

Framing of Traffic Accident-Related Problems by State Media in
Ethiopia: *Addis Zemen and EBC (Guzo program)* in Focus

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ABSTRACT

Framing of Traffic Accident-Related Problems by State Media in Ethiopia: Addis Zemen and EBC in Focus.

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Traffic accident has increasingly become the recurrent problem in Ethiopia where thousands of people are killed and properties amounting to multimillion birr are destroyed every year, causing disastrous socio-economic consequences on the citizens and the country. Media, particularly state media, have the responsibility to play a pivotal role in overcoming this prevailing crisis. The purpose of this study was to examine how Ethiopian state media, particularly EBC's "Guzo" program and Addis Zemen newspaper framed traffic accident issues from September 1, 2014-August 30, 2015. Informed by framing and persuasion theories, the study set out to answer four basic research questions. Both Addis Zemen and Guzo program broadcast by EBC were directly selected as sources of the study. The study employed triangulation of methods, a combination of qualitative and quantitative method, to gather the necessary data, both quantitative and qualitative, was used as the principal instrument of data collection. In the study 70 stories were selected and analyzed. In addition, in order to strengthen the findings obtained through content analysis, in-depth interview was conducted with reporters and editors who were purposely selected from the media institutions under study. The result of the study revealed that in covering road traffic accident issues, the selected state media used different frames, but most of the stories were framed in attribution of responsibility frame. Prognostic frame and economic consequence frame were the second leading frames in Addis Zemen and EBC (Guzo program), respectively.

On the contrary, empathy and conflict frames were the least used frames in the analyzed stories whereas, human interest, educative advocacy, morality, prognostic and motivational frames were hardly used in the stories covered by the two media. In visual framing majority of the pictures/images have been directly related with the stories which include graphs, different accidents, and crashed cars. Moreover, provision of driving license (the new implemented government strategy) and over speed were commonly stated causes of road traffic accidents in the analyzed stories. In both media, government officials were repeatedly mentioned more than other sources of information. On the contrary, victims and families were the least quoted sources. Police, community members, journalists, drivers and other sources were given a slight chance in the analyzed stories. When the findings were viewed from the perspective of extended parallel process model, EBC gave more emphasis to danger control strategies while; Addis Zemen used fear arousal texts in the analyzed stories. Regarding message design, the finding indicated that EBC (Guzo program) design story message in severity, susceptibility and self-efficacy message format. On the contrary, Addis Zemen used threat component messages. In the case of media roles Addis Zemen newspaper highly used informative role in the articles whereas, EBC (Guzo program) mainly employed educational strategies. The study concludes that both media institutions showed a gap in framing of road traffic accident issues that can play a potent role in order to minimize the accident rate.

Dedication

I dedicate this thesis to our fellow citizens who lost their lives because of road traffic accident which could have been avoided.

Acknowledgement

First and for most, I would like to thank God for providing all my needs according to His riches. Unto him alone be all the glory.

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Acronyms

BAC	Blood Alcohol Control
EBC	Ethiopian Broadcasting Corporation
PTSD	Post- traumatic Stress Disorder
RTA	Road Traffic Accident
WHO	World Health Organization

Table of Contents

Abstract	I
Dedication	III
Acknowledgement	IV
Acronyms	V
Table of Contents	VI
List of Figures	XI
List of Tables	XII
Appendices.....	XIII

1. Chapter One: Introduction

1.1. Background of the Study	1
1.2. Statement of the Problem.....	3
1.3. Objectives	5
1.3.1. General Objective	5
1.3.2. Specific Objectives	5
1.4. Basic Research Questions	5
1.5. Significance of the Study	6
1.6. Scope of the Study	6
1.7. Limitations of the Study.....	7

