

**Analysis of Oromia Television News Coverage of
Environmental Issues**

Tahir Abdulahi

**A Thesis Submitted to the School of Journalism and Communication
Presented in Partial Fulfillment of the Requirements for the Degree of Master
of Arts (Journalism and Communication)**

Addis Ababa University

Addis Ababa, Ethiopia

July 2012

Addis Ababa University
School of Graduate studies

This is to certify that the thesis prepared by Tahir Abdulahi , entitled: *Analysis of Oromia Television News Coverage of Environmental Issues* and submitted in partial fulfillment of the requirements for the Degree of Masters of Arts (Journalism and Communication) complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

Signed by the Examining Committee:

Examiner _____ Signature _____ Date _____

Examiner _____ Signature _____ Date _____

Advisor _____ Signature _____ Date _____

ABSTRACT

This study was conducted to examine the coverage of environmental issues in the Oromia Television News. In the study, specific news which was transmitted in six months out of a year (2003) was examined.

In order to achieve the main objective of the study, content analysis was employed as the major research tool. Moreover, as supportive method and to develop the data, interviews were conducted from March 2004 to May 2004 with the sampled Oromia Television News room editors and reporters. Therefore, the researcher employed quantitative content analysis as a major method and qualitative interview as supportive method. Besides, simple random sampling method was employed to select six months out of the year.

In the study, the data which were gathered through content analysis in the sampled six months were presented in the form of the table with frequency and percentage. Finally, this data were analyzed quantitatively. Furthermore, the data obtained from conducted interview were analyzed qualitatively.

Finally the findings of this study revealed that Oromia Television News gave a relatively small amount of coverage on environmental issues. More coverage was given to other issues such as agriculture, politics, foreign news and others, respectively. Environmental issues such as population growth, pollution, biodiversity and global warming were presented rarely. Usually event oriented stories were covered relatively and no investigative about environmental issues in the study sample. And the findings of the study also revealed that most of environmental sources were obtained from the government sources rather than using diversified sources; and finally the study revealed that the prominence given to environmental issues was low relatively.

ACKNOWLEDGEMENT

First of all thanks to Allah for all of his support and for the success of this work.

I would like to express my heartfelt gratitude to my advisor Doctor Negeri Lencho for his constructive comments, suggestions, and fatherly advice throughout the conduct of this study.

I sincerely thank all of my friends and my families who supported me morally and financially.

Table of Contents

	Page
Table of Contents	v
List of Table.....	viii
Acronyms and Abrivation	ix
CHAPTER ONE	1
1.1. Introduction	10
1.2. Statement of the Problem	12
1.3. Objective of the Study	15
1.3.1. General Objective	15
1.3.2. Specific objective	15
1.4. Research Questions	15
1.5. Significance of the Study	16
1.6. Scope of the Study.....	16
1.7. Limitation	17
1.8. Organization of the Paper.....	17
CHAPTER TWO	18
2. Review of Related Literature	18
2.1. Concept of Environment	18
2.2. Overview of Major Global Environmental Issues.....	19
2.3. Major Environmental Problems in Ethiopia.....	23

2.4. News.....	26
2.4.1. Definition of news	26
2.5. Contribution of Mass Media in the Environment.....	29
2.6. Agenda Setting Role of Media	31
2.7. Environmental Journalism	33
2.8. Development Communication.....	36
2.8.1. Participatory Communication.....	37
CHAPTER THREE	41
3. Research Design and Methods.....	41
3.1. Research Methodology	41
3.2. Data Sources.....	43
3.3. Techniques and procedure.....	43
3.4. Data Collection Tools.....	44
3.5. Content Categories	45
3.6. Unit of Analysis	47
3.7. Data Organization and Analysis	47
CHAPTER FOUR.....	48
4. Introduction.....	48
4.1. Data Presentation.....	48
4.2. Data Analysis	54
4.2.1. Types of News Items	54

4.2.2. Kind of Environmental Issues	57
4.2.3. Purpose of the story	59
4.2.4. Source of the Story	62
4.2.5. Prominence Given to the Story.....	64
4.2.6. Expert Opinion in the Story.....	66
CHAPTER FIVE	68
5. Conclusions and Recommendations	68
5.1. Conclusion.....	68
5.2. Recommendations	71
Bibliography	73
Appendices.....	78

List of Table

	Page
Table 1, Types of News Items Covered	39
Table 2, Kinds of environmental issues covered.....	40
Table 3, Purpose of the Story.....	41
Table 4, Types of sources.....	42
Table 5, Prominence given to the story.....	44
Table 6, Expert opinion in the story.....	44

Acronyms and Abrivation

UNEP: United Nations Environmental program

UNDP: United Nations Development program

EFAP: Environmental Forestry Action program

WHO: World Health Organization

ADLI: Agricultural Development Led Industrialization

OTV: Oromiaa Television

FDRE: Federal Democratic Republic of Ethiopia

NGO: Non Government Organization

CHAPTER ONE

1.1. Introduction

Environmental issues have become one of the main challenges in the world. As scholars repeatedly state more of focus is gradually shifting from issues like politics and wars to environmental issues. Jian (1996:1) states that environmental problems are very serious and exist in all parts of the place and spreading gradually to affect all parts of the world. As a result, it needs more attention both locally and globally. As Benny (2005) also explains, everything that human beings need (air, water, soil, etc) comes from the environment directly or indirectly. Therefore, environmental issues affect us and the environment is in turn affected by all our activities to varying degrees. "Human beings may consider themselves the most competent and resourceful of all creatures on earth; but they are still dependent on other organisms and on the environment for their existence (Temesgen 2007). This points toward the fact that giving consideration to environmental issues is not only important but also an imperative for human beings. Because, unless we protect the environment, the existence of the world is impossible and that is why the environmental issues have become so sensitive and global.

Environmental problems such as air pollution, environmental degradation, desertification, erosion, nuclear waste, population increase, global warming and nuclear waste are the major issues in this globe. And their impacts are becoming grave on the life of human beings (African society, 2008). As this study states, "the consequences of environmental problems such as degradation which include depletion of farming lands, depletion of natural habitat for aquatic and land animals and decline in biological diversity and generally, the socio economic impact of environmental deterioration on Africa continue to pose a major problem to development, stability, and daily life style;" And Ethiopia is not an exception.

In Ethiopia, deterioration to low level of productivity of renewable natural resources, deforestation, soil erosion, erosion of biodiversity ,degradation, poor sanitation and other natural resources based issues are the major environmental problems in the country(Sisay & Tesfay,(2003), cited in Sue (2010).Environmental education workshop which took place in 1995 also indicates that Ethiopia faces with many environmental problems such as deforestation, loss of biodiversity and poor environmental sanitation which are very serious affecting the whole country. Besides, air pollution, soil pollution and unplanned settlements are also identified as major problems in urban areas. As Alemneh (1990) states on the subject of these environmental problems, the highlands and other center of the country's economic activity suffer from immense land degradation annually, about 76% of the highlands 41 million hectares of land have been extensively or gravely eroded, and 4% (2 million hectares) has lost its ability to produce. As a result, Ethiopia lost nearly one billion tons of soil each year due to natural causes but primary to human activities, particularly overgrazing, over cultivation and deforestation. Generally, as these studies indicate, environmental problems which need due attention and consideration are severe in Ethiopia. Therefore, in order to combat these problems, creating awareness in societies is one of the solutions among other possible means of skirmishing.

Hence, in creating awareness, media has an imperative role in the world. ParKojoh (1994; 51) , as an agent of social change and as support to development, the mass media are entitled to use their skills to join the consciousness raising effort in the society". Media plays a vital role in constructing and shaping the idea of society by developing understanding about environmental issues too.It acts as one driving force providing citizens with piecemeal information that is necessary to assess the social, environmental and political conditions of the country and world

(Jaclyn and Robert, 2003:74). Among these media, television is one of audio visual media which can grasp the attention of audiences. It raises awareness by setting media agenda on different issues in the form of the news. With this regard, Robinson and David (1990:33) stated, television is a powerful medium for ideology and agenda setting. It is also capable of effectively communicating news, images and information, regardless of audience's level of literacy.

Oromia television is a new digital television which was established independently in 2001 as second television in this country next to ETV. Since its establishment, it has played an enormous role in informing, cultivating and entertaining as well as encouraging the society in all aspects of development (Oromia Radio and Television Annual Magazine, 2003). Therefore, though Oromia television can play a great role in creating awareness, and, even if environmental issues are a global agenda, the extent to which this medium is addressing the issue needs investigation. It is in light of this that the researcher intends to examine the coverage of environmental issues in the Oromia television news.

1.2. Statement of the Problem

Environmental troubles such as air pollution, deforestation, land degradation and global warming are among the worst challenges human beings encounter in the present world. As scholars explain, these problems are mainly the result of many factors like, urbanization, energy consumption, overgrazing, and over cultivation. Besides, Environmental problems are even aggravated by population growth in Africa which is approximately at 2.2 Percent annually. And, like increased populations, poverty, another problem on African continent also leads to a greater exploitation of natural resources for survival, and these worsen the environmental problems in the continent (African Society, 2008).

The above mentioned problems are also true in Ethiopian circumstance. According to UNDP Poverty Report (2003), at the present time Ethiopia is facing a serious ecological imbalance triggered mainly by the fast increment of its population and resource imbalances in view of the fragile ecosystem have been major challenges in the past and may remain so in the future. The FDRE (1997) Environmental Protection policy also states mass removal of vegetation cover has been going on for centuries and land degradation has now reached a catastrophe level. This points toward how the problem of environmental issue is serious and need due attention to overcome it in Ethiopia too.

Therefore, in order to mitigate the environmental damage, increasing awareness about environment and environmental problems is unquestionable. As Muhmuod (2004) also states, the issue of protection of the environment becomes a matter of awareness. This means, it is when society develop awareness about environmental problems that they can take role in protection and conservation of the environment directly or indirectly. However, even if Ethiopia has its own environmental policy, understanding about environment in the society is at low level as various evidences indicate. For instance, Ethiopian Forestry Action Program (1994:14) noted, environmental awareness is low throughout Ethiopia and there is a need for environmental education and awareness. This shows that increasing environmental understanding is essential and significant in the country. In order to increase attentiveness and general understanding among the society, the contribution of media is undeniable. Lisa (2004:2) says, media's presentation to the public about the environment has significant consequences, and the tools they use may present repercussion, people turn to their televisions, radios and newspapers for the information they need on environmental issues and the risks they present"

Mass media play a crucial role as a source of information, in encouraging knowledge and

concern about environmental problems (Ausra, 2000). Today, in most developing countries the mass media are considered the most powerful channel used to educate, inform and encourage the people to build a nation (Negussie, 2008:5). The societies especially youngsters acquire numerous information from media on socio-economic, environment, politics and others aspects.. The media are great and important influence in our society. Media can promote and inhabit social change of which values and attitudes toward the environmental issues. Byrd (1997) quoted in Bernadette (2003:37), “over time, environmental issues and the risk they present have become more complex; therefore, presenting information on these issues in a form that can be easily understood and acted upon is critical.” According to him, to reduce the high risk of environmental issues, mass media should consider the issue in every aspect and should present the issue seriously in ways that reduce harm.

