

**ADDIS ABABA UNIVERSITY  
SCHOOL OF GRADUATE STUDIES**

**THE FRAMING OF  
GENDER VIOLENCE BY THE ETHIOPIAN  
PRINT MEDIA**

**BY**

**BRUKTAWIT EJIGU**

July, 2008

Addis Ababa

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**The framing of gender violence by the Ethiopian  
print media**

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## Abstract

Gender violence is a day-to-day tragedy around the world. Many females, both children and adults, have suffered a great deal from different acts of violence because of their sex. Rape, beating, female genital mutilation (FGM), abduction, and early marriage are among the dominant types of gender violence that affect women physically, psychologically, socially and economically.

The media may play significant roles by covering and framing gender violence. How the media portray gender violence has pronounced implications on both public perception and social policy. Therefore, to better understand these portrayals, this study examines the Ethiopian print media coverage of gender violence over one year period. The study content analyzes a nationally representative sample of newspaper coverage of gender violence during the period of September 2006 to September 2007. Three Amharic newspapers, *Addis Admas*, *Police na Ermijaw*, and *Medical* which deal with the social, crime and health aspects of gender violence, were used for analysis. In addition, journalists and editors who work for the sample newspapers were interviewed to supplement the information gathered through content analysis.

The results of the study show that in terms of coverage, the analyzed newspapers mostly framed gender violence using human interest and empathy frames. However, they ignored economic and conflict frames. Private owned *Addis Admas* and government owned *Police na Ermijaw* have given gender violence a better extent of coverage compared to *Medical*. Furthermore, rape and beating were found to be the most frequently reported forms of violence in the newspapers. Most of the articles were informative rather than educative. They focused on reporting committed violence and court trials held regarding gender violence. Little was done, however, in educating the public on the health consequences and possible treatments of the violence.

## **Acronyms**

EMWA- Ethiopian Media Women's Association  
EWLA- Ethiopian Women Lawyers' Association  
FGM- Female Genital Mutilation  
NGO- Non Governmental Organization  
IPV- Intimate Partner Violence  
STD- Sexually Transmitted Disease  
UDHR-Universal Declaration of Human Rights  
UNFPA- United Nation For Population Agency  
UNIFEM- United Nations Development Fund for Women  
USA- United States of America  
WHO- World's Health Organization

# Chapter One

## 1. Introduction

Gender violence is a universal concern. It is a problem of both the developed and the developing world. Steeves (1997: 96) notes that “gender violence is a global reality that kills and injures millions of girls everywhere. Those not directly attacked remain affected by an ever-present fear of violence.” UNIFEM (United Nations Development Fund for Women) in its 2003 report states that one out of three women is likely to be sexually assaulted during her lifetime (Marshall 2004).

Putting a clear definition of gender violence can be a bit difficult as it can involve several acts. In Article 1 of the Declaration on the Elimination of All Forms of Violence against Women, gender violence is defined as “any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life” (Marshall 2004).

According to United Nations Fund for Population Agency (UNFPA, 2007), there are different phases and types of violence against women starting from before birth to old age.

### Gender violence throughout the life cycle

Phase	Type of Violence
Pre-Birth	Sex selective abortion; battering during pregnancy (emotional and physical effects on the woman; effects on birth outcome); coerced pregnancy; mass rape in war
Infancy	Female infanticide; emotional and physical abuse; differential access to food and medical care
Girlhood	Child marriage; genital mutilation; sexual abuse by strangers and family members; differential access to food and medical care; child

	prostitution
Adolescence	Dating and courtship violence; economically coerced sex; sexual abuse in the workplace; rape; sexual harassment; forced prostitution; trafficking in women
Reproductive Age	Abuse of women by intimate male partners; marital rape; dowry abuse and murders; partner homicide; psychological abuse; sexual abuse in the workplace; sexual harassment; rape; abuse of women with disabilities
Old age	Abuse of widows; elder abuse affects mostly women

Source: Heise, L. 1994. Violence Against Women: The Hidden Health Burden. World Bank Discussion Paper. Washington. D.C. The World Bank

Gender violence causes serious health, social and economic problems. It has severe health consequences for the affected, both physical and psychological. It also brings devastating social and economic impacts. In addition, violence against women is a serious violation of human rights. World Health Organization (WHO (2007) lists some effects of gender violence on women's health:

- the increase of sexual risk-taking among adolescents,
- the transmission of sexually transmitted disease (STD), including HIV/AIDS,
- unplanned pregnancies,
- Precipitating various gynecological problems including chronic pelvic pain and painful intercourse.

The complications of gender violence get worse in developing countries like Ethiopia where poor economic background often result in inadequate health care. Despite the fact that it is an alarming and deep-rooted problem in the country, gender violence is an under-reported issue in Ethiopia. It has received little attention and coverage by the media. Commenting on the situation globally, Marshall (2004:1) says "violence against

women isn't news. Or at least that is the logical implication one might draw from the lacking and skewed coverage given to the subject by the media." When it is reported, the issue is treated like an ordinary phenomenon which is normal to occur. Supporting this idea, Frieda Werden of the Women's International News Gathering Service cited in Marshall (2004: 2) points out:

*Men's violence against women is treated like a "dog bites man" story, and women's violence against men as a "man bites dog" story. Thus the amount of coverage in mainstream media is inversely proportional to the actual prevalence of these kinds of violence, and gives a false impression.*

Furthermore, how the media frame stories of gender violence has been criticized for their little attempt to reinforce change in policies regarding the issue. According to Entman (cited in Powers and Andsager, 1999: 553), frames occur when journalists "emphasize certain words and source of information; the writings of the reporters then form thematic clusters." How the media frame stories of gender violence was scrutinized for failing to show the true danger of the problem. Other studies on media's coverage of gender violence have found out similar results that how the media cover the issue reinforces patriarchal conceptions of rape and other forms of gender violence. Patriarchal ideology is "grounded in patriarchal notions of male and female sexuality, that is, the notions that males are innately aggressive and females are innately submissive and receptive." (Steeves, 1997:11)

### **1.1 Statement of the problem**

Media have the power to influence public opinion as well as social policy about significant social matters. Gender violence is one of the issues that require media's attention and coverage to reinforce change in attitude and policy. Carlyle et al (2008) note that how the media cover issues that have health and legal implications can affect both public policy response and individual behavior. In addition to the attention the issue receives from the media, how it is framed has implications for both public perception and policy making. Goffman (cited in Paterson 2006:295) describes frames as "internal cognitive structures consisting of systems of classification and rules of interpretation that

allow us to locate, perceive, identify and label, the diverse phenomena we may encounter through out the course of our lives.”

How gender violence is represented in the media can certainly affect the public’s perception of the issue. For example, the Ethiopian media have played a significant role in minimizing stigma and discrimination against HIV-infected people. Carlyle et al (2008: 171) argue that “ the extent of coverage of intimate partner violence (IPV) as well as its framing can affect attributions of both blame for IPV incidents and responsibility for addressing IPV; these attributions, in turn, can impact support for funding, safe houses, legal sanctions for perpetrators, protections for victims, and so forth.”

Researches conducted on the framing of an issue or event are important in examining the roles of the media in defining a problem, stating the cause, providing moral evaluation and suggesting treatment. Even though several mass media studies were carried out on gender and the media as a whole, there are very few researches that focused on media and gender violence in particular.

Steeves (1997:98) studied the print media’s coverage of the so-called St. Kizito story, where nineteen girls were murdered and over seventy were raped in Kenya. She found out that the framing used in the media supported patriarchal views of rape. She has noted that rape myths were reflected during the framing; “...the common myth that rape is motivated by lust is reflected in stories blaming the crime on mixed-sex schools, or on inadequate religious training.” She also found out that although they were not detailed in providing alternative suggestions for the problem, there were few stories which show real concern about the wellbeing of the St. Kizito survivors.

Similarly, Carlyle et al (2008:180) examined newspaper coverage of intimate partner violence in the U.S.A. Their findings show that newspaper framing of IPV tended to be greatly dominated by episodic framing, “which focuses on the individual and tends to ignore the larger social context within the IPV occurs”. When discussing the implications of such framing, the writers state that “by portraying IPV as an individual or a

relationship issue without discussing the underlying causes of IPV, victims may be more likely to feel blamed for their own victimization.”

As to the researcher’s knowledge, despite the significance of media framing in tackling gender violence, little research has been done on media and gender violence in general and the Ethiopian media and gender violence in particular. Therefore, there seems to be a need to conduct a research which aims at finding out how the local media portray and represent an important social issue like gender violence. As a result, this study is believed to fill in the gap by studying how three local newspapers frame gender violence.

## **1.2. Objectives of the study**

The main objective of this research is to gauge how the Ethiopian newspapers frame gender violence. The specific objectives are:

1. To assess the extent of the newspapers coverage of gender violence in terms of number of articles and topics.
2. To identify themes of the stories and sources who are quoted in the stories.
3. To analyze what frames are used in reporting gender violence
4. To examine at who wrote the stories (female or male journalists); and if the sex of the reporter has any impact on the stories.
5. To study into the functions the newspapers performed regarding gender violence.

## **1.3 Significance of the study**

The results of this study will be significant in examining how the national media frame issues regarding violence against women. Hence, the study was conducted in a belief that it might give an idea on how the national media addresses relevant social issues like gender violence.

The research will also benefit the three analyzed newspapers as it will point out both their strong sides and limitations in the coverage and portrayal of gender violence. It will offer some insight on what is covered and how to improve such coverage.

Findings of the study will also be helpful for sectors outside the media that work on gender issues like Ethiopian Media Women's Association (EMWA) and Ethiopian Women Lawyers Association (EWLA) by providing them with data about the framing of gender violence in the Ethiopian media.

Finally, as the study focuses on the national media, it will also serve as a reference for other researchers who conduct their study on similar areas.

#### **1.4 Scope of the study**

The scope of the study is limited to Ethiopian print media. The study only assesses how three local newspapers covered gender violence during the period of September 2006 to September 2007. Hence, it should be noted that the study does not examine coverage of gender violence in other media like television, radio, internet, magazines or pamphlets. Furthermore, as the study only included newspapers published during the period of September 2006 to September 2007, its horizon was limited to almost 13 months examination. In addition, the study merely looks at how the media present issue; and does not include reception analysis.

## Chapter Two

### 2. Review of literature

The aim of this chapter is to provide a literature review which may function as a relevant frame work for the current research project. The chapter is organized into three sections: 1) a brief discussion of selected literature on gender violence; 2) media's role in relation to gender violence; and 3) media framing theory. In each of these sections, the relation between the current research and the review literature is discussed.

#### 2.1 Gender violence

Gender violence is a deep-rooted problem in every society. It is a result of women's subordinate role in a society. Many cultures have norms, beliefs and social institutions that legitimize and perpetuate violence against women. Heise et al. (1999) Cherinet and Mulugeta (2002) state women's low status in a society as a cause for violence against them. They assert that in all Ethiopian cultures, women and girls are subjected to "physical, sexual and psychological abuse, in the family and the community. Violence involving beating, rape, female genital mutilation (FGM), abduction, early marriage, nutritional taboos and unregulated fertility are well established traditions that negatively affect the health and well-being of the woman, and are violations of human rights but not considered so, by the societies concerned." (Ibid: 28)

However, cross-cultural studies by Peggy Reeves Sandy and David Levinson (quoted in Steeves 1997:13) show that gender violence is lesser in some societies:

*Gender violence including rape, occurs to some extent in nearly every society, there appears to be less gender violence in societies where women participate in the public sphere, men are involved in family life, and the surrounding culture condemns interpersonal violence. Rape incidents are greater in societies where men express contempt for women's public- sphere participation, where men have little or no role in child rearing, and where interpersonal violence is encouraged as an expression of masculinity.*

According to Heise, et al (1999), there are two common forms of violence against women: 'abuse by intimate male partners' and 'coerced sex', whether it takes place in childhood, adolescence, or adulthood. Intimate partner abuse is also known as domestic violence, wife-beating, and battering. It is almost always accompanied by psychological abuse and in one-quarter to one-half of cases by forced sex as well. The majority of women who are abused by their partners are abused many times.

WHO's (2008) multi-country study on women's health and domestic violence against women reveals that Ethiopia is among the countries in the world where women report to encounter greatest amount of physical and sexual violence by intimate partners. 54% ever-partnered women in Ethiopia reported to experience physical or sexual violence, or both during the past year. On the contrary, physical and sexual non-partner violence among Ethiopian women is reported to be interestingly lesser. Only 5% of the women reported to encounter with non-partner violence. However, it should be taken to consideration that the figures merely indicate the reported violence.

In Ethiopia rape is a major problem and most of the times the only reported sexual violence against women. Almost all court trials regarding gender violence involve rape. Gill (2007) defines rape as a criminal act aimed at humiliating, debasing, overwhelming, and controlling a woman. "It involves invasion of parts of a woman's body normally reserved for pleasure, intimacy and, for some women, for child bearing." It has an everlasting effect on victims' physical and psychological conditions. There are, however, some misconceptions about rape. The most common misconception is holding women responsible for initiating the attacker to commit the crime. (Gill, 2007; Steeves, 1997) Gill (2007:137) lists some of the blames women meet if they are raped: '[women] were dressed provocatively, they were out alone at night, and they 'led the man on', etc'.

Gender violence affects women's health, social and economic lives. It is a crime which should be handled by the criminal justice system. Crime is referred to as an action "that violates social norms about appropriate behavior." (Stalans and Lurigio cited in Carlyle et al, 2008: 170)

Many scholars agree that despite its high prevalence and its devastating effects on women's health, social and economic systems, gender violence is largely a neglected issue. (Cherinet and Mulugeta, 2002; and Heise, et al., 1999)

In concluding its multi-country study WHO (2008) asserts that violence against women is widespread and deeply ingrained, and has serious impacts on women's health and well-being. Its continued existence is morally indefensible; its cost to individuals, to health systems, and to society in general is enormous. Yet no other major problem of public health has – until relatively recently – been so widely ignored and so little understood.

In the USA, Center for Disease Control and Prevention in its 2003 report notes that intimate partner violence results in costs of more than \$5.8 billion each year, with the present value of expected life time earnings lost by intimate partner violence victim at \$892.7 million which is an average of more than \$713,000 per fatality. (Carlyle et al., 2008)

Gender violence is a problem which requires an international concern. Steeves (1997:11) shows how feminists internationally argued 'freedom from gender violence is an international human right, one that must be explicitly addressed in human rights conferences'. Ethiopia has ratified the Universal Declaration of Human Rights (UDHR) of 1949 which prohibits the negative discrimination based on their sex. However, it took a while for the international organization to declare gender violence as a violation of Human Rights. Finally, in June 1993 United Nations Human Rights Conference in Vienna, at the workshop on Gender and Human Rights, gender abuse and violence was recognized as a violation of Human Rights in the Declaration of Vienna and program of Action. (ibid)

At the national level, violence against women is a criminal offence. Carlyle et al. (2008: 170) note that "criminal laws reflect social values and are sometimes created to reinforce them."