2. Chapter Two: Review of Related Literature

2.1. Road Traffic Accident.....	8
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2.1.1. Major Causes of Road Traffic Accident	8
2.1.1.1. Drinking Driving.....	9
2.1.1.2. Wrong way Driving	9
2.1.1.3. Improper Turns	10
2.1.1.4. Over Speed.....	10
2.1.1.5. Environment.....	12
2.1.1.6. Roads.....	13
2.2. The State of Traffic Accident in Developing Countries	14
2.3. The State of Traffic Accident in Ethiopia.....	15
2.4. Impacts of Traffic Accident	17
2.4.1. Economic Impact	17
2.4.2. Social Impact	19
2.5. Historical Development of Media in Ethiopia.....	20
2.6. Media Roles in Promoting Road Safety.....	22
2.6.1. Informative Role of the Media.....	24
2.6.2. Educative Role of the Media.....	25
2.6.3. Agenda Setting Role of the Media.....	25
2.6.4. Watchdog Role of the Media	26
2.7. Theoretical Framework of the Study	27
2.7.1. Framing Theory	28
2.7.1.1. Framing Effect	30
2.7.1.2. Types of Framing.....	32
2.7.1.2.1. Conflict Frame	33

2.7.1.2.2. Human interest Frame.....	33
2.7.1.2.3. Economic Consequences Frame	34
2.7.1.2.4. Attribution of Responsibility Frame	34
2.7.1.2.5. Morality Frame	35
2.7.1.2.6. Empathy Frame.....	35
2.7.1.2.7. Diagnostic Frame	35
2.7.1.2.8. Prognostic Frame	36
2.7.1.2.9. Motivational Frame.....	36
2.7.1.2.10. Visual Frame.....	36
2.7.2. Factors that Affect Media Framing.....	37
2.7.3. Persuasion Theory.....	38
2.7.3.1. Fear Appeals Theory.....	39
2.7.3.1.1. The Extended Parallel Process Model	40
2.7.3.1.2. Implications for Message Design.....	40
3. Chapter Three: Research Methodology	
3.1. Research Methods.....	43
3.1.1. Qualitative Method	43
3.1.2. Quantitative Method	44
3.2. Data Sources	45
3.3. Sampling Techniques and Procedures	45
3.4. Method of Data Collection, Organization and Analysis.....	49
3.5. Validity and Inter-coder Reliability	51

4. Chapter Four: Presentation of Findings and Data Analysis

4.1. Data Presentation and Analysis.....	53
4.1.1. The Frequency of Addis Zemen Coverage of Road Traffic Accident Stories....	53
4.1.2. Focus of Addis Zemen and EBC (Guzo program) Coverage on Road Traffic Accident Issues.....	57
4.1.3. Major Causes of Road Traffic Accident	59
4.1.4. Story Sources used in Road Traffic Accident Related Issues	61
4.1.5. Framing of Road Traffic Accident Issues.....	63
4.1.5.1. Visual Framing	67
4.1.6. Factors that Affect the Frames	69
4.1.7. The Role of Media in Addressing Road Safety Issues	70
4.1.8. The Extended Parallel Process Model.....	72
4.2. Discussion of Findings.....	75
4.2.1. Coverage Frequency	78
4.2.2. Themes.....	81
4.2.3. Story Sources	82
4.2.4. Coverage of Major Causes of Road Traffic Accident	84
4.2.5. Frames.....	85
4.2.5.1. Human Interest, Economic Consequence and Empathy Frames.....	86
4.2.5.2. Educative Advocacy and Attribution of Responsibility Frames	88
4.2.5.3. Morality and Conflict Frames	89
4.2.5.4. Diagnostic, Prognostic and Motivational Frames	90
4.2.5.5. Visual Framing.....	91

4.2.6. Media Role in Covering Road Traffic Accident Related Issues	92
4.2.7. The Extended Parallel Process Model	93
4.2.8. Major Challenges and Limitations of the Media	95
5. Chapter Five: Summary, Conclusions and Recommendations	
5.1. Summary	96
5.2. Conclusion	97
5.3. Recommendation	99
References	101
Appendix	112

