

Print Media Framing of the 2015/16 Ethiopian Drought: *Addis Zemen*
and the *Reporter* Newspapers in Focus

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This is to certify that the thesis prepared by Betelham Fekadu Zegenu, entitled: Print Media Framing of the 2015/16 Ethiopian Drought: *Addis Zemen* and the *Reporter* Newspapers in Focus and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in journalism and communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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ABSTRACT

Print Media Framing of the 2015/16 Ethiopian Drought: *Addis Zemen* and the *Reporter* Newspapers in Focus.

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The purpose of this study was to examine how the print media in Ethiopia framed the Ethiopian 2015/16 drought and related issues from September 1, 2015 – December 30, 2015. In this study *Addis Zemen* and the *Reporter* (Amharic) were purposefully selected for analysis. Moreover, the study has employed framing theories as its major theoretical framework and political economy as its supplementary theory. Qualitative content analysis and in – depth interview were employed to undertake the study. From 37 *Addis Zemen* publications 49 articles and from 18 *The Reporter* publications 35 articles published within four month were analyzed qualitatively. In addition, in order to strength and verify the qualitative content analysis, in – depth interview were conducted with 6 journalist and 3 editors who were purposely selected from both newspapers using purposive sampling. The results of the study revealed that the Ethiopia 2015/16 drought and related issues were framed and covered by the *Addis Zemen* and the *Reporter* newspaper during the study period. However, the articles lacks continuity and in – depth expert’s opinion. Concerning the dominant frames, the result of the study revealed that while reporting about the drought both newspapers use different types of frames. Majority of the stories were framed in attribution of responsibility and human interest frame. Diagnostic frame was the second dominant frame in *Addis Zemen* whereas prognostic frame took the same place in *Reporter* newspaper. Economic, motivational and morality frames were used on limited extent in both newspapers especially in *Addis Zemen*. With regard to political economy, the study also found out that the ownership and media organizations structure affect the way both newspapers frame and cover the issue. The government owned newspaper (*Addis Zemen*) tends to focus more on reporting successive stories of the government. Whereas, the private owned newspaper (*Reporter*) were reporting the issue critically. Beside, lack of finance, the issue of self censorship and knowledge gap were major factors that affect the media role while covering and framing the issue. In case of the media role, both newspapers were highly used informative role of the media in the articles with regarding to the relief work. Whereas, Information on warning of the drought before it happens/ in future and creating awareness about the current global weather phenomena to the farmers and the rest using simple language were used on a very limited extent. With regard to source information, both newspapers use government officials and affected people as their source of information. Experts and other stakeholders were the least quoted sources. The study also found out that access to information regarding the drought from the government was accessible. On the other hand, donors, experts and NGOs were used as a source on limited extent

level. However, none of the newspapers use opposition party members as a source. The finding also showed that the major themes of the stories focus on government and NGOs action, relief, appeal, donation and on the extent and magnitude of the drought. On the other hand, stories that focus on warning of future drought was used on limited extent. But there was no story that mention about migration. Even if the two newspapers share most of the above themes the way *Addis Zemen* covered the issue favor the government. On the contrary, the way the *Reporter* covered the issue was more balanced.

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Acronyms

CRED: Center for Research on the Epidemiology Of Disasters

ENSO: El Niño Southern Oscillation

EPRDF: Ethiopian People's Revolutionary Democratic Front

IFRCRCS: International Federation of Red Cross and Red Crescent Societies

NDRMCC: National Disaster Risk Management Coordination Commission

NGOs: Non Government Organizations

OFDA: Office of U.S Foreign Disaster Assistance

USAID: United States Agency for International Development

WHO: World Health Organization

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CHAPTER ONE

1. Introduction

1.1 Background of the Study

Ethiopia, home to more than 90 million populations, is characterized with tropical monsoon climate and is usually at a high risk of annual droughts as well as intra - seasonal dry spell (World Bank, 2015).

Despite the great economic progress since 2000, Ethiopia currently struggles to deal with one of the longest and worst drought spells in recent history (ECO, 2016). The two main rainy seasons; '*belg*' between March and May and '*kiremt*' between June and September; – that supply over 80 % of country's agricultural yield and employ 85 % of the workforce – were not successful in 2015 (Ethiopia Humanitarian Requirement Document, 2016, p. 9).

According to Atsbaha and Tessema (2010), agriculture, as the backbone of the Ethiopia's economy determines the growth of all other sectors and consequently the whole economy of the country. The sector is dominated by small – scale farmers who practice rain - fed mixed farming by employing traditional technology, adopting a low input and low output production system.

Drought is a crisis situation with catastrophic consequences and can lead to a famine unless properly addressed though drought does not necessarily mean a famine. Cuny and Hill (1999) as cited in Bethelhem (2006), defines drought distinguishing it from famine as follows:

Drought is any unusual, prolonged dry period that reduces soil moisture and water supplies below the minimum necessary for sustaining plant, animal and human life (Cuny and Hill, 1999:5). Famine is understood as a set of conditions that occur when a large number of people in a region cannot obtain sufficient food and widespread, acute malnutrition result (Cuny and Hill, 1999:1).

There had been many national and localized droughts which are documented even before that of the 1970s such as 'Wollo' 1966 and 'Tigiray' 1957-1958. However, the magnitude, frequency and the effects of the droughts have increased since mid 70's. In addition to these, the area

coverage extended from the northern and eastern to almost all parts of the country, especially Afar and northern Somali regions' (Ethiopia Humanitarian Requirement Document, 2016).

The 2015/16 drought resulted following the failure of '*belg*' and '*kiremt*' rain; largely due to the ongoing El Niño weather phenomena have worsened the food security situation (International Federation of Red Cross and Red Crescent Society (IFRC), 2016). As a result over 10.2 million people were in need of food assistance as of December 2016, compared to 2.9 million in the beginning of 2015. In some pastoral and Sami - pastoral areas of Afar, Amhara, Somali and Oromia regions, high level of livestock mortality and crop losses have occurred with substantially drop in live stock prices (Ibid, 2016).

The overall humanitarian coordination is led by the Ethiopian Government's National Disaster Risk Management Coordination Commission (NDRMCC) including 10 UN agencies, 43 International NGOs, IFRC, the Ethiopian Red Cross, IOM, 13 National NGOs, together with faith and community based organizations participate to ensure assistance to those in the crisis area at regional and sub - regional level (Ethiopia Humanitarian Requirement Document, 2016).

In many cases, global audiences are often not aware of disaster declaration and the scope of the tragedies until the news media begin reporting on the issue. Attracting media attention and gaining coverage is vital to generating substantial emergency assistance for humanitarian crisis, especially when the disaster is in a part of the developing world (Joye, 2009).

Media have the ability to control the minds of the readers and viewers. Regarding this, public or private media plays the greater role in preventing, controlling, and informing the public about the drought. According to Lauren (2013) cited in Quarantelli (1991 p.2), " what average citizens and officials expect about disasters, what they come to know of ongoing disasters, and what they learn from disasters that have occurred, are primarily although not exclusively learned from mass media account" (Lauren, 2013).

However, if news outlets (newspapers) adequately cover local as well as global humanitarian issues, the extent to which countries and residents with available resources decide to allocate funding and assistance towards the recovery effort is greatly minimized (Ibid, 2013).

Hence, not only is attracting media attention to humanitarian disasters a primary important, but the information media outlets collect, frame the issue, and placed it in news articles may have extensive effect both on dissemination of the information and get the necessary response. Media framing explains the media's treatment of an issue and Framing theory has turn out to be significant for different subdivisions within today's transnational media society (Littlejohn, 2009). Therefore, media studies should also take in to consideration to the way the media – public/private- frame a particular problem (Bullock, 2001).

Having this as initial perception, the researcher believes that, there is a need to conduct a study which aims at finding out how the local print media specifically Addis Zemen and the Reporter framed the Ethiopia 2015/16 drought.

1.2 Statement of the Problem

Media have the power to influence public opinion as well as social policy about significant social matters (Bruktawit, 2008). Drought is one of the national agenda that require of every stakeholder, local and international media role to better control, aware and prevent the problem before it gets worst. As drought become common in Ethiopia caused due to different reasons, the government and non - government organizations issue appeal to the local and international communities. From past experiences such issues get local media coverage (newspapers) after international media such as BBC and CNN reported about it.

The media during two regimes (Haileselassie, and Derg), and EPRDF were under the control of the government and used the media for national building purpose. They primarily used them for propaganda purposes (Tamre, 2007). However, the style and focus of propaganda varied from one regime to another. During the monarchy regime the media is used to build the image of the emperor. Whereas in the Derg regime, the media is used to preach the gains of the revolution, to enhance literacy among the population as well as to enlighten citizens about their country. Moreover, the EPRDF uses the media to portray the ruling party in a favorable light (Meseret, 2013).

For instance, according to Prof. Mesfin, stated in Africa Watch Report (1991), argue that the famines of 1958 and 1966 in Tigray and Wollo were considered sufficiently ungrateful for the

divinely legitimate rule of Emperor Haile Selassie as to allow themselves to defame his reputation by dying of famine. The famine that struck Wollo during 1972 – 73 played a crucial role in Ethiopia history: the exposure of that famine by the British Television journalist Jonathan Dimbleby played a key role in precipitating the downfall of the rule of Emperor Haile Selassie (Africa Watch Report, 1991).

Moreover, as to Fair and Chakravartty (1999), Sorenson (1991) and Philo (1993) study the 1980s drought and famine, result show that the cause and factors prevented on time coverage was either the unwillingness of the Ethiopia Government, difference in political ideology or lack of interest among the media (British television stations, American network televisions and the like).

Bethlehem (2006) studied how the local media (both the government and private owned) frame the 2002-2003 drought and famine using content analysis. The result of the study indicated that the newspapers framed the problem as natural phenomena that require urgent short term solutions. The newspapers largely attributed the responsibility of solving the problem to the international communities and the Ethiopian government respectively.

As far as the researcher's knowledge is concern, there is only one research done in 2006 on the study area before 10 years. Therefore, this study attempted to examine how Addis Zemen and the Reporter newspaper frame and cover the 2015/16 Ethiopian drought.

1.3 Objectives

1.3.1 General Objectives

The general objective of the study is to examine how Addis Zemen and the Reporter newspapers framed the 2015/16 Ethiopian drought.

1.3.2 Specific Objectives

The specific objectives of the study are:

- To explore the dominant type of frames the selected newspapers used in framing the drought and examine the implications of employing the frames.
- To find out how the public and private owned media cover of the drought.

- To identify the major themes of the stories and the information sources used by the selected newspapers.

1.4 Research Questions

- What are the dominant types of framing the newspapers employed in framing the 2015/16 Ethiopian drought and what implications do the framing have?
- How did the public and private owned media cover of the drought?
- What are the dominant themes of the stories and information sources used by the selected newspapers?

1.5 Significance of the Study

The findings of the study will recommend some approaching ideas on how framing can affect coverage and how to improve its limitations on the reporting of drought and related issues. The finding of the study will also offer some insightful reflections to the media practitioners on how they frame and cover drought and related issues. The study will also be significant on showing how the political economy difference affect the way the private and state owned print media (newspapers) frame drought and related issues.

Furthermore, the study will be significant by serving as a springboard for subsequent inquiry on how such issues evolve in upcoming years.

1.6 Scope of the Study

The study is entirely focused on how the 2015/16 drought and related issue is frame in the Print media (newspapers) mainly; Addis Zemen and Reporter Amharic. Therefore it should be noted that the study does not examine the framing of the drought in other media outlets. The study thus examines the framing and coverage of the issue on the selected newspapers within the time frame starting from September 01, 2015 – December 30, 2015.

1.7 **Limitation of the Study**

The study was having its own limitations. Time was the main limitation while compiling this research. To collect the necessary inputs, to get the selected newspapers at once, to meet the journalists and editors for the interview was so challenging. However, the limitations do not affect the finding.

CHAPTER TWO

2. Review of Related Literature

The aim of this chapter is to provide a literature review which may function as a relevant framework for the current research project.

2.1 Drought and Climate Change: An Overview

Everybody experience weather every day in all its wonderful variety. Most of the time it is familiar, yet it never repeats exactly. We also experience the changing seasons like summer or winter and associated changes; like cold/ warm or short /long day; in the kinds of weather (Kevin, 2000).

These seasonal changes are the largest changes we experience at any given location. Because they arise in a well - understood way from the regular orbit of the Earth around the Sun, we expect them, we plan for them, and we even look forward to them. For instance, farmers plan their crops and harvest around their expectation of the seasonal cycle (ibid, 2000).

The word Climate, on the other hand, is used more generally to encompass not only the average or prevailing weather, but also the range and extremes of weather conditions, and where and how frequently various phenomena occur (Kevin, 2000).

It involves variations in which the atmosphere is influenced by and interacts with other parts of the climate system including the oceans, the land surface, and ice cover (You & Ringler, 2010). It has been said that “climate is what we expect, but weather is what we get!” and extends over a much longer period of time than weather and is usually specified for a certain geographical region (Kevin, 2000, p. 2).

Water is a central element of the climate system, and it appears in many forms: snow cover, land ice, rivers, lakes, and surface and subsurface water. Climate is affected by forces outside this

system: radiation from the Sun, the Earth's rotation, Sun-Earth geometry, and the Earth's slowly changing orbit (ibid, 2000).

Climate can change because of changes in any of these factors or if factors outside the Earth or beyond the climate system force it to change. These weather patterns and kinds of weather constitute a short - term climate variation or fluctuation. If they repeat or persist over prolonged periods, then they become a climate change (You & Ringler, 2010).

According to Oxford dictionaries (2015), Climate change is a "change in global or regional climate patterns, in particular a change apparent from the mid to late 20th century onwards and attributed largely to the increased level of atmospheric carbon dioxide produced by the use of fossil fuels" (Oxford Dictionary, 2015).

According to (Kevin, 2000), increases in heat - retaining gases called Greenhouse gases; the best known of which is carbon dioxide; is currently causing the climate to warm because of human activities. In this case, the climate change is very gradual and should be noticeable only when the weather from one decade is compared with that of another. Even then, because of the background natural variability of the climate system, weather variations specifically attributable to human influences may be extremely difficult to identify (ibid 2000).

Drought is frequently defined according to disciplinary perspective. Generally drought results from long continued dry weather/ insufficiency of rain, which causes exhaustion of soil moisture, reduction of underground water supply and reduction of stream flow (Rathore, 2005).

There are different types of drought as to Bandyopadhyay (1988) cited by Rathore the major ones include meteorological, agricultural and hydrological droughts. Meteorological drought occurs in situation when there is significant decrease from normal precipitation over an area (i.e. more than 25 %). Agricultural drought occurs when soil moisture and rainfall are inadequate during the growing season to support healthy crop growth to maturity and causes crop stress and wilting. Hydrological drought occurs as a result of long term meteorological droughts which result in the drying up of reservoirs, lakes, streams and rivers, and fall in groundwater level (Rathore, 2005).

Bandyopadhyay (1988) argues, that the various forms of droughts get generated independently but inseparable and are linked to each other through the water cycle (ibid, 2005).

Ethiopia's topography is characterized by large regional differences, which are reflected in its climate. The lowlands in the southeast and northeast are tropical with average temperatures of 25 - 30°C, while the central highlands (over 1500 meters in elevation, covering about 45 percentage of the country's surface) are much cooler with average temperatures around 15 - 20°C. The highland plateau is divided by the East African Rift Valley. It is home to almost 90 percentage of Ethiopia's population (Climate Change Profile, 2015).

The country is frequently portrayed as a drought stricken country, both in the media and the scientific literature (Mc Can, 1990). A brief Internet search for drought in Ethiopia during 1999 – 2011 produced hits at news media and aid organizations for every year, except 2001 (Addis, 2009).

Recurrent disasters, mainly triggered by drought, have remained the leading cause of human suffering in Ethiopia. The probability of a drought occurring increased from one in ten years in 1970s and 1980s to one in three years in 2000s (Feleke, 2009).

Ethiopia has been ranked 5th out of 184 countries in terms of its risk of drought (You & Ringler, 2010). And the first recorded drought occurrence, dating back to the 13th century. In 1900 - 2010, twelve extreme droughts were recorded (killing over 400,000 people and affecting over 54 million), of which seven occurred since 1980. The majority of these resulted in famines (World Bank, 2010).

According to Mitik and Legesse (2014), in 2002 Ethiopia was hit by another famine, despite good harvest in 2000/01 and the following year. The majority of poor households were in need of urgent food aid by the late 2002 there were increase in productivity and the low price were not sufficient to combat the food insecurity (Mitik & Legesse, 2014).

About 15 million people faced the threat of starvation and 6 million were in need of urgent food aid as Kuma, (2002) and Gebremadine, (2003) cited in (Mitik & Legesse , 2014). As a result the government of Ethiopia reached out to the international community for assistance (ibid, 2014).

Similarly in 2003, 13 million people required international assistance, against an annual average of five million. A total of about 1.85 million metric tons were provided at a cost of US\$800 million (Feleke, 2009).