Eliminating gender violence requires much more than putting down declarations and strategies on papers. First and foremost, women should be aware of their rights. Here, the media play a crucial role in bridging the information gap. Carlyle et al., (2008: 170 ) argue that media's coverage of intimate partner violence can help the social climate change so that people would begin to question the fundamental norms of male-female relationships, which can contribute to gender violence situations.

## **2.2. Media and Gender violence**

Gender and the media has been a dominant issue in several media studies. Different researches have been conducted to see the extent of coverage of women and matters related to them, how they are portrayed, their role in the profession of journalism, etc. (Byerly and Ross, 2006; Gill, 2007; Steeves, 1997)

The media are the main sources of information for the public to understand and interpret different issues.( Shen, 2004: 123) Shen further asserts that “the media are the arena in which politicians, activists, and journalists all seek to articulate and amplify their views as well as define things their way.” Similarly, Steeves (1997: 3) notes media “along with other ideological institutions (such as schools, churches, and families), help sustain societal values, and also are capable of challenging them.” As such, the media are significant agents in informing citizens about salient social issues like gender violence.

Concerning the representation of women by the media, Steeves (1997:7) writes:

*Feminist scholars around the world have documented ways in which the products and process of global media reflect patriarchal values- by ignoring and excluding women, by stereotyping women in narrow traditional roles, and by degrading women via representations of them as sex symbols or objects of abuse. News including crime news, has been examined by many researchers who have discovered that very little news is by or about women, uses female sources, or examines issues of particular salience to women, such as child care, women's health, women's economic status, abortion, or gender violence.*

Authors like Byerly and Ross (2006:40) share Steeves' idea on the representation of women by the media. According to a study by the Global Media Monitoring Project in 1995 which simultaneously monitored news media on one day across 71 countries, 19% of the individuals featured in news stories were women and 'the most popular roles that they occupied were as victims, mothers, and wives'. (Ibid) In other words, the media are found to be under-representing and misrepresenting women and their roles in a society.

Violence against women is a terrorizing reality which affects many lives of women all over the world. However, the extent of the coverage of the issue by the media is astonishingly very little. (Marshall, 2004) As to Carter (1998), gender violence has transformed through the years from an extraordinary to ordinary news. As a result it is not first page news unless famous people or murder are involved. Meyer's cited in Carter (1998:223), from her interviews with crime reporters in Atlanta, Georgia, finds out that "because news organizations cannot report on each and every crime taking place every day, journalists have developed a 'hierarchy of crime' in which murder is considered to be the most serious offence, and therefore the most important to cover." She also learns that women's battery, rape or even murder is considered common by journalists and 'journalistically unimportant', unless the victims are white and middle class. Gill (2007:144) also states that 'the available evidence shows that most rapes are not reported as news at all; only the most typical cases, often with bizarre or horrific violence, received prominent coverage...'

Furthermore, Thorson (in Carlyle et al, 2008: 169) asserts that "crime and violence are most appropriately presented as public health issues and that presenting violence as purely criminal issue may misrepresent health risks." Thus, reporting gender violence merely as a criminal act may lead the public to ignore the violence's dangerous consequence on health.

The extent of the coverage of gender violence as well as its framing can affect the response that the issue should receive from both the public and the authorities. (Carlyle et al., 2008) As Waldron quoted in Marshall (2004:1) points out 'media implicitly tell us

how to rank the importance of the public issues according to the amount of press coverage devoted to an issue.’ Similarly, Chong and Druckman (2007:113) argue that “whichever issue receives the greatest volume of coverage will be the most accessible and have the largest effect.” In other words, lack of appropriate media coverage of an issue leads to the implication that the topic is not important. And obviously, if a story is not reported, public awareness is significantly lessened.

When it gets the media’s attention, violence against women may not be framed in a balanced manner. Gill (2007:135) points out that the media give a distorted version of incidents of violence against women. Reports on rape and sexual assault focuses on disproportionately on attacks by strangers, on unusual assaults and on those perpetrated against young women. She also argues that the reports ‘trivialize women’s experience of the attack’ and present rape in ‘a manner that is designed to be arousing’. The victims are ‘frequently described in highly sexualized terms-‘sexy 21-year- old’, ‘blonde beauty’, ‘blue- eyed schoolgirls’ etc., with descriptions that bear little relationship to the woman’s experience of the attack – such as ‘fondled her breasts’. Similarly, Benedict (quoted in Gill 2007:139) notes that “Men are never described as hysterical, bubbly, pretty, pert, prudish, vivacious, or flirtatious, yet these are all the words used to describe the female victims of cases I have examined...Male crime victims are rarely described in terms of their sexual attractiveness, while female crime victims almost always are...”

Another misleading reporting is the portrayal of rapists by the news media as ‘identifiably sick and depraved strangers’. In reality, however, many of the rapists are friends, relatives, neighbors or someone else known to the victim. (Gill, 2007) Byerly and Ross (2006) ask why the media frame ‘rapist-as sex- fiend flies’ while the available statistics shows that the vast majority of the rapists are friends or acquaintances of the victims. Regarding media reporting of rape in Britain, Gill (2007: 147) writes that it is ‘powerfully framed by some outdated and pernicious discourses that are at best unhelpful and at worst dangerous.’ Similarly, Byerly and Ross (2006:43) argue that the portrayal of sexual assaults as ‘unusual occurrences’ committed by ‘unnatural men’ misleads people to think that such crimes are both rare and the result of ‘individual pathology that

requires a law-and-order response, rather than constituting a serious social problem that requires a social reform solution.'

The media take a vital responsibility to inform and educate people about relevant issues in the society. Stanko cited in Carter (1998) argues that the media plays a significant role in teaching women and girls about potential dangers of sexual violence, primarily from male strangers, and how to try their best to keep themselves 'safe' from such men. Carlyle et al. (2008) also note that coverage and portrayals of violence against women in media are very important because they contribute to measures taken in preventing and intervening.

No matter how serious a problem is, how reporters frame the story influences readers' interpretation of the issue. (Price and Tewksbury cited in McManus and Dorfman, 2002:8) According to these writers, "lack of information with which to process the incoming message leaves people particularly vulnerable to the frames embedded in the new message." It is therefore important to note that the way the media frame gender violence influence the public's understanding and interpretation of the issue.

### **2.3. Framing theory**

The framing and presentation of an issue or event in the media can affect how recipients of the news understand and interpret the stories. (Price, Tewksbury, and Powers cited in Scheufele, 1999) As stated earlier, gender violence is a deep-rooted problem all over the world. However, how it is framed by the media can affect the public's formation of opinion and the response received from the government regarding the issue.

In the past decade, the term 'framing' has become very popular in media research and communication articles. (Weaver, 2007) Several definitions have been forwarded about media frames. Authors like Tankard et al define media frames as "the central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion, and elaboration." (Cited in Weaver 2007:142) Similarly, Gitlin (quoted in Steeves, 1997:25) describes media frames as "persistent

patterns of cognition, interpretation, and presentation, of selection, emphasis, and exclusion, by which symbol handlers routinely organize discourse, whether verbal or visual.” The process of framing involved in both definitions is similar, that is, they both consider selecting, emphasizing, interpreting and excluding as the main components of framing.

Entman (1993, 2007) has provided more than one definition for media framing. His famous definition of framing is ‘to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described.’ (Entman, 1993 cited in Weaver, 2007:142) Using the same theme, Entman (2007) defines framing as “the process of culling a few elements of perceived reality and assembling a narrative that highlights connections among them to promote a particular interpretation.” In other words, framing is intended to make the audience think or feel in a certain way about the issue under discussion.

According to Entman’s definitions, well developed frames usually have four functions: problem definition, causal analysis, moral judgment, and remedy promotion. First, frames define problems that are salient to the public. Then, they determine and highlight causes of the problem. Next, they encourage moral evaluations by providing the causal analysis. Finally, they promote remedies so the concerned bodies can come up with favored policies. (Entman, 2007)

Frames can affect the way people understand and interpret issue or events. (Shen, 2004) In his study “Examining the effects of message frames in political advertisements”, (Shen, 2004) finds out that political ads framed as either character- or issue-oriented had a profound effect on voters cognitions in political evaluations. Similarly, McManus and Dorfman (2002:6) assert that:

*...news frames are influential in making certain elements of issues and events available for mental processing while ignoring others. We know the level of context in stories greatly influences*

*comprehension. Terse episodic reporting, for example, throws readers and viewers back on their own pre-conceptions about why events take place. It encourages simplistic explanations such as blaming individuals and exempting the conditions shaping them. Some kinds of reporting appear to promote an apolitical or social reaction while others elicit only apathy*

As to Carlyle et al. (2008: 172), the effectiveness of frames is found in their “ability to make certain elements and perspectives more salient, thereby increasing the chances that certain schemas of interpretation will be evoked.” Frames can be found in “the properties of news narratives, thus encouraging certain interpretations and understandings of issues.”

As stated earlier, how gender violence is framed has its own implications on how the issue is perceived by the public. In their study of media coverage of intimate partner violence, (Maxwell et al., 2000 in Carlyle et al. 2008: 173) found that “most articles were framed in a way that left the victim responsible for ending the violence in the relationship.” Furthermore, they found out that the reports mostly neglect social factors perpetuating violence. In addition, the authors assert that most of the coverage focuses on individual incidents. This may result in, according to Carlyle et al. (2008: 173) “societal attitudes that are victim blaming and unsupportive of intervention from social structures despite the need for victims of crime to be protected”.

Providing contextual features in the coverage of violence against women is helpful for the audience to have better understanding of the story. The contextual features include: the relationship between the perpetrator and victim, alcohol use, etc. (Carlyle et al., 2008) The authors, in their study of media coverage of intimate partner violence, found that the relationship between the perpetrator and the victim was the spouse in 62.0%, separated 14%, dating 13.3% cohabiting 3.9%, and engaged 2.7%.

As frames need to be seen as ways for both presenting and comprehending news, Scheufel (1999) identifies two concepts of framing: media frames and individual frames. Media frames are “devices embedded in political discourse”. On the other hand,

individual frames are “internal structures of the mind”. (Kinder and Sanders cited in Scheufele, 1999: 106) For Chong and Durckman (2007: 101), individual frames are “what an audience member believes to be the most salient aspect of an issue.” For Entman cited in Scheufel (1999: 106) individual frames are “information –processing schemata” of individuals and media frames are “attributes of the news itself”.

The combination of individual and media frames is what makes framing successful. The effect of framing is feasible when “a communication increases the weight of a new or existing belief in the formation of one’s overall attitude” (Chong and Druckman, 2007: 107). The authors further assert that when there is an existing belief, the framing effect results from “a reweighting of the set of prior beliefs associated with the object; on the other hand, if the [media] promote a new belief about the object, the framing effect produced by the recipient’s accepting the new consideration and giving it priority in his or her all-over attitude.” Entman (in Shen, 2004: 106) also shares the idea that “a framing effect is more likely to occur when the media frames comport with the existing beliefs of the audience, rendering related concepts more salient and more cognitively accessible than others.” Thus, both individual and media frames must be taken into consideration in terms of clarifying the concept of framing. (Scheufel, 1999) For example, people’s existing knowledge and attitude towards gender violence is important in making the framing of the issue by the media have some impact on them.

The term framing has been used interchangeably with concepts like agenda setting and priming. (Popkin cited in Scheufele, 1999) Entman (2007) suggests agenda setting to be considered as an alternative name for “successfully performing the first function of framing: defining problems worthy of public and government attention. Among other things, agenda problems can spotlight societal conditions, world events, or character traits of a candidate.” Scholars like McCombs et al., 1997 in Zhou and Moy (2007) refer framing as second-level agenda setting. On the other hand, Scheufel (1999: 101) argues that framing is concerned with “the salience of issue attributes”; whereas agenda setting is concerned with “the salience of issues”. Zhou and Moy (2007) also point out that

although framing and agenda setting are two theories of media effects, they have been portrayed as one.

### **2.3.1 Locations of framing**

Journalists use various tools to frame an issue or event. Pan and Kosicki (in Scheufel, 1999:111) present four types of structural dimensions that journalist can frame news through:

- a) syntactic structures, or patterns in the arrangements of words or phrases;*
- b) script structures, refereeing to the general newsworthiness of an event as well as the intention to communicate news and events to the audience that transcends their limited sensory experiences;*
- c) thematic structures, reflecting the tendency of journalists to impose a causal theme on their news stories, either in the form of explicit causal statements by linking observations to the direct quote of a source; and*
- d) rhetorical structures, referring to the stylistic choices made by journalists in relation to their intended effects.*

According to Entman (in D'Angelo 2002), there are at least four locations of frames in the communication process: the communicator, the text, the receiver, and the culture.

Issues or events can be framed through words, images, phrases, and presentation styles that a journalist uses. (Gamson and Modigliani in Chong and Druckman, 2007) As to Chong and Druckman (2007), the frames used by speakers reveal ideas that they think are relevant at the time. As to Pan and Kosicki (in D'Angelo 2002), textual items (words and images) can be used to frame an issue or event.

### **2.3.2 Types of framing**

The existence of one or another frame in the news and its consequences for the public opinion has been a focus in many studies. (Semekto and Valkenburg, 2000) Steeves (1997) in her study of press's coverage of the St. Kizito story has found nine frames (ignoring or marginalizing rape, quoting government-sources, emphasizing school-critic explanations, excusing assailants and bolstering existing ethnic prejudice; and reinforcing patriarchal rape myths, identifying surviving victims but not assailants, suggesting survivor-assailant equality via labels, showing concern for survivors; and feminist resistance) .

Framing can be classified under two contrasting dimensions: episodic and thematic coverage. (Shah et al., 2004) Episodic framings are used to “construct social issues around specific instances and individuals” This type of framing, according to Carlyle et al. (2008), tends to rely on individual explanations. Sotirovic (in Carlyle et al. 2008: 172) describes individual explanations as “those that focus on the personality, disposition, or motivational states of the people involved”. It promotes “attributions of responsibility both for the creation of problems or situations (causal responsibility) and for the resolution of these problems or situations (treatment responsibility) to the people featured in press reports.” (Iyengar cited in Shah et al., 2004: 104) This type of frame is dominant in coverage of violence reports. (McManus and Dorfman, 2002; and Carlyle et al., 2008) For example, in their study of media coverage of intimate partner violence, Carlyle et al. (2008) found episodic coverage being the dominant one. Most of the articles (88.3%) were framed using episodic framing.

On the other hand, thematic framing emphasizes society's role in addition to the individual. (Iyengar, 1991 cited in Carlyle et al., 2008) The frame relies on social explanation. (Carlyle et al., 2008) These social explanations focus on “circumstances and situational forces”. (Sotirovic, 2003 in Carlyle et al., 2008: 172)

Semetko & Valkenburg (2000) discuss five dominant news frames that have been identified in earlier studies: conflict frame, human interest frame, economic frame,

morality frame, and attribution of responsibility frame. In addition other frames like diagnostic and prognostic are commonly used frames. These frames are used in the current research.

### **Conflict frame**

This frame focuses on conflict between individuals, groups, or institutions so as to attract audience attention. (Semetko & Valkenburg(2000) Neuman et al. (in Semetko & Valkenburg (2000) found that among the few central frames of reporting various issues that the media draw, conflict was the most common frame in U.S.