List of Figures

Figures	page
4.1. Percentage of article published by Addis Zemen newspaper	53
4.2. Percentage of story type distribution in Media	54
4.3. Percentage distribution of location in Addis Zemen	56
4.4. Percentages of Themes Covered by Addis Zemen and EBC Guzo Program	57
4.5 Percentages of causes of road traffic accident in the state media	59
4.6. Percentages of sources quoted in the state media	61
4.7. Percentage of frames used in the state media	63
4.8. Percentage distribution of visual framing in the state media.....	67
4.9. Percentage distribution of media roles in the state	71
4.10 Percentage distribution of extended parallel process model in the state media.....	73
4.11. Percentage distribution of message design in the state media	75

List of tables

Table	page
4.1. Type of Stories	55
4.2. Percentage of theme distribution in the Media	58
4.3. Percentage distribution of Causes of Road Traffic Accident in the state media	60
4.4. Percentage of story sources in the state media.....	62
4.5. Percentage distribution of frames across the state media	64
4.6. Percentage distribution of visual frame in the state media	68
4.7. Percentage distribution of roles in the state media	72
4.8. Percentage distribution of extended parallel process model in the state media.....	73
4.9. Percentage distribution of message designs in the state media	76

Appendices

Appendix

A- List of key informants

B- Quarterly statistical data about press products which are circulated beyond the
Confinement of one region

C- Coding sheet

D- Coding guide

E- Interview guide

CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

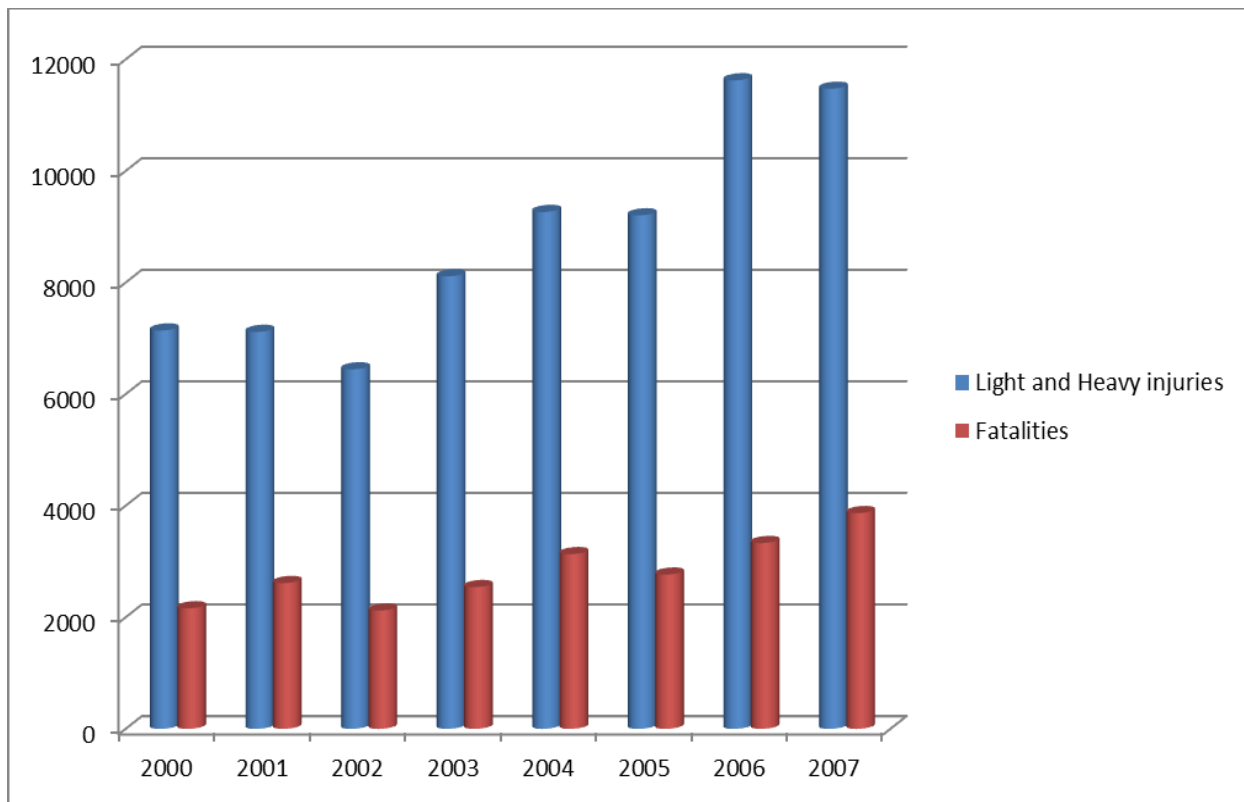
A well-known song about road traffic safety and accident “አሽከርከር ረጋ ብለህ አትቸኩል ትደርሳለህ ዘና ብለህ” suggests that appropriate driving can prevent people from road traffic accident while speedy driving with a bid to quickly arrive at destination cuts once life short. According to World Health Organization (2015), data 3400 people around the world die every day due to traffic accidents. From the above statistics, 15-29 takes the high percentage of death, which means road traffic deaths and injuries eliminate a valuable segment of the work force. Moreover, tens of millions of people have become disabled every year as the result of road traffic accident. As to WHO report, traffic accident ranked ninth globally as cause for death and disability, ahead of malaria, and diabetes and which also not behind HIV/AIDS (WHO, 2015).