Though Ethiopia has abundant natural resources, most of its socioeconomic indicators are extremely low. In Ethiopia food shortage has aggravated the already poor economy of the country. Both chronic and transitory problems of food insecurity are widespread and severe in both rural and urban areas of the country (World Bank, 2007).

Food insecurity is a perennial problem in the rural area of Ethiopia due to its vulnerability to expanding natural and man - made disasters for which institutional capacities and technological solutions are not yet developed. As the result the agricultural sector gets little access to appropriate technologies, information, socio-economic services and alternative employment opportunities (Mitik & Legesse, 2014).

As reported by news media and aid organizations, the recent drought in the horn of Africa has had been devastating consequences (USAID, 2011). Comparing to other developing regions, in sub - Saharan Africa 50 to 80 % of the population base their livelihood primarily on agricultural activity and about 30 % of countries' economic value added is created by the agricultural sector (Hartmut & Michael, 2012).

Most farmers practice subsistence agriculture, growing staple foods for self - consumption and only rarely trading on markets. Small - scale farmers thus do not generate income through sales of agricultural produce and are not integrated in the economic cycle. Subsistence farming in Africa has its limitations leading to regional food shortages and famines, as witnessed in the past decades (Ibid, 2012).

Throughout African history, drought have occurred with varying degree of frequency and intensity affecting many countries including Chad, Burkina Faso, Ethiopia, Eritrea, Kenya and et cetera more than 10 times one in three years (Haile, 2005).

According to Centre for Research on the Epidemiology of Disasters (CRED) and Office of U. S. Foreign Disaster Assistance (OFDA) report on the frequency of drought per country in the period

from 1970 – 2004, cited in (Hartmut, 2012) the findings shows a remarkable association between the “severe drought occurrence and seasonal climate change event specifically El Niño Southern oscillation (ENSO) events” (ibid, 2012, p. 2172).

El Niño is a Spanish word originally means baby boy (Jesus Christ) referring to the hot and warm weather experience around Latin during X-mass. Scientifically speaking it is used to explain the phenomenon resulted due to the interactions between the atmosphere and the tropical Pacific Ocean. Technically, El Niño is a “warming of the eastern equatorial Pacific that occurs every two - six years and lasts for several seasons;” it is a natural phenomenon and has occurred for thousands of years at least (Kevin, 2000, p. 3).

El Niño causes heavy rainfall along the western South American coast and southern part of the United States; drought or dry conditions in Australia, Indonesia, South Eastern Asia including the Indian subcontinent, parts of Africa, and northeast Brazil and Colombia; and unusual weather patterns in other parts of the world. It can be thought of as a short - term climatic phenomenon (Ibid, 2000).

A failure of a rainy season is directly linked to agricultural failure reducing food availability at household level as well as ‘limiting rural employment’ possibilities (Dilley, 2005).

In recent years, the largest food crisis in Africa that requires large scale external food aid has been attributed fully or partially to extreme weather events (Ibid, 2005).

Agricultural production worldwide is growing; nevertheless famines and food shortages remain constant risks, making food security a key issue for countries in this region. As to the World Food Summit report in 2006, “Food security exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life” (Hartmut, 2012 p. 66).

Food insecurity is greatest in sub – Saharan African countries compared to other developing countries. The major reasons include; low agricultural productivity, lack of agricultural policies, poor infrastructure and high transport cost, lack of appropriate marketing strategies, frequent extreme weather events, high disease burden including malaria and HIV/AIDS, weak financial

support systems, lack of safety net systems and political conflicts (UN Millennium Project, 2005).

The problem of food insecurity has big diversity and multiple dimensions, which range from the global, regional, country, local, household to individual level (Sene, 1981).

2.2. Major Causes of Drought in Ethiopia

For different scholars and many literatures the cause of a drought varies from country to country. However, there are also some common factors that are shared by the people all over the world. In general it can be classified as natural phenomena or manmade. For instances, on Fair and Chakravartty (1999) studied how the American network televisions constructed the 1984-85 famine through discourse analysis. The result revealed that these media provided nature and the Ethiopian political ideology, which was socialism, was a cause of the famine.

2.2.1 Poverty

There has been a good deal of discussion recently about the prospect of food supply falling significantly behind the world population. There is, however, little empirical support for such a diagnosis of recent trends. Indeed, for most areas in the world - with the exception of parts of Africa - the increase in food supply has been comparable to, or faster than, the expansion of population.

According to Sen (1981, p. 9), the first requirement of the concept of poverty is of a criterion as to who should be the focus of this concern. To him the specification of certain 'consumption norms', or of a 'poverty line', may do part of the job: 'the poor' are those people whose consumption standards fall short of the norms, or whose incomes lie below that line (Sen, 1981).

Arguments in favors of viewing poverty as inequality are also presented powerfully by Miller and Roby, sited in Amartya Sen (1981), who conclude: that casting the issues of poverty in terms of stratification leads to regarding poverty as an issue of inequality. In this approach, we move away from efforts to measure poverty lines with pseudo - scientific accuracy. Instead, by look at the nature and size of the differences between the bottom 20 or 10 per cent and the rest of the

society. The concern becomes one of narrowing the differences between those at the bottom and the better-off in each stratification dimension (ibid, 1981).

High population growth increases pressure on limited and fragile land resources. Without alternatives, the poor are forced to exploit land resources, including fragile land, for survival (AMCEN, 2011).

Given that most dry lands in Africa are also poverty hot spots, the risk of desertification is high in many of those areas, as the poor inevitably become both the victims and willing agents of environmental damage and desertification (ibid, 2011).

As to Amartya Sen (1981& 1991), cause of famine in the modern world is more than a mechanical imbalance between food and population – if famine - related crises are to be remedied one must analyze the substantive freedom of people to establish access and ownership over an adequate amount of food. Hunger does not arise from a single linear path of food production and agricultural inefficiencies – it is resultant of inefficiencies of entire economies and societies. Individuals can avoid hunger by establishing *entitlement* over an adequate amount of food. A family entitlement is determined by the following: *endowment*, “...the ownership over productive resources as well as wealth that commands a price in the market,”; *production possibilities* determined by accessibility to technology, information, land and labor used in food production; and *exchange conditions*, which would under ideal condition allow individuals to buy and sell goods and to determine relative prices of different products.

Entitlement failures that lead to famine may be caused by the following: a negative change in the economic condition, which may include unemployment, shift in wage rates, shift in exchange rates, and lack of a social security system to rectify these shifts; the unequal distribution of food if and when a food shortage occurs; and the increased purchasing power of few in a society that negatively affects the purchasing power of others. Famine and mortality associated with it can be prevented by: ensuring a minimal level of incomes and entitlements for those affected most; revamping public policy and health programs geared toward epidemic control since a majority of deaths in times of famine are directly linked to disease and poor sanitation; establishing a national system of unemployment insurance; ending the political and cultural alienation between

those most harmed by famines and government; guaranteeing a democratic political system, which allows leaders to be subject to the discretion of voters (Sen, 1981).

2.2.2 Climate Change

The underlying cause of drought is climate change. Ethiopia is listed under countries with high vulnerability to climate change (AMCEN, 2011) however; some intellectuals argue that climate change by its self is not a major cause of drought in Ethiopia. Rather it is weapon the government of Ethiopia uses 'climate change' to cover up its political failure of unable to address the issue to the public timely (Dawit Ayele Haylemariam., 2015).

As to Dawit (2015) "...if government shared the information with the media and local governments to inform pastoralists to move their cattle near rivers or highlands, much of the animal loss would have been avoided and relief supports would have been delivered on time" (ibid, 2015 p. 4).

2.2.3 Deforestation

Deforestation contributes to global warming and is a major cause of the greenhouse effect. Recent calculations suggest that carbon dioxide emissions from deforestation and forest degradation contribute some 12 % of total carbon dioxide emissions, with estimates ranging from 6 to 17 % (AMCEN, 2011).

Forests store carbon and can be either sinks or sources, depending upon environmental circumstances. Deforestation may cause carbon stored in soil to be released and also reduce the land's capacity to intercept, retain and transpire rainfall, affecting groundwater systems (ibid, 2011).

2.2.4 Unsustainable Land Use

Unsustainable land use is another key issue. Since most African countries' economies are heavily based on agriculture, much of the problem of desertification in rural areas stems from

poverty - related agricultural practices and other land - use systems. Inappropriate farming systems, such as continuous cultivation without adding supplements, overgrazing, poor land management practices, lack of soil and water conservation structures, and high incidence of uncontrolled bushfires, lead to land degradation and aggravate desertification. These factors prevail in Ethiopia and many parts of Africa.

Beside the major cause discussed above, as to Haile (1998) and Yonas (2006) stated in Atsbaha (2012), Ethiopia's agriculture has been suffering from various external and internal problems. It has been stagnant due to poor performance as a result of factors such as;

- Low resource utilization (e.g. the proportion of cultivated land compared to the total amount of land suitable for agriculture and the amount of water available for irrigation is far below the capacity and thus compels the sector to be rain fed);
- Low - tech farming techniques (e.g. wooden plough by oxen);
- Over-reliance on fertilizers and underutilized techniques for soil and water conservation;
- Inappropriate agrarian policy;
- Inappropriate land tenure policy;
- Ecological degradation of potential arable lands;
- Increases in the unemployment rate due to increases in the population
- Degradation of land and other natural resources due to intense cultivation and overgrazing;
- Recurrent drought, civil strife and political unrest;
- Effective policies governing such issues as land ownership, land titles, land fragmentation, credit systems and land and crop insurance mechanisms are not available or are very limited; and
- Neglect and lack of agricultural investment (Atsbaha, 2012, pp. 34 - 35).

These constraints, coupled with the rapid population growth, have significantly contributed to the problem of food insecurity since the 1960s. As to (Yonas, 2006), the total population under the national poverty line facing dramatic food insecurity is estimated to be 50 to 60 percent (ibid, 2012).

2.3 Historical Development of Media in Ethiopia

Ethiopia is one of the ancient civilizations with its own written literature for centuries; however, the growth of its media industry publications has been sluggish, particularly the production of magazines, newspapers and other journals (Shimelis, 2000). Aemro, which is believed to be Ethiopia's first newspaper, appeared around 1901. According to Mekuria (2012) and Abera (2013), the news was written by hand and had four pages. Its first circulation was 24 copies and distributed to the rulers.

During those days media were not independent formally and its duty and responsibility were serving the welfares of the government. Media were expected to report issues of the country in relation to the interest of Emperor Menelik which shows top down or a single source information flow (ibid 2000).

The establishment of Berhanena Selam printing press in 1923 and the arrival of a weekly government owned newspaper was a significant development for the media industry in Ethiopia. Berhanena Selam becomes a forum for airing liberal ideas and views by young intellectuals of the country (Shimelis, 2000).

Though there was a bi weekly issues called 'Banderachen' later named 'Sendeq Alamachen' by Ethiopian liberation forces, 1935 – 1941 was the time when printing press were by Italian occupation. Post liberation era witnessed an expansion of printing press. The weekly Addis Zemen and The Ethiopian Herald came in 1941 and 1943, respectively. In 1958, both newspapers become daily and in 1952 'Yezareyitu Ethiopia' newspaper was added (ibid, 2000).

During Haile Selassie's government the ownership of the print media were handed by both government and private businesses. The contents were mostly focused on the royal family and the king. However the ownership of the media and the flow of information were entirely controlled by the government. During the Derg regime, which was from 1974 to 1991, media was mainly used for propaganda and for the spread of socialist ideology (Nigussie, 2014).

The media were only in the hands of both the imperial and military governments and share commonality before the Ethiopian Peoples' Revolutionary Democratic Front (EPRDF) came to

power in 1991. Though journalists were expected to come up with different sourced and verified news, it was unthinkable during all the previous eras.

Regarding this, Johnston (2003), states that almost all media outlets under different Ethiopian regime advocates the interests of the ruling government. Mostly the information is top down. They usually work by doubting and questioning the achievements and policies of the previous government while blindly supporting the leadership of the government that they are serving.

After the EPRDF took power in 1991, there was transformation in the media as a democratization process. The government fairly dropped restrictions on the media (Johnston, 2003).

The 1995 Ethiopian Constitution Article 29 also provides to citizens the right to hold opinions, thoughts, and freedom of expression without interference, including the freedom to seek, receive, and impart information. It also gives freedom of the press and mass media by ensuring the opportunity to access information and prohibiting censorship. To establish a democratic society and to enable the flow of different ideas, the article also guarantees the media's right to institutional independence and legal protection (Constitution of the Federal Democratic Republic of Ethiopia, 1994).

The government also guarantees Freedom of the Mass Media and Access to Information Proclamation under No. 590/2008 and came to be effective since 2008. After 1991 there were a large number of newspapers and other publications owned by political parties, the government, professional associations and the private sector. The number of privately-owned newspapers and magazines was 287 in 1997 (Mekuria, 2005).

It is obvious that free, independent, diverse and responsible mass media with ethical standards and professional skill play a significant role to build a democratic order in Ethiopia. However the number of mainstream media sharply decreased because of ownership, finance, political, professional and ethical related problems. The government claimed most outlets were irresponsible, lack accountability and credibility, fabricate stories and mostly lack truth that

could damage the public and the country. When it come to government media, Nigussie (2014) states that, government media is also less critical about government policy and agenda.

In relation to the print media, the Ethiopian Broadcasting Authority's annual report (2014/15) shows that there are over 15 mainstream newspapers and 14 magazines licensed under the Ethiopian Broadcasting Authority. These government and privately-owned media are assumed to be circulated all over the country.

Overall, one can conclude that media ownership in Ethiopia seems to be under government monopoly though there are few private FM radios, newspapers and magazines, implying the limitations of media diversity in the country.

Different media researches in Ethiopia show that the Ethiopian media has been facing a number of challenges over the last year. The major challenge in the media is the polarization of views from which most of the private media seemed to be organs of opposition parties and the government media tends to be less critical on government agendas which both affect the discipline of journalism (Nigussie, 2014).

2.3.1 The Role of the Media in Disaster News Coverage

Disaster can be defined differently according to the philosophical perception of the scholars' and their disciplines. It can be defined and classed broadly as geography, anthropology, sociology, development studies, health sciences and geophysical sciences with engineering (Perry, 2005). Some others defined it from the religious perspectives. That means they are considering disaster as a punishment, a weak up call or a betrayal of trust in a safety system, Horlicks Jones (1995) and Olson (2000) cited in (Perry, 2005).

International Federation of Red Cross and Red Crescent Societies (IFRCRCS) in 2002 defined "disaster as a situation or event which overwhelms local capacity, necessitating a request to national or international level for external assistance" (Alemayehu, 2013, p. 3).

According to Garrison (1992), any mass destructions, huge accidents and natural incidences can be regarded as disaster. In dealing with disaster, the news media are close behind in reporting the events. Many media agencies have a part in dealing with disaster and its aftermath (Garrison , 1992).

Moreover, the emergency services, hospitals and central government and others may all be involved during the disaster but, the media are always major players both in informing the societies and the government both on the incidence and the action taken by the concerned bodies. As George (1999:6) cited in Mulatu (2013), "the media is an invaluable ally in the provision of information to the public" (ibid, 2013).

Here local media play a critical role in bringing important information to communities affected by disaster. Local media outlets are known and trusted by the communities they serve; local journalists in turn understand the needs of their own communities and know where to go – and whom – to talk to – to find out what is going on (Jacobo, 2014). They can also ensure that community voices are raised on critical concerns. However, reporting on an emergency response is not like ordinary reporting. Time is short; the situation is urgent and often chaotic (ibid, 2014).

It is widely agreed that media has the potential of creating common understanding and is a tool in mobilizing the mass when governments want active involvement of the people in development

activities. Aware to this fact, the Ethiopian government has made an effort in relatively expanding both private and public media (Mulatu , 2013). These media are entertaining various development issues. Among the areas where journalists show their maximum efforts is disaster reporting.

Here, it is wise to point out the role that the media play an inevitable role in creating awareness and changing the life style of the pastoral and agro pastoral communities for the better improvement of their livelihoods. To minimize the impacts of drought and creating awareness of policy makers, communities and practitioners on drought/disaster risk reduction, using media seem inevitable (Ibid, 2013).

The job of journalists in the news media is to report issues on events. Newspaper editors may differ in their judgments as to which story is the most important (Garrison, 1992). Different publications take differing lines according to their political affiliations, prioritized interest, or readers concerns on the whole; however, the various elements of the media report are expected to be accurate as the journalists report within the constraints under which they work (Ibid, 1992).

In the news media, the word famine and drought are used almost interchangeably (McCann, 1990), not taking in to account that famines are as much social as natural disasters (Sen, 1981; Torry, 1986; Webb et al. 1992; Conway and Schipper, 2011). This means that famine, in itself, cannot be taken as of drought, while it is also not possible to assess the role of societal conditions without knowledge of the extremeness of the precipitation deficits. As to (Sen, 1981), “Famines imply starvation, but not vice versa. And starvation implies poverty, but not vice versa” (Sen, 1981, p.38).