### **Human interest Frame**

This frame puts a human face or an emotional perspective on the report of an issue or event. It personalizes the news, “dramatize or emotionalize” the stories as a means to capture and retain audience interest. The frame is also referred as “human impact” frame, and is considered the second common frame in the news next to conflict frame. (Neuman et al., in Semetko and Valkenburg, 2000) As to Bennett in (Semetko and Valkenburg, 2000), because of the increasing competition in the market for news, journalists and editors are exert greater effort to produce stories that captures the public’s interest.

### **Economic Frame**

This frame presents issues or events focusing on their economical consequences on an individual, group, institution, or country. (Semetko and Valkenburg, 2000) When an issue or event has wide impact, it adds value to the news, and its economical consequences are often vital. (Garber cited in Semetko and Valkenburg, 2000)

### **Morality Frame**

This frame emphasizes moral or religious contexts of an issue or event. (Semetko and Valkenburg, 2000) In order to keep the professional norm of objectivity, journalists often make use of the moral frame indirectly by using quotation and inference, for example, having others ask the question. (Neuman et al., in Semetko and Valkenburg, 2000) For example, a journalist can have religious leaders raise moral questions about gender

violence. Neuman et al., in (Semetko and Valkenburg, 2000) further assert the moral frame is to be more dominant in the minds of the audiences than in the content of news. However, the frame is among the common frames of news.

### **Attribution of Responsibility Frame**

As Semetko and Valkenburg (2000: 96) put it, this frame “presents an issue or problem in such a way as to attribute responsibility for its cause or solution to either the government or to an individual or group.” Iyengar (1987) argued that when television news covers an issue or event, or individual (episodically) rather than presenting the larger historical social context (thematically), it promotes individuals’ explanations for social problems. (Cited in Semetko and Valkenburg, 2000)

### **Diagnostic Frame**

This frame emphasizes identifying a problem and attributing blame and causality. (Gerhards and Rucht, 1992 in Scheufel, 1999)

### **Prognostic Frame**

This frame can also be described as a solution frame which specifies what needs to be done. (Gerhards and Rucht 1992 in Scheufel, 1999)

## **3.3. Factors affecting framing**

Framing can be affected by various factors. According to Scheufel (1999), journalists’ framing of an issue may be influenced by several social-structural or organizational reasons and by individual or ideological factors. Based on previous research, the author further identifies five variables that may potentially affect journalists’ framing of an issue or an event: social norms and values, organizational pressures and constraints, pressure of interest groups, journalistic routines, and journalists’ ideological or political orientations.

Likewise, McLeod, Kosicki, and McLeod in Shen (2004: 125) point out framing social and political issues and events can be affected by “journalists’ individual values, ideological constraints, and market forces.” In case of journalists, their “common reliance

on politicians, interest groups and other experts for quotes and analysis means that the news media may serve as conduits for individuals and interest groups eager to promote their perspectives.” (Nelson et al., cited in Shen, 2004: 125). Consequently, journalists adopt frames suggested by interest groups or political actors as sound bites and incorporate them in their report of an issue or event. Further more, type and political orientation of the medium can also influence news framing. (Gans 1979 in Scheufel, 1999)

Despite the fact that framing theory has been used in many different researches (Carlyle et al., 2008 and Shen, 2004), it has been criticized by some. As to Scheufele (1999:103), most of the limitations of theory framing are attributed to its “lack of clear conceptual definition and generally applicable operation.”

As mentioned earlier, framing plays a prominent role in presenting and comprehending salient issues like gender violence to the public. However, little has been done on the area of media framing of gender violence. The current research will study media framing of gender violence in Ethiopian newspapers so as to show the kinds and processes of news frames in coverage of violence against women.

## **Chapter Three**

### **3. The Research Design**

#### **3.1 The Research Method**

In conducting this study, the researcher employed a quantitative approach (content analysis) as a main research method adding a qualitative method (in-depth interview) to it. The quantitative approach is selected as a major research method because it is a frequently used and an appropriate approach for studying media framing.

A quantitative approach was used to collect data from the newspapers about themes, sources, and frames used in stories of gender violence. Content analysis was employed to gauge how gender violence is framed in three selected local newspapers. As Berger (1998:23) points out, content analysis is an approach that aims at measuring the extent of an issue “in a representative sampling of some mass-mediated popular art form.”

The qualitative method, on the other hand, was utilized to supplement the information gathered through the content analysis. It was assumed that adding in-depth interviews will help to get better and deeper understanding of how stories of violence against women are framed by the Ethiopian media. Berger (1998:55) notes that by using depth interview, “you often obtain unexpected information that other forms of research might not discover.”

#### **3.2 The Sample**

Two types of subjects were involved in the study. The first subjects were the selected newspapers that report on the health, social and criminal aspects of gender violence. The other subjects of the study were journalists and editors of the selected newspapers.

As indicated above, the study focused entirely on newspaper coverage, and did not consider television or radio stories. Although television and radio are significant media in many major events, the fact that they are monopolized by the state in Ethiopia would limit the study merely to government owned media. The research would have, therefore,

failed to look into how the private-owned media frame gender violence. In addition, in terms of topics the researcher reasoned that there would be no major difference since what the broadcast media covered can be found in the press as well.

In reality, newspapers reach only a certain level of the population as the illiteracy rate is high in the country. However, they are regarded to be crucial in reaching the ruling powers and the decision makers. As Steeves (1997:97) points out the print media can have an influence on the educated and political leaders “who wield disproportionate power to effect change”.

According to the Ministry of Information (2008), there are about 64 private and government owned newspapers in Ethiopia covering social, political, health, criminal and economic issues. From the total, the researcher selected three newspapers namely: *Addis Admas* (private), *Police na Ermjaw* (government), and *Medical* (private). Two of the newspapers (*Addis Admas* and *Medical*) are weekly newspapers; whereas *Police na Ermjaw* is a fortnightly paper.

To strengthen the information gathered from the newspapers through content analysis, four journalists and editors who took part in publishing the stories of gender violence were interviewed. Both female and male journalists participated in the interview to see if their sex had any impact on their reporting.

### **3.3 Sampling Technique**

The three newspapers were selected mainly because of their themes. They deal with social, crime and health issues purposefully. As mentioned in Chapter two, gender violence is a concern of all these three themes. In addition, circulation was considered as another criterion during the selection of the two private owned newspapers, *Addis Admas* and *Medical*. However, the numbers of circulation do not necessarily reflect the exact numbers of readers in Ethiopia as each newspaper can be read by several readers. In the case of the government owned newspaper, *Police na Ermijaw*, it is the only paper that deal with crime. In addition, it was in the belief that the selected newspapers would

ensure ownership diversity as both government and private owned newspapers were included. As mentioned above, two of the sample newspapers are private owned whereas one is government owned. This would be logical since the majority of the newspapers in the country, 77% are private owned and the rest 33% are owned by the government. (Mekasha, 2005) Furthermore, as all three newspapers use the local Amharic language, they can be understood by any literate reader which in turn might raise their readership.

*Addis Admass* was established in 2000. It is a private owned newspaper which focuses on social and entertainment issues. It is a weekly newspaper with a circulation of 31,000. (Ministry of Information, 2008) This newspaper was selected because it was assumed that it covers the social aspect of gender violence.

*Police na Ermijaw* was established in 1961. It is a government owned newspaper published by the police bureau. The newspaper is a fortnightly one which mainly reports crime and Police activities. There is no clear information on its circulation.

*Medical* is a private owned newspaper which primarily deals with health issues. It is a weekly paper with a circulation of 14,200. (Ministry of Information, 2008) It was established in 2003.

### **Time frame**

The study intended to find out how gender violence was framed by the Ethiopian press within the period of September 2006 to September 2007. This time frame was chosen to look into recently used frames in the newspapers on the coverage of the issue. Nevertheless, selecting a specific time frame for getting a higher number of articles would be irrational as gender violence is not a one time phenomenon. Although only an individual experience, the so-called 'Kamilat' story of a girl who suffered an acid burn from her alleged boyfriend falls in this time frame.

Within the selected time frame, four editions per month from the two weekly newspapers (*Addis Admas* and *Medical*); and two editions per month from the fortnightly newspaper

(*Police na Ermjaw*) were analyzed. As a result, 104 editions of the weekly newspapers and 26 editions of the fortnightly one within the period of thirteen months were taken for analysis. (September's editions in both 2006 and 2007 were included) As the fortnightly newspaper chiefly deals with crime, it was assumed that it would contain more stories of gender violence. Thus, it was assumed that the number of articles to be found in the sample newspapers would not be affected by the lesser number of editions.

Therefore, from all three newspapers, a total of 130 editions were used for the analysis.

### **Story selection**

From the sample newspapers, all factual articles (news, interviews, and features) were coded according to whether the story mentions violence against women (rape, beating, genital mutilation, abduction, early marriage, verbal assault, and the like) as part of the study. For this study, stories talking about violence against men were excluded.

### **Interview**

As stated earlier, the interview was used to support the data gathered through content analysis. To conduct the interview, an interview guide was prepared. (See Appendix D) The guide contained different questions on journalists/editors' roles on the coverage of gender violence during the period of September 2006 to September 2007. The questions were similar to those stated in the coding sheet. (See Appendix A) However, a different category –'background' was added to learn about the journalists/editors' point of view on gender violence in general.

Four journalists and editors from the sample newspapers were selected purposefully. Journalists who had written most of the analyzed articles were included in the interview. In identifying journalists who wrote most of the stories, the researcher counted the number of stories a reporter wrote by looking at the by-lines. Then, those who wrote most of the analyzed stories were contacted. Editors of the newspapers were also included for the interview. Hence, a total of four journalists (2 females and 2 males) were interviewed. (See Appendix B)

### **3.4 Data Collection and Analysis**

In conducting this research, the researcher employed content analysis and in-depth interviews to collect and analyze the necessary data. Content analysis was used because it is a commonly used approach in the study of media framing. As it is defined by Zito (cited in Berger, 1998:23), content analysis is “a methodology by which the researcher seeks to determine the manifest content of written, spoken, or published communications by systematic, objective, and quantitative analysis [...]” Furthermore, content analysis was joined with in-depth interviews to come up with a better result. It was believed that the data gathered through the qualitative method could provide personal histories, perspectives and experiences regarding gender violence.

In analyzing the contents of the newspapers, coding sheets were adopted from prior researches in order to look into the types, locations, themes, sources, frames, and media functions of articles about violence against women. The sheet was classified into five parts. The first part consists of article description which in turn embraces article type and location of article. Article type refers to whether the article was news, feature or interview. Location indicates where in the newspaper the story is placed; front, inside or last page. The second category is theme. It refers to the main idea of the story. It includes violence, court trials, neglect, discussions/demonstrations, and health consequences. The third category is sources which are identified as the name of individual, group or organization which are quoted directly or indirectly in the story. The next part deals with the different kinds of frames used in the media. They are diagnostic, prognostic, attribution of responsibility, solution, empathy, morality, human interest, economic, conflict, and educative/advocacy frame. Finally, the last category is about media function which discusses the role of the newspapers in reporting the issue. (See Appendix A)

Frames used in the analyzed articles were measured adopting a series of questions to which the coders had to answer ‘yes’ (1) or ‘no’ (0), which were developed by Semeketo and Valkenburg (2000). Some minor changes were made on the questions to measure whether frames of attribution, human interest, moral, conflict and economic were available in the stories. Some other questions were also developed based on the review

literature to gauge the existence of frames of diagnostic, prognostic, solution, empathy, and educative. The existence of frame was determined by dividing the number of 'yes' to the total number of questions under that frame. The coefficient of frame existence varies from 0.0 to 1.0. It was assumed that a specific frame existed if the coefficient was more than half (0.5).

Other 'yes' or 'no' questions were also developed to examine the functions the newspapers carried out in reporting gender violence. The questions were prepared to look at four general media functions: defining the problem, stating causes, providing moral evaluation and suggesting treatments.

### **Coding process**

The coding process was carried out by two students, a female and a male, who were trained on how to code articles. The training was given by the researcher. The coders were provided with the coding sheet along with coding guides. (See Appendix C) Then, they filled out the coding sheet by replying 'yes' or 'no' to the lists of questions that were developed from the literature and current facts of gender violence in Ethiopia.

Inter-coder reliability was assessed through Holist's formula where:

$$\text{Reliability} = \frac{2 * M}{N1 + N2}$$

M represents the number of coding decisions with which the two coders agree while N1 and N2 are the total number of coding decisions by the first and the second coder respectively. The inter-coder reliability across all categories ranges from 92% to 100% for the 15% of the stories the two coders coded.

The validity can be assured from the categorizations of relevant issues on the coding sheet as well. In addition, the objective of assessing the extent to which gender violence is covered in the Ethiopian media and how it is framed would be indicators of the validity as the most important points in each category were reasonably developed and included.

### **3.5 Limitations of the study**

The major limitation that the study suffers from is time constraint during the collection of data. As the coders were students who have their own responsibilities, it took a while before they finished the coding process.

In addition, identifying some of the journalists in the newspapers was difficult because names of the reporters in some articles were left unmentioned. In case of *Addis Admas*, features appeared by sponsorship were sometimes contributed by individuals outside the profession of journalism. Hence, these individuals were intentionally excluded from the interview. Regarding, *Police na Ermijaw*, the researcher learned that most of the news stories were contributed by police officers who worked on cases of gender violence. Thus, these individuals were also not contacted.

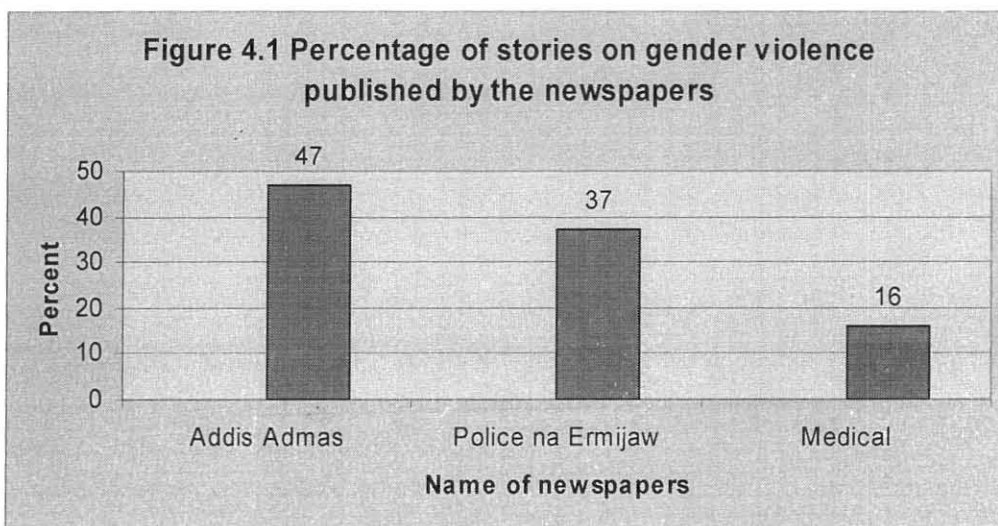
## Chapter Four

### 4. Presentation of Findings and Data analysis

This chapter presents the findings of the study, their analysis and discussion. The collected data focused on how the Ethiopian newspapers framed gender violence with in the time period from September 2006\_2007. The data were collected from three local newspapers (*Addis Admas*, *Police na Ermijaw*, and *Medical*) using coding sheets. In addition, in-depth interviews were conducted with editors and journalists of the sample newspapers. In the following, the results are presented in graphs and tables along with their analysis and discussion.