Similarly, a study by WHO (2015), indicate that traffic accident is greater in figure in developing countries than developed ones. This can be asserted by a figure more than 90% of deaths that result from road traffic take place in low and middle-income countries. In developing countries, data indicate that 1% of gross national product (GNP) is lost because of traffic accident. This can be estimated to 65 million dollar smashed every year because of traffic accident (Margie, 2004). The problem goes as far as affecting income level of injured individual house hold. According to WHO report from individuals who got injured, 16% of them were unable to get back to their ordinary activities and job (ibid, 2004).

When it comes to the Ethiopian context, the figure in relation to traffic accident is alarmingly increasing from time to time. As of Ethiopian Road Transport Authority eight year of statistics from 2008/09-2014/15 road traffic accident become very high through time. In the year of

2008/09 two thousand one hundred sixty one (2161) fatalities and seven thousand one hundred forty (7140) light and heavy injuries were recorded, after seven years in 2014/15, the fatality and light and heavy injuries have increased by 1686 (one thousand six hundred eighty six) and 4333 (four thousand three hundred thirty three) respectively.

Graph 1 Ethiopian Road Transport Authority Report on the number of deaths and damage to property from 2000 to 2007 E.C.



Traffic accident can thus be regarded as one of the major causes for the increasing number of death rate in Ethiopia, with catastrophic economic and social consequences. Due to road traffic accident tragedy, many lost their lives and their beloved ones and the country has lost its productive citizens. In general, the crisis can be seen as a key setback in the socio-economic development of the country.

Media have the responsibility and the ability to control the minds of the readers and viewers. Regarding this, public media play the greater role in creating awareness. As having this as initial perception, the study aims to examine how Addis Zemen and EBC frame traffic accident related problems. Framing is the way media disseminate issues and events and the way people understand the message given by the media (Bryant, 2000). Framing theory has turned out to be significant for a different subdivisions within today's transnational media society (Littlejohn, 2009). Therefore, media studies should take into consideration the way the media frame a certain problem (Bullock, 2001).

The study believes that there is a need to conduct a study which aims at finding out how traffic accident related issues are framed in Addis Zemen newspaper and EBC.

1.2. Statement of the Problem

Globally, about 32,658 people lost their lives because of terror attacks per annum (Chorely, 2015). On the other hand, because of road traffic accident 1.24 million people died in a year (WHO, 2015); this means road traffic accident fatality rate is 37 times higher than terror attacks.

A large number of people lost their lives unnecessarily and lives of thousands are dramatically converted into death in a fraction of seconds because of road traffic accident, even in developed countries the accident rate is very high.

