics professionals for football reporting or if the source is professional for managerial issues), the coder should select 2.

2. The objectivity of the story

2.1 Free from opinions/judgments and stands

This variable comprises two categories: 1 = yes and 2 = no. So the coder should select 1, if the story avoids any sort of opinions and negative or positive judgments of journalists; as well as does not reflect the stance of the media channel. Because, in some cases, journalists may forward his/her point of views and stances of the media channel on a certain issues. However, if the story shows any opinions/judgments and stands of the journalists and media channels, the coder must type 2.

3. The fairness of the story

3.1 The inclusion of contrary view points of both sides

In most cases, the news stories are two sided so the coders are supposed to select 1, if the story entertains both sides without bias, and 2 if the story talks only about one sides of the story or if the story emphasize to explain one point of views.

3.2 If an opportunity is given for a person (who was accused publicly) to respond

In any time, an individual might be accused publicly through media channels. Therefore, if the story gives the opportunity for the person who was publicly criticized and narrates his/her response, the coder should select 1, and if not the coder can simply put 2.

4. The accuracy of the story

4.1 If there is attributed source

The coder has to select 1, if the reporter cites any source of information in the story, and 2, if the story does not include where the information is found.

4.2 The usage of appropriate source

As it has been mentioned earlier, journalists use different sources to gather information. Therefore, if the journalist cite the appropriate and significance source in the story, the coder can select 1; and if the reporter use unrelated sources (e.g. if the journalists contact

athletics professionals for football reporting or if the source is professional for managerial issues), the coder should select 2.

4.3 Free from assumptions

If the writer reports the story based on solid facts by avoiding expressions and languages that show assumptions, the coder should select 1. On the other hand, if the writer includes assumptions the coder has to select 2.

4.4 If the story incorporate facts and figures

If the writer includes facts and figures in the story, the coder should select 1. On the other hand, if the story needs figures and the writer simply narrates the story without figures the coder has to select 2.

5. The issue of responsibility in the story

5.1 Free from the usage of offensive and libelous languages

The coder has to type 1, if the story excludes offensive and libelous expressions and words that may potentially damage the reputation of individuals and undermine the norms and cultures of the society; and 2 if the writer uses any offensive words.

5.2 Capable of bringing positive impacts and consequences

To code this specific question, the coder is expected to critically understand and interpret the themes of the story. So, based on his/her understanding if the news story tends to bring positive consequences particularly in the lives of the society and contributes to the developments of sport, the coder should select 1, and if it stands on the contrary, the coder has to select 2.

6. The issue of Sensationalism

6.1 Exaggeration

In the news story, if the reporter uses exaggerating expressions and phrases that lead readers to perceive the reported issues in the wrong way, the coder should select 1, and if the story uses the appropriate words that aimed only to transmit the intended information and solid facts, the coder has to write 2.

6.2 Usage of more attention grabbing languages and expressions instead of providing facts

The writer may use more attention grabbing languages and expressions in his/her story to maintain the attentions of the readers. So, the coder is supposed to select 1 for such kind of stories; and 2 if the story uses more informative but not attention grabbing languages.

Appendix D: Interview Question for Journalists

- a. Name.....**
- b. Gender.....**
- c. Educational background.....**
- d. Age.....**
- e. Employer organization.....**
- f. Position.....**

1. Do you often discuss about the issues of sport reporting in the editorial meetings as other reporting areas? If no why?
2. How do the management personnel perceive the practice of sport journalism or sport reporting? Do they consider it as luxurious and extra work for their media channel?
3. Does the media institution allocate the appropriate resource (finance, material, human resource) for the sport section? If no, why?
4. Do the management personnel (department heads, chief editors, managers of the media channel) equally treat sport sections with other areas of reporting such as politics, health, business etc? If not, why?
5. Which ethical dilemma commonly occurred in your newsroom?
 - ✓ The problem of objectivity
 - ✓ The problem of fairness
 - ✓ The problem of truthfulness
 - ✓ The problem of accuracy
- 5.1. Who is the final decision maker to provide a news report on a particular issue? (the reporter, editor, the department head, or the manager)
 - ✓ To decide what should to be reported?
 - ✓ To select the angle of the story?
 - ✓ To decide the contents of the story?
 - ✓ To allocate time and space?
- 5.2. Is there any occasion that entertain conflicts between journalists themselves, journalists and editors or management personnel, journalists and owners or others? If yes, what were the reasons of the conflict?