#### 4.1 The extent of the newspapers coverage of gender violence

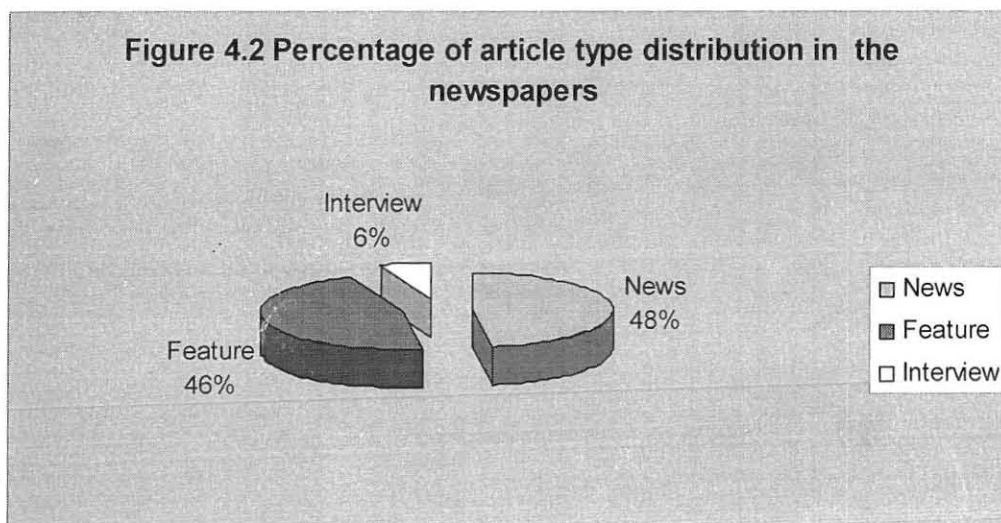
Out of 130 editions of the three sample newspapers, 67 articles that dealt with issues of gender violence were found. The articles were concerned with different themes and consisted of different types of gender violence. As figure 4.1 shows, *Addis Admas*, a private owned newspaper which deals with social issues, has provided 47 percent of the total analyzed articles. *Police na Ermijaw*, a government owned paper which primarily is concerned with crime, has reported 37 percent of the articles. The private owned newspaper which reports health issues, *Medical*, has published 16 percent of the stories.



From the interview conducted with the editors and journalists of the three newspapers, it was found out that the number of stories published on gender violence was influenced by factors like sponsorship, sex of the editor/journalist, priority and the like. The editor of *Addis Admas* attributed the appearance of significantly higher number of articles on their newspaper to sponsors that funded coverage of stories on gender violence in their newspaper. Interestingly, he noted that “different [non governmental organizations] NGOs that work on gender issues sponsored the stories written on violence against women.” Furthermore, a journalist in *Addis Admas* stated that her sex had an impact on the selection of the topic. She said “I deliberately look for news on gender violence. I think my sex has something to do with my preference to stories on the issue.” Similarly, the editor of *Police na Ermijaw* pointed out that she made sure that articles on gender violence appeared in every fortnightly edition. She admitted that her sex had influenced her decision. “I am a mother. This is a very sensitive issue for me.”, she said.

On the other hand, the editor of *Medical* told that ‘priority’ was one of the factors that resulted in the lesser number of stories on gender violence in their newspaper. He stated that “Although violence against women is a very important issue, we give priority to other health matters.” In addition, lack of sponsorship was also mentioned as another factor for the small number of such articles in *Medical*.

Figure 4.2 shows distribution of type of articles published in the three newspapers. As can be seen from the figure, news accounted for 48 percent of the analyzed articles, followed by feature which held 46 percent. On the other hand, only 6 percent of the stories were interviews.



The distribution of article types across the newspapers is indicated in Table 4.1. News was the major type of articles in *Police na Ermijaw*, and made up for 68 percent of the total content. Most of the stories in *Medical*, 73 percent, and 48 percent in *Addis Admas* were feature stories. Interviews were only found in *Addis Admas*, where they constituted 13 percent of the newspapers total content.

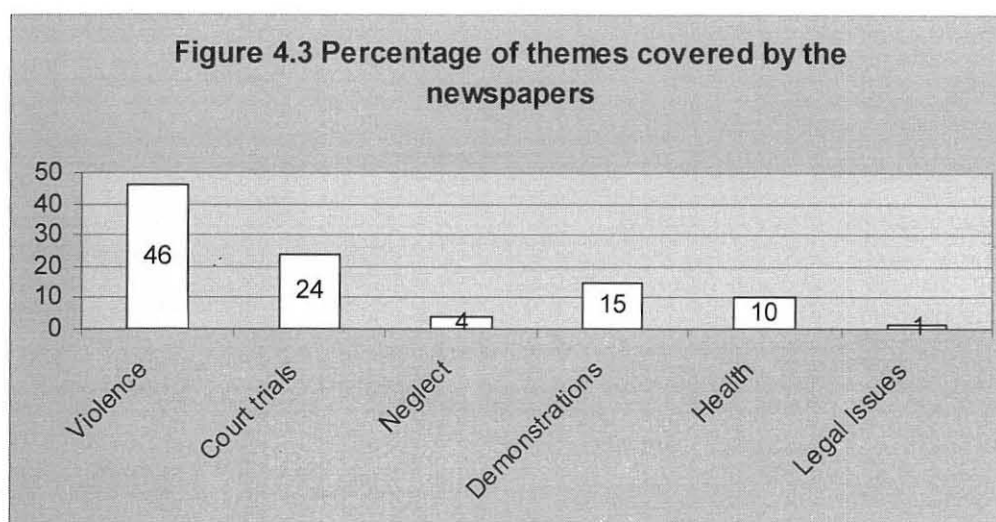
**Table 4.1 Percentage of distribution of article type across the newspapers**

Article type	Addis Admas	Police na Ermijaw	Medical
News	39	68	27
Feature	48	32	73
Interview	13	-	-
Total	100	100	100

In explaining their newspaper's content, Informant 2 said that a great deal of articles in *Police na Ermijaw* were news because the stories either report violence or court trials that occurred recently. On the contrary, Informant 1 asserted that most of the stories in *Addis Adams* were feature stories as the articles were published with the support of sponsors that focused on the general nature of gender violence. Similarly, Informant 3 gave the same reason as informant 2; discussing general characters of the problem contributed to the higher percentage of features in *Medical*.

#### **4.2 The nature of the newspapers coverage of gender violence**

Six main themes were found in the analyzed articles. Figure 4.3 shows the percentage of themes covered by the newspapers. As the figure shows, violence and court trials accounted for 46 percent and 24 percent of the analyzed articles respectively. The theme in 15 percent of the stories is demonstrations/discussions. Health consequences/treatments and neglect were themes in 10 percent and 4 percent of the analyzed articles respectively. The sixth theme, legal issues, was found in the category 'others'. It only made up for 1 percent of the articles.



In terms of distribution of themes across the newspapers, there was some diversity. Some themes were excluded in one or two of the newspapers. As can be seen from table 4.1, the topics neglect, and health consequences/treatments were not available in the government owned newspaper, *Police na Ermijaw*. Similarly, the theme, 'legal issue', was not reported in neither *Police na Ermijaw* nor *Medical*. The private owned newspaper, *Addis Admas* did not report on court trials.

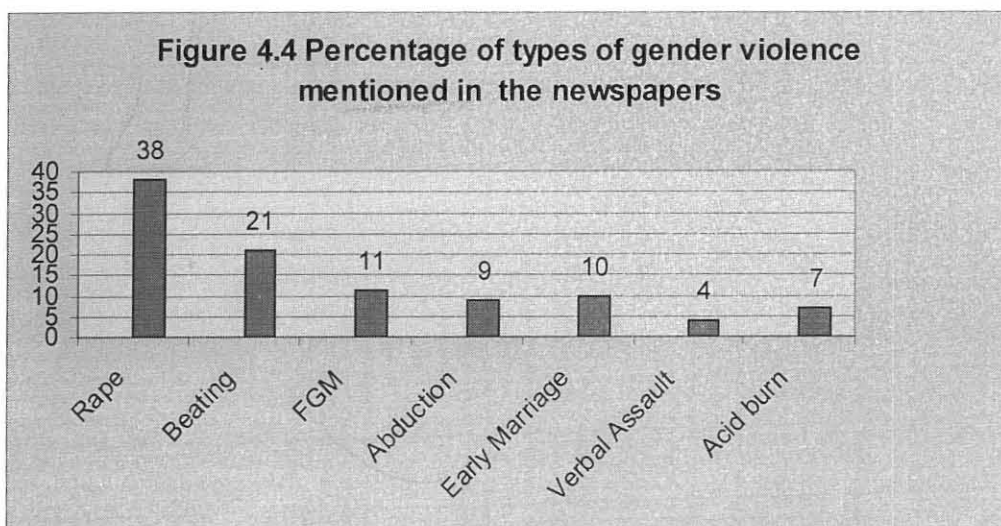
**Table 4.2 Percentage of theme distribution across the newspapers**

Themes	Addis (n=31)	Admas	Police na Ermijaw (n=25)	Medical (n=11)
Violence	56		36	37
Court trials	-		52	27
Neglect	3		-	18
Discussions/Demonstration	19		12	9
Health consequences/treatments	19		-	9
Legal issues analysis	3		-	-
Total	100		100	100

Distribution of themes across the newspapers also showed some distinctions. Violence accounted for 56 percent and 37 percent of the themes covered in *Addis Admas* and

*Medical* newspapers respectively. 52 percent of the analyzed articles in *Police na Ermijaw* newspaper dealt with court trials as their major theme. The least covered themes in *Addis Admas* were neglect and legal issues, each accounted for 3 percent of the articles in each newspaper. Discussions/demonstrations were themes in 12 percent of the articles in *Police na Ermijaw*, and 9 percent in *Medical*. Although *Medical* is a newspaper which mainly reports on health issues, the theme ‘health consequences/treatments’ was the least covered theme in this newspaper, which accounted only 9 percent of the analyzed articles.

The informants from the private owned newspapers (*Addis Adams* and *Medical*) noted that violence was a major theme in their newspaper for two reasons. First, violence is a day to day event which is reported to police officers. Hence, it would be easier to collect the necessary information from police officers. Secondly, violence attracts more readership as it is more dramatic than most other themes. In case of, *Police na Ermijaw*, the informant stated that court trials were themes in most of the stories because most of the stories were collected from police stations. The informant said that “As the main objective of our newspaper is to protect the society from crime, our reason for emphasizing on court trials is to teach the society a lesson by showing what would happen when such crimes are committed.”



In the analyzed articles, seven types of gender violence were included. Out of these, ‘acid burn’ is found under the category ‘others’. Figure 4.5 shows the percentage of types of gender violence that were mentioned in the analyzed articles. Rape and beating made up for 38 percent and 21 percent of the total types of gender violence mentioned in the articles respectively. The least mentioned type of gender violence in the analyzed articles was verbal assault, which accounted only for 4 percent.

**Table 4.3 Percentage of types of gender distribution across the newspapers**

Types of gender violence	Addis Admas (n=49)	Police na Ermijaw (n=33)	Medical
Rape	36	40	31
Beating	14	30	23
FGM	12	9	15
Abduction	8	9	15
Early marriage	12	9	8
Verbal assault	6	3	-
Acid burn	12	-	8
Total	100	100	100

Some of the newspapers mentioned more than one or no type of gender violence in the analyzed articles. As can be seen from table 4.2, stories on verbal assault were totally absent in *Police na Ermijaw*. Similarly, despite the fact that acid burn is a criminal activity, it was not reported in *Police na Ermijaw* which deals with criminal issues. Table 4.2 further shows that 40 percent of the analyzed articles in *Police na Ermijaw*, 36 percent of the articles in *Addis Admas* and 31 percent of the articles in *Medical* reported on rape cases. Beating was the second mostly mentioned type of gender violence in all three newspapers. It accounted for 30 percent of the articles in *Police na Ermijaw*, 23 percent in *Medical* and 14 percent in *Addis Admas*.

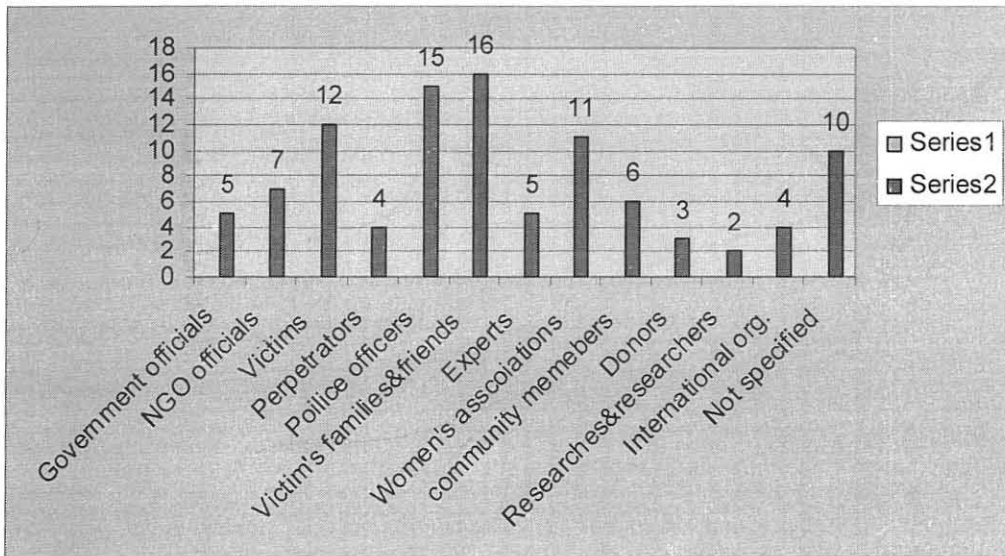
All informants agreed that rape was the most common topic in relation to stories on violence in their newspapers because it was a frequently reported crime in police stations. They also pointed out that though the other types of gender violence were equally criminal acts, some types of violence were tied up with some of the society’s cultures and traditions. According to Informant 2, “In some cultures, some people are reluctant in

reporting some types of gender violence like early marriage and abduction as criminal activities because they are regarded as part of their traditions.”

### 4.3 Sources used in the articles

In terms of sources used in the articles, diversified sources were identified and quoted. Figure 4.6 indicates that most of the articles quoted victim’s families and friends, 16 percent, followed by police officers, 15 percent. Victims contributed to 12 percent of the sources. Women’s associations, NGO officials and community members accounted for 11 percent, 7 percent and 6 percent of sources used in the stories respectively. The articles used 10 percent unspecified sources.