Even though media have a vital role in tackling environmental problems journalists have many challenges in covering environmental issues in many parts of the world including event reporting, lack of objectivity, unavailability of information and others (Sellers and Jones 1973 cited in Lisa, 2004). Besides, lack of context, insufficient coverage, reports of events rather than issues, lack of long term coverage are included as challenges to cover environments in the world media (Lisa, 2004). Though the environmental issues have not yet drawn researcher's attention by media in spite of the importance of the issue, there are also challenges and little media coverage of it in Ethiopia as some study indicates. For instance, Laekemariam (2001) states, journalists have not enough understanding and background knowledge about environment and usually more of focus is given to politics, Business and sports by media in Ethiopia rather than environmental problems of the country. Thus, giving prominence to the above assertion, the researcher attempts to examine environmental issue coverage in Oromia television news.

1.3. Objective of the Study

1.3.1. General Objective

The main objective of the study was to assess the environmental issues coverage by Oromia television news.

1.3.2. Specific objective

The study has the following specific objectives:

- To find out the nature and magnitude of the environmental coverage in terms of types and number of news, feature of news, and, purpose of news .
- To examine the strength, weakness and gaps in the dissemination of information about environment.
- To find out the source of the media and its relevance of information.
- To analyze the general feature of the news including the quality, expert opinion in the news.
- To identify the journalists experience and background knowledge about environments.

1.4. Research Questions

Based on the above objectives ,the study attempted to answer the following basic questions:

- To what extent does the Oromia television news cover environmental issue?
- What environmental issues do the media often give priorities to ?
- What type of sources does the medium use?
- What are the challenges facing the medium in raising awareness about the environmental issues?

1.5. Significance of the Study

Environmental issues are the major concerning issues in the globe. It is becoming the concern of every person in order to protect the environments and maintain the sustainability of environments for the existing and next generation. To achieve this, any one should have awareness and understanding about the concepts, cause and effects of the environment. Because to avoid or reduce the damage of environments, understanding about it is necessary. Concerning this, media have a great contribution to aware society. Therefore, it is believed that the study of environmental issue coverage by media organization is crucial.

Thus, the findings of this study would have the following significance:

- Media organizations and experts as well as other concerned individuals may get some information from this research which may help to develop their understanding about the current environment as a whole and how to give due attention to such issues.
- The government and non- government body who need and has an interest to read and direct their policy toward the target issues by understanding the nature of the issues also may use the research results as information.
- Moreover, searchers who want to do further study on this area may use it as a reference.

1.6. Scope of the Study

This study focuses on the coverage of environmental issues in Oromia television Afan Oromo news. Particularly, the research focuses on selected news transmitted from September 2003 to August 2003 E.C. It is true that a research should be manageable to be investigated and to get facts precisely. Thus, specific contents of transmitted news in the year were selected.

Therefore, in this study, the news contents of the above mentioned year was sampled. And interview with sampled reporters as well as editors in the news room were the scope of this research.

1.7. Limitation

This study had some limitation. In this study stories out of news was not included. Above all; the research would have been comprehensive and inclusive if it had been carried out many other programs and other media organization. However, it was limited to Oromia Radio and Television Organization due to many factors such as financial and time constraints to under take the research.

1.8. Organization of the Paper

This paper is organized in five chapters. Chapter one include abstract of the study, introduction (background), statement of the problem, objective of the research, research questions, significance of the study, scope and limitation of the study, chapter two contains the literature review and related works which important theoretical framework to the study. Chapter three explains the methodology the researcher followed to conduct the research. And this chapter reason out why the researcher used the methods in detail. Chapter four present the data and analyzes it. It shows the detailed information of the data presentation and its discussion. Chapter five is the final chapter which contains the conclusion, summary and recommendation based on the findings of the study.

CHAPTER TWO

2. Review of Related Literature

2.1. Concept of Environment

Environment is our surrounding where both living and non living things live. Many scholars have provided various definitions of environment. As Devendra (2005:1) explains, the term environment is derived from an old French word 'Environ' (meaning 'encircles'). According to Devendra, everything that affects an organism during its life time is collectively known as environment. Environmental Encyclopedia (1994) also states that 'environment is derived from the French words environ or environer meaning around, roundabout, to surround, to encompass. Environment is a total of the things or circumstances around an organism including humans.' According to William (2003), environment can be defined as the circumstances or conditions that surround an organism or group of organisms or the complex of social or cultural conditions that affect an individual or community. He also added that since humans inhabit the natural world as well as the built or technological, social, and cultural world, all constitute important parts of our environment.

As Renngo (2006:3) points out "our environment consists of land, water, and a number of resources; it is living and non- living components and their interactions." Ministry of education and National Environmental protection (1995:11) States, "the environment is considered to include the biological, physical and socio-cultural components of an area." Environments, including human beings have vital inter connections and inter dependence. As Alice (2007) Stated, environment is necessary to consider both the living and non living components as the two are closely related and interdependent.

Generally, as many writers state, the whole socio- cultural, economic systems and every activities of human being with their environments can be considered as the concepts of environments and their interrelations have vital role to the survival of human beings too. Shibu (2003:17), “environment comprises the whole range of natural, biological, physical, and manmade or socio- cultural and economic systems. Environment also embraces global economic relations with nations and internationally. It also refers to cultural phenomena such as customs, tmorality and traditions.” Environments are therefore, encompass lists of both living things and non living things with their interrelation. This also shows that how environment has several advantages to the survival of human being as the main source of necessary and basic things of them. Because it is true that every natural resource is generated from environments and every resource has been used to support life on this planet and human beings consume these resources in order to survive. Thus, this environment need conservation for the sake of living things including human being, and to maintain ecological balance.

2.2. Overview of Major Global Environmental Issues

Although environment is necessary to provide basic needs and to maintain the survival of human beings, it has been exploited and deteriorated by human beings because of unwise and misuse of natural resources. As human beings interact directly or indirectly with environment in the daily activities, the results of these interactions might have a number of impacts on the ecological balance. As Jay and Scott (2009) point out, we live in extraordinary times, human impact on our environment has never been so intensive or far reaching. The future of our society and the future of earth’s system depends more critically than ever on the way we interact with the world around us. Fundamental aspects of climate atmospheric composition, nutrient cycling, and

biological diversity are being altered at dizzying speeds. Henely (2001) also says that the earth is currently undergoing a phase of mass species extinction. Unlike previous mass extinctions, this episode is due to the destructive activities of just one species, man. Henely also added that, mankind, by appropriating rich and diverse habitats for agricultural production and other distinctive forms of land use.

This direct and indirect destruction of environmental resources due to the daily activities of human beings have brought several global problems. Problems such as deforestation, environmental degradation, climate change, desertification and global warming are among the current environmental issues of the world. David et al (2003) cited in Temesgen (2007) indicates that climate change, pollution, loss of biodiversity and population explosion are some of the major environmental issues on the globe that makes the front pages of newspapers and the top stories of news bulletins of radio and television broadcasts.

Nowadays, it is believed that human activity is changing biodiversity and causing massive extinctions. As the world Resource Institute reports there is even a link between biodiversity and climate change. Over the past 150 years, deforestation has contributed an estimated 30 percent of the atmospheric build-up of carbon dioxide. It is also a significant driving force behind the loss of genes, species, and critical ecosystem services. as UNEP or United Nations Environmental Program (1999:24) also explains, “eighty percent of the forests that originally covered the earth have been cleared fragmented or otherwise degraded.” More than 110 million hectares of forest, about 11 million hectares a year, disappeared during the 1990s. Most of these losses were in developing countries. About 45 percent of the worlds original forests are gone, major causes of desertification lie outside the forest sector include the need to create agricultural land and to

harvest fuel wood for the food and energy (Wikipedia <http://www.who.int/water-sanitation>). As this study indicates, desertification, resulting in part from deforestation, is a significant threat to the arid, semi-arid and dry sub-humid regions of the world which account for 40 percent of the earth's land surface. More than 250 million people are directly affected by desertification and 1 billion people in more than 100 countries are at risk. These people include many of the world's poorest and most marginalized citizens. Besides, this evidence states that, in Africa, land degradation is threatening economic and physical survival and recurrent droughts increase soil degradation problems, which in turn magnify the effect of droughts, both of which enhance the conditions that can cause widespread famines.

In another hand, as many studies indicate, today human population is larger than at any time in the past. The ability to meet the needs of the entire world's people with growing consumption and other demands off has affected the environment. And the impacts are including many social and economic and political problems. For instance, approximately, 90% of children born today are likely to live their lives in conditions for less healthy and prosper and prosperous than most of us in the industrialized world are accustomed to (Jay and Scott, 2009).

As WHO (1998) quoted in UNEP (1998) estimates that poor environmental quality contributes to 25 percent of preventable ill health in the world today. Problems such as contaminated water, poor sanitation, smoky indoor air and exposure to most quitoes and other animal diseases victories are still the primary environmental factors in all health according to the study. As the study also elaborates, these and other many environmental health problems are still exacerbated by emerging problem of pollution from industry and agriculture in many developing regions.

Climate change is another main environmental issue of the globe. The warming of the earth and other impacts of world atmosphere are the results of climate change. "Climate change is one of the greatest threats facing the planet. Recent years show increasing temperatures in various regions and /or increasing extremities in weather pattern (Last updated Sunday, 2011). "Deforestation accounts for about 20 percent of global carbon emissions. Between 1970 and, direct emission from land and forest use had already grown by 40 percent" (Debay, 2010:95). As Daniel (2008) quoted in Teka (2010) states, not all parts of the world are equally affected by climate change, but Africa is the most vulnerable region to the change."

The direct and indirect impacts of climate change on Africa are generally believed to be severe because of Africa's high dependence on agriculture, direct harvesting of natural resources and limited capacity to adaptation that will eventually lead to intensified poverty and famine (Debay 2010:49).with regard to environmental problems Debay (2010: V) also stated as follows:-

The major portion of carbon dioxide release in Africa is contributed from burning fossil fuels and cutting down tropical forests to facilitate agricultural production as well as felling timber of industry, domestic and abroad. Concern over the negative impact of climate change has strengthened fears that environmental degradation and demographic pressure will displace millions of people in Africa and create a wake of social upheaval.

This indicates how much the great impacts of climate change because of several factors that interfere environment directly or indirectly. Regarding to this human interference on environments or resources Teka (2010) states that since people have been deteriorating the environment through unsustainable interference with the immediate environment to fulfill their short term benefits without considering its long term impacts, the sustainable development of people and the right of future generation to use the same resources will be impacted.

Generally, environmental problems are serious and pervasive in today's world. In many developing countries, industrial pollution emissions continue to increase and as a result, environmental problems such as deforestation, soil erosion, and the expansion of desert areas are aggravated. These problems have severely threatened the sustainable development of those countries and have caused great concern at all levels, from the general to national governments and international agencies (Jian, 1996).