The Ethiopian state has always been autocratic and unresponsive to the needs of its people. Many of the sources used by historians are derive from documents written by officials at court, and so cannot be expected to give an accurate account of the official response to famine.

According to Prof. Mesfin Wolde Mariam, stated in Africa Watch Report (1991), argue that the famines of 1958 and 1966 in Tigray and Wollo were considered sufficiently ungrateful for the divinely sanctioned rule of Emperor Haile Selassie as to allow themselves to defame his

reputation by dying of famine. The famine that struck Wollo during 1972 – 73 played a crucial role in Ethiopia history: the revelation of that famine by the British Television journalist Jonathan Dimbleby played a key role in precipitating the downfall of the rule of Emperor Haile Selassie. Between 40, 000 and 80, 000 people died. The famine also led directly to the creation of the Relief and Rehabilitation Commission, the powerful government department mandated to prevent and ameliorate future famines, and to coordinate international assistance (An Africa Watch Report, 1991).

After the military state ‘ Derge’ came to power there were drought and famine in Ethiopia. During the government of Colonel Mengistu Haile Mariame, Prof. Pankhurst makes little mention of the role of warfare, the failure of the state to undertake significant actions to prevent or ameliorate famine (ibid, 1991).

2.4 Theoretical Framework of the Study

Theoretical framework is structure of the central part of a research plan which is used to hypothesize, understand or give meaning to the interactions between elements which can influence, affect or predict out comes that the researcher specify (Ennis, 2011). Theoretical framework has inferences for every decisions made in the research process. Theoretical framework provides a well - supported foundation to the study and helps the reader to understand view point of the study, what needs to be learned from the study (Simon, 2009). Furthermore, theoretical framework can expose patterns or relations that support the researcher in anticipating events or perceptions and opening up possibilities for modification or improvement (ibid, 2009).

This study is grounded on two theories; Framing theory and political economy of the mass media theory. This study is conducted based on Entman theory of framing “ frames in the news can be examined and identified by the presence and absence of key words, stock phrases, stereotyped images, sources of information, and sentences that provide thematically reinforcing clusters of facts and judgments” (Entman, 1993, p, 52). It helps to identify how the newspapers framed the articles while reporting drought and related issues. On the hand, Political economy of the mass media theory helps to relate political and economic factors that contribute to nation development and the effect political economic situation have on media’s coverage of the new.

In this study framing is used as the dominant theoretical framework of the study. Despite its significance, the major aim of this study is to examine how Addis Zemen and Reporter newspapers framed the Ethiopian 2015/16 drought. Although, Political economy of the mass media theory will be added to supplementary and check whether Addis Zemen and Reporter newspapers' stories are affected due to ownership and economy.

2.4.1 Framing Theory

Many literatures grant credit for the disciplines, psychology and sociology, while discussing about the inception of framing theory. However for the purpose of this study, only selected literatures will be discus as follow. According to Goffman (1980) 'Frame analysis' which has been known as a classic book for sociologists; claim that the concept of framing is exploited in sociology than in any other field of study.

As Barin & Davis (2012) cited by Asmeret (2013), Goffman's definition of framing found its base on symbolic interactionism and social constructionist concepts. Symbolic interactionists claim that meaning or reality is created through every day interactions in which individuals have their own role. On the other hand, social constructionists claim that individuals have and are less control over their meaning, instead they are dominated by social institutions surrounding them (ibid, 2013).

For Goffman (1980) frames are "schemata of interpretations" which help individuals to "locate, perceive, identify, and label a seemingly infinite number of concrete occurrences defined in its terms" (Goffman, 1980, p.21). As a result both individuals and institutions have certain amount of power over the creation of reality and schema of interpretations, are constructed through daily life and interaction with other people.

When it comes to individual and media framing researches, the credited scholars are Kahneman & Tversky (1984) as cited in Johnson, 2005), who discussed how different ways of presentations affect people's decisions in their work: the psychology of decision making. Consequently, news media and other social actors were mentioned as the makers and presenters of the framed

messages that influence or alter people's decision in accordance with the frames (Asmeret, 2013).

Parallel to the above idea most frequently cited definition of framing states that a media frame is a "central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion and elaboration" (Tankard et al., 1991, p. 3).

Another approach to framing looks at the creation of media frames and how the public uses these frames to interpret social reality: "Frames are organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social word" (Reese, 2001, p. 11). This approach considers the power conflicts that lead journalists to use certain frames over other frames and to the factors associated with the audience's active interpretation of the texts that embody frames (McCombs, 2007).

Moreover other scholars refer framing specifically to emphasis, selection, and exclusion. According to Gilton media frames are "persistent patterns of cognition, interpretation and presentation of selection, emphasis and execution by which symbol handlers routinely organize the discourse, whether verbal or visual" (Gilton, 1980, p. 7). In other words media reports are not only presenting facts they are subjective to the journalists who interpret the reality. In this case the way peoples "picture of the world" and frames used in the media texts might be changed because of the journalists who interpret the text (Lippmann, 1991/1992).

According to Entman's definition of framing, framing basically involves selection and salience.

To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described (Entman, 1993, p. 52).

Following Entman's cold war example he suggests four locations where frames can be visible in the communication process as: the communicator, the text, the receiver, and the culture. As a

result framing function similarly in all these four locations includes: selection and highlighting and use of the highlighted elements to construct an argument about problems and their solution (Entman, 1993).

Communicators make conscious or unconscious framing judgments in deciding what to say, guided by frames often called “schemata” that organize their belief systems. The text contains frames, which are manifested by the presence or absence of certain keywords, stock phrases, stereotyped images, sources of information, and sentences that provide thematically reinforcing clusters of facts or judgments. The frames that guide the receiver’s thinking and conclusion may or may not reflect the frames in the text and the framing intention of the communicator. And finally culture is the stock of commonly invoked frames; in fact, culture might be defined as the empirically demonstrable set of common frames exhibited in the discourse and thinking of most people in a social grouping (ibid, 1993, p. 52).

2.4.2 Framing Process

As many scholars agree framing is a process that takes place in a dynamic communication process rather than in a static one. According to (Angelo, 2002), dynamic communication involve three different stages of framing process which includes; frame - building, frame - setting and individual and societal level consequences of framing.

Frame – building; refers to what kinds of structural or organizational factors of the media system, or which individual characteristics of journalist can impact, the framing of news content. Furthermore Gans’s model of news selection processes (1979) and Shoemaker and Reese’s work on influences on news content (1996), suggest and explain this stage of framing process using least of three potential source of influence. The first source of influence is journalists centered; meaning the formation of frames is moderated by variables such as ideology, attitudes and professional norms. Due to this, journalists construct frames to structure or make sense of incoming information and is eventually reflected on the way they frame news coverage. The second factor influencing the framing of news is the selection of frames as the result of factors like type or political orientation of the medium, or what Gans (1997) called “organizational

routines". The third source of influence is external source of influence such as political actors, authorities, interest groups and other elites (Scheufele, 1999 p. 115).

Frame – setting; refers to the interaction between media frames and individuals' prior knowledge and predispositions. Frames in the news may affect learning, interpretation, and evaluation of issues and events. This part of the framing process has been investigated most elaborately, often with the goal to explore the extent to which and under what circumstances audiences reflect and mirror frames made available to them (Vreese, 2002).

The individual and societal level consequences of framing; here an individual level consequence may be altered attitudes about an issue based on exposure to certain frames. On the societal level, frames may contribute to shaping social level processes such as political socialization, decision-making, and collective actions (ibid, 2002).

Moreover in framing processes, frames can be studied as independent variables i.e. the antecedents of audience interpretations and dependent variables i.e. the outcome of the production process including organizational pressures, journalistic routines, and elite discourse. The downside of such studies is that we cannot infer whether the frames are in fact, in the words of Cappella and Jamieson (1997, p. 47), 'commonly observed in journalistic practice'.

Another very important topic while discussing framing process is how to identify frames in the news. Previous research on frames in the news shares little conceptual ground and most studies draw on tentative working definitions or operational definitions of frames, as a result there is little consensus as how to identify frames in the news. However, according to Vreese (2002), there are two approaches; inductive approaches – this include inductive in nature and refrains from analyzing news stories with a priori defined news frames in mind and deductive approaches – are approaches that investigates frames that are defined and operational zed prior to the investigation (Vreese, 2002).

As to Capella and Jamieson (1997), in order to consider any production feature of verbal or visual texts as a candidate for news frames is a too broad view. They suggest four criteria that a frame must meet:

1. A news frame must have identifiable conceptual and linguistic characteristics.
2. It should be commonly observed in journalistic practice.
3. It must be possible to distinguish the frame reliably from the other.
4. A frame must have representational validity (i.e. be recognized by others) and not be merely a figment of a researcher's imagination.

When working with a deductive approach, Entman (1993, p. 52), suggested that frames in the news can be examined and identified by 'the presence or absence of certain keywords, stock phrases, stereotyped images, sources of information and sentences that provide thematically reinforcing clusters of facts or judgments.' Along these lines Shah et al. (2002, p. 367) refer to 'choices about language, quotations, and relevant information.' Gamson and Modigliani (1989), identify 'framing devices' that condense information and offer a 'media package' of an issue. They identify; metaphors, exemplars, catch - phrases, depictions, and visual images as framing devices. The most comprehensive empirical approach is offered by Tankard (2001, p. 101) who suggests a list of eleven framing mechanism or focal points for identifying and measuring news frames:

1. Headlines
2. Subheads
3. Photos
4. Photo captions
5. Leads
6. Source selection
7. Quotes selection
8. Pull quotes
9. Logos
10. Statistics and charts, and
11. Concluding statements and paragraphs.

2.4.3 Types of Framing

When coming to the types of frames, the first way of classifying frame is either as Issue-specific news frames and Generic news frames (Vreese, 2002) or as Episodic news frames and Thematic news frames (Iyengar, 1991). According to Vreese (2002), issue - specific frames are frames which are relevant only to specific topics or events. Whereas generic frames are frames that goes beyond thematic limitations and can be identified in relation to different topics, some even over time and in different cultural contexts. This typology serves to organize past framing research focusing on differences that help explain the use of the catch - all 'framing' phrase (ibid, 2002).

On the other hand according to Iyengar (1991), episodic frames refer to frames that focus on specific cases or isolated events while thematic frames describe broader social and institutional factors. For instance, conflict frame can be named under episodic frame, while Diagnostic and Prognostic frames are thematic frames because they can show broader social and institutional issue by discussing causes and consequences or effects of an event. However, "it is difficult to generalize, compare, and use issue-specific frames as empirical evidence for theory building" when researcher apply to event related frames (Vreese, 2005, p.55).

For the purpose of this study, only selected frames will be used from Valkenburg (1999), Benford and Snow (1988) classification of frames. These are prognostic, diagnostic and motivational frames. This include; Human interest frame, Economic frame, Attribution of Responsibility frame, Morality frame, Empathy frame, Diagnostic frame, Prognostic frame and Motivational frame.

2.4.3.1 Human interest Frame; this frame brings a human face or an emotional angle to the presentation of an event, issue, or problem (Valkenburg, 1999). Framing the news in human interest angle is the favorable way to personalize, dramatize and emotionalize a certain news story. Having said this framing the news in human interest perspective is also the major way to capture and retain audience's interest to accept the fact (ibid, 1999).

2.4.3.2 Economic Consequences Frame; this frame is used while reporting an event, problem, or issue in terms of the consequences it will have economically on an individual, group, institution, region or country (Garber, 1993).

Gamson suggested that news producers should use economic consequence framing for a certain agenda which is relevant for the audiences (Gamson, 1992).

2.4.3.3 Attribution of responsibility frame; presents an issue or problem in such a way as to attribute responsibility for causing or solving either to the government or to an individual or to a group.

The result of the research conducted on European press and television indicated that attribution of responsibility frame is a widely used frame followed by conflict and economic consequence frames. Though the researchers identified the frames in an exploratory study, it is difficult to accept the mentioned frames as general frames because they have not been tested in cross national studies. However, one can easily see that those frames are identified by many researches.

A recent study carried out on the Egyptian media coverage of the Egyptian revolution has disclosed that conflict was the leading frame used by semi-official newspapers in Egypt followed by economic consequence frame (Hamdy & Gomma, 2012). Conflict frame is also a typical media frame that is used in the coverage of military conflicts (Dimitrova, 2006).

2.4.3.4 Morality Frame; puts the event, problem, or issue in the context of religious tenets or moral prescriptions.

2.4.3.5 Empathy Frame; this frame is used to identify suffering society by empathize them as victims (Robinson, 2000). In this frame media have the right to use adjectives or put labels on society when describing them.

2.4.3.6 Diagnostic Frame; this frame is a problem identification and attribution frame which articulates the problem which needs fixing. Since social movements seek to remedy and need to change some problematic situations or issues, it is depend on credential sources of causality, blame, and/or responsible agents in order to take direct actions (Snow, 2000).

2.4.3.7 Prognostic Frame; this frames influence recruits of the achievements, provide conceivable solution to a certain problems which is articulated by diagnostic frames and recommend strategy and tactics to get measurable result (Cammaerts, 2015).

2.4.3.8 Motivational Frame; this frame provides a “call to alarms” in order to engage an ameliorative collective action. This frame is known as “agency component of collective action frame (Johnston, 1995).

2.5 Factors that affect Framing

Unlike other communication theories’, Framing has a cognitive effect. Its cognitive effect is seen associated with the construction of reality and how people think about important public issues. As with media messages, researchers examine these effects from many different perspectives. Kahneman and Tversky (1984) demonstrate that the alteration of messages, shifts in the rhetorical framing of messages, will affect which options will be selected by the public.

Iyengar (1991), found that differences in episodic and thematic framing influence the attribution of responsibility by the audience, with episodic frames leading to the attribution of responsibility to the individual and thematic frames leading to the attribution of responsibility to systematic causes (William, 2009, pp. 519 - 521).

Fiske & Taylor (1991) stated in (Entman, 1993), frames highlight some bits of information about an item that is the subject of a communication, thereby elevating them in salience meaning making piece of information more noticeable, meaningful, or memorable to audiences. An increase in salience enhances the probability that receivers will perceive the information, discern meaning and thus process it, and store it in memory.

Similarly texts can make bits of information more salient by placement, repetition, or associating them with culturally familiar symbols. ‘However, even a single un- illustrated appearance of a notion in an obscure part of the text can be highly salient, if it comports with the existing schemata in a receiver’s belief systems’ (Entman, 1993, p. 53). By the same token, an idea

emphasized in a text can be difficult for receivers to notice, interpret, or remember because of their existing schemata

According to McQuail (2005), the history of mass communication research on media effect can be divided into four stages. The first stage, from the turn of 20th century to late 1930s, was dominated by an experience with a strategic propaganda during World War I, media were considered to have powerful effect on influencing attitudes and beliefs of people (Mc Quail, 2005).

The second stage which ended in the late 1960's, revised the paradigm of strong media effect through Kalpper's (1996) study of campaigns. Personal influence was considered to be the main influence of attitudinal change. However his finding shows that the major effect was reinforcement of existing attitude and even for those who change their mind, the effect was minimal.

The third stage, beginning in the 1970s was dominated by making reference to revisiting the first phase searching for strong media effects (Neumann, 1973). Researchers in the third stage criticized proponents of the no or minimal effect arguments for concentrating on limited effects rather than broader social and institutional effects. They called attention towards cognitive effects rather than attitude change.

The fourth stage that started in the 1980's and continued to the present combines both limited effect and strong effects and is derived from social constructivism. Researchers in this phase neither solely see media as powerful as the first phase researchers nor they accept that media has a limited effect. Rather, they believe that media have a great role in constructing reality which is used by the audience as a base when making judgments. That means people use what is told by the media in addition to other factors like peer discussion, and personal experience, in order to make sense of the world around them. It is within the realm of social constructivism that framing effects are being studied because "mass media actively set the frame of reference that readers or viewers use to interpret and discuss public events" (1978, Tuchman as cited in Scheufele, 1999, p. 105).

2.6 Framing Effect

In addition to studying framing in media contents, scholars also conducted research on the effect framing has on the audience even though their number is minimal compared to the ones done on the media content framing. The foundation of this research was conducted by economists Daniel Kahneman and Amos Tversky (1984, as stated in Entman, 1993) who analyzed how little alterations in wording change people's support to policies. They found out that people prefer a program where 200 people will be saved from 600 people than one third would be saved from 600. While both options are equal mathematically, people were found to prefer the first. Accordingly the way a story is constructed, as a risk or gain, will influence the subsequent attitude of the people.

In the same token, political candidates who are framed as risky are less likely to receive support compared to those who are framed in the "gain" frame. Moreover, when a message is told by using pre - existing individual frames or schemas, it is more likely to affect audience opinion. When these kinds of frames are repeatedly used by the media, they end up being the broader outlook of the world.