**Figure 4.5 Percentage of sources quoted in the newspapers**



The source distribution across the newspapers indicated a significant difference. As indicated in Table 4.3, *Addis Admas* used victim’s families and friends as its major sources, 19 percent. In *Police na Ermijaw*, the majority of the stories, 34 percent, quoted police officers. In the case of *Medical*, the highest number of sources used in the articles was accounted by the victims, 23 percent. Police officers were the least quoted sources in the two private owned newspapers, *Addis Admas* and *Medical*, 2 percent and 6 percent respectively. Perpetrators (10 percent) were used as sources only in *Police na Ermijaw*.

Similarly, donors and international organizations (6 percent and 8 percent respectively) were only quoted in *Addis Admas*.

**Table 4.4 Percentage of source distribution across the newspapers**

Sources	Addis Admas (n=51)	Police Ermijaw na (n=40)	Medical (n=17)
Government officials	4	8	-
Non-government	8	3	12
Victims	15	5	23
Perpetrators	-	10	-
Police officers	2	34	6
Victim's families and friends	19	12	18
Experts	6	3	6
Women's associations	12	12	6
Community members	6	8	-
Donors	6	-	-
Research and researchers	4	-	6
International organizations	8	-	-
Unspecified source	10	5	23
Total	100	100	100

Regarding the sources they used in their newspapers, the informants noted that who should be used often depend on the theme of the stories they were reporting on. If the article was about violence and court trials, victims' families and friends and police officers were the main sources in their stories. Informant 2 stated that police officers were their major sources as they were the contributors of their articles. The Informant added that "in most cases because victims are traumatized, their families and friends are the ones to explain what happened and to express their rage." As to Informant 4, if the victims were in a better psychological condition and were willing to talk, they were preferable sources because they could add personal experience to the stories; and were likely to get more reaction from the audience. According to the interviewees, if talking to victims was impossible, the next best thing would be quoting their families and friends.

On the other hand, when the articles were on discussions/demonstrations and neglect, the informants asserted that their sources were quite often government and non-government officials who worked on gender issues and women's associations.

#### 4.4 Frames used in stories of gender violence

In framing gender violence, the location of the articles in the analyzed newspapers can be considered as a significant factor because it might indicate the importance of the issue in the newspapers. As Figure 4.6 shows, 58 percent of the articles were located at the inside pages of the newspapers. The rest 42 percent of the analyzed articles were placed in the front page. Although the last page was included as a category, no such article was found at this location. In the two newspapers, *Addis Admas* and *Police na Ermijaw*, the last page was reserved only for sports news. In case of *Medical*, the last page contained merely 'the letter' section.

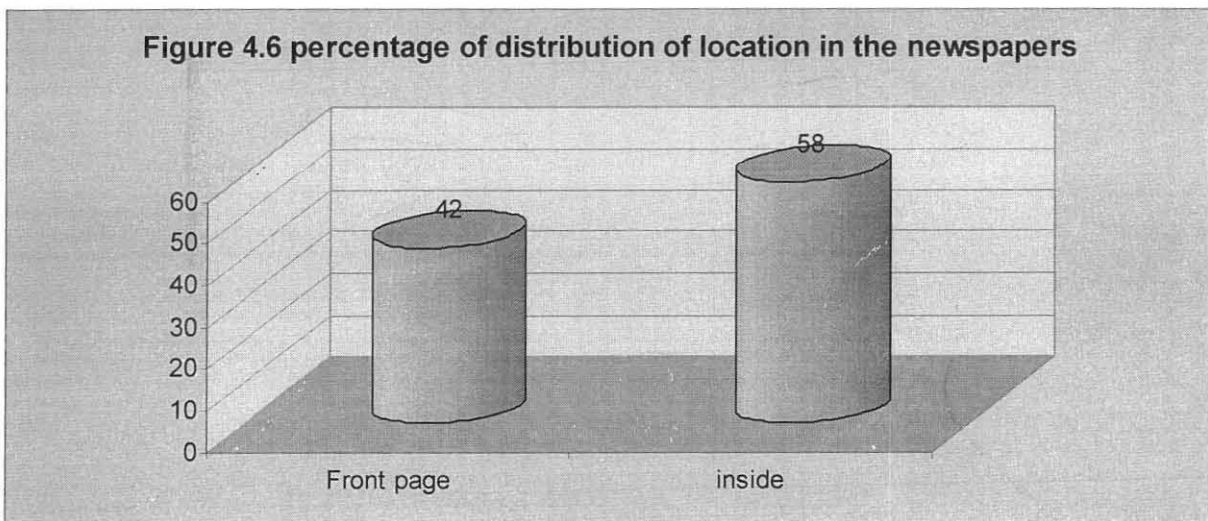


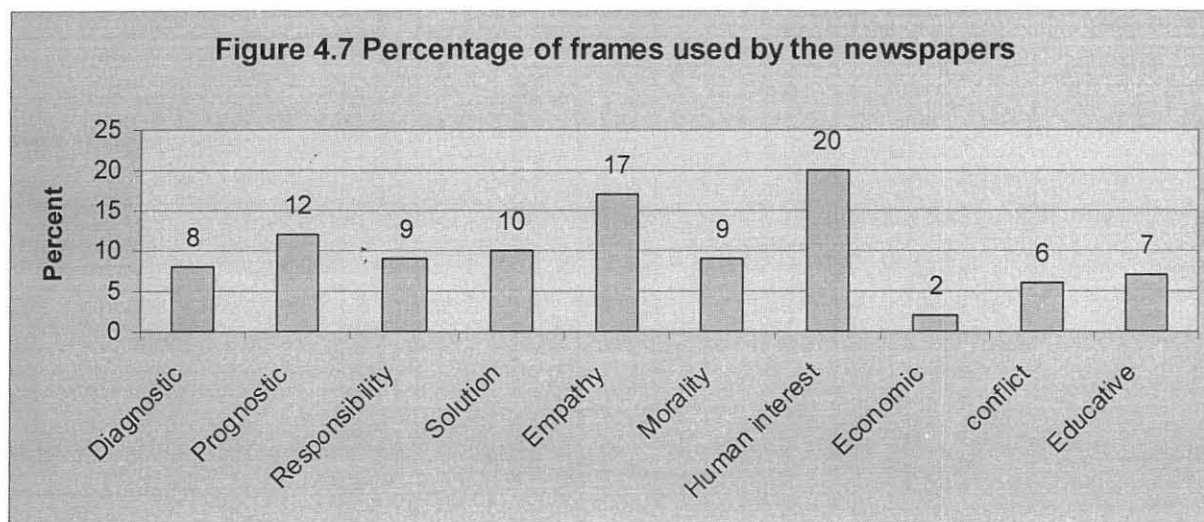
Table 4.5 shows the distribution of location of stories across the three newspapers. The majority of the articles in the two private owned newspapers, *Medical* (82 percent) and *Addis Admas* (68 percent), were located in the inside page. The government owned newspaper, *Police na Ermijaw* has published 68 percent of the articles at the front page.

**Table 4.5 Percentage of location allocation of gender violence stories across the newspapers**

Location	Addis Admas (n=31)	Police Ermijaw (n=25)	na (n=11)	Medical (n=11)	Total (n=67)
Front page	32	64		18	42
Inside page	68	36		82	58

From the interviewees, it was found out that the location of the articles covering gender violence was often determined by the types of the articles. If the stories were hard news, they quite often were placed at the front page. Informant 1 said that they usually put the news about gender violence on front page. However, if the articles were feature, they were located at the inside pages where the sections were most of the time sponsored by organizations. According to Informant 2, they deliberately placed stories of gender violence at the front page so as to catch the readers' attention towards the topic. The informant also added when there were "several stories on the issue for one edition, we sometimes put the stories in the inside page even if they are news." On the other hand, Informant 3 stated that they decided the location of the stories depending on the focus of the story on health consequences/treatments. If the story presented health perspective, the story might appear at the front page, and vice versa.

**Figure 4.7 Percentage of frames used by the newspapers**



The findings show that the frames used in the analyzed articles range from the least applied frame, 2 percent, the economic frame to the dominant one - 20 percent, human interest. (See Figure 4.7) Empathy frame was the second most frequently used frame in the articles, which covered gender violence and accounted for 17 percent. Prognostic and solution frames were employed in 12 percent and 10 percent of the analyzed articles respectively.

Regarding distribution of frames across the news papers, Table 4.6 shows that most of the articles in *Medical*, 26 percent, and 19 percent in *Addis Admas* contained human interest frame. The dominant frame in *Police na Ermijaw* was the empathy frame, 22 percent, with the human interest frame as a close number two with 21 percent of the stories. The economic frame in relation to gender violence was the least applied frame in *Addis Admas* and *Medical*, which accounted for 3 percent and 1 percent of the articles respectively. The economic frame was totally absent in *Police na Ermijaw* in the coverage of gender violence.

**Table 4.6 Percentage of frame distribution across the newspapers covering gender violence**

Themes	Addis Adams	Police na Ermijaw	Medical
Diagnostic	8	8	7
Prognostic	10	20	7
Responsibility	11	9	3
Solution	11	7	9
Empathy	14	22	15
Morality	11	6	9
Human interest	19	21	26
Economic	3	-	1
Conflict	5	3	16
Educative	8	4	7
Total	100	100	100

The distribution of diagnostic frame across the newspapers shows a great deal of similarity. The frame counts for 8 percent of the analyzed articles on gender violence in both *Addis Admas* and *Police na Ermijaw*; and 7 percent in *Medical*. On the other hand,

the distribution of prognostic frame indicates some differences between the newspapers. While it accounted for 20 percent of the articles on gender violence in *Police na Ermijaw*, it was used in 10 percent of such articles in *Addis Admas* and in 7 percent of the gender violence stories in *Medical*.

All informants agreed that they were not conscious of the frames they used in reporting gender violence. When asked about why involving human face in most of their stories was important, Informant 1 and Informant 3 pointed out that having human faces added more color to the story. It could also attract readers' attention more easily as people would like to read stories that have a personal touch. Similarly, Informant 2 stressed that they used human examples because they believed people could learn from others' experience and take precautions. As the Informant put it "Parents can learn from the children examples that were affected by gender violence and can protect their children from suffering similar crimes."

Concerning the use of empathy frame in the coverage of gender violence, the informants highlighted that the problem by nature contributed to the existence of the frame. Informant 2 stated that most of the characters in gender violence stories were children. She also added that they most often addressed those affected by the violence as 'victims' because they saw them that way. In addition, Informant 4 noted that the story by itself made her use words or expressions that might generate feelings of outrages, empathy, caring, sympathy or compassion. The other informants also supported the idea that the nature of the issue contributed to the empathetic way of reporting.

When asked why frames like diagnostic, prognostic, and solution frames, which show why the violence has happened, what consequences they can have and what measures should be taken, were moderately used in their stories, Informant 3 stated that the presence of these frames could be influenced by the information they got regarding the stories and the sources used in the story. Similarly, Informant 4 explained that finding sources who could tell her the extent of the violence was important in stating the causes and effects of the problem. However, sometimes the information she could get on the

violence simply stated what happened. Unfortunately, time and resource constraints held her back from investigating the story further.

For the question why they used attribution of responsibility frame to a limited extent, Informant 4 reasoned that it was to avoid repetition that they did not attribute the responsibility to anyone in every article. She also said “publishing the stories by itself was attributing responsibility to those who could alleviate the problem like the government, different NGOs and the society.” On the other hand, Informant 2 noted that although it was not mentioned in their newspaper, she personally attributed the responsibility to judges who could alleviate the problem by executing the maximum punishment on the perpetrators.

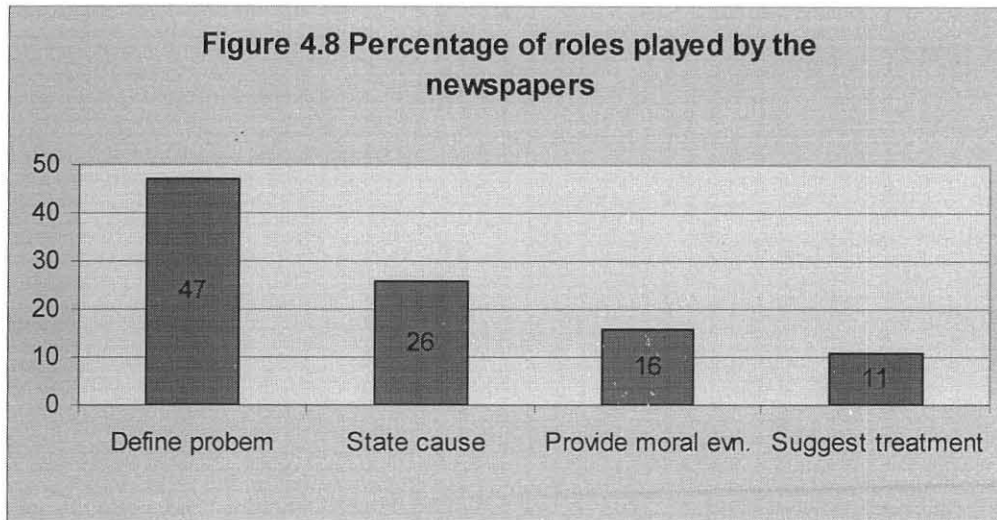
Regarding the employment of morality frame, the informants stated that they quite often presented the stories in a neutral manner so the reader could pass its own judgment. However, depending on the severity of the violence, they some times condemned or asked the audience to condemn the act. Similarly, concerning the little use of educative frame, Informant 3 highlighted that time and resource constraints limited their attempt in providing educative articles. He noted that preparing stories on how to get medical care and how to cope after the violence required a longer period of time and different experts’ point of views. Hence, they focused on reporting the violence with little educative information. The other informants also stated similar reasons.

Finally, all informants agreed that lack of information on the economic consequences of the problem either on individual or on the national level affected the existence of the economic frame. Furthermore, the informants asserted that as most of the sources used in the stories were against the violence, they made the issue one-sided. Hence, the conflict frame became significantly less dominant in the articles covering gender violence.

#### **4.5 Media function**

The function the newspapers performed is indicated in Figure 4.7. Out of the four media roles played by the newspapers seen together, 47 percent was held by defining the

problem. 26 percent of the articles also stated the cause of the violence. Articles that provided moral evaluation accounted for 16 percent of the analyzed articles. The lowest percentage is indicated by the fourth function of the media, suggesting treatment \_11 percent.



**Table 4.7 Distribution of functions performed by each newspaper**

Roles of the media	Addis Admas (n=54)	Police na Ermijaw(n=40)	Medical (n=22)
Define the problem	37	62	41
State the cause	24	28	27
Provide moral evaluation	20	5	27
Suggest treatment	19	5	5
Total	100	100	100

*Police na Ermijaw* defined the problem in most of its articles on gender violence, 62 percent. *Medical* and *Addis Admas* defined the problem in 41 percent and 37 percent of their articles respectively. Regarding stating the cause of the violence, 28 percent of the articles in *Police na Ermijaw*, 27 percent in *Medical*, and 24 percent in *Addis Admas* performed that task. Suggesting solutions for the problem was the least frequent function carried out by the newspapers. Only 5 percent of the stories in *Police na Ermijaw* and 5 percent in *Medical* suggested solutions for the violence.