2.3. Major Environmental Problems in Ethiopia

Ethiopia is one of the countries in sub-Saharan Africa that is well endowed in terms of its natural resources including biodiversity, and particularly its agricultural biodiversity. Although the country is endowed with an enormous land resources potential, it has been affected by multifaceted environmental problems including land degradation and declining biodiversity (Sisay and Tesfaye, 2003), cited in Edward, 2010). The historical account indicates that the country was in the past rich in natural resources and had predictable climate, numerous domestic and wild animals and most of its land scope was also forest covered (Gedian, 2003:24).However, as this and other many studies indicate that these abundant natural resources have been deteriorated and environments have been altered gradually for many reasons including to fulfill the short term demand and wants of increased population of the country; as a result, several environmental problems have emerged and encountered the whole parts of the nation directly or indirectly. In the country even though many environmental related problems were emerged from time to time, deforestation, environmental degradation, desertification and climate change are among the major environmental problems in Ethiopia (Alemneh 1990; EFAP, 1993; Gedian, 2003; and Teka, 2010).

In Ethiopia, there are three predominant human activities in variably identified as contributing to the various cycle of environmental degradation, drought and famine. These factors are over grazing, over cultivation, and desertification (Alemneh, 1990:3). As Gedion (2003) also explains, the land, water, climate and other natural resources of the country have been both degraded and utilized due to the dependence of the majority of the people on substance agriculture despite being the basis for agricultural, industrial and overall economic development of the country.

This heavy dependence on agricultural sector influenced the natural resources of the country.

This indicates that how environmental problems are accelerated directly or indirectly.

In Ethiopia the loss of natural forest cover estimated to be 150,000 to 200,000 hectares a year which is equivalent to about 6 percent of remaining natural high forest. This is driven by the demand for land for cropping and grazing (EFAP, 1993: I-5). Though forest and land resources are key sources of livelihoods to millions of the Ethiopian population, however, over the past decades, there has been continuous pressure on these resources leading to massive deforestation and resource degradation across the country. And, currently the country's forest stock is estimated to be well below 5% of the total land area (Mohamud, 2008:80). This low and decreasing forest cover have a number of consequences including land degradation, loss of biodiversity, possible flooding, and climate change in the country (Newai and Yacob, 2008; and EFAP, 1993).

Because of these and other complex and interrelated problems of environments, land degradation in Ethiopia is increasing at a rapid rate. The pressure of population on land pushes land loss into forest to cultivate marginal lands that are not suitable for agriculture and this in turn accelerates the rate of deforestation and soil erosion (Teka, 2010). Teferi (1999:395) also says, "because of

the degradation of lands, water and climate, the environmental problems are generally deepening and growing in the country.”

Climate change is one of the leading human and environmental problems in Ethiopia. The country recognizes the likely negative impacts of climatic changes on all aspects of its developments efforts, and even on the continuation of life as it has traditionally been lived (Gedion, 1992). According to the study conducted by Mis Hasab Research center (2009), Ethiopia is extremely vulnerable to the impact of climate change due to social, economic and environmental factors. In Ethiopia, several critical sectors are being affected by the impact of climate change either directly or indirectly. The influence of this climate change could either be reduced or enhanced by the interaction of several factors in the community in order to mitigate the problem as much as possible (Ibid).

The above mentioned environmental problems are almost true in all parts of the country including Oromia Region (Teka, 2010:14). Oromia Regional State is one of the nine regional states of the country. The region is located in central part of Ethiopia, stretching from the Sudan border in the west and then to the eastern part making a curve to the south up to Kenya border. The region extends from 34⁰ 05' E to 43⁰ 11' E, and from 3⁰ 20' N to 10⁰ 35' N. (Nigussu, 2008). Oromia is the largest and stands first both in terms of population and land coverage in Ethiopia and in the region some 60 years back the high forests were estimated at about 14.7 million hectares which covered about 40% of the land at that time with out including lowland woodlands (Teka, 2010). As this study indicates, the forest cover of the region is very low recently and deforestation rate is very high. The major causes of deforestation in the region are expansion of

agriculture, grazing, timber and fuel wood extraction and charcoal burning for house hold consumption and for sale. Thus, this deforestation has led to environmental degradation which causes soil erosion, poor agricultural performance, food insecurity, depletion of plant and animal genetic resources, loss of animal plant biodiversity destruction of wildlife habitat etc. This shows that these and other environmental problems have been increased gradually in the region as many other parts of the country directly or indirectly.

Generally, environmental issues are very serious and need due attention all over the country and informing society on the environmental issues is significant. People can get information through different mass media, and as Hiebert (1988) stated, news is one of the function of mass media and it is considered as a basic source of information for the large society. Because it has potential of disseminating necessary information to audiences

2.4. News

2.4.1. Definition of news

Different scholars give different meaning to define news. As Pamela J et al (2006) states, people are interested in news whether the news comes from other people or from mass media, and people like to know what is going on in faraway places or in our neighborhood. Of course not every one is equally interested in general news and people may be more interested in one topic than other. Thus, as different topics require different interest it is not an easy task to provide strict and the same definition as common and universal which works at all times and in all situation. But, this does not mean there are no similarities at all. Though different scholars defined news to various meaning, there are underlying common values on which most scholars agree. With this regard, Tai (2005) quoted in Teshome (2006: 13) “understanding what news is

and how it is presented or not presented to the local or global audience is of special significance in understanding the dynamics of the reality construction process by the mass media.”

News is information about events, people or issues that the public wants or needs to know (Mark levin, 1999). The managing editor of the New York Times defined news as “any thing you find out today that you didn’t know yesterday.” News is some thing which interests a large part of the community and which has never been brought to their attention (Anna 2006: 1). This stresses the two most obvious points .It needs to be some thing that would interest your readers, and if they already know it, then it is not news.

In addition, Herbert (1992) also stated with regard to the definition of news

as follows:

News reporting text books lists the criteria for deciding if an event or issue qualifies as news. A beginning reporting student can recite these criteria quickly , including human interest, timelines , conflict , proximity, consequence and prominence .Experienced reporters may not use these terms but instead may offer working definitions ,such as news is what I say it is, news is what is reported in the papers, news is something that you know to day that you didn’t know yesterday.

According to Herbert, news has not got similar weight and value among beginners and experienced reporters. If beginners focus on certain fixed criteria to differentiate events of news worthiness, however, experienced reporters often based on their own understanding.

Generally, it is true that there are some guide lines and criteria to judge whether some thing is news or not. These guidelines on which academicians agreed upon are called elements of news. Theses elements enable us to judge whether it is news worthy or not. As many scholars like Mark (1952) and Herbert(1992) stated, some elements of news are:

Timeliness:-Is it current or new? Audiences want news as quickly as possible. Even though it depend on the medium, length of time for which a piece of information continues to be newsworthy is necessary.

Proximity:-Is it happening nearby? News which is close to the audience is the most news worthy than the news which is far from the audience.

Impact:-Will it affect your audiences in an important way? How many people an event or idea affect and how seriously it affects them.

Human interest: - is it about other people's lives and emotions? Hiebert et al (1988:266) says, we can identify criterion that we refer to only vaguely as human interest. Matters that catch and hold our attention because of physical and emotional those are built in human beings"

Prominence: - Is it well known to your audiences? It is believed that the more widely known the participants in an occurrence, the more news worthy the event.

Conflict: Does it involve tension, surprise, or suspense? This refers story that affect large numbers of persons and involve conflict, suspense, or change.

Thus, as the idea of the above scholars indicates, elements of news are important to judge the value of news and before can become news it should fit these qualities.

Based on these news judgments, news provides several functions to different people on various issues. Hiebert et al (1988) pointed out that media news is vital to the sustenance of society. People turn to the news every day because of the facts that are communicated have direct consequence on their lives. It is news media which provide necessary information to the people. As Schudson (1995) also stated, news media provide various information on different topics that people want, and news media represent the public and speak for the public interest.

2.5. Contribution of Mass Media in the Environment

Mass media are the technological devices that transmit (disseminate) symbolic content to large heterogeneous and widely dispersed audiences (Mc Quail, 2000). It is the means of communication to the wide public locally or globally. As John (2003) states, it is through mass media we can learn everything about this world which is beyond our immediate environs. Mass Media also provide us current information on different issues including socio-economic, political, and environmental and on all of the social life of the world. According to Daminick (1987) mass media are a pervasive part of our life which inform, educate, and persuade or entertain the society on various issues. This indicates that mass media has a power that can aware and inform public in many aspects". As understood from the above statements mass media can play a great contribution in all aspects of human life such as socio-economic as well as environmental problems.

It is through the mass media that the wide public can be informed and educated about both role of environments in providing necessary things and the risks of environments. Lisa (2004) also pointed out that usually media are the sole source the public receives information regarding environmental issues and many other related issues like science as well as other issues in the world. Kristina (2002) also says, the media are one of the key sources of environmental information that enable us to be aware of distant events that are behind our direct experience.

"Environmental problems are global in scope, and solution to these problems will be global as well. Therefore solution to our environmental problems lies with an informed citizenry that has the information and learning skills it needs to alter its behavior for the better" (Islan Press,

1993:14). The media play the most creative role in informing, educating and persuading the public through articles, case studies and case stories in the world (Devendra and Bhargara, 2005). As Gaye (1978) also cited in Kristina (2002), the media news reconstruct social world and are a window to the world, determining what we want to know, what we have to know and what we should know too. Besides, Kristina states that most of the modern environmental problems such as global warming, ozone layer depletion, toxic contaminations, acid rains or nuclear radiation are usually invisible to the naked eye; thus, studying construction of environmental problems in the mass media is of particular importance in terms of global environmental issues. Environmental information is an important tool for environmental decision making as well as enhancing the awareness and drawing the attention of the public and government agencies to environmental matters. Thus, media may create this awareness about the conditions of environmental resources and the trends in their utilization and management (Banister et al 1999). In moving environmental problems from condition to issues to policy concerns media visibility is crucial. Without media coverage the issue of environment can turn to arena of other socio-economic and even political issue of the world (John, 2006).

Media definitely may help to set the public agenda on environment. The role of journalism in creating awareness is vital. People who have never seen events as they occur learn about events because of journalism. Coverage of environmental issues has many indirect consequences. Most importantly it influences politics and governments. Governments may become better involved as major agenda setters after environmental problems have become major topics of coverage in the political sector of the media. In some countries the success of the governments as well as the ongoing media coverage of environmental problems might also be seen as causes of a shift from

economic to ecological concerns in the programs of established parties. It has also influenced policy making about environmental issues

Generally, the public can get information and education from the mass media so as to identify how to use their resources, and how to manage and control environments as well as the risk taker of environmental damage and its consequences locally and globally. Because, media is so influential precisely as it appeals to and is actually set agenda on various issues.