Researches also proved that people react in line with frames constructed by the media. For example, Iyengar (1990) revealed that the way an issue is framed by the media influences people while they assign responsibility. His study, which investigated how the way the media frames poverty influences people in indicating "who is responsible for poor people troubles" concluded that the more people are exposed to a certain frame, it is likely that they use those frames during interpretation. The researchers first identified thematic frames and episodic frames and exposed people to those frames. While stories grouped in the first category (thematic) put poverty as a collective responsibility and blames societal factors, the second group (episodic) blamed poor people. The result of the study indicated that the way the story is framed influences people's attitudes towards the issue. People who are exposed to episodic frames assign responsibility for the poor while people who watched thematically framed stories attribute responsibility to societal factors like less government efforts or poor policy (Asmeret, 2013).

Audiences, however, are not always influenced by media frames; they also employ individual frames when interpreting media texts. According to Entman (1993, p.53) individual frames are defined as “mentally stored clusters of ideas that guide individuals processing of information. On the other hand, (Scheufele, 1999) argued that individuals use two frames of reference to interpret information. One is long term political views while the other is short term or issue specific frames of reference.

Generally, framing is considered to have a significant influence in shaping the thoughts of people. It is because of this important role of framing that various actors in a society struggle to make their frame dominant. Since this process requires a fierce competition, those who succeed are elites who know how to use and manipulate the media to their end. These elites not only persuade journalists but they have a stake in the ownership of the media outlets themselves. The fact that media is owned by elites means that what is published in their paper is likely to propagate the interest of elites (Asmeret, 2013).

According to (Tuchman, 1978) there are at least five factors which affect media framing, these are social values and norms, organizational pressure and constraints, pressure of interest groups, journalistic routines, and ideological or political orientation of journalists. Gamson and Modigliani (1987) assumed the formations of frames can be influenced by interest groups, and norms and practices of the journalists.

2.7 Political Economy of Mass Media

The term political economy officially recognized in the academics at the end of eighteenth century. However, it was first used in 1615s by a French writer Monchretien de Watteville, to describe the science of wealth accumulation in the state and in the family (Willams, 2003).

Political economy is a theory that studies how the broader economic and political realities of a system affect the working of institutions. For Mosco (1996, p.24) political economy is “the study of social relations, particularly power relations that mutually constitute the production, distribution and consumption of resource”.

In the field of media study political economy is interested in studying the structure of ownership and control over media institutions that consequently influences the content. Winseck argues that “Political economies of media take it as axiomatic that the media must be studied in relation to their place with the broader economic and social contexts” (Winseck, 2011).

According to McQuail (2005) the consequences of the political economy are seen in the increasing concentration of media, less investigative reporting and the focus on light issues and in the reduction of independent news. Political economy is interested in macro level analysis of media ownership and control in contrast to cultural theorists who focus on individual level micro analysis.

Adam Smith and David Ricardo – well known scholars during the industrial revolution - discovered that economic organizations are determinant in shaping the activities of other sectors. Consequently, they suggested that capitalism or private ownership is the best mechanism to bring prosperity (ibid, 2003).

At the time where Smith’s theory was forwarded, there were no big media corporations. Rather media were owned by individuals who owned the newspapers with little cost. But later, the process of press industrialization increased the cost of entry to the press market and pushed out small businesses and created large industries which continued to swallow small ones. It was during this time that many scholars raised their concerns about private ownership’s failure to serve the purpose of journalism instead; it was accused of being a barrier for its healthy function. The worry of the critics was indeed reflected in the work of Karl Marx (cited in Williams, 2003), who fiercely criticized capitalism for its alleged creation of unequal distribution of wealth that in turn affects all aspects of life (ibid, 2003).

According to Marx (cited in Williams, 2003) the fact that media is controlled by capitalists means that alternative voices will remain isolated and the opinion or stand of the capitalist class will dominate the society. In his article entitled ‘Opinion of the Press’ and ‘Opinion of the People’, Marx revealed that the opinion of the British newspapers and the opinion of the people have contradicted during the period of the American civil war (Murdoch, 1982 as cited in

Williams, 2003). According to Marx, while many of the British press demanded for British intervention in support of the south, popular opinion showed that the support tilted towards the north. He explained the cause as the involvement of the ruling class in the press industry that led the press to reflect the ruling or the owner's opinion.

Furthermore, in Chomsky and Herman (1988) book called "Manufacturing consent: the political economy of mass media" they discovered that the American media system is controlled by a handful of transnational corporations - the elite supports and propagandists of elite interests-determine or filter what is to be published. They apply propaganda model; which deals with how the media is used to mobilize support for America's foreign policy and elite interests, and point out five filters which was used by the mainstream media before a story appear in the newspapers. These five filters are the following:

1. Size and concentrated ownership

Many of the media firms during the early days of journalism were established with little amount of money and they were owned by working class groups. Because the papers were radical, they were highly criticized by the elite groups. The elites blamed the newspapers for bad social behaviors. Consequently, they put various controlling mechanisms in place. But still governments were unable to control them until the market by itself controlled the papers.

Due to the gradual increment of press entry costs, those media firms that once enjoyed the prestige of owning media were ousted by big firms. Chomsky and Herman pointed out the "start up cost of a newspaper in New York city in 1851 was \$ 69,000: the public sale of the St. Louis democrat at 1872 yielded \$ 456,000, and city newspapers were selling at from \$ 670 \$ 18 million in the 1920's (Chomsky & Herman, 1988 p. 4).

This process has continued for long and now the media system has reached to the stage of media conglomeration. Only a handful of companies have controlled the media industry worldwide. As a result, joining the market and disseminating alternative view point is difficult. In a media system where big companies have widespread coverage and massive capacity, it is again difficult to join and stay in the market let alone be successful.

2. Advertising license to run the business

Media companies which receive a huge amount of money from advertisers are more likely reflect their advertiser's interest in their publication (Chomsky & Herman, 1988). They are also able to remove other competitors that have less revenue from advertising and run their paper through the sale of newspapers. While the later tries to cover its costs from newspaper sales, the former relies on advertisers. Because of the large revenue of the latter, it is difficult for the former to survive the competition that makes closure inevitable. Consequently audiences with money are the ones who use the media as they wish because they attract the attention of advertisers.

According to Mc Chesney (1999) writer of "*Rich media Poor democracy and Democracy without citizens*," demands for new form of structuring for the media. He argues that corporate media have become antidemocratic in United States of America (McChesney, 1999) where the media environment is dominated by only a handful of capitalists, the owners primary concern is not public service rather it is the accumulation of wealth by using the free press or the first amendment of the American constitution as a pretext.

Contrary to those "internet utopians" who hold the view that internet will diminish corporate or big media firms' control and increase individual power, McChesney (1999) believed that the coming of the internet has increased the revenue of the corporate. He states "in the United States, the media industry (and the largest media firms) is growing much faster than the overall economy, experiencing double digit growth in consecutive years in 1997 and 1998 for the first time since the 1980's" (McChesney, 1999, p.140).

Parallel to the above point, Entman (1989), claims that the press in America is very far from the press freedom ideals. He adds the media do not have the ability to hew to the ideals of free press and they should not be criticized for it. He goes on to note that the press doesn't have autonomy to fulfil the demands of free press ideals because of two reasons (ibid, 1989). On one hand, the public is less interested in political news; rather, it wants entertainment and life style stuff. On the other hand, the press is dependent on advertising revenue to increase its profit margin. Advertisers have no interest in complex political programs; rather they are interested in life style programs that enhance the sale of their commodities.

In addition, the economic demands of the owners push the media to generate more profits and to minimize expenses that made them dependent on easily accessible sources such as elites, who in turn shape the news or manipulate journalists according to their interest. Caught up in the two paradoxes, the free press in the United States is unable to stick to the same principles that it claims to hold dear.

3. Sourcing mass media news

Because of the heavy reliance of the news media on the elites, finding an alternative source in reports is often tiresome. This heavy reliance is defined as symbiotic relationship between the elites and the media. While the first provides well - furnished raw materials that fulfill the demand of the media to fill the air time, the latter gives a wide coverage and promotes the works of the elites. Otherwise, media could not afford or they do not have the willingness to incur costs to cover many other events.

At the same time as the need for raw material is the basic need for the media, it is not the only reason that the media choose to rely on elite sources (Chomsky & Herman, 1988). Journalists consider officials as legitimate and credible sources who know their work. Moreover, by relying on these legitimate and credible sources, journalists claim that they are portraying the events as what the legitimate and credible sources say instead of their own interpretations. However, research has revealed that by propagating the voice of the elite, journalists are isolating alternative voices. In addition, because of the same business and political interest of the media and the elites, the elites are always welcomed in the media in contrast to other voices that struggle to receive coverage and find it hardly (ibid, 1988).

4. Flak and the enforcers

The elites not only dominate the media landscape of the American mass media, they have also organized a system to control the media when it deviates from their interest. Severe criticism or as it is called by Chomsky and Herman (1988) flak is applied on the mass media through institutions that are organized and funded by corporations and indeed, government, for this

purpose. Fearing the flaks and the consequent legal processes and expensive damages, media remain in the circle of the elite or the status quo (Herman E. & Chomsky, 1988).

5. Anti communism as national religion and control mechanism

The memories of communism are fading away but still it has been broadened and modified to refer to dominant ideologies. Herring and Robinson (2003) argue that “Whilst there may be grounds for questioning the specific content of this filter following the collapse of most Communist states and the internal transformation in the direction of capitalism of many of those that remain, alternative ideological mechanisms, such as the current ‘war on terrorism’ have broadly the same effect upon news output” (Herring and Robinson 2003, p.556).



CHAPTER THREE

3. Research Methodology

This chapter deals with methodology of the study and related topics including research design, research methods, data sources, sampling technique and procedure, data collection tools and method of data organization and analysis.

3.1 Research Design

Since this study investigates how the print media frame the Ethiopia 2015/16 drought by examining articles contents published in Addis Zemen and The Reporter Amharic as well as by interviewing journalists and editors. Thus, the researcher employed qualitative research method to answer the research questions, to meet the objectives of the study, and to get the necessary data for the study. Further, tools like qualitative content analysis and in-depth interview were also employed for data collection. The sub - section below discussed various components of the research methodology; particularly those central to answer the research questions.

3.2. Research Methods

In line with the above idea, this study employed qualitative research method. Qualitative research method concern with qualitative phenomenon; such as phenomena related to or involving quality or kind (Kothari, 2004). Furthermore, qualitative method has the ability to provide multifaceted textual explanations and also effective in identifying intangible issues (Mack, 2005). Furthermore, it can develop sound conclusions and make the study more strong without doubt (Palacios, 2007). According to (Yin, 2011) qualitative method have five unique features which is different from other methods.

1. Qualitative research involves with the meaning of people lives under the real world conditions. One can represent the entire population accurately but through definition one cannot speak to any single real life.
2. It has the ability to represent the views and perspectives of the participants in the research.
3. It covers contextual conditions; the social, institutional, and environmental conditions.

4. It explain certain events through existing and emerging concepts and,
5. It strives to collect, integrate and present data from variety of sources of evidence as part of any given study.

Having said this, the researcher employed qualitative research for this particular study to analyze the frames, content, and themes of the texts analysis about drought and related issues which are reported in Addis Zemen and the Reporter newspapers.

Textual analysis is a way for researchers to gather information about how other human beings make sense of the world. It is a methodology—a data-gathering process—for those researchers who want to understand the ways in which members of various cultures and subcultures make sense of who they are, and of how they fit into the world in which they live (McKee, 2003 p.1).

Generally, text is something that we make meaning/ interpretation from book, television program, film, magazine, T-shirt or kilt, piece of furniture or ornament (Ibid, 2003).

3.3 Data Sources

Data sources are sources which include primary and secondary data's. Since texts are the data sources for qualitative research method, Addis Zemen and The Reporter Amharic were used as a primary data source.

3.4 Sampling Techniques and Procedures

Samples are very important in research because it is not feasible for a researcher to study the whole population. Sample is a sub - section of the population which represents the whole population. In other words sample is a model which examines only some part of the population (Kumar, 2006).

Generally, there are two types of sampling strategies. One is random or probability sampling where each unit or subject has equal chance of being selected as a sample for the study. The second type is called non random or non probability sampling which means the researcher does not follow mathematical guidelines like the first but other methods. While Probabilistic sampling includes random sampling, stratified random sampling, and cluster sampling but the most widely

used method of non - probability sampling is quota sampling and purposive sampling (Berg, 2011). Mass media researchers prefer to use probability sampling in the form of purposive sampling (Wimmer & Dominick, 2006).

Thus, the study employed purposive sampling technique. In purposive sampling the sample is chosen based on criteria which are considered as useful data for the particular study. This means samples are selected purposefully, not randomly (Kumar, 2006).

Media selection

The first stage in framing study is to choose the media whose articles content is going to be studied. Addis Zemen and the Reporter newspapers are the media outlets selected for framing analysis whose selections was believed to provide diverse views entertained by the Ethiopian print media with respect to the drought. Here, the state media has been selected directly because it has wider coverage and it is also entrusted to serve the wider public interest. Due to the presumption that government has duty to create awareness and provide significant data, policies or pre warning information's timely for every issue but especially to issues related to environment, global weather phenomena and drought. Unless the governments do its duty and responsibility accordingly the final outcome will follow unnecessary death/loss of citizens, animals and crop production which will affect the social, political and economy structure of a county. It also result a great financial lose and distort the county image in globally.

Therefore, Addis Zemen was selected mainly for; it is the only Amharic state owned newspaper with having higher circulations in the country and for its major area of focus on social, political and economic issues that were believed to have included the issue of drought related problems. Similarly, the Reporter newspaper has high circulation rate from private newspaper, with high coverage of social, political and economic issues. It also has long experience and history in the Ethiopia private media history.

Addis Zemen Newspaper - is government owned daily Amharic newspaper that was established in 1941 with 16,400 daily circulations. Addis Zemen issues are focused on social, economic, political, and other columns. Samples were selected in accordance with their issue related to drought.

The Reporter - is a private owned newspaper that was established in 1995 with a daily circulation of 13, 500. Reporter is a bi - weekly newspaper published both in Amharic and English languages with political, social and economic columns. The study employed the Amharic version to better understand the articles published during the study period.

Time frame - This study used four month sample which is circulated from September 01, 2015 – December 30, 2015. This particular time was selected because it was in this period of time that government continuously gives press release and the public begin to give response for the humanitarian assistance. The media institutions under investigation hardly covered about the drought and related problem after August 2015.

Story Selection – for this study design the element of analysis were newspaper's articles. Each newspaper article was considered as a unit of analysis. All factual articles (news, features stories and interviews) which were related with drought were analyzed. The articles were identified as relevant if their headlines contained words such as 'drought', 'famine', 'food shortage', 'relief', 'displacement', 'emergency', 'humanitarian crisis or disaster', 'donors' 'donation' and 'loss of livestock'. Articles which contained one or more of the above words in their headline, but turned out to cover other issues in the article, were excluded.

Within the selected time frame, there were 120 editions of Addis Zamen while there were 33 editions of The Reporter newspaper. Due to the absence and fluctuation in the number of articles in some of the month, only those editions which have articles about the drought were selected. Therefore, the study selected 37 editions from Addis Zamen whereas from The Reporter 18 editions were selected which contains articles about the drought and related issues. As the result, from Addis Zamen 49 articles and from The Reporter 35 articles which were written by the journalist's themselves were included in the study during the study period

In-Depth Interview - is a data collection method which helps to get views and opinions of a single person (Gunter, 2000). It is a preferable method when one is interested to get a deeper understanding about the issue at hand. The interview questions in the interview section helps to study the role of the journalists and editors on the framing of the drought and the role of the

media as an institution. Moreover, the interview will help to cross check the reliability of the information with the data gathered through content analysis.

For this study purpose, in sum 6 journalists and 3 editors were purposefully selected using purposive sampling. The interview questions were organized accordingly. First, to conduct the interview, an interview guide was prepared. The guides include different questions on journalists and editors roles on the framing and coverage of the drought related issue during the period. Then, those journalists who wrote most of the stories were selected and contacted by looking the byline.

As it is mentioned earlier journalists who wrote most of the articles were interviewed. Thus, from The Reporter two journalists and two editors were purposefully selected. From Addis Zemen, using the same selection criteria four journalists and one editor were selected purposefully. Three of the journalist and one editor were interviewed through telephone from both newspapers. Except the above rest the interviewee was conducted face to face.

3.5 Data Collection and Analysis

Data is the most relevant item for any research. Hence, in order to get the relevant data for the study there must be tools. This study used qualitative content analysis and in - depth interview as its data collection tools. Guided by framing theory and political economy theory, the researcher has conducted content analysis on the products of the selected media outlets. In addition to the content analysis, the study employed textual analysis with the aim of providing supportive argument for the frames.

A content analysis and in - depth interview were used to collect and analyze relevant data for the study. Content analysis is believed to be the suitable analysis method for framing researches. According to Ole Holsti (1969), offers a comprehensive definition of the content analysis as “Any technique for making references by objectively and systematically identifying specified characteristics of messages”. Content, according to (Deacon. et al, 1999), refers to any message that can be communicated in forms of words, pictures, symbols, ideas, themes or meanings.

Moreover, an in - depth interview was conducted with journalists and editors of the respective organizations in order to complement the findings.