According to Ethiopian road transport authority statistics, on average, eight people die per single day because of traffic accident. Recently, in the year of 2014/15 three thousand eight hundred sixty seven (3,867) people died and got injured because of traffic accidents (ERTA, 2015). As the country continues to struggle to reduce the high rate of traffic accident, the focus remains on the role of media in educating the mass about road safety issues and providing information on the

causes and consequences of the crisis because access to information and education on road safety is critical to the wellbeing of any given society. Moreover, media know how to prevent and avoid this accident, Media have the opportunity to cover in its proper perspective to educate and increase public awareness and ultimately to influence government authorities, policy makers and other stake-holders to take the steps necessary to fix the problem. In this case, media should promote the rule of law and enforce accountability of violators of road safety rules.

For example in Cambodia, media succeed to change public attitude and law enforcements on RTA issues. In the year of 2011 a terrible accident happened which was the reason to start media campaign in Cambodia. On April 2011 a van full of wedding revelers lost their life on the road, and the media immediately present the situation in a tragic way so as to get readers attention, this particular accident had sparked national uproar, which made it strong and newsworthy example. Moreover, it exposed a deep-rooted concern in Cambodia jointing the nation awake.

As media maintain a fourth estate role in societies, media researchers find framing theory helpful to analyze imbalances in covering issues of social significance (Littlejohn, 2009). Though there have been significant efforts and measures put in place to help address road crashes and carnage, there seems to be an obvious gap in public awareness and sensitization. This leads to the question whether local media play the role expected of them in raising awareness and whether there are deliberated efforts by the media to sensitize the public on road traffic accident related issues. Moreover, to the knowledge of the researcher, there is no research on the area of framing of road traffic accident related problems by public media and it is believed that this research can fill the gap. Therefore, this study attempted to examine how Addis Zemen and ‘Guzo program’ broadcast by EBC frame traffic accident related issues.

1.3. Objectives

1.3.1. General Objective

The general objective of this study is to examine how Addis Zemen newspaper and Guzo program broadcast in EBC framed road safety and traffic accident related problems.

1.3.2. Specific Objectives

The specific objectives of this study are to:

- Identify road traffic accident related problems addressed in Addis Zemen newspaper and Guzo program broadcast by EBC.
- Find out themes, location and sources of traffic accident related stories covered by the selected media in the specified study time frame.
- Examine the major types of framing the selected media used in framing traffic accident problems.
- Examine how the selected media outlets employed persuasive message designing techniques in framing road traffic accident.
- Identifying limitations and challenges of the Media in covering road traffic accident

1.4. Basic Research Questions

1. What was the traffic accident related problems addressed by Addis Zemen and EBC's Guzo program in the mentioned time frame?

2. What was the nature of Addis Zemen and EBC' Guzo program coverage of road traffic accident issues in terms of, themes, sources and location?
3. What were the major frames Addis Zemen and EBC's Guzo program used in framing road traffic accident related problems?
4. How the selected media used persuasive message designing techniques in framing traffic accident issues?
5. What are the limitations and challenges of the Media in covering road traffic accident?

1.5. Significance of the Study

It is believed that the findings of this study can help media organization revisit their framing approach used in tackling road traffic accident and promote road safety. The result of the study may also be used as a foundation for other study which can be conduct in the area of framing and for those who want to conduct their research work on traffic related problems. Moreover, the outcome of the study can help communication professionals working for Ethiopian Road Authority identify the strengths and limitations of the way the Authority and the media communicate road safety so as to make intervention through training and collaboration between the Authority and media institutions.

1.6. Scope of the Study

The study entirely focused on how traffic accident related problems were framed in the two state media particularly Addis Zemen and EBC (Guzo program). Therefore, it should be noted that the study does not examine coverage of road traffic accident related issues in other media

outlets. The study included assessment of stories published on road traffic accident related issues during September 2014-August 2015.