- 5.3. What is the major role of advertisers in your institution? Do they limit themselves on providing the financial and material sponsorships only; or do they participate in the news decision process?
- 5.4. Is there any occasion that the news sources particularly event organizers provide the accommodation (transport, per diem; food, gifts such as bag, scarf, sport wearing cloths etc; food and so on) for journalists? If yes how often?
- 5.5. How do you evaluate the relationship between journalists and sources particularly with athletes, coaches, managers etc? Is it intimate or detached?
6. What is your role in the process of news distribution? Is it limited on gathering information and writing the first draft of the news story?
7. What is the primary objective of the institution in sport reporting?
- To maximize profit from sponsorship
 - To satisfy the interests of the society
 - If any other, please specify
8. Do you think about the consequences and impacts of the sport stories ahead? Particularly on their negative side effects?
9. Do you believe that the news stories provided by your media channel aimed to support the development of sport in Ethiopia?
10. Do you believe that your media channel provide the appropriate service for sport community? If yes How?
11. What is the challenge of sport reporting in Ethiopia?
- 11.1. Internal challenge....
 - 11.2. External challenge.....
12. What challenge you face for being a sport journalist?

Appendix E: Interview Question for Management personnel (Editors and department heads or Editor in chiefs)

- a) Name.....
- b) Gender.....
- c) Educational background.....
- d) Age.....
- e) Employer organization.....
- f) Position.....

1. Do you often discuss about the issues of sport reporting in the editorial meetings as other reporting areas? If no, why?
2. How do you perceive the practice of sport journalism or sport reporting? Do you consider it as luxurious and extra work for your media channel?
3. Does the media channel allocate the appropriate resource (finance, material, human resource) for the sport section? If no, why?
4. Do you equally treat sport sections with other areas of reporting such as politics, health, business etc? Or do the issues of sport get priority after the coverage of those political, social and health issues? If yes, why?
5. Which ethical dilemma commonly occurred in your institution?
 - ✓ The problem of objectivity
 - ✓ The problem of fairness
 - ✓ The problem of truthfulness
 - ✓ The problem of accuracy
- 5.1 Who is the final decision maker to provide a news report on a particular issue? (the reporter, editor, the department head, or the manager)
 - To decide what should to be reported?
 - To select the angle of the story?
 - To decide the contents of the story?
 - To allocate time and space?
- 5.2 Is there any occasion that entertain conflicts between journalists themselves, journalists and editors or management personnel, journalists and owners or others? If yes, what were the reasons of the conflict?

Appendix E: Interview Question for Management personnel (Editors and department heads or Editor in chiefs)

- a) Name.....
- b) Gender.....
- c) Educational background.....
- d) Age.....
- e) Employer organization.....
- f) Position.....

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2. How do you perceive the practice of sport journalism or sport reporting? Do you consider it as luxurious and extra work for your media channel?
3. Does the media channel allocate the appropriate resource (finance, material, human resource) for the sport section? If no, why?
4. Do you equally treat sport sections with other areas of reporting such as politics, health, business etc? Or do the issues of sport get priority after the coverage of those political, social and health issues? If yes, why?
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 - ✓ The problem of objectivity
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eir negative side effects?

ou believe that the news stories provided by your media channel aimed to support the
opment of sport in Ethiopia?

ou believe that your media channel provide the appropriate service for sport fans? If
ow?

t is the qualification that your media company requires to recruit sport journalists?

t is the challenge of sport reporting in Ethiopia?

1.1 Internal challenge....

1.2 External challenge.....

Appendix F: Questions for Focus Group discussions

ow do you evaluate the practices of sport journalism in Ethiopia? How do media
stitutions and management personnel conceive the profession of sport journalism?

What are the Ethical dilemmas that commonly occurred in Ethiopian sport journalism?

ow far sport journalists practice their daily journalistic activities as per the ethical
principles?

What are the challenges in the practice of sport journalism in Ethiopia?