Content Analysis

Content analysis is a method which is used to measure and analyze variables in a systematic, objective and quantitative way (Wimmer, 2011). Content analysis helps to analyze both printed or spoken materials which are found in books, magazines, newspapers, and the contents of all verbal materials (Kothari, 2004). The result from the content analysis and in – depth interview was discussed thematically. Coding sheet is used in order to formulate the analyze data.

The data analysis process of this study began by presenting the findings obtained from the content analysis and textual analysis. The frames found from the articles were presented with the support of compelling excerpts or quotes that support or show the magnitude of the frame. Next, the findings were discussed with the results of the in - depth interview to enrich the results of the qualitative content analyses. What is more, the researcher has tried to link the results of the study with theoretical frameworks used in the study.

Coding

Coding is placing the relevant element of analysis in to the content type/group (Wimmer, 2011).Coding sheet is used to organize the data and analyze the contents of the two newspaper which are used in this research. It is experienced from the earlier researches and the coding process was done by two trained coders who have a good knowledge of coding.

The coding sheet method is helpful to find the themes, location of the story, types of the articles and types of media frames on the drought and related issues story. Hence, this coding sheet is classified in to five parts (see Appendix B).

The first part dealt with article description (genre and location). Genre refers to whether the stories are news, feature or interview. Location refers to whether the story was placed on front or inside pages of the newspaper. The second part deals with theme were identified as the central focus of the story. This category includes appeal, relief, migration etc. While the third part dealt with sources. Sources were defined as the name of person, group or organization directly or

indirectly quoted in the story, as government, experts etc. The fourth parts dealt with frames these are economic consequence, human interest, attribution of responsibility, morality, diagnostic, prognostic, motivational and empathy frames. The fifth media functions/role, this includes warning Information, Information during disasters and Relief information.

3.6. Validity and Inter-coder Reliability

Validity refers to the conceptual design and scientific soundness of a study or investigation on the study. The major purpose of every research is to produce a valid conclusion with high validity one can produce accurate and sound outcome. In this case the coded data's has to be valid (Marczyk, 2005).

Furthermore, in order to increase the validity of the study the researcher has to share the work with other participants (Yin, 2011).The researcher shares the coding process with two coders in order to increase the validity of the study.

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

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

M represents the number of coding decisions with which the two coders agree while N1 and N2 are the total number of coding decisions by the first and the second coder respectively. The inter coder reliability across all categories ranges from 93% to 100% for the 15% of the stories the two coders coded.

CHAPTER FOUR

4. Data Presentation, Analysis and Discussion of Findings

This chapter deals with data presentation, analysis and discussion. The chapter has two parts, the first part is the data presentation and analysis and the next part deals with discussion of the data collected from the selected newspapers with in a time frame from September 2015 – December 2015. Since the objective of the study was to investigate how Addis Zemen and Reporter newspapers framed the 2015/16 Ethiopian drought, the data collected from the news papers are presented and analyzed to address the research questions. Furthermore, additional data were gathered through in – depth interviews with journalists and editor. The results of the content analysis and in – depth interviews are presented together to cross check and find out points which are missed from the content analysis.

4.1 Data Presentation and Analysis

4.1.1 The Dominant Frames used by the selected news papers

The selected newspapers used different frames while reporting about the drought Ethiopia face on 2015/16. Attribution responsibility frame is the dominant frame used by Addis Zemen newspaper followed Diagnostic, Human Interest, Empathy and Prognostic, economic consequence, Motivational and morality frame. Like Addis Zemen newspaper Attribution responsibility frame was dominant frame used by Reporter newspaper followed by Prognostic, Human Interest, economic consequence, Diagnostic, Motivational, Morality, and Empathy frame.

Addis Zemen newspaper on its October 30, 2015 page 2 ed. 049 forward that all the humanitarian service were done by the Ethiopia government full support of food and non food aid with little support from international aid organization. Now days the world is experiencing a number of natural and man - made crisis that require the intervention and humanitarian service of the international organization. At the time the drought outbreak countries such as Syria, Yemen, Iraq and South Sudan were in political instability and million's from these countries were

migrate to Europe due to this fact the attention of international aid organizations humanitarian service concentrate on those regions.

The redundant drought and famine and poor economy history Ethiopia has in different political system puts the county name first in the list of international aid organization. However following after EPDRF seize power the issue of food security, drought and famine starts to decrease from time to time following the commitment and hard work of the government and its citizens. Even if it true the county start to show double digit economic growth; the country has issue of food security but still able to address humanitarian support by herself. The economic growth allow the government address the current drought by its self before it turns out to famine and being able to do so distinct current drought from previous drought the country experience.

In order to give due emphasis to what the government and other stakeholders played, Addis Zemen and Reporter newspaper employ Attribution of responsibility frame in their publication.

«ቀደም ሲል የነበረው የድርቅ አደጋ የከፋ ነው። ለምሳሌ የ1966 ዓ.ም ድርቅ የሰው ህይወት ቀጥቷል። 250 ሺ ሰው ነው የሞተው፤ በ1977 ዓ.ም 750 ሺ ሰው ሞቷል።... አሁን ካለው ድርቅ የሚለየው አሁን ድርቁ ወደ ረሀብ እንዳይቀየር አድርገናል። ይህም ትክክለኛ በሆነ ፖሊሲና ስትራቴጂ መመራት መቻሉን የሚያሳይ ነው።»...
(Addis Zemen October 06, 2015 page 2 ed. 049)

Translation

- The previous drought was worse. For instance, the drought that broke out in 1974 took the lives of 250 thousand humans, while the 1985 one killed 750 thousand. This makes the current drought different because we have made sure that the current drought won't change into a famine. This implies that the government strategy in on the right track.

During the interview with all informants stated out, why Attribution responsibility frame is the dominant frame, they replied they believe the frame helps the reader to identify, give credit and aware them to involve in addressing the drought related problem. Moreover Informant 2, 5 and 6 believe that the responsibility of addressing the issue should not only left for the government. Everybody is responsible and should participate in the humanitarian support in any way they can. This is read as follow;

አሁን በዓለም ላይ በተለይም በደቡብ ሱዳን፣ በመካከለኛው ምሥራቅ በሶሪያ፣ በየመን፣ በኢራቅ በመሳሰሉ አገሮች ባለው የፖለቲካ አለመረጋጋት ምክንያት በርካታ ስደተኞችና ተረጿዎች በመኖራቸው ምክንያት ለጋሾች ትኩረታቸውን ወደአዚያ አድርገዋል። በመሆኑም መንግሥት ኃላፊነቱን ወስዶ ምግብም ሆነ ምግብ ነክ ባልሆኑ ጉዳዮች የበኩሉን ድጋፍ በማድረግ ላይ ይገኛል።..... (Addis Zemen October 30, 2015 page 2 ed. 049)

Translation

- As there are many refuges and people in need of assistance around the world, particularly in South Sudan, Syria, Iraq and Yemen due to the Middle East political instability, the attention of the donors has turned to their direction. Due to this, the government of Ethiopia is shouldering the sole responsibility of supplying food and non food aid to the affected peoples, said Mitiku Kassa, state ministry of Agriculture.

.....የከፋ ችግር ታይቶባቸዋል የተባሉ የአገሪቱ ክፍሎችን መጎብኘት የቻለው የጋዜጠኞች ቡድን መገንዘብ እንደቻለውም፣ ድርቁ በተከሰተባቸው የአገሪቱ ክፍሎች ውስጥ ያለው ገጽታ ከፍተኛ የሆነ ርብርብ የሚሻ መሆኑን ነው።..... (Reporter December 03, 2015 page 10 vol.21 ed. 1630)

Translation

- Groups of journalist were able to visit places that seen the extreme difficulty of the problem, and saw that the extreme drought problem in the area need urgent support from all stakeholders.

Reporter newspaper also published an article on December 10, 2015 vol. 21 edition 1632 about the donation USAID will continue to give to the Ethiopia government to support the drought related problem caused as a result of El Niño phenomena. Similarly on the same publication date the newspaper also published an article using government official and religious leader’s representatives as a sources. This is read as follow;

.....«የአሜሪካ ሕዝብና መንግሥት ምግብ ነክና ያልሆኑ ዕርዳታዎችን ወቅቱን በጠበቀና በተጠናከረ ሁኔታ ሲያቀርቡ ቆይተዋል። ኢትዮጵያ ተፈጥሮዳዊ በሆነው የኤልኒኖ ክስተት ምክንያት ከገጠማት ከዚህ ቀውስ ጋር ለምታደርገው ፍልሚያ ድጋፋችንን መስጠት እንቀጥላለን፤»..... (Reporter December 06, 2015 vol. 21 edition 1632)

Translation

- “Previously, the American people and government have been providing food and nonfood assistance in a timely manner. And we will continue to give our support in the struggle Ethiopia is facing with the impact of El Niño phenomena.”

While reporting about food or non-food distribution using Attribution responsibility frame, Reporter newspaper were continuously publishing article that talks about other related problems that exist due the drought. During the interview with Reporter informants on why they focus on such stories replied that they wrote such reports to aware and alarm the government how vast drought related problem are and the need additional support from all stakeholders on the affected areas. These include shortage of water and food for cattle’s, request for additional aid, issue of insurance coverage for such natural problems, complains of affected people and challenges face during the relief work. On the other hand most of Addis Zemen articles focus on request and actions government, NGO’s and other stakeholder’s participation than reporting the gaps and drought related problems this does not mean there were no such stories. This is read as follow;

.....በአማራ ክልላዊ መንግሥት ቤርሮቅ በተጠቁ በተለያዩ ዞኖች የተከለሉ ውኃ ምንጮች ውስንነት፣ ከንፅህና ጋር ለተያያዙ በሽታዎች መፈጠር ምክንያት መሆኑ ተገለጸ፡፡... ወረርሽኝ የተከሰተው ከድርቁ ጋር ተያይዞ እንደሆነ በሪፖርቱ አስፍሯል፡፡ (Reporter October 24, 2015 page 1 vol.21 ed. 1619)

Translation

- It was reported that the limited number of reserved water that exists in the drought affected area of Amhara regional was the cause for the outbreak of sanitation related disease.

.....በአየር ንብረት ለውጥ ምክንያት የተከሰተውን የድርቅ አደጋ ለመቀነስ የበጎ አድራጎት ድርጅቶችና ማህበራት ከመንግሥት ጎን በመሆን የበኩላቸውን አስተዋፅኦ ማበርከት እንዳለባቸው ተገለጸ፡፡... (Addis Zemen October 30, 2015 page 2 ed. 049)

Translation

- Non government and charity organizations are called upon to lend their contribution along with the government to reduce the risk of climate change induced drought.

በምርት ዘመኑ ማሳቸው.... ፍሬ አልባ ከሆነባቸው አርሶ አደሮች መካከል በምሥራቅ ሸዋ በአዳሚ ቱሉ ወረዳ አካባቢ የሚገኙ 500 አርሶ አደሮች ይገኙበታል። እነዚህ አርሶ አደሮች ግን እንደ ሌሎች ሰብላቸው የወደመባቸው አርሶ አደሮች ለዕርዳታ እጃቸውን አልዘረጉም። ወይም የበለጠ ተገብረው አልሆኑም። ያደረጋቸው ደግሞ ለጠፋባቸው ሰብል ማካካሻ ለሰብልና ለአንስሳት የኢንሹራንስ ሽፋን ከሚሰጡ የኢንሹራንስ ኩባንያዎች አንዱ ከሆነው የኦሮሚያ ኢንሹራንስ የሰብል መድን ሽፋን በመግባታቸው ነበር። ያገኙት ካሳ ድርቁ ሊያስከትልባቸው የሚችለውን ኢኮኖሚያዊና ማኅበራዊ ቀውስ እንዳይጠነክርባቸው አድርጓል። (Reporter December 17, 2015 page 14 vol.21 ed. 1634)

Translation

- Farmers around east Shewa, Adami Tulu have said that the government should give the needed attention to them as the 15 Kg grain assistance portion is not enough in light with the severity of this year's problem, and given that they have not been included in the list of people in need of assistance just like farmers found on different location. This because they buy insurance coverage for their crops and cattle's from insurance companies. As the result they received compensation for the economic and social crisis that lead to drought.

Furthermore, informant 4 stress that the government work hard to help the affected people using its own budget and aid. He also believe that the government provide information about the drought to the media openly which was not before and stress that the journalists and media organizations (private/ state owned) should give credit and appreciate the work while reporting about the drought.

Informant 3 and 6 also pointed out that the government should strive to address the issue of food insecurity and drought today more than ever by working on other aggravating factors such as population growth, development of infrastructure to decrease internal migration from rural to urban, change the agriculture system, give a continues training to framers on how to use land, water and other resources and finally aware the farmers about the current global weather phenomena so they can produce enough food for themselves and the market using modern technology.

Prognostic frame is another dominant frame used in both newspapers. The articles focus on stories that show the great loss of cattle and crop as the result of the drought. Even if there is no

death of human life officially recorded there were a significant loss of cattle's especially around Somali, Afar, East Harari and some parts of Arsi.

Informant 1, 2 and 5 witness the great loss of cattle's on the above mentioned areas through their visit of the places for different purpose and time.

....«ድርቁ ሰብሎችን ቢያጠፋም ከሞቱት እንስሳት ውጪ በሰው ላይ የደረሰ ጉዳት የለም። ሆኖም አሁን ኅብረተሰቡ እንስሳቱን የሚያበላቸው እያጣ ስለሆነ ጉዳት ከሚደርሱባቸው በማለት እየሸጠ ነው።»(Addis Zemen October 29, 2015 page 1 ed. 059)

Translation

- Although the drought destroyed crops, there is no recorded harm sustained on people except for the animals that have died. However, the communities are forced to sell their cattle as they are finding it hard to feed them.

.....ድርቅ ከተከሰተባቸው አካባቢዎች መካከልም የአፋር ክልል ግንባር ቀደም ተጠቃሽ ነው። በክልሉ ማህበረሰብ አጠራር ስጉምና ካርማ የሚባሉት የበልግና የክረምት ወቅቶች ዝናብ ባለመዝነቡ የተነሳ ህዝቡ ከፍተኛ ስጋት ውስጥ ወድቋል። በእንስሳት ላይም ከፍተኛ ጉዳት ደርሷል።... (Addis Zemen November 17, 2015 page 11 ed. 077)

Translation

- Afar regional state is listed on the forefront among the most hit area by the drought. Due to the failure of rainy season of 'Sagume' and 'Karema' - traditional name given for 'belge' and 'keramete' - the community has lost its cattle and is in a very dangerous situation.

Economic consequences frame is another dominant frame used on social, political and economy column about the divers effect the drought impose on the country economy by Reporter newspaper. There were reports on different editions of newspaper about the negative economic consequence of the drought on the export of agricultural products, internal market faller of cattle and crop price and on hydro electric power production. For instance on November 05 and 29 2015 and December 03, 2015 report the negative effect the drought has on the economy. This is read as follow;

....በኢትዮጵያ የተከሰተው ድርቅ በኤሌክትሪክ ኃይል ማመንጫ ግድቦች የውኃ መጠን ላይ አሉታዊ ተፅዕኖ እያሳደረ በመሆኑ፣ በኤሌክትሪክ ኃይል አቅርቦት ላይ እጥረት አጋጥሟል፡፡... (Reporter December 03, 2015 page 05 vol.21 ed. 1630)

Translation

- As the drought is negatively impacting the power generating dams, the country is sustaining deficiency in its power supply.

....ድርቁን ተከትሎ የተፈጠረው የከብቶች ገበያ ቀውስ ድርቅ በተከሰተበት አካባቢ ሁሉ የሚታይ ነው፡፡
....(Reporter November 29, 2015 page 04 vol.21 ed. 1629)

Translation

- The livestock market chaos that came following the drought is visible in all of the affected areas.

....በዘንድሮ የበጀት ዓመት 423,365 ቶን የሰሊጥ ምርት ለዓለም ገበያ ለማቅረብ የታቀደ ቢሆንም፣ በኤልኒኖ ሳቢያ በተከሰተው የዝናብ እጥረት የምርት መጠኑ እስከ 300,000 ቶን ሊቀንስ እንደሚችል.... የጠቆሙት አቶ ኃይሌ፣ አቻምና ዘግይቶ በተከሰተ ዝናብ ምርቱ (ሰሊጥ) ላይ የጥራት ችግር መከሰቱን ገልጸዋል፡፡.....(November 05, 2015 page 11 vol. 21 ed. 1622)

Translation

- Mr. Haile, who indicated that the sesame production of the current budget year might decrease to 300 thousand ton from 423,365 ton of last fiscal year as a result of the rain shortage, said that because of the rain problem seen last year, the production of sesame has faced quality problems.

Regarding Empathy and Human Interest frame is a forth dominant frame used by reporter newspaper than Addis Zemen. All informants replied that they believe natural disaster stories such as drought by their nature can catch public attention because most of the time the story involves human element. Indeed, in our case most of the affected people where interested to share their stories to the media. However, some of them were not willing to talk to the local journalist's because they believe their voice is not going to rich to the public in the way they

thought. Rejection to share stories was visible especially on state owned media journalists than journalists work for private media. These is because the people believe and judge all state owned media journalists and articles they produce as pro government and journalists who work for private media as sensational.