2.6. Agenda Setting Role of Media

Mass media are powerful and influential institution to shape and influence the opinion of the people. Media have the unique power to reach many people at once and the public looks to it for information which will inform their opinions about an important social and political issues. The general public usually tends to follow the mass media. Reporters influence how different issues are framed and shaped. Because they hold this influence the mass media outlets have the power to direct public attention towards certain issues. This power of mass media is known as agenda setting role of media (Corbett, 2006; West, 2005; Ferguson, 2000; in Paran, 2006 ;) Media set agenda altering public opinion and directing them on certain issues through out the power of the news media. Media can affect decision in every aspects whether social, economic, politics and environment.

As described by Cohen (1963), the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. In this process media set public's several issues as an agenda and can also make certain issues more important and salient than others. And to do this the media may tell the people as it is not

important on some issues. However, this act of media has its own influence or impacts on the public decision making on various issues directly or indirectly.

The media setting agenda to focus public attention on a few public issues is an immense influence. Many people including readers, listeners, and viewers acquire factual information about the public affairs from the news media, and learn how much importance to attach to a topic in the basis of the emphasis placed on it in the news. When news papers provide a host of cues about the salience of the topics in the daily news, lead story on page one and or other front page display and large head lines. Television news also offers numerous cues about salience, the opening story on the news cast and length of time devoted to the story etc. These cues repeated day after day effectively communicate the importance of each topic. As Walter (1912) noted, the news media are a primary source of those pictures in our heads about the larger world of public affairs, a world that for most citizens is out of reach out of sight and out of mind. He added that what we know about the world is largely based on what the media decide to tell us. More specifically, the result of this mediated view of the world is that the priorities of the media strongly influence the priorities of the public.

Generally, as Craig (1995) elaborates, the different media may influence one another as well, and may be influenced by public relation and public opinion too. Media can influence the media, the public and policy makers. Public also influence the public, the media and policy makers. Policy makers influence the policy, the media and the public. Thus, agenda setting is a social process in which these agents play a great role.

In the word, usually, the information of the public and creating awareness about environment appeals to be influenced by many factors such as government activities, business, scientific

institutions, traditional news values, conflict press releases, the media's cost and convenience in providing coverage etc. All of these factors influence media coverage, which in turn influences public knowledge and discussion (Bernadette, 2003:56). As they state, since government is the source of information, it regulates the environment and government wants to be the principal agenda setter concerning environment.

Generally, from the above ideas, it can be said that media have the potential power in setting agenda in every aspects. In this process media can influence the public in constructing, shaping, directing as well as leading toward certain issues. There are also many influential agents which would have enormous influence over the public agenda if they do not tend to balance each other out. And, therefore, media should hold the responsibility to make meaningful story and should hold the power to set public agenda.

Media also have the potential to set agenda on environmental issues. As Berger (2002) pointed out, environmental journalism can play an important role in covering environmental issues.

2.7. Environmental Journalism

The problem of environment is the most serious global problem currently facing the world society. Mass media are one of the tools that inform and educate the public about the risk of environmental issues. Environmental journalism is one of the kinds of journalism whose aim is to report about environments (nature). To begin with definition, environmental journalism is the collection, verification, production, distribution and exhibition of information regarding current events, trends, issues and people that are associated with the non human world with which humans necessarily interact (<http://en.wikipedia.org/wiki/environmentaljournalism>).

However, the definitions (meanings) of environmental journalism given by scholars is not restricted to single one but it often encompass several meaning at once.

Lisa (2004:15) for instance explains that environmental journalism can be considered as an advocate's beat, journalism with purpose or simply journalism about the environment. Lisa added that the definition of environmental journalism has varied, and environmental issues have changed from traditional, preservations to more modern, pollution related ones, and the way media have covered the environment has also changed. Covering environmental issue is not an easy task. In order to report about environment, there should be specialized journalists in the media house. As scholars repeatedly state, to be an environmental journalist, one must have an understanding of scientific language and practice, knowledge of historical events, the ability to keep a breast of environmental policy decision and the work of environmental organizations, a general understanding of current environmental concerns, and the ability to communicate all of that information to the public in such away that it can be easily understood, despite its complexity.

The area of environmental coverage is wide by nature especially in this era where technological products increasing and making the environments complex in may aspects. Environmental journalists should deal with many threats, ecological balance maintaining, pollution as well as deterioration of environments. Thus, it tends to be systematic and critical since it might have risk. Bernedette et al (2003:37) says, "covering environmental stories requires an understanding of both the science involved as well as the many complex environmental laws that govern these issues."

On the other hand, environmental reporting needs interpretative techniques to explain difficult concepts to their audiences in an organized, simple and understandable ways, because it is a dealing with scientific and nature terms which might be difficult transmitting to public as it is. Reporters should be aware that each environmental incident poses its own set of problems and that different approaches may be indicated. One rule of thumb is that reporters should always speak to at least two experts to verify facts because scientists often get conflicting results from the same data (Bernadette, 2003).

In environmental journalism, there are some critics which show the weakness of environmental journalism. For instance, traditional news values such as timeliness, proximity, prominence, consequence, etc often determine coverage of issues. Because the environmental issues can be harm and a big threat to the public. Thus, considering usually traditional news value might not be significant here (Lisa, 2004). As John (2006:84) also says, “short term framing of event oriented stories are one of the constraints that hinder to solve the reality deeply and an usual beat reporting, lack of specialized and lack of certainty in the story are mentioned.”

Generally, to improve and encourage environmental journalism, some important tips are the following: understanding the needs of the specific audience, addressing environmental issues thoroughly, finding the best sources, covering the environment persistently, using an ethical framework are some of them (Lisa,2004).

2.8. Development Communication

Communication is considered as a fundamental tool for the socio- economic and political process of development. Human beings have used the communication system and strategies in the whole plans and designs made for national development. Thus, the concept of development communication is defined by many scholars as systematic use of the process, principle and strategic of communication for development process and practice. It is an application of communication process and communicating new knowledge in various fields of development programs (Anderew, 1994; Negussie, 2008; Servaes, 2008).

Communication activities play a vital role in creating awareness and interest as well as changing general behavior in different activities of people. Especially the advanced modern communication media inclusively internets with other technology have led to prediction that mass media will completely change and reshape the day to day activities of people in the future (Negussie, 2008:7). Because of this, it is believed that the idea of development communication is referred as using mass media in particular and communication in general for development (Berhanu, 2009).

Development communication is a branch of journalism which deals with the dissemination of information and communication on the economic, social and political developments taking place from time to time. And, the need for development communication as a separate field of study arises from the fact that the readers of news papers, journals and books in modern society with to be kept informed of how the resources of the community at different levels village, city, town and the country as a whole are being utilized (Ahuja, 1992). This indicates that communication is fundamental in the various development activities generally and in environmental development particularly. Since environment is one of the development issues, a well planned and designed communication strategy are needed to environment.

As communication strategy is one of the means of communication for general activity of development, mass media is also another component of communication in particular. Berrigan (1982) said that using mass media in particular and communication in general for development purpose is known as development communication. As Nagussie (2008) also explains, development communication concerns the use of media to improve living and human conditions. It is a process that brings together groups and communities to identify problems, seek solutions and bring them into actions.

As WASH (2010) also stated development Communication is a planned and systematic use of communication, through inter-personal channels, ICTs, audio –visuals and mass media, for instance rural development cannot take place without changes in attitudes and behavior among the people concerned.

Thus ,development Communication is based on the premise that successful rural development calls for the conscious and active participation of the intended beneficiaries at every stage of the development process.

2.8.1. Participatory Communication

In the world, it has been nearly five decades since the works of Daniel learner, Wilber schramm, Everett Rogers and other helped established the notion that communication has a role to play in the process of social, economic and other development activities (Negussie, 2008). According to this research, over the years, researchers have accumulated a fair amount of empirical knowledge, and have also come to realize some of the short comings in the earlier conceptions. As this study indicates, because of continuing limited media availability and the multidimensional complexity of social change as well as other factors, a communication as only strategy for social change did not work. Therefore, another broad based research agenda for communication in developing countries rooted. This new concept was a two way and interactive

process of communication which involve more, individuals or groups in participation and contribution of the whole development activities of nations.

As this model of communication indicates, communication for development in natural resources management is a participatory process for innovation through well coordinated collaboration and participation of many stakeholders from ministers to grass roots levels, from rural radio to the internet and with very strong social and institutional involvement. It is designed for and by the people who need to come together to manage the degradation of natural resources (Riccardo & Paul, 2006).

In the participatory development communication it puts accent on the process of planning and using communication resources, channels, approaches and strategies in programmes designed to bring about some progress, change or development, and on the involvement of the people or community in change efforts. Participation translates into individuals being active in development programmes and process; they contribute ideas, take initiatives and articulate their needs and their problems, while asserting their autonomy.

As Sherson (1999) states, Participatory development communication to stress that there are linkages between communication and the different dimensions of development of the nations, whether they are political, social, economic or cultural. Participatory development communication approaches can be used to enhance participation in cultural, social and political change, as well as in agricultural, economic, environment, health and community development programmes. In another word, regardless of the type of development challenges inactions, there is some function for communication and information in the efforts made to address those

development challenges. Hence, as Scholars like Robert et.al (1997) also describes communication strategies should be designed and implemented in such a way that they can mobilize and make the society active participant from the grass root level in the process of development. This process of communication is most effective when face to face communication method is applied. But, this will be faster if mass media communication is added in the process of attitude and behavioral change to bring desired objective.

Generally, as the above idea summarizes, an integrated media specially a local media which encourage the society at the grass root level, make initiative through active participation with direct communication is more effective than one media in the development process. Especially community or local media can play a vital role by encouraging, awarding, and even mobilizing the society in the desired activities.

Another important point which supports development issues including environment is the concept of development journalism. Basically the concept of development journalism is a new concept which emerged after the Second World War when many countries in Latin America, Asia and Africa got independent. After their independence, most of these countries understood the key role of media information in creating awareness and encouraging social change so as to accelerate national developmen.To define the concept, “development journalism is the application of journalism activities for the development aspects. It is the means that the role of the media is to support national interest for economic and social development to support objectives such as national unity, stability and cultural integrity” (Dominic, 1996:12). Therefore, since mass media have a great contribution in encouraging, mobilizing, and creating forum to foster national development, it is true that an activity of journalism which collect, categorize,

analysis and verify information then transmit it to the wide public concerning on different issues be it environmental, social, economic and all over aspects of developments. All of these development stories are also called development reporting. For instance as Negussie (2008) elaborates, most of reporting done by radio, TV and news papers can be categorized under development reporting. Therefore, he added that development reporting is the reporting of news or information about environment, health, agriculture, family planning etc.

Basically, news media are widely regarded as important tools to bring national development. But the way different journalism is practiced in the third world countries particularly has been problematic. “Mostly the journalists depend heavily on official sources in gathering and presenting development news. And some critics regarded such effort to manage the news content in order to give flattering publicity to political figures” (McDaniel, 1986). Lent (1978) also termed this kind of news as government- say- so journalism. As these scholars elaborate, the people have the right to be told what is going on, in reality and development journalism should also present as alternative to official view points. For instance, Aggrawala (1978) stated that in development journalism (News), journalists should critically evaluate and report the relevance of a development project, the difference between the planned scheme and its actual implementation, and the difference between its impact on people as claimed by government officials and as it actually is. He added that development journalism basically reports the development process rather than events. It is no synonymous with officially prepared hand outs, so called positive news. Development news in its treatment is not different from regular news or investigative reporting. It is not what happiness at a particular moment or at a given day, but on what is happening over time.