## **4.6 Results and Discussion**

The study aims at finding out how the Ethiopian newspapers framed gender violence. A total of 67 newspaper articles were analyzed. Out of these, 31 were from *Addis Admas*, 25 were from *Police na Ermijaw*, and 11 were from *Medical*. Types, locations, themes, sources and frames of articles were examined. In addition, journalists and editors who worked for the sample newspapers were interviewed. The results of the study are interpreted and discussed in the following section.

### **4.6.1 Extent of Coverage**

The findings indicate that *Addis Admas* has published the majority of the total amount of articles on gender violence, 47 percent. Higher coverage of gender violence by the highly circulated newspaper in the country would enable the issue reach wider readership. As stated in Chapter two, the extent of media coverage of the issue would impact the response the problem receives from the public and the policy makers.

From the interview with the editor and the journalist of the newspaper, it was observed that two factors contributed to the comparatively higher number of articles in *Addis Admas*. The first factor mentioned was the presence of different organizations, mostly NGOs, to sponsor the appearance of articles on gender issue. Thus, getting sponsorship enabled the newspaper to cover the issue with better human and material resources.

The second factor was the sex of the journalist who reported the issue in the analyzed articles. The journalist who quite often reported on the issue affirmed that her sex has influenced her to look for and report on gender violence. She did, however, underline that this did not affect the way she reported the issue. She only admitted her purposive selection of the topic; and would not let her sensitivity interfere with how the story was presented. Steeves (1997) argues that the reporter's sex has its own impact on the reporting of gender-sensitivity stories.

Out of the total articles published by *Addis Admas*, a significantly high number of them, 68 percent were placed inside the newspaper; where as 32 percent made it to the front

page. The location of the articles might have a direct correlation with the types of the stories; whether they were news, feature or interview. As indicated in the presentation section of this thesis, a considerable amount of stories in *Addis Admas* (48 percent) were presented in feature formats which commonly is found in the inside pages. The placement of the articles can be attributed to the importance of the issue. It is assumed that when a story is located at front page, it catches greater attention.

*Police na Ermijaw* is found second in line by contributing 37 percent of the total amount of the analyzed articles. However, it should be taken into account that the newspaper is a fortnightly paper which publishes half of the weekly newspapers, *Addis Admas* and *Medical*. As a result, considering its number of editions, it would be possible to highlight that the newspaper has published a considerable amount of articles on the issue compared to the others. Moreover, unlike the private owned newspapers, greater amount of articles in this newspaper were front page news. According to the Informant, as the newspaper is purposively concerned with crime issues, most gender violence stories that were reported to police officers were sent to her (the editor). Hence, they were able to contain the issue in most of their editions; 21 articles were found in the total of 26 editions. More than one or no article about gender violence was found in each edition. In addition, during the interview the editor expressed her profound commitment in making the newspaper inclusive of the issue. She related her action with her gender. As a result sex of the journalist was found to have a profound impact on the coverage of gender violence.

*Medical* published 16 percent of the analyzed articles. Only 11 articles dealing with gender violence were found in the analyzed sample from the newspaper. Despite the issue's devastating health consequences, physical as well as psychological, the health newspaper has contributed surprisingly little in providing information that readers could benefit from. Powers and Andsager (1999) point out that newspaper has played a significant role in increasing awareness of different health issues in the USA. When explaining why the number of articles was so small in the newspaper, the editor underlined that other health issues were given priorities compared to gender violence as

there were several health issues to be discussed. Furthermore, lack of sponsorship was mentioned as a reason for not having a fixed section regarding the issue.

#### **4.6.2 Themes of articles**

Gender violence can be presented from different perspectives as the issue has multiple causes and effects. When an issue or event has several sides, the media tend to focus on certain elements of that issue or problem. (Powers and Andsager, 1999) Like wise, this research found out that the analyzed articles on gender violence overly emphasized some aspects of the theme while focusing on other themes to a limited extent.

Violence and court trials were the highly concentrated themes across the newspapers. In the private newspapers, violence was found to be the major theme in most of their articles, 56 percent in *Addis Admas* and 37 percent in *Medical*. That violence was the majority theme in the private owned newspapers might be due to marketing reasons as the nature of the theme can easily attract reader's attention. According to Husselbee and Elliot (2002), journalists sensationalize news coverage to attract readership. On the other hand, about the positive impact of reporting on violence, Byerly and Ross (2006) note that it encourages more women to report such crimes to the police.

Court trial was the dominant theme in *Police na Ermijaw*. However, in every court trail case the violence was briefly stated as well. Obviously this theme is important in emphasizing the consequences of committing the violence. It, therefore, would probably send a message to the public what would happen if they got involved in such crime.

Surprisingly, the theme \_ health consequences/treatment was hardly covered by *Medical*, a paper which mainly deals with health matters. Only 9 percent of the analyzed articles in the newspaper reported this theme. In fact *Addis Adams* was the only newspaper that focused on this theme.

The other themes like discussions/demonstrations and neglect were covered only to a limited extent. Seminars, meetings and demonstrations regarding gender violence were

themes only in 15 percent of the analyzed articles. Similarly, stories on neglect; how the issue and those affected by the problem are neglected, were very few. Besides, neglect was only the theme of the articles in the private owned newspapers.

#### **4.6.3 Coverage of types of gender violence**

As stated in chapter two, gender violence involves several acts. Those believed to be more common such as rape, beating, FGM (Female Genital Mutilation), abduction, early marriage, and verbal assault were coded for types of gender violence. In addition, acid burn was found as one type of gender violence covered by the newspapers. One or more than one form of gender violence was mentioned in a story.

Among the coded types of gender violence, rape has received a greater extent of coverage by all three newspapers. The findings of the study show consistency with the literature that rape is a frequently reported type of gender violence. (See Chapter two) The number of rape mentioned in the newspapers was relatively high, probably because it was also the form of gender that was most frequently reported to the police in Ethiopia.

The second most frequently mentioned type of gender violence in the analyzed material was beating. In numbers both the private and government newspapers reported on beating next to rape. This form of violence can occur alone or with other types of gender violence. For example, a woman might be beaten while she was raped.

FGM, abduction, and early marriage are types of gender violence that are also referred to as harmful traditional practices. These forms of violence were covered only to a limited extent in the newspapers. As indicated in the presentation section, FGM, abduction, and early marriage accounted for 11 percent, 9 percent and 10 percent of the analyzed articles respectively. What make these forms of violence different and more complicated than others is that they are integral parts of some cultures and traditions. In addition, those parties that can protect the victims from the violence such as parents often take a central part in committing the violence. This might be attributed to the limited number of these types of gender violence in the newspapers. However, newspapers can play significant

roles in challenging these harmful traditional practices by giving them more coverage. Moreover, the extent of coverage given to these forms of violence might encourage those victimized by the violence to report such cases to the police.

Another type of gender violence which was coded under the 'other' category was acid burn. This type of violence was found in 7 percent of the analyzed newspaper articles on gender violence. It was reported only in the private newspapers. *Police na Ermijaw* totally ignored this form of violence. The type was largely mentioned during the coverage of the so called Kamilat case, where a girl who suffered acid burn caused by her alleged boyfriend. The story outraged many and led to public opposition through demonstration.

The least reported type of gender of violence in the analyzed articles was verbal assault, which made up for 4 percent. While it was mentioned in *Addis Admas* and *Police na Ermijaw*, it was excluded in *Medical* in spite of its psychological impacts. In most cases, verbal assault is rarely reported to the police unless it gets too extreme. This may result from the belief that one needs physical injury to take an act as a crime. The newspapers, however, can influence such thinking by emphasizing the impacts of the violence in their coverage.

#### **4.6.4 Sources used in the articles**

Sources used in stories can influence how an issue or event is framed. (Andsager and Powers, 1999) Unlike several media studies, the results of the present study show the use of few number of government officials in the stories. Lacy and Coulson (2000:14) point out that "general studies on news source use conclude that reporters limit their choice of sources and choose governmental officials over any other." However, the reporters of the analyzed articles used only 5 percent of governmental officials as sources in the analyzed articles.

Victims' families and friends were most often quoted followed by police officers. However, differences among the private and government newspapers occurred in the use of the two sources (victims' families and police officers). While *Addis Admas* and

*Medical* used victim's families and friends more frequently in their stories; *Police na Ermijaw* quite often quoted police officers as major sources. Similarly, whereas victims were the second most frequently used sources in *Addis Admas* and *Medical*, they were the least quoted sources in *Police na Ermijaw*. The use of victims' words in stories by the private owned newspapers might be correlated with sensationalizing the issue to sell papers.

Source use variation among the newspapers is similar with Lacy and Coulson's findings on newspaper source use on the environmental beat. They found out that there were variations in source distribution between government officials and business men.

Individuals from different women's associations were other significantly quoted sources in the newspapers' articles on gender violence. Nowadays, several women's associations are working with the media to fight against gender violence. This closeness might be attributed to the moderately significant number of sources from the associations. Lacy and Coulson (2000:15) argue that sources that have access to journalists "provide a socially constructed interpretation of newsworthy events or issues that makes journalists' job easier by providing an acceptable structure for succeeding stories."

On the other hand, doctors, social workers and psychologists who might have shared their expertise on the issue were interviewed to a limited extent. This suggested that the stories did little in showing gender violence from experts' perspectives.

#### **4.6.5 Frames employed in stories of gender violence**

The extent of coverage and location of articles are integral parts of media framing of an issue or event. In this case, *Addis Admas* and *Police na Ermijaw* framed gender issue in more significant manner compared to the third sample newspaper, *Medical*.

As the findings of the study indicate, a number of frames were used in the stories reporting on gender violence. The dominant frame in the analyzed articles was found to be human interest followed by empathy frame. Frames like diagnostic, prognostic,

responsibility, solution, morality and educative were used in the stories to some extent. On the contrary, economic and conflict frames were the least frequently utilized frames in the newspapers. In fact, economic frame was totally ignored in *Police na Ermijaw*. (See Table 4.6)

The frames are discussed in the following section. For the sake of convenience, the frames are grouped into 5 parts: (1) human interest and empathy (2) diagnostic and prognostic (3) responsibility and solution (4) morality and educative/advocacy, and (5) economic and conflict.

#### **4.6.5.1 Human interest and empathy frame**

Human interest is the most frequently used frame in the newspapers compared to the other frames. It was the dominant frame in the private owned newspapers, *Addis Admas* and *Medical*. However, it was the second mostly used frame in *Police na Ermijaw* very close to the newspapers' dominant frame, empathy. The use of this frame suggested that the newspapers tried to focus on individual experiences to report the stories of gender violence.

The result also indicated that the newspapers' coverage of the issue skewed toward more of episodic, which emphasizes individuals issue while ignoring social factors that contribute to the occurrence of the violence. (Carlyle et al, 2008) The existence of episodic frame can be strengthened through the newspapers' fewer use of diagnostic frame which can provide social factors that help perpetuate the violence. (See Table 4.6) According to Carlyle et al (2008:181), such coverage has its own limitation. They argue that "by portraying [the violence] as an individual or a relationship issue without discussing the underlying causes of [the violence], victims may be more likely to feel blamed for their own victimization."

On the other side, using human interest frame might easily attract readers' attention to the issue. Semetko and Valkenburg (2000) note that one way of capturing and retaining audience interest is by framing news in human interest terms. Obviously having wider

audience influences the response the issue can receive from the public. The public perception in turn might affect the laws and policies made regarding gender violence.

Next to human interest, empathy is a frequently used frame in the newspapers. In the case of *Police na Ermijaw*, however, it was the most frequently utilized frame. The newspapers quite often addressed those affected by the violence as 'victims'. Furthermore, children were most often mentioned among those who encountered the violence. The extent of empathy frame might be attributed to the sources used by the newspapers. As it is stated earlier, the majority of the sources quoted in the articles were victims' families and friends who would be outraged by the violence. In addition, the quoting of victims in the articles might also make the story more empathic.

#### **4.6.5.2 Diagnostic and Prognostic frames**

Diagnostic and prognostic frames explain causes and effects of an issue or event respectively. These frames were utilized by the newspapers in the coverage of gender violence only to some extent. Diagnostic frame was used in 8 percent of the analyzed articles. The frame's distribution among the newspapers showed significant similarity. From the items coded as causes of gender violence, social norms/beliefs and harmful traditional practices were comparatively the frequently stated factors. Alcohol was mentioned as the cause of the violence only in 4 percent of the articles. Similarly, Carlyle et al (2008) found out that the perpetrator was under the influence of alcohol only in 6 percent of the stories. The findings of the study imply that journalists did little in providing causes of the violence that might help the readers processing the information. The prognostic frame was employed slightly more frequently than diagnostic frame. 12 percent of the articles in the newspapers used this frame. Among the newspapers, *Police na Ermijaw* employed the prognostic frame more often (20 percent) than the private newspapers, *Addis Admas* and *Medical*. Mortality occurred due to the violence in 31 percent of the articles; whereas school dropout/loss of job due to the violence was rarely mentioned in the articles. In addition, intimate partners were involved in the violence in 33 percent of the stories. Framing gender violence using prognostic frame can be important in indicating the seriousness of the problem.

#### **4.6.5.3 Attribution of responsibility and solution frames**

Attribution of responsibility and solution frames were used in the newspapers to some extent; they were found in 9 percent and 10 percent of the newspapers respectively. The two frames are highly correlated since both frames focus on the solution of the problem. Regarding distribution of the frames across the newspapers, 11 percent of articles in *Addis Admas* used attribution responsibility. Similarly, 9 percent of the stories in *Police na Ermijaw* contained this frame. On the contrary, only 3 percent of the stories in *Medical* were framed using attribution of responsibility frame. Government and the general community were relatively stated often as agents who could alleviate the problem.

Stories using the solution frame were 11 percent of the total stories from *Addis Admas*, 7 percent of the analyzed stories from *Police na Ermijaw*, and 9 percent of the analyzed stories in *Medical*. Similar to the attribution of responsibility frame, government actions and societal responsibility were suggested as solutions of the problem. The findings suggested that the newspapers tended to suggest solutions for gender violence to a limited extent.

#### **4.6.5.4 Morality and educative/advocacy frames**

The morality frame was utilized in 9 percent of the newspapers. It was used in 11 percent of the analyzed articles in *Addis Admas*, 6 percent in *Police na Ermijaw*, and 9 percent in *Medical*. Neuman et al (cited in Semetko and Valkenburg, 2000) highlight that the morality frame is not categorized under the most frequently used frames in reporting. The findings of the study also support this. This specific frame is believed to exist in the minds of the audience rather than in the content of the stories. (Neuman et al cited in Semetko and Valkenburg, 2000)

Out of the articles where the morality frame was found, some of them condemned or asked the audience to condemn the violence. Like wise, only few articles presented gender violence as violation of human rights. This suggested that most journalists failed to include the problem in wider context.