Informant 8 and 9 agree on the above complain of the people the informants also experience such thing while they visit the affected areas. According to Informant 9 the people prefer to talk about their true felling off the record. They only give positive things because they fell unsecure and will be rejected if they talk negative things about the government in front of the Kebele or Woreda administrators when they need support from the offices for different purpose.

Affected peoples were used as quoted sources in the articles whose frame was empathy and human interest. This is read as follow;

...በምሥራቅ በለሳ የጣይመን ቀበሌ ነዋሪ የሆኑት አቶ አበራ ወዳጆ፣ በምርት ዘመኑ ሰሊጥ ዘርተው ምንም ያለማግኘታቸውን ገልጸው፣ ባዶ እጃቸውን የቀሩ መሆኑን ለመግለጽ «አምና የሰቀልኩትን ማጭድ አለመረድኩትም በእጄ አልነካሁትም፤» ብለዋል። (Reporter December 03, 2015 page 11 vol.21 ed. 1630)

Translation

- Mr. Abera Wedaje, a resident in Eastern Belesa, T’eyimani Province, stated that he has lost his sesame crops, saying “I did not get a chance to pick up my hand shears”.

...የደቡብ ወሎ ዞን ቃሉ ወረዳ የቀበሌ 19 ነዋሪ አርሶ አደር ሰይድ አህመድ..... «ለፍተን ማሳችን አለስልሰን፣ ማዳበሪያ ተጠቅመን የዘራነው ሰብል ያው እንደምታየው ደርቆ ቀርቷል። በአካባቢያችን የትም ቦታ ብትሄድ ፍሬ የያዘ አዝመራ የለም። ይህን ክፉ ቀን ምን እየበላን እናሳልፈዋለን ብለን ከፍተኛ ስጋት አሳድሮብናል»... (Addis Zemen October 24, 2015 page 11 ed. 054)

Translation

- Seid Ahmed, who resides as a farmer in Southern Wollo Zone kebele 19, said, "as you can see the crop we sow using fertilizer and all of our energy has dried up. If you look around this area, you can only see the same thing – that there no crop ripe for harvest. We worry on how we are going to get through these distressing times.”

Beside the above discussed dominate frames; Motivational and Diagnostic were used by the newspapers. However comparing to the above frames the two frames were used on limited extent even if the frame has a great role on implying and motivating experts, policy makers and other self motivated community members to come up with solutions to combat the problem on sustainable way.

Informant 3 and 4 stress that the media role on drought related issues should not be limited and focus after it happen. The media should work together with experts, national meteorology and other stakeholders on prevention and warning information to the public before the problem occurred.

As a permanent solution different sources forward different methods both for longer and shorter period of time. Especially affected peoples request the government to finalize the work of irrigated water halls for better utilization and coop up solution than daily aid support.

...የሰሜን ወሎና የደቡባዊ ትግራይ ዞኖች ውስጥ ያሉ የአካባቢው ነዋሪዎች፣ ድርቅን ለመከላከል በከፍተኛ ወጪ የተገነቡ ለመስኖ ልማት የሚውሉ ጉድጓዶች ባለመከፈታቸው አሁንም የድርቅ ተጎጂዎች እንዳይረጋገጡ እየገለጹ ...፣ ከመንግሥት እየተሰጣቸው ካለው የዕለት ዕርዳታ ይልቅ ያለ ሥራ ለዓመታት የተቀመጡት የመስኖ ጉድጓዶች እንዲከፈቱላቸው የሚሹ መሆኑንም አስታውቀዋል፡፡... (Reporter November 29, 2015 page 06 vol. 21 ed.1629)

Translation

- Residents of north Wollo and southern Tigray zones said that lack of well developed well that would be used for irrigation in their areas have made them victims of drought ... They also added that they rather want these wells to be operational again instead of the daily assistance they are receiving from the government.

....በደቡባዊ ትግራይ ዞን በተመሳሳይ መንገድ እንዲገነቡ በዕቅድ ተይዘው የነበሩ ጉድጓዶች ያለመቆፈራቸውን፣ ከተቆፈሩት ውስጥም ወደ ሥራ የገቡት የተወሰኑ መሆናቸው በአካባቢ ለታየው ድርቅ መባባስ ምክንያት መሆኑ ተነግሯል፡፡ ... (Reporter November 29, 2015 page 07 vol. 21 ed.1629)

Translation

- ... It was also said that the fact that the wells that are planned to be build in southern Tigray zones in similar manner did not according to the plan has exacerbated the drought.

አቶ ጀማል አሊ በሚኔሶ ወረዳ ነዋሪ ሲሆኑ..... «ባለሥልጣናት ወደ አካባቢው በተለያዩ ወቅቶች እየመጡ የውሃ ችግር እንዳለ ይነገራቸዋል። መፍትሔ ግን አላመጡም። የመስኖ ተጠቃሚ ብንሆን ኖሮ ዕርዳታ ከመጠበቅ ወጥተን ለሌላውም እንተርፍ ነበር» በማለት ተናግረዋል። (Addis Zemen November 15, 2015 page 01 ed.075)

Translation

- Jemal Ali, a resident in Meiso woreda said, “Authorities that come down here are told that there is water problem. But, they haven't provided us any solution. Had we been beneficiaries of irrigation, we would have not needed assistance.”

4.1.2 The coverage of the drought by the public and private owned Newspapers

During the study period there were relatively large number of articles within short period of time. In Addis Zemen there were 49 articles from 37 editions, which were written by the journalist's themselves. Whereas in The Reporter there were 35 articles from 18 editions which were written by the journalist's themselves during the study period.

During the interview, all the key informants emphasize that the drought were 'agenda story' and 'national agenda' of both in media house's editorial meetings and at national level. Thus the issue was covered by the selected newspapers. However, from the interview, it was further discovered that the articles lacks continuity.

Furthermore, Through interviews, it was further discovered that owner ship, financial and human resources had a direct effect on the quantity and quality of the coverage in the analyzed newspapers. As informant 5 and 7 describe, how Addis Zemen used reprint ENA and other regional communication offices report directly because the newspaper is a state owned and has to publish such articles due to lack of finance and human resource.

In terms of number of articles published during the study period, except for September the rest months have relatively one or more than two articles on each of the editions in both newspapers and on different columns.

The informants from Addis Zemen and the Reporter states that, beside the visit organized by the Government Communication Affairs, the media organization have also organized a visit and send groups of journalists to the affected areas on different stage of the drought. They also emphasize that the Government Communication Affairs and other stakeholders were giving continues press relies and interview to the journalist before the media organizations asks for it.

In Reporter newspaper case the agenda stories were put together not only on what is new and prioritized by the government as a national agenda but also from the editorial meeting the journalists and editors held every time. These does not mean Addis Zemen newspaper does not have editorial meeting. However when comparing the degree of agenda story selection from both newspapers Reporter uses its editorial meeting to choose its own agenda story than what the government direct for state owned media organizations.

4.1.3 The Dominant Themes and Information source of the Stories

The selected newspapers present information's about the drought and related issues using different themes as their central focus of these stories. Those themes include relief, when the central focus of the stories is on food or non – food distribution. Appeal, when the focus of the stories is on request for aid made by the government or other agents. Government/ NGOs activities, is when the central focus of the stories focus on what the government officials or NGOs are doing such as visit to the affected areas. Donation is when the article focuses on charity or donation by different agents. Another theme used is the extent and magnitude of the drought, when the article states the geographical distribution of the drought, the number of affected people etc. other themes were also used as a focus of the article when the article focus on social and economic consequences as the result of the drought. Now let's look each theme in - detail.

One of the most frequently employed themes in both newspapers is Relief, when the central focus of the story is on food or non-food distribution. Regarding to the relief, it was reported that the relief work is lead by the Ethiopia government potential through The National emergency prevention and preparation commission office to assist the humanitarian aid. In addition to these international organizations such as WHO, UNECF, USAID and embassies were involved in the humanitarian relief work to assist the necessary health related problem and children related issue in the drought affected areas.

The government utilize about 451 thousand metric ton white stock and bought 50 thousand metric ton Maize from the local market in a way that did not affect the market at the early stage of the drought to rich out 2.9 million people. The government also bid to import additional 222 thousand 639 metric ton white from the international market. For Problem that are beyond the capacity of the country buying capacity, local food companies where requested to produce nutritious food for children, women and infant baby's. For instance on the Reporter newspaper of November 05 2015 vol.21 1622 edition the above statement was published while discussing the relief assist needed beside the government action. This is read as follow;

በኢትዮጵያ የሚገኙ ሰባት የምግብ ፋብሪካዎች በድርቅ ለተጎዱ ወገኖች በአፋጣኝ አልሚ ምግቦች አምርተው እንዲያቀርቡ መመርያ ተሰጠ። በኤልኒኖ ክስተት በተፈጠረው ድርቅ 350 ሺሕ ሕፃናትና ነፍሰ ጡር እናቶች የአልሚ ምግብ እጥረት ገጥሟቸዋል።...የምግብ ፋብሪካዎቹ ለተጎዷቸው በአፋጣኝ አልሚ ምግቦች እንዲያመርቱ የማስተባበር ኃላፊነት ለኢትዮጵያ ምግብና መጠጥ ልማት ኢንስቲትዩት ተሰጥቷል። (Reporter November 05, 2015 page 1& 53)

Translation

- Seven food factories found in Ethiopia are requested to produce and supply nutritious food for drought affected people. Due to the El-Nino induced drought, 350 thousand children and pregnant women faced nutritious food shortages. The responsibility to coordinate the production of nutritious and supplementary food has been given to Ethiopia's food & beverage institute.

Parallel to the Reporter newspaper Addis Zemen also publish similar articles about the drought giving emphasis on aid distribution strategy by referring the condition around East Harerga Zone 'Megadu tula' Woreda as an example following the interview Mr.

Harune Aliye, East Harerga Zone Emergency Preparation and Prevention office officer.
This read as follow;

...ሙሉ ዕርዳታ እየተደረገ ያለው በኢትዮጵያ መንግሥት ነው። በዕርዳታ አሰጣጡም ላይ ጥቃቅን ችግሮች ሊኖሩ ይችላሉ። ከዚህ በዘለለ ግን አሰራሩ ግልጽነት የተሞላውና መንግሥት በትክክል መረዳት ያለባቸውን እያገዘ ነው።
.... ይህንኑ የሚከታተል ኮማንድሮት ከፌዴራል እስከ ተረጿዎች ቀበሌ ድረስ መኖሩን ጠቁሟል። (Addis Zemen November 14, 2015 page1& 2)

Translation

- The government of Ethiopia is doing all the humanitarian aid service by itself. There might be some gaps during the assistance, however, the procedure is transparent and the government is assisting those who are really in need. It is told that there is a command post setup from federal level up to the Kebeles to oversee the assistance work.

Another dominant theme of the newspapers is on the extent and magnitude of the drought while discussing the geographical distribution of the drought, the number of affected people and the like.

Addis Zemen newspaper further elaborates the extent and magnitude of the drought using a statistical data about the people in need of relief on descending order. This is read as follow;

....ተረጿዎቹ 40 ከመቶ በአሮሚያ፣13 ከመቶ በአማራ፣ 9 ከመቶ በትግራይ፣ 4 በመቶ በሱማሌ ክልል የሚገኙ ሲሆን፤ ቀሪዎቹ በደቡብ ብሔርብሔረሰቦችና ሕዝቦች፣ በአፋር፣ በሐረሪና በድሬዳዋ እንዲሁም በጋምቤላ ክልሎች የሚገኙ ናቸው። (Addis Zemen September 24, 2015 page 11 ed. 024)

Translation

- The affected people are 40 percent from Oromia, 13 percent from Amhara, 9 percent from Tigray and 4 percent from Somali regions. The rest of the people in need of assistance are from SNNP, Afar, Harari, Dira Dawa and from Gambella regions.

Following the press relies made by Mr. Redwan Husane Minister of Government Communication Affairs Office, Addis Zemen on September 11, 2015 vol.011, report that the number of affected people is showing an increase due to a fail in the annual rainfall expected for Ethiopia agricultural session. Even thus the government is giving aid support, the government

request for additional aid support from international community and other stakeholders. This is read as follow;

በዝናብ እጥረት ምክንያት ለድርቅ የተጋለጡት ዜጎች ቁጥር ከ2 ነጥብ 9 ሚሊዮን ወደ 4 ነጥብ 5 ሚሊዮን ማደጉንና መንግሥት ከሚያደርገው ድጋፍ በተጨማሪ ዓለም አቀፍ ማህበረሰብም ትብብር ማድረግ እንደሚገባው ገልጸዋል።
(Addis Zemene September 11, 2015 page 1)

Translation

- The number of the drought affected people has risen from 2.9 million to 4.5 million due to shortage of rain. As the result, the government requested that the international community to join the assistance efforts.

Similarly Reporter newspaper on October 03, 2015 vol.21 edition 1613 further added that the number of people who are in need of urgent food aid is showing an increase from time to time and a total number of 12 billion dollar is necessary to assist 8 point 2 million people. However, the aid support is not enough as it was expected. This is read as follow;

በድርቅ ምክንያት አስቸኳይ የዕለት ደራሽ የምግብ ዕርዳታ የሚፈልጉ ዜጎች ቁጥር 8.2 ሚሊዮን መድረሱን መንግሥት ይፋ አደረገ። ለጋሾች አስፈላጊውን ዕርዳታ እያቀረቡ አለመሆኑን መንግሥት ሲያስታውቅ፣ በኤልኒኖ ክስተት ምክንያት በበልግና በመኸር (ክረምት) የዝናብ ሥርጭት በመዛባቱ 8.2 ሚሊዮን ሰዎች አስቸኳይ የዕለት ደራሽ ዕርዳታ ያስፈልጋቸዋል። (The Reporter October 03,2015 page 1)

Translation

- The government announced the number of people who are in need of daily urgent food has reached 8.2 million. The government has also notified that donors (other stakeholders and international organizations) are not providing the necessary level of relief and aid..... 8.2 million people are in need of urgent food aid due to El-Nino induced rain delay that occurred during ‘Belge’ and ‘Maher’ season.

Furthermore as to the Reporter newspaper, the drought has huge impact and cover large area in Afar and Somali regions specifically. Members of house of people’s representatives, journalists and other stakeholders visit the affected regions on different time. From the extent and

magnitude of the drought, they witnessed and pin point different reason that differentiate the current drought from the previous recorded droughts the country experience. This is read as follow; «የዘንድሮው ድርቅ በክልላችን ታይቶ የማይታወቅ ነው፤» ብለውታል::(the Reporter page 10)

Translation

- As the Southern Nation, Nationality and Peoples' Region President Mr. Disse said, “the current drought has never seen in our region history”.

Similarly as to the Oromia Communication Affairs office officer Mr. Fekadu Tessema the current drought has a strong impact ever seen in the history of the region. This is read as follow;

የኦሮሚያ ኮሙኒኬሽን ጉዳዮች ጽሕፈት ቤት ኃላፊ አቶ ፍቃዱ ተሰማ ደግሞ «አስካሁን በታሪካችን በክልል ደረጃ በዚህን ያህል ደረጃ በድርቁ ወይም በረሃብ የተጋለጠበት ጊዜ አልነበረም፤» በማለት የወቅቱን ድርቅ ከፍተኛ መሆኑን ገልጸውታል::(The Reporter page 10)

Translation

- And explaining the magnitude of the current drought, the Oromia Government Communication Affairs Office Officer Mr. Fekadu Tesema for his part said, “Our region has never faced such level of drought and famine in our history”.

In addition to the above theme, Donation and Government/ NGOs activities; what the Government and NGOs were doing or charity by different agents during the drought, were another dominate theme of the articles in the newspapers. The newspapers were repeatedly report this theme as their central focus of the articles.

Following the government announce and appeal for more relief work every stakeholders were participating in every possible way they can. Some of them donate financially; in cash or others donate in kind. Similarly religious organizations, leaders and followers such as the Ethiopia Orthodox Church and Islam were using their spiritual obligation to show their moral support and compassion to the affected people. In both newspapers there were such articles.

For instance, on Reporter on November 01,2015 vol. 21 edition 1621 ‘Raya’ Beer P.L.C Company; a privately owned beverage company, donate cattle’s food for drought affected communities cattle’s found around ‘Mayechawe’ in Tigray Regional state. This is read as follow;

...ራያ ቢራ አክሲዮን ማኅበር በኢልኒኖ የአየር ፀባይ ለውጥ ሳቢያ በድርቅ ለተጎዱ አርሶ አደሮች እንስሳት መኖ እንዲሆን የፋብሪካውን ተረፈ ምርት ማቅረብ ጀመረ።.....ፋብሪካው በተተከለበት ማይጨው ዙሪያ ከተከሰተው ድርቅ ጋር ተያይዞ የተፈጠረውን የከብቶች መኖ እጥረት ለመቅረፍ፣ የፋብሪካው ተረፈ ምርት ለአካባቢው አርሶ አደሮች እንዲውል ውሳኔ ያስተላለፈው የአክሲዮን ማኅበሩ ቦርድ ነው። (November 01,2015 page 11)

Translation

-‘Raya’ Beer Plc. Managing board started to donate and provide its factories' bi-product to the drought affected communities living around ‘Mayechawe’ in Tigray Regional state to serve as fodder to their animals.