CHAPTER THREE

3. Research Design and Methods

3.1. Research Methodology

The two broad categories of research design are qualitative and quantitative research. Unlike the qualitative research, the quantitative research comprises of those studies in which the data concerned can be analyzed in terms of numbers. Regarding this, as John (2009) explains, some topics are by nature quantitative when studying variables that are naturally expressed as scores.

In this study, the researcher employed quantitative content analysis as an appropriate principal method to carry out the study. It is believed that this method enables the researcher to examine the environmental issue coverage of Oromia television news. In this regard, as Anders et al (1998:95) noted “content analysis is by definition a quantitative method. The purpose of the method is to identify, count the occurrence of specified characteristics or dimensions of texts, and through this to be able to say something about the messages, images and representations of such texts and their wider social significance”.

It is also believed that content analysis is one of the methods which help researchers in order to examine various forms of contents. For instance, Lawrence (1994) says, “Content analysis is a technique for examining information or content, in written or symbolic material” He also added that in content analysis, the body of material should be identified first and then create a systematic for recording specific aspects of it. It may include how often certain words or themes occur. “The task of this method is to examine a selected (sample) body of texts and to classify the content according to a number of predetermined dimensions” (Hansen, 1998).

This method has its own principals, systems, rules and regulations which enable researchers to achieve intended goals in a logical manner. “Content analysis is a systematic, objective, and quantitative analysis of the manifest content of communication as defined by Stemple (1981). As Hansen et al (1998) also says, content analysis is an approach which has the potential to record a high degree of validity and reliability with the relevant or proper sampling technique providing numerical evidence and allowing for replication and generalization.

However, since every method has its own strength and weakness, the possibility that content analysis might lack depth can occur in some cases. Besides, the researcher believes that content analysis could not absolute to provide intended results in depth.

Thus, qualitative method is important to substantiate the study and to obtain details which the former method could not provide alone. In this regard, John (2009) also states that using the quantitative approach may provide more breadth and generality of results, while using qualitative approach may provide more depth and is more capable of identifying unanticipated results Berger also (1998:55) says “by using depth interview you often obtain unexpected information that other forms of research might not cover.”

This indicates that employing both approaches has their own advantages in conducting research. Thus, the researcher employed qualitative interview with selected editors and reporters. In the interview, some questions which support content analyzes in order to obtain detail information were raised to respondents (editors and reporters).

With this regard, Keith (1998) also noted that the findings from one type of study can be checked against the findings driving from the other type. For example, the results of a quantitative investigation might be checked against a qualitative study. The aim is generally to enhance validity of the findings.” Thus, the researcher employed both methods considering as an appropriate methods to this study.

3.2. Data Sources

The necessary data was collected from primary and secondary sources. In the secondary data, relevant books, journals, and some proper websites were reviewed in the literature and other parts. The documents of Oromia Radio and Television Organization were also considered as secondary sources of this study. The primary data was collected from interview held with editors and reporters of Oromia Radio and Television Organization. In addition, the observation in the news room studio while analyzing contents was included under primary data.

3.3. Techniques and procedure

It is rarely either possible or desirable to analyze absolutely all media coverage of subjects, areas, or issues. It is something difficult to analyze the whole contents of media which is massive volumes of text, sound, and images. For practical reasons, therefore, content analysis must start with the selection and narrowing down of the types of coverage to be analyzed (Anders et al, 1998). This shows that studying the whole and bulk of contents can't be achieved as the same time in a convenient manner and it become uncontrollable data to analyze all.

Thus, in the study, the researcher also selected the specific period of time in Oromia Television News contents to narrow down and to make the sample size manageable. Therefore, a one year news programme that is from September 2003- August 2003 is selected purposively. Because it is the recent year and this may reduce the lack of audiovisual kept data in the organization. From this year, the six months (i.e. September, November, January, March, June and August) recorded and transmitted news was selected by simple random sampling method. The simple random sampling is both the easiest random sample to understand and the one on which other types are modeled. In this method, a researcher develops an accurate sampling frame (Lawrence : 2001). Thus, in this study, the researcher took 12 months as a population . After giving names for all months in a year, the researcher picked out pieces of paper already prepared with name .Then by repeating the procedure 6 times, the six months were selected. A 7pm evening transmission time news was chosen as a sample. Because it is assumed that, this time is appropriate for audiences to watch the programme.

From the sample months, in order to make the study more specific, manageable and result oriented, the researcher takes 7 days from each month which is a total of forty two days. Thus, to be more consistent with the above sampling, the broadcasted news by dates of 4,8,12,16,20,24, and 28 was taken as the sample of this study by using systematic method.

These dates of months were sampled in a systematic sampling method. After selecting the first fourth date from each month, every fourth interval was taken as sample.

3.4. Data Collection Tools

In order to get adequate information for the study, archive files were used as instruments in gathering quantitative data. This data was collected by analyzing the contents of the above

mentioned sample to transmit news. The interview was conducted with two editors and four reporters from news room department. The researcher used a semi structured interview type which had some guide lines in order to get detail information to the study

3.5. Content Categories

In content analysis, the themes, or subjects or issues can be categorized into different sub-categories by the media. It is an examining what aspects receive most coverage and a types of issues which receive prominence in media coverage. This classification of issues covered with in a general area of coverage chosen for analysis is a starting point for studying of media contents (Anders et al, 1998).

In this study the researcher has defined categories so as to analyze significant contents. Because every units is not analyzed with out considering its importance and aim of the research. Besides, the time taken to do this should be considered to categories every contents in the study. “it is extremely important to include for analysis only those dimensions or characteristics of texts which can reasonably be expected to yield useful information and which is relevance to the research questions (Anders et al, 1998:106).

Therefore, based on the above important points, the researcher categorized the news items as follows:-

Kinds of news items covered: These include the types of story (news) transmitted during the given period of time. These news items may contain the following contents:

Environmental, economic, political, agricultural, business, social, wether, sport, foreign ,etc.

Types of Environmental Issues: This refers to stories concerning environmental problems at local, national as well as international which might be caused by both human intervention and natural phenomena. Some of environmental issues include:- deforestation, soil erosion, land degradation, pollution, climate change, population growth, global warming, reforestation, conservation and etc.

Purpose of environmental issues: It is a dominant subject of a news or central point of the news items. It helps to identify the aim of the news that is to inform, to educate, to entertain, to create motivation and either to report investigative and interpretive or simply reporting events and achievements (progress).

Sources of the story: This indicates the person, place or things which the station get information from. It refers to a person who provides information for a news story. It is important to know who were the main and common sources of their news in a given sample of time. The sources can be government officials, community, NGOs, experts, documents, conducted researches, internet sources etc. This helps to know how the organization uses various sources to diversify their sources and to develop source credibility.

Expert opinion in the story: This is a participation of experts in the story. It refers to the opinion or view of professionals to comment on the issues based on their expertise or experience.

Prominence given to the story: It refers to the placement of the environmental issues in the news items. It is to identify the value given to the story by media station so as to present the items as headline, middle of the news or end of the news. It shows the weight given to the story relatively.

3.6. Unit of Analysis

In this study, the units of analysis are contents of the given sampled recorded news. In this activity, the whole recorded news in the selected sample was analyzed. Besides, the data obtained from editors and reporters by conducting interview was also included in the unit of analysis.

3.7. Data Organization and Analysis

The collected data in content analysis was interpreted and analyzed by using tables with frequencies and percentages. The qualitative data obtained from interview also interpreted qualitatively in the study. Finally the results were summarized and recommendations were drawn from the conclusion.

CHAPTER FOUR

4. Introduction

This chapter contains presentation and analysis (discussions) of the findings of both quantitative and qualitative data. First, the data were presented in the form of table with their frequency and percentage, based on the objective of the study. Then, the results of the study were discussed, analyzed and interpreted critically.

4.1. Data Presentation

This part of the study was concerned with the presentation of the data collected quantitatively in the given sample period of the study. It was the data which collected from the news room of the Oromia Television Station. Thus, all the categorized contents in chapter three were presented below based on the objective of the study.

Table 1, Types of News Items Covered

category	Frequencies	Percentages
Agriculture	75	21.6
Social	54	15.5
Politics	67	19.2
Economics	21	6.0
Business	16	4.6
Whether	18	5.2
Environment	13	3.7
Sport	11	3.2
Foreign	65	18.7
Others	8	2.3
Total	348	100%

The above table indicates the types of news items which were covered during the given sample period. As this finding shows, from the total 348 on aired news items, agriculture, politics, foreign news and social issues like education and health dominated the others. These issues covered 21.6%, 19.2%, 18.7% and 15.5% news respectively.

As this finding also indicates, the news covered concerning economic activities were 6% out of the whole transmitted in the mentioned sample. On the other hand, business and whether issues was 4.6% and 5.2% respectively. However, environmental issues which was the major aim of this study covered only 3.7% out of 348 on aired news items. This indicates that environmental issues were covered in a minimal rate than all of other items except sport and other news which accounts were 3.2% and 2.3% respectively.

Table 2, kinds of environmental issues covered

category	Frequency	Percentages
Aforestation and Reafforestation	3	23.0
Deforestation	1	7.7
Climate change	2	15.4
Soil erosion	2	15.4
Pollution	1	7.7
Biodiversity	1	7.7
Environmental conservation	1	7.7
Others	2	15.4
Total	13	100%

As the above table indicates, different environmental issues were addressed by Oromia Television News program. From the overall 13 environmental news covered, 23% items were about plantation that were afforestation and reforestation followed by two environmental news items (Climate Change and Soil Erosion). Both of these news presented twice in the sample.

Next to these news items, other environmental news which include population growth, global warming, drought, etc were counted 2 in number 15.4 %.

Another environmental covered stories as the least were deforestation, land degradation, biodiversity and conservation. Each of these issues was only 7.7% out of 13 environmental issues.

Table 3, purpose of the Story

Basically, in reporting news, media have their own aim to select different issues. Thus, what were the major motives behind the reporting? What were the characters of reports? Were they educate, inform or to entertain? These issues are presented in the table below .

category	Frequency	Percentages
To inform	6	46.1
To educate	2	15.4
To report events (progress and achievements)	4	30.8
To report investigative (in-depth)	0	0
To create motivation (mobilization)	0	0
To entertain	1	7.7
Total	13	100%

From the total collected environmental stories, nearly half of the taken sample were emphasized on providing information i.e. out of 13 news items, 46.1% of them had informational characters. Following to informational purpose, reporting progress issues or a report which was based on events amount to 4 in number or 30.8 in percents out of 13 on aired news. Next to progress reporting, 2 news items or 15.4 percents of news items had educational aim.

The rest and least feature of the news was entertaining. Only single story was presented in an entertainment form. From the whole aired news of the sample, all of them didn't show the feature of creating motivation or mobilization and no investigative reporting.