As educating the public is one of the main responsibilities of the media, employing an educative frame is indisputably crucial. Side by side, the media can also advocate policy changes regarding an issue. However, the analyzed newspapers made use of educative/advocacy frame to a small extent. Only 7 percent of the articles on gender violence in the selected newspapers contained this frame. All the newspapers did little in providing the audience with educative information, and in advocating policy changes. The highly circulated newspaper, *Addis Admas* utilized the frame only in 8 percent of the analyzed articles. Similarly, the health newspaper, *Medical* used this frame in 7 percent of the analyzed articles. The newspaper which could have published more articles on how to get medical care and how to cope up once the violence occurred seemed to contribute little in educating the public. The educative frame was hardly found in the analyzed articles from *Police na Ermijaw* (4 percent).

#### **4.6.5.5 Conflict and economic frames**

These frames were the least frequently used in the newspapers. While 6 percent of the analyzed articles employed a conflict frame, only 2 percent of the analyzed articles on gender violence used the economic frame. Contrary to Semetko and Valkenburg (2000) findings where conflict frame was the most common frame in U.S. news, the results of this study show a very limited usage of this frame in the analyzed articles.

Economic is the very least employed frame in the newspapers. It was totally avoided by the government owned newspaper, *Police na Ermijaw*. Although gender violence can cause serious economic loss (See chapter two), the newspapers seemed to ignore showing such consequences.

#### **4.6.6 Media Functions**

In framing an issue or an event, the media play four important roles: defining the problem, stating the cause, providing moral evaluation, and suggesting solutions. Andesager and Powers (1999:533) argue that the media can “reinforce conventional definitions of health problems, and hence the legitimacy of various solutions.”

Concerning roles played by the newspapers, the findings show diversity among the four functions. All newspapers performed a great deal in defining the problem. 47 percent of the articles' main role was to define the problem. Although defining the problem accounted for the higher percentage of the four functions in the three newspapers, it was much greater in *Police na Ermijaw*, 62 percent of the analyzed articles in this newspaper.

The other function, stating the cause of the problem, was carried out by the newspapers to some extent, in 26 percent of the analyzed articles. It was the second most frequently performed function by the newspapers. The result suggested that the newspapers tended to ignore providing the readers with causes of the violence in all articles. Lack of a stated cause in some articles might impact how the audience perceived the problem as it could make the story incomplete.

In terms of providing moral evaluation and suggesting treatments, the newspapers played a limited role. The newspapers provided moral evaluation on the violence in 16 percent of their articles covering gender violence. Like wise, 11 percent of the articles suggested a solution to the problem. This implied that the newspapers mostly focused on presenting facts as they were instead of interpreting them. However, by stressing these functions, the newspapers could have influenced both the public perception and policy making processes regarding gender violence.

## **Chapter Five**

### **5. Summary, conclusions and recommendations**

This chapter presents a brief summary of the research process and conclusion of findings. In addition, recommendations for future studies are also forwarded. These recommendations are believed to expand our understanding of how the Ethiopian media frame gender violence.

#### **5.1 Summary and conclusion**

Gender violence is a day to day tragedy in every part of the world. What makes the problem even more heart breaking is the prevalence of a great number of children among the affected. The violence can have multiple devastating effects on the health, social, and economic lives of the victims. One way of fighting against gender violence is through the media. This study was conducted in a belief that the extent of coverage given to the issue along with its framing has implications on public perception and social policy. Hence, the research attempted to examine how the Ethiopian print media framed gender violence during the period of September 2006\_ September 2007.

In conducting the study, three Amharic newspapers were selected purposively. *Addis Admas*, *Police na Ermijaw*, and *Medical* deal with the social, crime, and health aspects of gender violence respectively. Thirteen months editions were taken for analysis.

The study made framing theory its central conceptual frame work. In order to gauge local media framing of gender violence, both quantitative and qualitative methods were employed. Content analysis was used to collect data on the number of articles, themes of stories, types of gender violence mentioned in the articles, sources used in the stories, and frames employed by the newspapers. In addition, in-depth interview was conducted with journalists and editors of the newspapers to support the information gathered through content analysis. The conclusions of the findings are presented below.

The findings of the study indicated that both the private owned, *Addis Admas* and the government owned, *Police na Ermijaw* gave significantly more coverage to gender

violence compared to *Medical*. Most of the articles were informative rather than educative. They focused on reporting committed violence and court trials held regarding gender violence. On the other hand, little was done in educating the public on the health consequences and treatments of the violence.

Rape was found to be the most commonly reported type of violence in the media. Beating was also another form of gender violence which received a relatively high extent of coverage from the newspapers. It was assumed that the frequency of types of violence mentioned in the media might be correlated with the epidemiological reports. The more the violence was reported to the police the more frequently it was to appear in the newspapers.

Concerning sources used in the articles, the private owned newspapers, *Addis Admas* and *Medical*, quoted victims' families and friends in most of their stories. In the case of the government owned paper, *Police na Ermijaw*, however, the most frequently used sources were police officers. Those affected by the violence were identified and quoted in some of the articles. The interviewed journalists and editors reasoned that the complex psychological condition of the victims had made it difficult to talk to them. Moreover, shortage of quoted experts (doctors, social workers, psychologists, and the like) regarding the problem was observed in all the newspapers.

Several frames were found in the analyzed articles. The most dominant frames employed by the newspapers were human interest and empathy. The private newspapers used human faces, examples, and testimonies in the majority of their articles. Although *Police na Ermijaw* utilized human interest frame quite frequently, the empathy frame appeared to be the most dominant one in the articles of this newspapers.

In terms of providing information on causes and effects of gender violence, the newspapers performed only to a limited extent. The diagnostic frame was used in all three newspapers but to a limited degree. Likewise, although exceeding the frequency of the diagnostic frame, the prognostic frame was also quite rarely employed in the articles.

Similarly, the newspapers attributed responsibility to others in alleviating the problem in some of their stories. Government and society were relatively often mentioned to tackle gender violence. The findings were similar in terms of the newspapers' use of the solution frame. Only some of the articles suggested treatments for the problem. Similar to the findings in the attribution of responsibility frame, government actions and societal responsibility were proposed as solutions for gender violence.

The newspapers rarely framed the stories using economic and conflict frames. Only 2 percent of the analyzed articles stated economic consequences of the violence both on the victims and the country. Similarly, the newspapers showed disagreement of individuals and groups in very few of their stories, 6 percent.

Moreover, the findings of the study show that the sex of the editor/journalist in the analyzed media has its own implication on the coverage of stories on gender violence. It was found out those female editors/journalists in the sample newspapers deliberately preferred to work on stories of gender violence because of their gender.

By framing an issue or event, media define the problem, state causes, provide moral evaluation, and suggest solution. The results of the study revealed that the analyzed articles played profound roles in defining the problem. In the case of stating and interpreting causes of gender violence, the newspapers' function was some what limited. Furthermore, the analyzed media contributed little in providing moral evaluation, and suggesting potential solutions to the problem.

According to the interviewed journalists and editors, time and resource constraints affected their coverage and framing of gender violence.

## **5.2 Recommendations for further research**

The findings of the study showed how the national Ethiopian media framed gender violence over a period of 1 year. However, the study was limited in terms of examining the issue from different perspectives. Therefore, there is still a need to conduct further

research within the area. For example, further research should include reception analysis to examine the effects of the newspaper coverage presented here on public attributions of responsibility, both for the prevalence of gender violence and for finding a solution, as well as on attitudes towards victims.

Furthermore, as this study only looked at how the issue was framed in textual forms, further studies could examine how gender violence was framed in pictures as well. Moreover, as the study merely focused on factual articles (news, features and interviews), other researchers could expand the study to look at letters, editorials, and short stories. Finally, other possibilities include the examination of how the broadcast media (television and radio) portray the issue.

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## Appendix A

### Coding Sheet

Name of coder \_\_\_\_\_  
Name of newspaper \_\_\_\_\_  
Date of publication \_\_\_\_\_  
Headline of the article \_\_\_\_\_

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#### 1. Article description

##### 1.1 Article type

- News \_\_\_\_\_
- Feature \_\_\_\_\_
- Interview \_\_\_\_\_

##### 1.2 Location

- Front page \_\_\_\_\_
- Inside page \_\_\_\_\_
- Last page \_\_\_\_\_

#### 2. Theme of the article

##### 2.1 Themes

- Violence \_\_\_\_\_
- Court trials \_\_\_\_\_
- Neglect \_\_\_\_\_
- Discussions/Demonstrations \_\_\_\_\_
- Health consequences/ treatments \_\_\_\_\_
- If other please specify \_\_\_\_\_

##### 2.2 Types of gender violence mentioned mostly

- Rape \_\_\_\_\_
- Beating \_\_\_\_\_
- FGM( Female Genital Mutilation) \_\_\_\_\_
- Abduction \_\_\_\_\_
- Early Marriage \_\_\_\_\_
- Verbal Assault \_\_\_\_\_
- If other please specify \_\_\_\_\_

#### 3. Sources

- Government officials \_\_\_\_\_
- Non-government officials \_\_\_\_\_
- Victims \_\_\_\_\_

- Perpetrators \_\_\_\_\_
- Police officers \_\_\_\_\_
- Victim's families and friends \_\_\_\_\_
- Experts ( social workers, psychologists, doctors, etc) \_\_\_\_\_
- Women's associations \_\_\_\_\_
- Community members \_\_\_\_\_
- Donors \_\_\_\_\_
- Researches and researchers \_\_\_\_\_
- International organizations \_\_\_\_\_
- No specified source \_\_\_\_\_
- If other please specify \_\_\_\_\_

## 4. Frames

### 4.1 Diagnostic frames

- Does the story provide social norms/beliefs as causes of the violence? Yes/ No
- Does the article provide alcohol as the cause of the violence? Yes/ No
- Does the story state harmful traditional practices as causes of the problem? Yes/ No
- Does the story state government actions, policy, judicial system or inefficiency as causes of the violence? Yes/ No
- If other please specify \_\_\_\_\_

### 4.2 Prognostic Frames

- Does the story mention mortality among the victims? Yes/ No
- Does the story state the violence was committed by intimate partners? Yes/ No
- Does the story state the violence was committed by non-intimate partners? Yes/ No
- Does the story mention school dropout/ loss of job due to the violence? Yes/ No
- Does the article state effects of the violence like, suicides or other self-destructive actions? Yes/ No
- If other please specify \_\_\_\_\_

### 4.3 Attribution of responsibility frame

- Does the article suggest that cultural attitudes have the ability to alleviate the problem? Yes/ No
- Does the story suggest that the victims themselves have the ability to alleviate the problem? Yes/ No
- Does the story suggest that some level of government has the ability to alleviate the violence? Yes/ No
- Does the story suggest that NGOs have the ability to alleviate the problem? Yes/ No
- Does the story suggest that the international communities have the ability to alleviate the problem? Yes/ No
- Does the story suggest that good medical care has the ability to alleviate the problem? Yes/ No
- Does the story suggest that the general community has the ability to alleviate the violence? Yes/ No

-If other please specify \_\_\_\_\_

#### 4.4 Solution frames

-Does the story suggest government or other agents intervention as solutions for gender violence? Yes/ No

-Does the story suggest attitudinal change towards gender violence as a solution for the problem? Yes/ No

-Does the story suggest serious punishment of the perpetrators as solution? Yes/ No

-Does the story states gender violence as unsolvable or out of human control? Yes/ No

-If other please specify \_\_\_\_\_

#### 4.5 Empathy frame

-Does the article refer those who encountered gender violence as victims? Yes/ No

-Does the article mention children and elders among those who encountered gender violence? Yes/ No

-Does the story use adjectives or personal vignettes that generate feelings of outrages, empathy, caring, sympathy or compassion? Yes/ No

#### 4.6 Morality frame

-Does the article condemns/asks the audience to condemn the violence? Yes/No

-Does the story make reference to morality, God, and other religious tents? Yes/ No

-Does the article offer social prescriptions about how to behave towards the problem? Yes/ No

-Does the article present the violence as a violation of human rights? Yes/ No

-If other please specify \_\_\_\_\_

#### 4.7 Human interest frame

-Does the story provide a human example or 'human face' on the issue? Yes/ No

-Does the story go in to the private or personal lives of the characters? Yes/ No

-Does the story emphasize how individuals and groups are affected by the violence, socially, culturally, politically and economically? Yes/ No

-Does the story provide testimonies of people who encountered gender violence? Yes/ No

-If other please specify \_\_\_\_\_

#### 4.8 Economic frame

-Does the story mention financial implications of those who encountered gender violence? Yes/ No

-Does the article indicate economic consequences of gender violence on the country? Yes/ No

-If other please specify \_\_\_\_\_

#### 4.9 Conflict Frame

-Does the story reflect disagreement between individuals or groups? Yes/ No

- Does the story refer to two sides or more than two sides? Yes/ No
- Does an individual or group reproach another? Yes/ No
- If other please specify \_\_\_\_\_

#### 4.10 Educative/advocacy frames

- Does the story give information on how to get medical care? Yes/ No
- Does the article explain how to cope up with situations after the violence? Yes/ No
- Does the article suggest policy changes in the country regarding gender violence? Yes/ No
- Does the story state the need for societal change in attitude? Yes/ No
- If other please specify \_\_\_\_\_

### 5. Media Functions

- 5.1- Is the issue of gender violence in the media? Yes/ No
  - Does the story include all sides of the story (more than two sources)? Yes/ No
  - Does the article present the issue socially or medically? Yes/ No
  - Does the article present the issue as a crime? Yes/ No
- 5.2- Do other groups contribute to the story to appear in the media like, sponsors, NGOs, women associations, health institutions, etc.? Yes/ No
- 5.3- Does the article define the problem? Yes/ No
  - Does the article state causes and interpret the issue? Yes/ No
  - Does the article provide moral evaluation of the problem? Yes/ No
  - Does the article suggest treatments? Yes/ No
  - Does the article provide logical reasoning of why the problem happened? Yes/ No
  - If other please specify \_\_\_\_\_

## Appendix B

### Lists of key Informants

<b>Informant</b>	<b>Position</b>	<b>Newspaper</b>
1. Solomon G/Egzabheir (Male)	Deputy editor-in-chief	Addis Admas
2. Yemewodesh Bekele (Female)	Editor-in chef	Police na Ermijaw
3. Dr. Abush Ayalew (Male)	Editor-in-chief	Medical
4. Ababayehu Gebeyaw (Female)	Journalist	Addis Admas

## Appendix C

### Coding Guide

#### 1. Article description (Inter-coder reliability 100%)

- 1.1 Article Type - shows the nature of the article (news, feature or interview).
- 1.2 Location - indicates where the article is placed (front page, inside page or last page).

#### 2.1 Theme (Inter –coder reliability 92%)

- Theme refers to the main idea of the story.
- Violence \_an article which simply reports the occurrence of gender violence
- Court trials - refers to a story on the legal process of violence against women (court appearances, arguments or verdicts)
- Neglect - refers to ignoring or giving less attention and care to the issue (gender violence) and people affected by it.
- Discussions/Demonstrations – meetings, seminars and demonstrations on the issue of gender violence.
- Health consequences/ treatments – refers to providing information on the effect of gender violence on women’s health and medical treatments.