On the other hand the newspaper also published several efforts made by the government. For instance according to the Ministry of Education Mr. Sheferawe Shegute the Ministry is cooperating with the regional offices to continue the education system. This is read as follow;

የትምህርት ሚኒስትሩ አቶ ሸፈራው ሸጉጤ በበኩላቸው፣ በድርቁ ምክንያት ተማሪዎች ትምህርታቸውን እንዳያቋርጡ ውኃ በሚገኝባቸው አካባቢዎች በድንኳን ውስጥ የትምህርት ሥርዓቱ መቀጠሉን፣ እንዲሁም የፌዴራል መንግሥት በቅርቡ በወሰነው መሠረት ከቅርብ ጊዜ በኋላ በሁሉም አካባቢዎች በሚገኙ ትምህርት ቤቶች በቀን እንዴ ምግብ እንዲካሄድ መወሰኑን ገልጸዋል። (December 03,2015 page 39 vol. 21 ed 1631)

Translation

- According to the Ministry of Education, Mr. Shefarawe Shegute, temporary tent schools are opened around areas where water is easily accessible so that the teaching and learning process won't stop as a result of the drought, and the federal government has decided to undertake feeding program once a day in schools throughout the country.

In Addis Zemen publication on December 13, 2015 vol. 103 the article stress that the Muslim community has the spiritual obligation to support affected peoples in every possible way they can. This is read as follow;

ሙስሊሙ ህብረተሰብ የነቢዩ ሙሀመድ የልደት በዓልን ሲያከብር በድርቅ የተጎዱ ወገኖችን በማብላት፣ በማልበስና ተገቢ የሆነ ድጋፍ በማድረግ መሆን እንደሚገባው ተገለጸ። (December 13, 2015 vol. 103)

Translation

- It was said that the Muslim community should feed and clothe the drought affected community during the annual Muslim *celebration* of the *birthday* of *Prophet Muhammad*.

Beside the above discussed dominant themes there were other articles that made their central focus of the stories on the complain on aid distribution, challenges faced on relief work, economical and social impact of the drought both on human beings and cattle's. This is read as follow;

የሕዝብ ተወካዮች ምክር ቤት ስድስት ቡድኖች በተለያዩ የአገሪቱ ክፍሎች በመዘዋወር በድርቁ ምክንያት ያለውን ጉዳትና የመንግሥት እንቅስቃሴ ለመገምገም ባደረገው ምልክታ፣ በአንዳንድ አካባቢዎች የዕርዳታ እህል በዕጣ እየተከፋፈለ መሆኑን ገለጸ።... ከእህል አቅርቦት ይልቅ ዋነኛው ችግር ለሰውም ሆነ በእንስሳት የሚጠጣ ውኃ አለመኖር መሆኑን አውስተዋል። (December 06, 2015 page 03 vol. 21 ed. 1631)

Translation

- Six teams from the House of peoples' representatives paid a visit to the drought affected areas in order to assess the government activity, where they witnessed that in some areas the food relief is distributed through a lot system. Absence of water supply for the people and their animal is a serious problem in the areas instead of food/grain supply.

.....በአንዳንድ ቀበሌዎች የሚደረገው ድጋፍ በችግሩ ስፋት ልክ ባለመሆኑና በኮታ በመቅረቡ ከመርህ ውጪ በዕጣ መልክ ለማዳረስ እየተሞከረ ነው። (December 06, 2015 page 38 vol. 21 ed. 1631)

Translation

- In some kebele's the relief work is done out of principle using lottery method instead of quota due to the depth the problem.

....የእርሻና ተፈጥሮ ሀብት ሚኒስትሩ አቶ ተፈራ ደርበው በድርቁ ምክንያት ዋና ችግር የሆነው የውኃ አቅርቦት መሆኑን ገልጸዋል። ሕዝቡ የሰፈረበትና ውኃ ያለበት አካባቢ አይገናኝም የሚሉት ሚኒስትሩ፣ ይህም ቢሆን በቦቲና በተለያዩ አማራጮች ጥረት እየተደረገ ነው ብለዋል።...ሕዝቡ ወደፊት ከአካባቢው መፈናቀል ከጀመረ ዋነኛው ምክንያት የውኃ እጦት እንደሚሆን የገለጹት ሚኒስትሩ፣ «ከሰብል አቅርቦት አኳያ ችግር ይኖራል ብሎ አይገመትም። ዋናው ችግር የሎጂስቲክስ ጉዳይ ነው። ከወደብ እስከ ተለያዩ የችግሩ አካባቢዎች በወቅቱ ማድረስ አስቸጋሪ ነው፤» ብለዋል። (December 06, 2015 page 38 vol. 21 ed. 1631)

Translation

- The minister of Agriculture and Natural Resource Mr. Tefera Derebew said that the main problem that came as a result of the drought is shortage of water. He said there is a long distance between the location where the water is found and where the people live. The minister added that he did not believe that there is no shortage of grain supply the only problem is logistics and that if the people start to be dislocated from their homes it will only be for lack of water.

4.1.4 Media Role and Major Factors that Affect the Framing

All informants were not conscious of how stories were framed. They all agreed that they were focused on the accuracy, objectivity of stories and reporting of the issue based on what they get.

Informant 5 states out that Addis Zemen follow the direction the government prioritized and puts as a national agenda to form its own media agenda for a year, a month or a week. For instance the drought and Great Transformation Plan two (GTP 2) were prioritized national agendas of the government on the year 2015/16. So do Addis Zemen newspaper.

Since Addis Zemen is a state owned newspaper aimed to serve the ruling political party and the media house policy is organized in away to inform the people what the government is planning to do and is actually is doing. For the same reason the sources are highly concentrated with the use of government officials at large such as Disaster Prevention and Preparedness Commission at different level, different Minister ministry's, Zone, Woreda and kebele administrators.

In addition to these informant 4, 6 and 8 stress that even thus it is obvious to expect the state owned media to work pro - government the issues of self censorship also tie up the journalists to keep him or herself from writing an articles based on the professional line in a way that implicate the negative side of the government. Furthermore, some of the journalist took the issue of self censorship either to make them self a "good" journalist in the eyes of their bosses or hide themselves from taking the opportunity to practice their profession.

Informant 7 suggest that the education system and the practice of the county shall be re - visited in a way the county is practicing the profession by taking the experience of other countries. As a

result the profession and journalist will have its fourth estate role with better quantity and quality of journalists.

“Personally I have journalism background and therefore I know and try to practice what I have learned in school. However other journalists do not have a clue about the profession because either they are employed by experience or came from other education background. As a result I believe the so called ‘journalists’ have no ability and journalistic quality. This is clearly seen on what they report and act as a good journalist in the eye of their bosses. And this has to be changed through training to better utilize the profession.” (Personal interview with Informant 6 October 2015)

When coming to journalistic routines, in Reporter newspaper most of the journalistic routines were done by the journalists themselves. The newspaper use other news sources such as ENA or Walta only when did not have the direct access to the information and when the journalist effort is little. To indicate this they use the phrase ‘by newspaper Reporters’ on its byline.

In addition to these unable to publish the newspaper on bi weekly pattern affect the framing of the issue in the case of Reporter. Due to a reason print media publish articles after some time the broadcast media broadcasted it the reader except untold detail about the issue. As the result if the newspaper did not published as it was planned the news will be dead and the newspaper will lose its readers satisfaction and trust.

Furthermore, Addis Zemen uses other partners such as ENA and regional communication offices report of news as their news source. After the news agencies and others send their articles the editors decide on which article to publish based on the criteria’s the media follow and use the abbreviation of the news agency’s name as a byline. A reason for these is shortage of time and lack of finance to cover the story by Addis Zemen staff journalists themselves and the newspaper is a daily newspaper.

Moreover, the selection criteria and use of source, is more or less the same in both newspapers journalist share common principles. According to the informants, they select their sources based on the issue requirement. The journalists contact the informants whom they believed they are

obligated to give the necessary information and have direct or indirect relation to the issue discussed. Most of the articles in both newspapers were published on the front and inside page of the newspapers. In Addis Zemen newspaper case the newspaper cover the drought by giving a front page cover and headline links to the news and news analysis which will be at the inside page of the newspaper at the bottom of the front page. On the contrary Reporter newspaper news and feature articles has front page cover but no headline links for the inside pages. This is because the bottom page of the newspaper is left for advertising.

However, there were challenges from the affecting people on giving information about the problem they had on the relief work and aid distribution on the record to the local media organizations. The affected people rather preferred to give information to the international media than the local media because the people believe that the media did not transmit what they said correctly. Especially the state media journalists experience the true feeling of the affected people off the record. On the other hand the private media journalist experience that the people expect the private media to be and act as a sensational media in anti government position.

The role of Addis Zemen and Reporter newspapers before and during the drought were more or less limited on informing where the drought occur, how many people and about relief and measures taken by different stakeholders to address the problem. Furthermore, information about the complain on the aid distribution, criteria for being candidate of the relief work and corruption were additional role's Addis Zemen and Reporter newspaper played. Information on warning of coming drought in the future before it happen was used on limited extent.

Informant 3 and 4 stress that the media role about the drought related issues should not be limited and focus after it happen. The media should work together with experts, national meteorology agency and other stakeholders on prevention and warning information to the public before the problem occurred.

4.2 Discussion

The study tries to examine how the print media specifically Addis Zemen and The Reporter newspapers frame and cover the 2015/16 drought occur in Ethiopia. It also intended to find out the dominate frames, themes, source quoted, as well as media role while covering the crisis.

The analysis is done newspaper article which include news, news digest, interview and features written on social, political and economy columns of Addis Zemen and Reporter newspapers during a period of four months. Furthermore, information is gathered through interview with journalists and editors of both media organizations. This part discusses the outcomes presented in the finding section.

4.2.1 The Dominant Frames

As it was mentioned on the presentation part of the study the both Addis Zemen and Reporter newspaper used all eight the frames in covering issues of drought related problems during the research period. Attribution of responsibility frame was the dominant frame used in both newspapers case. Whereas Diagnostic took the second place in Addis Zemen, Prognostic frame took the second place in Reporter. According to Semetko and Valkenburg (2000), media practitioners are exerting greater effort to produce stories that captures public's interest because of the market competition exists for news story (Semetko and Valkenburg, 2000)

Majority of the articles were intended to inform the readers about the effort the government puts to control the drought in general and show how it affect the people. Through the above general purpose of the articles Addis Zemen prioritized to discuss the cause of the drought, food and non food distribution and appeal of additional aid. The Economic consequences, Motivational and Morality frame were less used frames. In morality frame the media offer societal perceptions how to behave (Valk, 2000).

On the hand The Reporter give due attention on showing the effect of the drought on the people and on the country economy using a frame that aware motivate and attract the reader's attention. Empathy frame was the less utilize frame compared to the Addis Zemen.

During the interview with the journalist and editors on the reason why they choose to selection and emphasis of certain point, they replied that such selection and emphasis of certain points such thing happen due to two rationales; the first one is based on the facts the journalist got interest to share to the reader. Second due to direction set by the editorial as agenda story



Human Interest frame was the next dominate frame used in both newspapers to tell the stories of individuals and communities about the problem they face as the result of the drought. The journalist was using the information they got from the affected peoples to forward and cross check the facts and information they receive from the officials around the affected areas. The results from the informants during the interview also prove this point.

Diagnostic, Prognostic, Economic consequence and Motivational frames explain the cause of the problem, provide conceivable solution to the problem and provides a “call to alarm” to engage action respectively. Bothe newspapers claim the major cause of the drought to the natural phenomena named Elion. However Reporter repeatedly states that the government should also take in to account other triggering factors.

The finding shows that the alternatives solutions used to control the drought such as aid distribution using the necessary transportation means, re open mobile clinics and schools and supplying water and animal’s food was appropriate. But permanent solutions should be revisited.

From the interview with Informant 3 and 6 suggest that the government should strive to address the issue of food insecurity and drought today more than ever by working on other aggravating factors such as population growth, development of infrastructure to decrease internal migration from rural to urban, change the agriculture system, give a continues training to framers on how to use land, water and other resources and finally aware the farmers about the current global weather phenomena so they can produce enough food for themselves and the market using modern technology.

Regarding Economic consequence and Motivational frames, were used on limited extent especially on feature articles published on social, economic and political columns. The article tries to explain the effect and consequence of the drought on the people, investors and on the country economy with alarming message. However the finding shows that the articles were small in number and seems to be of lack in-depth analysis and solution from the experts.

Concerning morality frame like economic consequence and Motivational frame they were used on a very limited extent. The frame was intended to inform the readers to do or not to do something. Because the articles were small in number and lacks continuity. As the results they

were less effective but still play a great role on fighting corruption and mal administration seen on aid distribution. The informants believe that the media role as a fourth estate is seen when they report such stories using morality and similar frames. However the finding shows that most of the journalists were not conscious which and where they should use the frames.

4.2.2 The Coverage of the drought by the public and private owned Newspapers

The findings show that the issues of the drought were major agenda story of the respected newspapers on different time and topic within the year the 2015/16. The issue was covered by different journalists on social, political and economic columns of the newspapers. This means on Addis Zemen from 37 publications there were 49 articles about the drought and drought related problems within four month. On the Reporter side from 18 publications there were 35 articles that give coverage about the drought and drought related problems within four month. The major factor for the variation of publications but close numbers of articles is that Addis Zemen is a daily and Reporter is bi - weekly newspapers.

The reason for large number of articles within short period of time is that the issue was national agenda, official information on the data's were open and accessible to the media before the media asks for it, the geographical distribution of the drought was almost in every regions which were never seen before and the government was able to control and took the incitation to do the humanitarian services by its own budget before the drought extend to famine stage as the result it attract the media attention.

When coming to the location and types of articles, according to the editors of both newspapers if the article is hard news / news digest the article will be published on the front page of the newspapers. Otherwise if the article is soft news, interview or feature it will be published on the inside page columns of social, political or economy. In Addis Zemen newspapers there is a separate space on the bottom of the front page which gives front page headline cover and link to the inside page's top stories. On the contrary there is no such separate space on the front page of Reporter newspaper.

The findings show that most articles were news and feature as the result they were found on the front and inside pages of the newspapers. The rest were interviews found inside page.

Informant 4 states that the issue of drought and drought related problems were covered on Addis Zemen newspaper based on the direction set on their editorial meeting, news room policy and based on prioritized GTP national government plan one year. Therefore the news and news digests were shaped and reported directly without extra opinion of the journalists based on the press relies or event happened. Both newspapers journalist were able to visit the affected areas and chat with the peoples.

Equivalent to Informant 4, Informant 2 agree that the drought were covered on Reporter newspapers as an agenda story based on the direction the editorial team propose on their meeting, news room policy and from current national agendas. The journalistic routine, were done not only by following the press relies and interview made by different government official's but also by visiting the affected areas and talk to the people on the spot.

I believe drought and drought related issue were cover by our newspaper by different journalist on different time and angle. My friends were able to visit the affected areas and wrote articles. (October, Informant 3)

As it is mentioned above, professionally, if issues have posted on the front page of the newspaper, it is called that media institutes prioritized and make that issues an agenda of both the government and the society (Macomb and Shaw, 1977).

4.2.3 The Dominant Themes and Information sources of the stories

According to MacLeish (2006), theme of the items refers to the central message or the dominant theme of the stories. With the wide – commonly purpose of the media, informing and educating the people, most of the items especially those which were dealing with call to action were observed focusing on the theme of mobilizing the large societies and organizations for further actions.

In both newspapers case the articles focus on what the government is doing, how many people are affected due to the drought, distribution of aid and other related problems. Furthermore relief, government action, appeal, extent and magnitude of the drought were also themes of the newspapers. According to Andsager and Powers (1999), when an issue or event has several sides, the media tend to focus on certain elements of that issue or problem. Supporting this statement the findings of the study shows that the same issue themes varies when it was covered by Addis Zemen and Reporter newspapers because they choose to use different angle and frame.

Even if it is true the effort and commitment the government showed was great Addis Zemen over emphasized the success stories the government score and determine the cause of the drought to natural phenomena. On the contrary the findings show the articles and sources Reporter journalist use reveals that they tries to balance the success stories the government score at the same time by showing the gaps articles.

Regarding to the diver's use of sources the finding show an overwhelming use of government official's as a source quoted and key informant of the articles followed by the affected people, non – government organizations and other stakeholders including donors. The category 'Opposition party members' which refers to the opinion of any political party other than the ruling party and the category 'other' which refers to unnamed sources were not used by non of the print media. On the hand, the category 'Indigenous community members' which refers to Ethiopians other than the directly affected people and 'Experts' refers to economists and the like were less used in the articles.