Table 4, types of sources

category	Frequency	Percentages
Government officials	15	48.4
Experts	3	9.7
Community members (local community)	6	19.4
Environmental association	2	6.5
Private organization	0	0
Documents	1	3.2
Research findings	0	0
NGO's	0	0
Wabesites	4	12.9
Total	31	100%

In gathering information media can get information from various sources and use these sources to maintain the balance and credibility of the information.

As the above table indicates, at the first level, a large number of stories on environmental issues were accessed from a government officials. These sources also obtained from several government organizations during various workshops, meetings, conferences and while higher officials delivered speeches. These government sources comprise 48.4% in number and frequency. In the second level, sources from community members or local community took place. They employed these sources 19.4 in percents.

Next to community members or ordinary citizens, wabeites and various agents which were international based such as BBC, CNN, Roughters etc became the third level sources in the study sample. These sources amount to 12.9% out of others.

Another sources of the organization was experts. Experts became the fourth sources in the level of organizational sources on environmental issues. Out of 13 environmental news, 3 of them or 9.7% were reported using experts as a source.

The environmental Association and different documents were used as sources in a few number. These sources counted 6.5% and 3.2% respectively

However, other sources such as private organization, research findings and NGO's related sources were not raised on environmental issues in the study sample.

Table 5, prominence given to the story

This refers to the placement of the environmental issues in the news bulletin.

category	Frequency	Percentages
As headlines of the news	3	23
As the middle of the news	6	46.2
As the end of the news	4	30.8
Total	13	100%

In the news room, the media select and give priority to different news items based on news worthness or news values.

As this study indicates, 3 news items of environmental issues were placed as the headlines of television news out of 13 on aired environmental stories. 46.2% of these environmental news were received attention as middle of the news. The left 30.8% news of environmental issues were placed at the end of the news.

Table 6, expert opinion in the story

category	Frequency	Percentages
Included	3	23.1
Excluded	10	76.9

In the sample stories, 23.1% news items included the view or opinion of experts to comment on the environmental issues. Out of these, the rest environmental news which were 76.9 % had no contained expert opinion.

4.2. Data Analysis

In this part, the results obtained from quantitative analysis of previous part and qualitative data which obtained from conducted interview were discussed. Thus, the discussion were presented below based on the aim of the research.

4.2.1. Types of News Items

Concerning the types of news items covered, the findings of the study shows that agricultural and political issues dominated the others. As the presentation indicates, 75 news items were related to agriculture directly or indirectly. And 67 news items were political related issues which were obtained from different meetings of government offices, and higher official speeches etc. It is true that the economic policy of the government is Agricultural Development Lead Industrialization (ADLI) which gives much more emphasis to agricultural development. And the station also gave much more coverage to agricultural issues relatively. This indicates that how the agenda of the media highly relies on the government agenda.

In the study sample, though political related issues were presented as the second level next to agriculture, other issues such as economic, business, weather and environmental issues consisted in a few frequency respectively. Especially, one of the remarkable point about these findings were that the attention given to the environmental issues were very small in number.

This issue was counted only 13 times in number or 3.7 in percent. It was presented nearly at the end level of the listed news items except sports and other news which were 11 and 8 in frequency respectively.

This indicates that though environmental issues are the major global agenda of this era, the attention given to them by the station was insignificant. It was not satisfactory compared to the current impacts of the issues locally, nationally and internationally.

Interviewed editors and reporters didn't deny the significance of the environment. All of them gave similar responses with this regard. They argued that environment is crucial to the life of human beings and they said it is an environment which provides every necessary thing for human being. But the coverage given to it in the previous years was not satisfactory compared in its impacts. These respondents also mentioned about the domination of agricultural and political related issues in the news. As they explained, agriculture is the main economic sector of the country and agriculture led industrialization is the government policy. Thus, the media gave due attention to the direction and strategy of this policy adequately.

As the two respondents (reporter I and II) also said, as the media is the government media giving emphasis to every policy of the government is unquestionable. Thus, the media have a responsibility to cover and disseminate to the public following every activity which is done by the government. As they added, even if they tried to cover different issues, things can not get due attention by gate keepers. It would be either disseminated or rejected by gate keepers or editors. The policy of the government is also the major theme of every variety of the issue as they said.

However, as one of interviewee (reporter I) stated, there were also a weakness of the reporters themselves to cover every issue. As he said, since the lack of experience and lack of background knowledge several issues may be left without getting coverage by reporters. The other interviewee also supported this idea adding that no creativity and initiative to report different issues deeply because of the lack of experience and lack of back ground information. particularly, since issues like environments and economics need professionalism and experience the reporters sometimes face experience challenges to cover them widely and deeply. David et al(2003) quoted in Temesgen (2007:24) stated with this regard as follows:-

How well a journalist performs his or her professional duty determines to a significant extent the quantity and quality of the information the public gets from the press. However, scarcity of information, lack of editorial support, ignorance and environmental groups and lack of skills and training are some the challenges of environmental reporting.

Editor I and editor II additionally described that, there was no deep attention given to the environmental issues comparing to others issues in the past. These issues were used to be reported as any simple issues rather than as a major global agendas. But as they added, currently this issue has been given due attention by the media highly than other issues else.

To conclude, all respondents argued that, Oromia Television News Desk didnt gave satisfactory coverage to environmental issues compared to other issues in the past. But they mentioned that since 2004, they have set media agenda on the environmental issues. This agenda also authenticate with the current agenda of government which gave due emphasis to environmental issues as one of the parts of transformation and development policy of the country.

Generally, the issues of environment is one of the significant issue which require due attention by all publics. Above all, media have a vital role in creating awareness. However, it is not simply achieved, but it needs of much more emphasis by media organization that is from framing the issues up to meet the requirements journalists with both journalistic and environmental areas as much as possible. Because, this area requires having knowledge and experience in order to report such more controversial issues critically. "Environmental reporting has become one of journalist most dangerous beats; thus, covering the environment in its geopolitical, social and scientific contexts requires expert knowledge and the capacity to frame environmental stories in an attractive way (Wasley, 2003, quoted in Shukman, 2008). This shows how covering the issues require much more professionals, background knowledge and experience in order to report the issues deeply with a systematic and critical manner to raise awareness highly in the society.

4.2.2. Kind of Environmental Issues

The kinds of environmental issues that were raised adequately were afforestation, reforestation, climate change and soil erosion. From these environmental issues, the plantation (afforestation and reforestation) comprises 3 in number or 23 in percent. Especially these stories were emphasized in the summer season (June and August) than other months in the sample. As the reporter I responded, in the summer season high attention was given to environmental issues like afforestation and reforestation than as usual by both government and their media even though no such continuity and sustainability in providing enough air time to the issues.

Issues like soil erosion and climate change obtain the same coverage that was two (2) in number out of 13 environmental issues which was also equal with another environmental issues such as population growth, drought and global warming. Amazingly, among the other environmental

issues, population growth and global warming were not mentioned in this sample. Especially, population increment was not stated in the study sample.

As clearly understood from presented data, deforestation, pollution, biodiversity and environmental conservation related issues were covered by a hair's breadth even though the issues were significant and obligatory both locally and globally. Each of these issues got only 1 treatment which was 7.7 in percent. This shows that, though several issues such as biodiversity, deforestation, pollution and conservation are significant and essential to other issues, the emphasis given by the station was very minimal. But as many studies indicate, such issues are among factors to environmental problems; For instance, as the study published by African Society (2008) indicates, deforestation is destructive as it entails removing the forest ecosystem by cutting the trees and changing the structure of the land to suit individual usage. Most of the impacts of deforestation were in developing countries. As this study also elaborates, Ethiopia which is the second largest population in Africa, has been the victim of many environmental related problems due to rain shortage and a depletion of its natural resources. Some of the factors for these were include population growth and deforestation which are also cause of erosion and desertification. In line of this, UNDP (1994) quoted in Temesgen(2007) stated as follows:-

Population growth and distribution and its impacts on natural resources are becoming great challenges nowadays. Hence soil erosion is a major environmental concern affecting 82% of the country. Up to 400 tones of fertile soil per hectare is lost annually from the land with no or little vegetation cover where no soil conservation work has been done. among contributing factors are torrential rain fall, loss of vegetation cover and the disruption of nutrient cycle as a result of burning dung and crop residues.

It is true that news stories may not have the same heaviness in the eyes of reporters and editors; this is often observed in the priority given to different issues by media organization. Thus, since media have their own agenda to address various issues, giving priority to different stories based on news worthiness is also crucial.

4.2.3. Purpose of the story

The purpose or central message of media can be massive by nature. Media can inform and raise awareness in the society. It is aimed to increase peoples participation and community mobilization. Media also support the public exposing the wrong doings in the community through investigation. Besides, media can entertain the audiences and through this it can motivate and encourage the community to decision making and action. All of these are among the aim or central goal of media while reporting several issues.

With regard to Oromia Television, as the findings from above table 3 shows, messages which aim to inform society were dominated the rest followed by reporting progress stories constituting 6 and 4 in number out of 13 environmental sampled news respectively.

In the taken data, only 2 news had the feature or aim of educating audiences out of the rest news. They were not presented and organized in the form of educating, and sharing skills to viewers. Similarly, though entertaining is one of the aim and function of the media, due attention given to this in the news reporting was hardly enough in the station. Out of 13 analyzed environmental reporting, only one story was organized and presented in the form of entertaining. usually most of the news were presented in the form of hard news rather than including soft news too. But as media scholars repeatedly states, in order to catch and hold the attention of audiences, media should present the information in an interesting manner.

On another hand, all of transmitted environmental issues had no feature of creating motivation and mobilization. It did not aim to trigger off people for mass participation and not intended at mobilizing and creating behavioral and attitude change on the way to intended action. As this finding shows, no covered investigative reports totally. Most of the reports based on events and highly rely on different government meetings, conferences, workshops and official speeches. As analyzed data also shows, most of on aired news were reported from positive tone. Similarly, among sampled environmental news, only a few of them presented in interpretation manner. But it is true that one of the area which needs more interpretation and analysis is environmental reporting. For example, as African society (2008) explained, environmental reporting needs interpretation and in depth reporting. It also needs doing it in away of entertaining and interesting to the people. It is also needed to be relevant, organized and the thematic.

This indicates as media have a great responsibility to inform, educate, entertain, and motivate community to create understanding and mass participation. And this shows that in reporting news, what public expected from media is not only event reporting or investigative reporting and also not only success or failer but also people expect a fact, balanced and meaningful story which maintain and respect an interest of a large public.

With this regard, interviewed reporters (reporter I and II) said that media have to report news by considering every angle like public, government, etc. Thus, we report news considering these issues to some extent. But undeniable fact is that as one of the governmental media we give due attention to government activities like different projects, social, political, economical, cultural and to all of government policies which aimed to the development. Especially, as they elaborated, since the media follow development policy, most of the reports were based on development issues and reporting progress or achievement stories. Such development issues

were initiated or encouraged usually. As they also mentioned, their reporting had a characteristic of positive tone. Because they usually bear a resemblance to positive issues of government led activities. These issues were the major challenges they encounter usually in reporting several issues, including environmental issues .