#### 2.2 Types of gender violence mentioned mostly

- Rape- refers to having a forced sex.
- Beating – causing a physical damage on a woman by hitting/beating
- FGM (Female Genital Mutilation) - an act of mutilating a female’s genital.
- Abduction- forcing a girl to agree to marry by taking her away from her home and her families.
- Early Marriage- marriage before the age of 18.
- Verbal Assault – insulting or degrading a woman because of her sex.

**3. Sources** – refers to as name(s) of a person, group or organization that are quoted directly or indirectly in the story as victims, officials, NGOs, etc.

#### 4. Types of Framing

- Conflict frame – when the story provides two or more opposing views or statements.
- Human interest frame- when the story involves people and their testimonies about gender violence.
- Attribution of responsibility frame – when the story suggests individuals or an organization should take actions on the issue.
- Diagnostic frame – when the story lists ranges of causes of gender violence
- Prognostic frame – when the story provides the effects of gender violence on the individual as well as the country.
- Solution frame – when the story states solutions for the problem.
- Morality frame - when the story tells the readers to do or not to do something; or when the story involves religious or human right perspectives.

- Empathy frame – when the story describes people who experienced gender violence with expressions that create sympathy, for example words like ‘ruined ’, ‘unfortunate’ and the like.
- Educative/advocacy frame – when the story relates the issue of gender violence with policy changes or human rights.
- Economic frame – when the story mentions the impact of gender violence on an individuals as well as the country’s economy.

## Appendix D

### Interview Guide

#### Interview with editors and journalists

##### 1. Background

- What is your attitude towards gender violence in general?
- How do you report about the issue, do you get too emotional or what?
- Do you think your reports had any influence on the readers?
- How did you get responses of the audience?
- Do you think your sex affect your way of reporting gender violence?

##### 2. Themes

- What were the central ideas or issues in your stories?
- Why were such themes important?
- Do you prefer to report the violence as it is or to add some of your opinions?

##### 4. Types of gender violence

- Which form of gender violence is the most common type in your report?
- Is there a specific type of gender violence which gets you emotional?
- If yes, what is your reason?

##### 5. Sources

- Who were the dominant sources in your reports about gender violence?
- Were victims used as sources in your stories?
- Did you face any pressure from interest groups to write the story in certain ways?

##### 6. Frames

- How do you construct your reports on gender violence? Why?
- Did you purposefully shape or organize the stories in certain ways?
- Were you aware of how your stories were framed?
- What were your principles in reporting the stories?
- Do you think your principles had any impact on your reporting?
- What factors affect how you frame the stories, like sources, cultural attitudes?

##### Diagnostic frame

- What do you think are the causes of gender violence?
- Why do most of the stories lack interpretation of causes?

##### Prognostic frame

- What do you think are the effects of gender violence?
- On which effect, long- term or short term, do you focus more?

##### Attribution of responsibility

- Who do you think is responsible for solving or addressing the problem?
- Why did most articles fail to attribute responsibility to anyone?

### Solution frame

- What do you think are the solutions for gender violence?

### Empathy frame

- How do you think of victims of gender violence?
- What kind of expressions do you use for the victims?
- What are the justifications for using such expressions?

### Morality frame

- Do you ask the audience to condemn the problem?
- Do you refer to God or any religious text when you write the stories?
- Do you consider cultural or social values when you write the stories?

### Human interest frame

- Do you think using human face in the stories is important? Why?

### Economic frame

- What do you think are the economic or financial implications of the issue?
- Why do most articles fail to show this impact?

### Conflict frame

- How do you entertain conflicted ideas and opinions from different individuals/groups?

### Educative frame

- Do you think it is important to give information on how to deal with gender violence?
- Do you think you need to educate the audience about human right issues?
- Do you suggest societal change in your stories?
- 

### Media functions

- What roles do you think your media played in reporting gender violence?

## Appendix E

### Frames used in each newspaper

#### Diagnostic frames

Type of newspaper	Norms/beliefs		Total
	Yes	No	
Addis Admass	11	20	31
Police na Ermijaw	6	19	25
Medical	2	9	11
Total	19	48	67

Type of newspaper	Alcohol		Total
	Yes	No	
Addis Admass	1	30	31
Police na Ermijaw	2	23	25
Medical	0	11	11
Total	3	64	67

Type of newspaper	Harmful traditional practices		Total
	Yes	No	
Addis Admass	8	23	31
Police na Ermijaw	5	20	25
Medical	4	7	11
Total	17	50	67

Type of newspaper	Government actions, policy, judicial system of inefficiency		Total
	Yes	No	
Addis Admass	9	22	31
Police na Ermijaw	2	23	25
Medical	2	9	11
Total	13	54	67

### Prognostic frame

Type of newspaper	Mortality		Total
	Yes	No	
Addis Admass	8	23	31
Police na Ermijaw	11	14	25
Medical	2	9	11
Total	21	46	67

Type of newspaper	Intimate partners		Total
	Yes	No	
Addis Admass	11	20	31
Police na Ermijaw	9	16	25
Medical	2	9	11
Total	22	45	67

Type of newspaper	Non-intimate partners		Total
	Yes	No	
Addis Admass	13	18	31
Police na Ermijaw	12	13	25
Medical	4	7	11
Total	29	38	67

Type of newspaper	School dropout/loss of job		Total
	Yes	No	
Addis Admass	2	29	31
Police na Ermijaw	1	24	25
Medical	0	11	11
Total	3	64	67

Type of newspaper	Suicides/self-destructive actions		Total
	Yes	No	
Addis Admass	2	29	31
Police na Ermijaw	4	21	25
Medical	0	11	11
Total	6	61	67

### Attribution of responsibility

Type of newspaper	Cultural attitudes		Total
	Yes	No	
Addis Admass	5	26	31
Police na Ermijaw	4	21	25
Medical	0	11	11
Total	9	58	67

Type of newspaper	Victims		Total
	Yes	No	
Addis Admass	1	30	31
Police na Ermijaw	1	24	25
Medical	0	11	11
Total	2	65	67

Type of newspaper	Government		Total
	Yes	No	
Addis Admass	14	17	31
Police na Ermijaw	3	22	25
Medical	3	8	11
Total	20	47	67

Type of newspaper	NGOs		Total
	Yes	No	
Addis Admass	5	26	31
Police na Ermijaw	2	23	25
Medical	0	11	11
Total	7	60	67

Type of newspaper	International communities		Total
	Yes	No	
Addis Admass	2	29	31
Police na Ermijaw	0	25	25
Medical	0	11	11
Total	2	65	67

Type of newspaper	Good medical care		Total
	Yes	No	
Addis Admass	4	27	31
Police na Ermijaw	0	25	25
Medical	0	11	11
Total	4	63	67

Type of newspaper	General community		Total
	Yes	No	
Addis Admass	10	21	31
Police na Ermijaw	6	19	25
Medical	0	11	11
Total	16	51	67

### Solution frame

Type of newspaper	Government or other agents		Total
	Yes	No	
Addis Admass	12	19	31
Police na Ermijaw	4	21	25
Medical	3	8	11
Total	19	48	67

Type of newspaper	Educating men		Total
	Yes	No	
Addis Admass	3	28	31
Police na Ermijaw	2	23	25
Medical	0	11	11
Total	5	62	67

Type of newspaper	Societal responsibility		Total
	Yes	No	
Addis Admass	14	17	31
Police na Ermijaw	4	21	25
Medical	2	9	11
Total	20	47	67

Type of newspaper	Serious punishment		Total
	Yes	No	
Addis Admass	9	22	31
Police na Ermijaw	4	21	25
Medical	6	5	11
Total	19	48	67

Type of newspaper	Unsolvable		Total
	Yes	No	
Addis Admass	1	30	31
Police na Ermijaw	0	25	25
Medical	0	11	11
Total	1	66	67

### Empathy frame

Type of newspaper	As victims		Total
	Yes	No	
Addis Admass	15	16	31
Police na Ermijaw	18	7	25
Medical	1	10	11
Total	34	33	67

Type of newspaper	Children and elders		Total
	Yes	No	
Addis Admass	17	14	31
Police na Ermijaw	12	13	25
Medical	7	4	11
Total	36	31	67

Type of newspaper	Empathetic words		Total
	Yes	No	
Addis Admass	19	12	31
Pmllice na Ermijaw	13	12	25
Medical	9	2	11
Total	41	26	67

**Morality frame**

Type of newspaper	Condemn the issue		Tot'l
	Yes	Ng	
Addis Admass	16	15	31
Police na Epmijaw	3	22	25
Medical	7	4	11
Total	26	41	67

Type of newspaper	Morality/God/religion		Total
	Yes	No	
Addis Admass	2	29	31
Police na Ermijaw	3	22	25
Medical	1	10	11
Total	6	61	67

Type of newspaper	Social prescriptions		Total
	Yes	No	
Addis Admass	10	21	31
Police na Ermijaw	4	21	25
Medical	2	9	11
Total	16	51	67

Type of newspaper	Violation of Human right		Total
	Yes	No	
Addis Admass	12	19	31
Police na Ermijaw	1	24	25
Medical	1	10	11
Total	14	53	67

**Human interest frame**

Type of newspaper	Human face		Total
	Yes	No	
Addis Admass	24	7	31
Police na Ermijaw	19	6	25
Medical	10	1	11
Total	53	14	67

Type of newspaper	Private lives of characters		Total
	Yes	No	
Addis Admass	19	12	31
Police na Ermijaw	13	12	25
Medical	9	2	11
Total	41	26	67

Type of newspaper	Effect of the problem on individuals/groups		Total
	Yes	No	
Addis Admass	18	13	31
Police na Ermijaw	5	20	25
Medical	8	3	11
Total	31	46	67

Type of newspaper	Testimonies of victims		Total
	Yes	No	
Addis Admass	12	19	31
Police na Ermijaw	2	23	25
Medical	4	7	11
Total	18	49	67

#### **Economic frame**

Type of newspaper	Financial implications on individuals		Total
	Yes	No	
Addis Admass	6	25	31
Police na Ermijaw	0	25	25
Medical	1	10	11
Total	7	60	67

Type of newspaper	On the country		Total
	Yes	No	
Addis Admass	4	27	31
Police na Ermijaw	0	25	25
Medical	0	11	11
Total	4	63	67

**Conflict frame**

Type of newspaper	Individual/ group disagreement		Total
	Yes	No	
Addis Admass	7	24	31
Police na Ermijaw	2	23	25
Medical	7	4	11
Total	16	51	67

Type of newspaper	Two sides or more than two sides		Total
	Yes	No	
Addis Admass	8	23	31
Police na Ermijaw	2	23	25
Medical	7	4	11
Total	17	50	67

Type of newspaper	Reproaching		Total
	Yes	No	
Addis Admass	4	27	31
Police na Ermijaw	1	24	25
Medical	4	7	11
Total	9	58	67

**Educative/advocacy frame**

Type of newspaper	How to get medical care		Total
	Yes	No	
Addis Admass	3	28	31
Police na Ermijaw	0	25	25
Medical	1	10	11
Total	4	63	67

Type of newspaper	How to cope up		Total
	Yes	No	
Addis Admass	2	29	31
Police na Ermijaw	0	25	25
Medical	1	10	11
Total	3	64	67

Type of newspaper	Policy change s		Total
	Yes	No	
Addis Admass	9	22	31
Police na Ermijaw	3	22	25
Medical	3	8	11
Total	15	52	67

Type of newspaper	Societal change in attitude		Total
	Yes	No	
Addis Admass	14	17	31
Police na Ermijaw	5	20	25
Medical	3	8	11
Total	22	45	67

## Appendix F

### Monthly Statistical Data about Press Products Which Circulate Beyond the Confinement of One Region: From 10th March 2008 to 8th April, 2008

No	Name of the Press	Language	Schedule	Content	Average Circulation
1	Addis Zemen	Amharic	Daily	Political, Economic & Social Issues (Current Affairs)	18443
2	The Ethiopian Herald	English	'	" "	9930
3	Barrissa	Oromifa	Weekly	" "	2000
4	Al-alem Abiotawy	Arabic	'	" "	1000
5	Democracy (APDM) Abiotawy	Amharic	Fortnightly	" "	63230
6	Democracy (SPDM)	'	'	" "	10670
7	Woyien	Tigrigna	'	" "	19934
8	Oromiya	Oromifa	"	" "	77709
9	Reporter	Amharic	Biweekly	" "	11000
10	Addis Admas	'	Weekly	" "	31000
11	Sendek	'	'	" "	3500
12	Embilta	'	'	" "	2800
13	Addis Nagar	'	'	" "	20000
14	Ethio Channal	'	'	" "	7000
15	Soresa	'	Fortnightly	" "	2000
16	Haramba	'	Weekly	" "	8000
17	Goggle	'	'	" "	4000
18	Awraamba	'	'	" "	9000
19	Hedasse	'	'	" "	30000
20	Awda Media	'	'	" "	1000
21	The Reporter	English	'	" "	2700
22	Seven Days Update	'	'	" "	300
23	The Sub-Saharn Informer	'	'	" "	1500
24	Metro Politan	'	'	" "	700
25	Press Digest	'	'	" "	282
26	Guardian	'	Fortnightly	" "	2000
27	The Daily Monitor	'	Daily	" "	1880
28	Capital	'	Weekly	Economic & Business	5000
29	Fortune	'	'	'	7000
30	Wastena	Amharic	Monthly	Social Issues	9000
31	Lambadina	English	'	" "	5000
32	Lambadina	Amharic	'	" "	25000

33	Abugida	'	'	Youth	3600
34	Mendake	'	Weekly	Construction	1000
35	Medical	'	'	Medical	14200
36	Laqa	'	'	"	1000
37	Kalkidan	Amharic	Bi Weekly	Love & Sex	3600
38	Negadras	'	'	Trade & Advertisement	5000
39	ABBI Weekly Ethiopia	Amh/Eng	'	"	3000
40	Negd Ena Lemat	Amharic	'	"	3200
41	What is up Addis	English	'	"	16000

No	Name of the Press	Language	Schedule	Content	Average Circulation
42	Mesenazerya	Amharic	Weekly	Trade & Advertisement	3600
43	Thasma	Amharic	Bi Weekly	Miracle story	3100
44	World Sport	Amharic	Weekly	Sport	18500
45	Sport Alemakef	'	'	"	4000
46	Red Devil	'	'	"	3000
47	Lege Sport	'	'	"	4500
48	Ethio Sport	'	'	"	22500
49	Inter Sport	'	'	"	15500
50	Hatic	'	'	"	5000
51	Zegernerse	'	'	"	11000
52	Mamch Ena Arse	'	'	"	5000
53	Lesane Georgis	'	Fortnightly	"	3000
54	Sematsidek	'	'	Religion	10000
55	Zena Mahdere Sebhat	'	Monthly	"	3000
56	Amanuale	'	'	"	2500
57	Fikrna Salam	Amh/Eng	'	"	3000
58	Misirach	'	'	"	5000
59	Jumea	'	Weekly	"	1000
60	Alkduse	'	'	"	5000
61	Fiziker	'	Monthly	"	1000
62	Selefia	'	'	"	3000
63	Raselase	'	'	Children Recreation & Education	1000
64	Police na Ermjaw	'	Fortnightly	Crime	-
					576378

Source: Ethiopian Ministry of Information, 2008