The result of the study also shows that the articles and source quoted especially government officials tries to cover up, exaggerate and conclude the issue only as a natural problem. Deep down the findings indicate that beside the natural phenomena, aggravating factors such as failure to use the abundant water resource the country has, corruption and mal administration seen in Woreda and Kebele level played a great role to witness the increased number of affected people and loss of crop and animal.

4.2.4 Media Role and Major Factors that Affect the Framing

Framing is giving priority to some issue while ignoring others and it can be influenced by many factors. Here in this study case the factor that affects the framing of the Ethiopia 2015/16 drought comes from different direction. Generally the factors can be easily categorized as internal and external factor. Internal factors are factors which raise as the result of the media organization internal sources including the journalists themselves. This includes media house policy, the issue of self censorship and professional routine.

Whereas, external factors are factors, that emerge outside the media organization and cannot be controlled by the journalists or media organization effort. This includes printing, rules and regulations and sources willingness. Concerning internal factors, it was clearly seen that media house policy and ownership were the leading factors that affect framing.

Informant 9 agree that such reasons holds him from trying to exercise what he learn as a theory in school with the what is actually practiced on the ground. Meanwhile he also believes that he took a great lesson and life time experience through the times he practice his journalistic profession.

In general the role of the media is to inform, educate and entertain the public through the information disseminated by the media. Beside the media agenda settling role it can also make other information's invisible/ salient when the media ignore/giving less coverage some issues.

The finding indicates that both newspapers were preoccupied with informative role about the drought and relief work than informing the public about future weather and drought condition. Provision of information alone does not constitute knowledge to the public on potentially controversial issues (Andrew, 2011).

CHAPTER FIVE

5. Summary, Conclusion and Recommendations

This final chapter of the study presents the summary and conclusion of the study based on analysis and discussion presented on the previous chapter. Along with this, based on the findings in this study, it presented some recommendations and suggests some insights that have a potential for further research.

5.1 Summary

Despite the great economic progress since 2000, Ethiopia currently struggles to deal with one of the longest and worst drought spells in recent history. Agriculture as the backbone of the Ethiopian economy determines the growth of all other sectors and consequently, the whole national economy.

According to USAID report, the frequency of nation – wide droughts that cause severe food shortage has increased from one in ten years (in 70s and 80s) to once in about three years. As a result over 10.2 million people were in need of food assistance as of December 2016, compared to 2.9 million in the beginning of 2015.

Media is one of the important stakeholders in preventing, educating and minimizing drought and drought related problems. The way the media frame and cover the problem has a significant impact on the public's and other stakeholder's interpretation and participation in order to control and minimizing the effect of the drought. This paper has claimed that it is not only the number of stories but the way media frame problems and message designs in different ownership that have significant implication on preventing and minimizing drought related issues. The research has been conducted with the objective of examining how Ethiopian print media particularly; Addis Zemen and the Reporter Amharic newspapers framed the 2015/16 Ethiopian drought and related problems in terms of frames, theme of the story, quoted sources and ownership. The study also examined the role of the media on controlling and minimizing the effect the drought exerts on individuals live and on the country economy which were used in the stories during September 1, 2015 – December 30, 2015.

Framing theory was used as a major theoretical framework together with political economy theory for the supportive arguments of the study. As the literature suggested through frames the media define problems, imply solutions and attribute responsibilities.

The research was carried out using qualitative approach so as to develop the output and presented thematically. Qualitative content analysis and in - depth interview were employed to gather information. The content analysis was used to analyze the text information concerning frames, coverage, themes, type and location of the story and information source of the articles. Whereas, in - depth interview have been conducted with 3 editors and 6 journalists, who wrote frequently on the articles during the study period on newspapers in order to fill the information gap which have been excruciating to find with the content analysis. Attempts were made to relate the discussion with literature documented so far.

5.2 Conclusion

Based on the analysis, it was found that the drought was covered by the selected newspapers during the study period but lacks continuity and in - depth expert's opinion. This shows that the drought was both agenda story as well as national agenda of the country. As a result the newspapers report such natural disaster stories because such stories have the capacity to attract human interest and information regarding the issue was accessible more currently than before. The government was open about the drought to give press relies and organize visits for journalists, house of peoples representatives and other stakeholder. On the contrary the affected people were less cooperative to proved information to public media journalists rather they prefer international media even though there is language barrier.

Beside this the media house have organized visit to the affected areas using their budget. However lack of finance, man power and the fact that the drought covered vast geographical distribution and magnitude, where contributing factors that affect the media coverage and framing of the issues from divers' sources. As a result there was an overwhelming use of government sources followed by affected people and donors.

The newspapers articles tends to focus on reporting what the government is doing in order to support the affected people and cattle's in terms of food and non food distribution. In addition to

this appeal for additional aid support from international aid organizations and donation was also the focus of the articles. Even though, their contribution was on limited extent than it was expected.

In case of Addis Zemen, the articles were much of successive stories of the government. This does not mean stories that focus on the other aspect of the issue was not reported however such stories were limited in number, frames and coverage.

Whereas in the Reporter case, the articles tend to be more balanced on reporting successive stories of the government, the gaps, and complains of the affected peoples. The interview result shows and supports the above statement.

Regarding the frames, Attribution of responsibility and Human Interest was the dominant frame used by both Addis Zemen and the Reporter. The frames were used to give due emphasis to what the government and other stakeholders where doing as well as to tell the stories of individuals and communities about the problem they face as the result of the drought.

Diagnostic and prognostic frames were the second dominant frame used by the newspapers when they explain the cause of the drought and possible solutions. Surprisingly the attempt to direct possible permanent solution to prevent the drought was coming from the affected peoples. The government was super busy by giving press release and distributing aid. In addition to this other stakeholders, indigenous Ethiopian's and expert's opinion and voice were invisible.

Rather the informants suggest that the government should focus working on aggravating factors such as population growth, development of infrastructure to decrease internal migration from rural to urban, change the agriculture system, give a continues training to framers on how to use land, water and other resources and finally aware the farmers about the current global weather phenomena so they can produce enough food for themselves and the market using modern technology.

In terms of presenting the effect of the drought, economic consequence frame was used extensively by the Reporter than Addis Zemen, to show how the drought affected the people life but also on the economy.

The finding also shows that beside the above dominant frames, the other frames were utilized in a limited extent. This indicates that either the journalists neglect to utilize or they have knowledge gap.

Regarding the political economy of the media, the findings of study shows that the type ownership over media institutions has a direct effect on how the media frame and cover some issues and can consequently influence the content. As the result, most of the articles on Addis Zemen are published following the direction and interest of the ruling party because the newspaper is a state owned with the aim to serve the state. On the other hand, because the Reporter newspaper is privately owned newspaper, it aimed at serving the public without the involvement and responsibility of satisfying other interested group or party.

During the interview with both newspapers journalist and editors, they admit that the media structure of ownership has a great influence and hinder them from practicing their profession freely. Even though, such kind of influences starts to show some improvement, the journalists are still just reporting what happen rather than writing concrete arguments based on fact.

Coming to the media role, as George (1999) stated, in dealing with disaster such as drought, the media has an invaluable ally in the provision of information to the public.

Jacobo (2014), futher emphasis the role of local media as critical role because local media outlets are known and trusted by the communities they serve, and can ensure that community voices are raised on critical concerns. However, the newspapers role during the drought were more or less limited on providing information on where the drought occur, how many people and cattle's were affected, and on measures been taken by the government and other stakeholders rather than discussing the nature of the problem and provide prediction regarding the drought and related problems.

The study concluded that the two newspapers did not play on prevention and early warring information especially before the drought affects more than 10.2 million peoples and thousand castles. It seems the newspapers ignore or give limited coverage to early warning information sent from the National Meteorology Agency.

5.3 Recommendations

This study has addressed the topic focusing on how the Ethiopian 2015/16 drought was framed in Ethiopia local print media during the time frame from September 01, 2015 – December 30, 2015. The study was mainly focused on texts of Addis Zemen and the Reporter newspapers factual articles. This study had not covered the stories in broadcast, magazines, pictures and other elements of the newspapers. In order to fill this gap, it would be advisable if further researches compile in the area. Moreover, the same research could also examine in the online stream of international media.

In addition, a content analysis followed by experimental study that measures the media framing's effect from the angle of the readers would add to the current knowledge of media framing. Policy makers, implementers and experts must take advantage of the media to educate the public on the need of minimizing aggravating factors and early warning information dissemination. The media should strive to keep the pastoral and semi – pastorals farmers informed about the current global weather phenomena in a way they could understand.

Moreover, government needs to allocate sufficient budget for federal and regional emergency aid service and finalized the work of dams and open irrigated water. Meanwhile, the media owners and practitioners need to give attention to National Meteorology forecast and employed the appropriate frame while reporting.

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Appendixes

Appendix A

Key Informants List

No.	Name	Position	Organization	Experience
1.	Zekariyas Sentayehu	Editor	Reporter	More than 8yrs
2.	Tameru Tsge	Editor	Reporter	More than 15yrs
3.	Miherate Ashalewe	Journalist	Reporter	8yrs
4.	Wedenahe Zenebe	Journalist	Reporter	9yrs
5.	Fekadu Mola	Editor	Addis Zemen	11 yrs
6.	Getenate Meherati	Journalist	Addis Zemen	7yrs
7.	Kefelayohanes Anberber	Journalist	Addis Zemen	5yrs
8.	Agonafer Gezahegne	Journalist	Addis Zemen	5yrs
9.	Mared Keflu	Journalist	Addis Zemen	4yrs

Appendix B

Coding Sheet

Name of coder _____
Name of the News paper _____
Date of publication _____
Headline of the article _____
Byline _____

1. Article Description

1.1 Article type

News _____
Feature _____
Interview _____
Other _____

1.2 Location

Front page _____
Inside pages _____
Last page _____

2. Theme

Relief _____
Appeal _____
Government action or policy _____
Migration _____
Warning of another drought and famine _____
Donation _____
The extent and magnitude of the drought _____
Non-government organizations' activities or policy _____
Others _____

3. Sources

Government official's _____

Non-government organizations _____
 Opposition party member _____
 Indigenous community members _____
 Affected people _____
 Donors _____
 Experts _____
 Others _____

4. Frames

4.1 Human interest frame

Does the story provide a human example/
 ‘human face’ on the issue? Yes/No

Does the story go in to the private/personal
 lives of the actors? Yes/No

Does the story emphasize how individuals and
 groups are affected by the drought? Yes/ No

4.2 Economic consequence frame

Does the story contain something that focuses on financial loss? Yes /No

Does the story state negative effect of the drought and famine on
 the poverty reduction strategy plan? Yes/No

4.3 Attribution responsibility frame

Does the story suggest that some level of government has the ability
 to alleviate the drought? Yes/ No

Does the story suggest that NGOs, international communities and
 international donors have the ability to alleviate the drought? Yes/ No

Does the story suggest that the indigenous communities have the
 ability to alleviate the problem? Yes/No

4.4 Morality frame

Does the story contain any moral messages? Yes/No

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

Does the story offer social prescriptions about how to behave

towards the drought? Yes/No

4.5 Empathy frame

Does the story indicate drought affected peoples as victims? Yes/No

Does the story mention women, elders and children among the affected peoples? Yes/No

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

4.6 Diagnostic frame

Does the story provide nature as the cause of the drought? Yes/ No

Does the story provide government actions (policy, inefficiency etc) as causes of the drought? Yes/ No

Does the story state the socio- economic factors as the causes of the drought? Yes/ No

Does the story state international trade as the cause of the drought? Yes/ No

Does the story state farming methods and practices as causes of the drought? Yes/ No

4.7 Prognostic frames

Does the story state the rise of grain price due to the drought? Yes/ No

Does the story state migration of rural society to cities due to the drought? Yes/ No

Does the story state death among drought affected people? Yes/ No

Does the story state loss of animals due to drought? Yes/ No

Does the story state loss of livelihood due to the drought? Yes/ No

4.8 Motivational frames

Does the story provide call alarm messages? Yes/ No

Does the story motivate government to come up with solutions? Yes/ No

Does the story inspire stake holders to work on the drought issues? Yes/ No

Does the story encourage communities to prevent themselves from the drought? Yes/ No

5. Media Role

5.1 Warning Information

Does the story warn the coming of another drought? Yes/ No

Does the story indicate crop failure in the future? Yes/ No

Does the story provide information about the future weather situation? Yes/ No

5.2 Information during disasters

Does the story tell where the drought occurred? Yes/ No

Does the story tell how many people are affected? Yes/ No

Does the story provide information measures taken and situation of the problem again? Yes/ No

5.3 Relief information

Does the story talk about the amount and type of the relief? Yes/ No

Does the story talk about distribution of relief food and other aids? Yes/ No

Does the story talks about the progress of the relief situation? Yes/ No

Does the story provide steps or actions that should be taken to Prevent the drought from happening? Yes/

No

If any please suggest _____

Appendix C

Coding Guide

Name of coder _____ the coder should write her/his name.

Name the newspaper _____ the coder should write name of the media.

Data of publication _____ write the date the story was publishes-month, day and year.

Headline _____ writes the headline and sub - headline if the story has.

Byline the coder should write the name of the story writer

Article description

Article description _____ note whether the article is news, feature or interview.

Location _____ note whether the story was placed on front, inside or back pages of the newspaper.

Theme

Theme refers to the central focus of the story.

Relief – when the central focus of the story is on food or non-food distribution.

Appeal – refers to request for aid made by the government or other agent.

Government action/ policy – when the stories focus is on what the government officials or organ is doing. For instance, if the article focus on official’s visits to the affected areas.

Migration – when the story states migration or displacement of the affected people from their home towns.

Warning of another drought and famine – when the story indicates the coming of similar the drought and famine in the future

Donation –when the article focus on charity or donation by different agents.

The extent and magnitude of the drought – when the article states the geographical distribution of the drought and famines, the number of affected people etc.

Non-government organizations’ activities – when the story focuses on what these organizations are doing.

Others – when the story focuses on other points other than what is outlined above.

Major types of causes mentioned in the story

- Poverty
- Climate change
- Deforestation
- Unsustainable land use
- Other

Sources: Sources refer to as a name(s) of a person, group or organization that are quoted directly or indirectly in the story.

Government officials – refers to any government officials, from the president to small town administrators

Non - government organizations – refers to any non-profit organizations and their spokes persons.

For instance, save the children

Opposition party member – refers to any political party other than the ruling party.

Indigenous community members – refers to Ethiopians other than the directly affected people. It includes both who live in Ethiopia and abroad.

Affected people – refers to the rural communities who are directly affected.

Donors – refers to donor nations. For instance, Ambassadors of US or Britain.

Experts – refers to sources that are quoted to give explanation of what is going on. For instance, economists etc

Others – refers sources other than what is outline above. For instance, Unnamed sources.

Type of frames

- Human interest frame - when the story provides one or more individuals or a group as an example or indicator of the problem.
- Economic frame - when the story mentions the impact of the drought issue on an individual's as well as country's economy.
- Attribution of responsibility frame - when the story suggests individuals or an organization should take actions on the issue.
- Mortality frame - when the story tells the readers to do or not to do something.
- Empathy frame - when the story uses different adjectives that describe victimized people as victims.
- Diagnostic frame – when the story lists ranges of causes of the drought.
- Prognostic fame - when the story provides the effects of the drought on the individual as well as the country and provides solutions.
- Motivational frame - when the study provides a call alarm messages.

Appendix D

Interview guides

1. General

- What is your reflection on the 2015/16 drought?
- How did you and your media cover the drought?
- Do you think your reports had influence on the audience?
- Were there responses from the readers through telephone, mail or email, etc?

2. Themes

- What were the central point's you discussed in the articles?
- What was the justification for focusing on these themes?

3. Sources

- Who were the sources you quote in drought related stories?
- Why did you approach these sources?
- Was there any pressure from interest groups to write the story in certain ways?

4. Frames

- How did you construct the stories on drought related issues and why?
- How do you frame drought related stories?
- Which types of framing do you think is/are most effective in influencing people's behavior on drought related stories?
- What additional factors affected the way you covered the 2015/16 drought?

Human interest frame

- Do you think using human face in the stories is important? Why?
- How do you involve victimized persons in your stories?

Economic consequence frame

- How do you describe implication of the drought on Ethiopia economy?

- To what extent do you write about the relation between the drought and economic impact it has?

Attribution responsibility frame

- Who do you think is responsible to come up with the effective solutions for problem?
- To whom did you attribute the responsibility and Why?

Morality frame

- Did you consider the societies' beliefs and values in writing the stories?
- Does the story offer social prescriptions about how to behave towards the drought?
- What are the justifications for not suggesting actions the readers should take towards addressing and controlling the drought?

Empathy frame

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

Diagnostic frame

- What do you think is the major cause of the problem?
- Why did most articles state nature as reason for the problems?
- What was the reason for the limited discussion of other causes in most of the articles?

Prognostic frame

- What do you think are the effects of the drought?
- As a media station does your organization, recommend solutions for the prevailing the problem?

Motivational frame

- What kind of strategies did you use to persuade stake holders?

5. Media roles

- What roles do you think your media played in reporting drought related issues?
- What type of report do you think are suitable for these roles?