Another interviewee also responded that themes of news can be vast. Among them, informing, educating and entertaining are basic; however, reporters and editors can shape and reshape news toward a specific goal. As she also added, the Oromia Radio and Television Organization have a general and specific aim which intended to satisfy the interests of the large society. Therefore, the theme of environmental news is based on the interests of these societies as much as possible. And she told that usually providing information is the major aim of the environmental news and covering these issues in investigative and interpretative form need more experiences and even preparations. Otherwise it is very important and audiences need such kinds of stories in order to learn more about it.

The interviewed editors (editor I and II) also responded on these issues . As they said, the large public expect many things from the media in one side, so government in another side. Thus, maintaining both the interest of this public and government simultaneously need more experience and profession. These were a big challenge usually. However, we were doing the best as much as possible. But it is unquestionable that there is a strength and a weakness in every activity; thus, we might had a weakness in reporting news be it from the tone of reporting, or be it from the lack of experience to cover various issues or be it from inefficiency in reporting an organized, critically evaluated as well as interpretative story.

4.2.4. Source of the Story

Sources are an integral part of news reporting (Stephen and David, 2000). It is a backbone of media organization. From sources that media can get information to cover different stories. Different sources provide media with different opinions, facts and attitudes. As a result, journalists select various sources, check and recheck these sources to find out facts.

In this study, as gathered data indicates, OTV News Desk used different sources as means of getting information. But as the table above clearly shows, these sources were highly government officials. Out of the whole sources, government officials were counted 15 times in frequency. These government sources were mainly based on speeches done by officials and meetings or workshops, etc.

The next source of the media was community member (ordinary citizens). These sources comprises 6 (19.4%) next to government sources. However, as the data obtained from community citizens indicates, there were no more preparation and plan to conduct interview with these community members rather than conducting accidentally as it is obtained.

Internet and expert sources were demonstrated on the third and fourth level sharing 4 and 3 in number respectively. However, environmental associations and using different documents constitute a few in frequency. They were only 2 and 1 times respectively. As this finding also indicates, sources like conducted research, non-governmental organizations and privates were no mentioned as sources in covering environmental issues.

With regard to these issues, the respondent(reporter III and IV) stated their opinion as follows:

In order to gather information we use different sources as much as possible. These sources are local community, governments, different websites, NGO's and experts. However, to tell fact, the major sources of our media was government organization and community citizens or local community. Because, these sources usually easily available and considered as they were highly reliable sources than else.

As he added, that local communities are other main sources of them. They get these sources here and there around simply. But these sources were used as so on as they provide a constructive and positive ideas to ward the target of the story regardless of more preparation and plan to deal deeply with the sources. Because, they have no time to deal with these sources deeply in the limited time to cover different issues.

Regarding to the sources, the reporter Ialso claimedthe usual domination of government sources. As he elaborates, since the large publics are the main audiences of this media, they expect and wishes to get a well researched story with the opinion and comments from various professionals. However, the media coverage of different issues heavy reliance on the government officials rather than specialist in the news room as he mentionedhough many factors exist for this reason, lack of accessibility, and lack of experience on both reporter and editors' sides are some of the factors according to this reporter.

Editor II (Respondent) also stated in this regard as follows:

As one of a media organization it is important and useful to collect information, employing various sources. We also did this in the previous years as much as possible. However, after gathering information we should select, identify and edit these information (sources) based on the policy of the station with out excluding the government policy. Mostly, what we dessimanate

to the public were the all daily activities of governments and publics such as social, economical, political and other developmental issues generally. That was why the government community sources get due attention and domination respectively. And we can't transmit only being sources but it should be evaluated and looked.

With regard to government sources, Alvarado (2001, 11) stated as follows:

Government offices tend to be excellent sources of news because citizens report important stories to them. They might be credible and easily available. Journalists' reliance upon the officials, however, perpetuates a serious bias, since the media tend to report the official point of view. The reporter often collaborated with their sources and found themselves writing for their sources not for their editors or audiences. They no longer were objective; they had become part of the government process.

This idea shows that, as usually relying in single and the same source has side effects in writing fair, objective, and balanced story to a large public. This also makes the credibility and reliability of the news questionable among a large audiences. Therefore, in order to report objective, fair and balanced stories, diversified and appropriate sources should be employed accordingly.

4.2.5. Prominence Given to the Story

In the news presentation, the prominence or the significance of the news items is understood based on the placement of the story. Because, news which are presented as headlines do not have similar weight as news presented at the end of the news bulletin. As Mxleish (2005) also comments, news items presented at the very beginning (as headlines) in the news bulletin have greater influence than those coming later or at the end of the news bulletin. Gans (2004) also stated that if large number of people are affected by the story, journalists tend to consider the story as important one. Similarly, as Miller (2005:271) Points out, "the media agenda influences the public agenda not by saying this issue is important in an overt way but by giving more space

and time to that issue and by giving it more prominent space and time". This shows that the prominent position given by the media shows the heaviness of that issue and shows how the media agenda influence public agenda by providing a pertinent position to the issue.

In this study, as the table presented above clearly shows most of the environmental news were presented in the middle of the news. Out of the 13 environmental news items, 6 of them were presented in the middle of the news bulletin; while 4 news items were placed at the end of the news bulletin. This means from the total of 13 transmitted environmental issues, 10 of them (77 percents) were presented at both middle and end of the news program.

Only the remaining 3 news items (23 percent) of them were placed as the headlines. This indicates that the emphasis given to the environmental issues was not as such significant. Even among those 3 environmental issues which were taken as headlines, 2 of them were obtained from the speeches of higher officials and meetings.

It is true that some stories seem so significant that they become the day's top news stories; but others seem easy and weightless in the eyes of reporters and editors.

Concerning the order of news stories, the Oromia Radio and Television Editorial policy states that the priority is given to news based on the news value and as its order of importance; and the news from the president of the government get priority; similarly the news from the government parliament or government cabinet can get priority than others accordingly. Thus, news should be reported based on these preconditions as the policy of the organization stated clearly. However, though environmental issues have a great impact and value both locally and globally ,much more environmental news were listed as the end of news bulletin rather than as headlines or middle of the news bulletin.

Generally, as understood from these findings, though environmental issues are one of the core problem of this world, the significance or prominence given to it in the station was not satisfactory comparing the rest issues such as social, economical, political and others.

4.2.6. Expert Opinion in the Story

Experts are the main sources of mass media in order to provide information based on their expertise. They usually provide comments, opinions, ideas, and facts according to their professions.

As this study indicates, those news items employed experts as the main sources were a few in numbers comparing to other news items in the sample. For instance, out of 13 covered environmental issues, only 3 of them included experts who provide comments on the environmental issues based on their profession and experience. But all of the remaining environmental issues transmitted in the study sample did not contain experts. Mostly the local community who had no experience or back ground knowledge about the cause and effects of these environmental issues participated repeatedly as sources. Usually these people were not educated persons to provide balanced, objective and fair comments or facts rather than giving usual information about environmental issues. Such sources can be inappropriate sources for the media if it is not assessed critically and systematically.

To some extent, those experts who commented as sources were from government officials who regulate the organization as manager or responsible person to the government offices. Efforts to search experts or professionals in order to share comments, opinion or expertise was not exist as analyzed data clearly indicates.

This finding was also supported by interviewed reporters (Reporter II and III). As these reporters explained, usually in order to get information, the government officials and residents or local people were used as the major sources. And they believed that, before conducting interview it was important to give enough time in selecting or preferring those matured and figure respondents who can represent the whole community. But it takes time, to stay there for a long time, and it needs more preparation even experience or profession to do that. They also argued that, experts are very important in providing necessary facts, comments on the issues based on their profession in a free and fair as well as in the objective manner. Thus, as they told, they tried to use experts and professionals and they included them as the main sources to some extent in the past, but it was not enough comparing the significance of these sources and to make their output more credible and fruitful.

CHAPTER FIVE

5. Conclusions and Recommendations

5.1. Conclusion

The issue of environment is one of the major world problems and challenges which require due attention locally and globally. It is the issue of life and death especially in the developing countries like Ethiopia where most of the people highly depend on natural resources directly or indirectly. As a result, the whole communities have to get awareness in order to protect the environment. Especially, media have a great role in tackling the problem by raising awareness, creating social mobilization, and encouraging mass participation. To achieve this, media have to give due attention to the problem by giving enough time and space for the issue .

Thus, this study was conducted to analyze the Oromia Television News coverage of environmental issues in 2003 E.C. In this study, the magnitude of the environmental issues coverage in terms of types and number of news with the purpose of the story and source of the organization as well as expert opinion in the news were examined. Additionally, the manner of reporting environmental issues such as event, interpretative, or indepth and investigative reporting had been examined by employing both quantitative and qualitative research methods.

As the findings of this study indicate, however, Oromia Television News Room gave a relatively small amount of environmental issues. More coverage was given to other issues such as agriculture, politics and economic activities respectively in the station. As the interviewed reporters and editors also stated less attention was given in the previous year to environmental issues as compared to the ever growing environmental problems in Ethiopia and elsewhere.

It is true that any media organization has its own editorial policy and this policy is a guide. Based on that policy to do different activities including selecting, organizing, presenting and generally giving due attention to cover different issues can be possible. With this regard, the Oromia Radio and Television Organizations stated and framed clearly several issues in their editorial policy. These issues are about democracy, politics, socio-economic issues, religion, peace and security, as well as world issue among others. But, there are no specific and clear policy frameworks stated on the environmental issues in the editorial policy of the organization (Oromia Radio and Television Organization Editorial Policy,2001) . This shows that the organization gave less attention to the issue in the previous year and the sampled data stated a few amount about environmental issues.

Among the environmental issues covered, plantation, climate change, and soil erosion were relatively presented inadequately. However, the media did not give sufficient coverage to different environmental issues such as population growth, pollution, biodiversity, environmental conservation and global warming. Even issues like deforestation and drought were given little coverage. Especially, though issues like population growth were usually mentioned as one of the causes of environmental degradation, particularly in developing countries, this issue was not raised totally in the study sample.

The study also revealed that though informing, educating and entertaining are the major aims of the media, most of the environmental issues transmitted in the study were purely informative. They were not organized in the form of educating or entertaining. Hard news was usually a common kind of the story rather than presenting soft news too.

Moreover, many of the stories in relation to environmental issues were event oriented and focused on reporting success or positive achievements. Reporting only event-oriented story shows that there were less media agenda on issues clearly rather than reporting another agenda which is government. They were not based on investigative and interpretative reporting which help audiences so as to get crucial information that could develop their awareness about the reality. And, there were less likely critical and systematic tone of reporting news. Mostly, the news was just reported from positive tone which is something favored toward government policies directly or indirectly.

Even though it has some variety, there was a single domination of sources in which government sources were highly employed as common. This shows the fact that the flow of information is usually top-to-down and inappropriate sources were also revealed as other results of the study.

The findings of this study also show that experts such as professors, doctors and other professionals were hardly employed as the major sources of the news in the organization.

It is believed that news reports which were transmitted as the headlines have the potential to influence and to hold the attention of audiences than news reports presented in the middle or at the end of the news bulletin. However, most of the environmental news transmitted in the study sample were presented in the middle and at the end of the story. Only few environmental issues were covered as headlines getting the first order and priority among other news items in the study.

As this study also indicates, lack of background knowledge and profession on environmental issues, lack of journalistic profession and experiences, and inadequate training around the profession were raised as major challenges faced by reporters excluding editors.

5.2. Recommendations

Based on the research findings, the researcher has recommended the following points:

- 1.** Environmental issues should be stated and framed clearly and precisely by the Editorial Policy of the Oromia Radio and Television Organization equally with other issues like politics, economies, agriculture, etc. Also environmental issues should be considered as major development issues.
- 2.** As agriculture is a backbone of the country's economic sector, it should be understood that environment is a basic thing to maintain and sustain agricultural development. Thus, environmental issues such as conservation, deforestation, drought, and population growth should get enough coverage as another issues in order to achieve the country's sustainable development plan.
- 3.** The environmental news reports which are transmitted by the news room should contain the features of educating, entertaining, motivating and mobilizing rather than purely informing. Both investigative and interpretative reporting is crucial to create awareness in the minds of the society than simply reporting events. The tone of reporting should also be systematic and critical.
- 4.** Diversified sources need to be employed as the informational sources rather than using usual specific or single sources. Because, using various sources helps to recheck and realize facts and this leads to maintain source credibility. In addition, sources like experts and professionals are very crucial in the story. Thus, expert opinion should be emphasized and treated as one of the main sources.

- 5.** The news which is transmitted as headlines has a great impact in catching the attention of audiences. And, it is considered as an important and significant story than other news which is placed at the end of the story. As a result, environmental issues should be placed as headlines of the news as much as possible based on their impacts at both local and global level.
- 6.** Providing various trainings to journalists on important issues such as environmental journalism, professions of journalism, and developmental journalism are important to eradicate the drawbacks of reporting the issues critically and systematically. And, it helps to develop awareness on the causes and effects of these issues at every level.

BIBLIOGRAPHY

Africa society (2008) .Addressing Environmental problems in Africa.

Alemneh Dejene (1990) . Environment , Famine and politics in Ethiopia :A Review from the village. Lynne Reiner publisher. London.

Alice Peasgood and Mark Goodulin. (2007). Introducing Environment. Oxford University Press.

Alvarado Joni (2001) .Mass Media .Source Consideration. Second edition.Lawa: a stste valuLawes and press

Andrew A. Moemeka. (1994). Communication for Development. A new disciplinary perspective.

Anna Mekano (2006). News writing. Sage publication, London, Thousands oaks –New Delhi

Beeny Joseph (2005). Environmental Studies.Core engineering series. Mc Graw. Hill Companies.

Benedette. M. Jane and David (2003).The reporter's Environmental Hand Book. Ruotgers university press. New Brunswick. New Jersey and London

Berger G.(2002). All change environmental journalism meets 21st century, Media Democracy and Development.

Berhanu Olana (2009).Journalism in the Context of Ethiopian media. Essays, Researches and Reflection. Addis Ababa, Ethiopia

Dr. Debay Tedesse (2009). Climate change and trans- boundary water resource conflicts in Africa. Institute for security studies work shop report. Kenya Mombasa.

Environmental encyclopedia. (1994). INC. staff USA First edition. Gale Research

FDRE (1997). Environmental protection Authority. Addis Ababa Ethiopia

G.Tyler Miller, JR (1996). Sustaining the Earth. An Integrated Approach. Second edition International Thomson Publishing Company. USA.

- Gedion Asfaw. (1992). National Report On Development. A report prepared of the united Nation conference on environment and development. Rio de Janerio Brazil. Addis Ababa Ethiopia
- Hansen, A . (1998). Mass communication research methods. Macmillan press.
- Hirebert ungurait Bohn (1988) .Mass media .An introduction to modern communication.
- Jaclyn Marisa Dispensa and Robert T. Brullo (2003).Media's social construction of environmental issues. Focus on Global warming, a comparative study.
- Jian xie (1996) .Environmental policy analysis. A general equilibrium approach. Ashgate publishing .
- John Hannigan (2006). Environmental sociology. Second edition.Route rage Taylor and Francis Group. London and New York.
- John N. Creswell. (2009). Research Design. Qualitative, quantitative and mixed method approach. Third edition. sage publication INC. USA.
- John Vivian. (2003). The Media of Mass Communication. Venona State University. USA
- Joseph R. Dominick. (1999). Dynamic of Mass Communication. University of Georgia, Athens.
- Keith F punch. (1998). Introduction to social Rsearch. sage publication, London. Thousand Oaks New Delhi.
- Kristina Juraite. (2002).Construction of Public Opinion On Environmental Issues.
- Lakemariam Demessie. (2001). Environmental protection and mass communication in Ethiopia. In environmental and development in Ethiopia proceedings of the symposium of forum for social studies, Addis Ababa, forum for social studies.
- Last updated Sunday (2011). Climate Change and Global Warming. Momtasic.com/2008/08/18/most-imoprtant-evirionmtl-issues-of-today.
- Lisa Reinisch. (2004).Environmental Reporting for African journalists. Hand Book of key environmental policy implem .Mc Graw Hill Companies

- Mark Levin. (1999). Journalism. A Hand Book for Journalists. Teacher's edition. National text Book Company.
- Mc Leish, R (1999). Radio production: a manual for broad casters. 4th ed. Oxford focal press.
- Mc Qual D. (2000). Mass communication theory. Fourth edition, sage publication committed London. Mega Core engineering series.
- Ministry of National Resources Development and Environment Protection (1994). Ethiopian Forestry Action programme (EFAP). Addis Ababa Ethiopia
- Mohamud Yusuf. (2008). In policy to increase forest cover in Ethiopia. Environmental Economic Policy Forum for Ethiopia. A Proceeding Workshop.
- Negussie Tefera (2008). Communication for social development. An Overview and Ethiopian Experience. Population media center, Ethiopia
- Newai G. Yacob Y. Nigussu F. (2008). Environmental Economic Policy Forum For Ethiopia. In Proceedings of Policy Workshop. Policies to increase forest cover in Ethiopia.
- Pamela J. shoe makers and Akiba cohen (2006) .News Around the world . Contents, practitioner and the public. Rutledge, Taylor and Francis Group, Land.
- Pr Dr. Devendra S. Bhargave (2005). Foundation of environmental studies. A publication of U.P technical University, Luck now in arrangement with Galgotia Publication. New Delhi. Reutledge Taylor and Francis Group London and New York. Second edition
- Robinson J.P and Davis D.K. (1990). Television News and the informed public. An information processing approach. journal of communication
- Schudson M. (1995). The power the news. Massachusetts: Harvard university press.
- Servaes Jan (1999). Communication for Development, One world, multiple cultures. katholieke university Brussel, Hampton Press, INC.
- Shibru Tedla (2003). State Of Environment In Ethiopia. In Asefa Adamasu (ed). economic focus Bulletin f Ethiopian Economic Association. Vol 5

Shukman D. (2008).Environmental Journalism in the UK presented at the international news.

Strengtz, H, (1989). News Reporters and News sources: Accomplices in shaping and missing the News. 2nd ed. Lawa : a state value Lawes and press

Sue Eduwards (2012) .Ethiopian Environmental Review. Forum for Environmental Review .No.1

Tai, Z (2005) .News events, News values and editors Judgments: The case of china, Taiwan and Japan. Global media Journal.

Tefera Belachew (1999) .Ethiopia forestry information system. A study thesis. Addis Ababa University.

Teferi Regassa. (1999).Environmental Problems and Policies in Ethiopia. A Survey, Institute of Development Research. Addis Ababa.

Teka Bekuma (2010). Knowledge, attitude and practices of preparatory students about land degradation: the case of eastern Welega zone of Oromia Regional State Addis Ababa University school of graduates studies college of education.

Temesgen Kassie (2007). MA Thesis. 'Analysis of Environmental Coverage in Addis Zemen. Amharic Daily New papers.School of Journalism and Communication. Addis Ababa.

W. Lawrence Neuman (2005) .Social research methods. Qualitative and quantitative Approaches. Second edition. University of Wisconsin-white water. Allyn and Bacon Boston Landon Toronto.

Walter Lippmann (1992). The world out side and the pictures in our heads.

WASH (2010). Water , Sanitation and Hygiene in journalism. Awassa.

William P. Cunningham (2003). Environmental science. A global concern. Graw Hill, Minnesota

Yankah Kojoh (1999) .Covering the environment in the Ghanian media. paper presented as the FES workshop

Dhaabbata Raadiyoo fi Televisionii Oromiyaa(2003). Barruulee Ayyaana Waggaa,Hundeeffama
raadiyoo fi TV ilaalchisuun qophaa'e.

Dhaabbata Raadiyoo fi Televisionii Oromiyaa(2001).Danbii Imaammata Ittiinbulmaata
(Editorial Policy) Dhaabbata Raadiyoo fi Televisionii Oromiyaa.Adama

Appendices

Appendix A

Distribution of sample taken

Year	Dates and months					
2003	Sept	Nov	Jan	March	June	August
	4,8,12	4,8,12	4,8,12	4,8,12	4,8,12	4,8,12
	16,20,24,28	16,20,24,28	16,20,24,28	16,20,24,28	16,20,24,28	16,20,24,28

Appendix B

Coding sheet

1. Types of news items

- Economical
- Political
- Agriculture
- Business
- Social
- Weather
- Sport
- Foreign

2. Types of environmental issues

- Deforestation reformation
- Soil erosion conservation
- Land degradation
- Climate change
- Population

- Global warnings

3. Purpose of environmental issue

- To inform
- To educate
- To entertain
- To create motivation
- To report event
- Investigation
- To create motivation

3. Types of sources

- Government source
- Experts
- Community members
- Environmental association
- Private organization
- Private organization
- Private organization
- Documents

- Research findings
- Non government organization
- Websites

6. Expert opinion

- Included
- Excluded

Appendix C

Interview guide to Oromia Radio and Television Reporters and Editors

1. Gender
2. Education
3. Work experience
4. Would you tell me the major issues you cover usually?
5. What do you think about the main environmental issues at national and global level?
6. From such environmental issues to which of them do you give more coverage? Why?
7. What are the major sources in your reports about environmental issues?
8. What are the challenges you face in reporting environmental issues?
9. How do you explain the journalists' professional status and experience in reporting the issue?
10. How do you think about the significance of environmental reporting? Do you have a beat reporter for environmental issues?

Declaration

I, the undersigned, declare that this thesis is my original work and all sources of materials used for this study have been appropriately acknowledged.

Name: Tahir Abdulahi Derara

Signature: _____

Date of Submission: _____

Place of Submission: Addis Ababa University Ethiopia