1.7. Limitation of the Study

Despite the seriousness and prevalence of traffic accident and its catastrophic socio-economic consequences, there is dearth of research works in the area and the researcher found it difficult to find local research findings for review. The researcher believes that the findings of the study would have been more comprehensive if news and related EBC programs were included in the analysis. However, the researcher depended on only Guzo program broadcast by EBC due to time constraints. What is more, the researcher faced challenges in obtaining the necessary data from Addis Zemen because of series of command chain in getting permission from the Ethiopian Press Agency to use the compiled newspapers from the Agency's library. It was in fact, more challenging to get "Guzo" program videos. Nevertheless, the researcher managed to overcome the limitations and was able to gather the necessary data that meet the purpose of the study.

Chapter Two: Review of Related Literature

2.1. Road Traffic Accident

Unintentional accidents are stated as number four cause of death in the world next to heart disease, cancer and chronic respiratory disease. Unintentional accidents include traffic accident, drug overdose, falls and fire (CDC, 2014).

Traffic accident is the most dangerous problem which causes death, heavy injury and psychological distress. Furthermore, it has an impact on the socioeconomic status of one country. According to WHO (2004), road traffic accident is the leading cause of deaths especially for the people whose age is 15-29, while, it is the second leading health problem for children whose age is 4 to 5 and it is the third cause next to HIV/AIDS and tuberculosis for the people who are found between the age of 30 to 40.

2.1.1. Major Causes of Road Traffic Accident

Road traffic accident related problem mostly affects countries which are found in low and middle economic level. These countries contribute 90% of the world's RTA. Particularly, it is the major problem in African countries (Silcock, 1997). Ethiopia also becomes one of the African countries with high rate of RTA. As to WHO (2009) report, 95 deaths are registered per 10,000 vehicles and this situation makes Ethiopia the most dangerous country to drive.

As to Neway (2015), there are a number of causes for traffic accident among which the major ones include vehicles, environment and roads (ibid). Furthermore, drivers are playing a major role in the happening of RTA problems. Globally, more than 74% of the accidents occur because of drivers (McMahon, 2005). There are a number of factors that lead drivers to commit traffic

accident, Drinking driving, wrong way driving, over speed, and improper turns are the major factors for the causes (ibid, 2005).

2.1.1.1. Drinking Driving

Studies indicate that alcohol is the major cause for the happening of traffic accident: about 43% of accidents and 80% of fatalities happen because of drinking driving (Hingson, 2003).

Alcohol makes drivers to lose their ability to concentrate and focus on certain things. Evidences suggest that a minor reduction of driving under the control of alcohol would have a large consequence on traffic accident occurrence. Alcohol impairment has a significant consequence on the crash risk of the drivers as well as pedestrians moreover; it is regularly reported as one of serious contributing factor to road accidents (Cherpitel, 1993).

Studies also demonstrate that alcoholic drivers are at higher risk of being involved in traffic accident related issues than those who have not consumed alcohol and the accident rate is higher in developing and middle income countries, Even if drinking driving is illegal in developing countries the traffic law is vague or not accessed at all. Moreover, the law does not specify the blood alcohol control level or other methods which is used to figure out drinking driving and enforce drivers not to drink and drive (Gibbs, 1984) due to this reason, 33% to 69% of fatalities and 8%-29% of non-fatal accidents are happen because of alcoholic drivers which are found in low and middle income countries (WHO, 2007).

2.1.1.2. Wrong Way Driving

Wrong way driving means the act of driving in the opposite way, contrary to traffic rules. Wrong way driving may occur deliberately when the drivers get out of a convergence or divergence

point knowingly, use the wrong road out of a service area and thirdly turn and drive against the traffic rules. Moreover, wrong way driving could happen because of darkness, faded road marking, and signs which are not correctly positioned or signs not placed on their proper place these situations are occur because of lack of awareness (Blokpoel, 2000). Because of these reasons a horrific crash even deaths can happen. Studies also show that about 80% of accidents are happen because of wrong way driving by middle aged people (Atsbeha, 2014).

2.1.1.3. Improper Turns

Improper turn, happens when a driver directly put him/herself into the path of an out coring automobile. Thousands of brutal traffic accident related problems are happening every year because of this improper turning (Pines, 2015).

Improper turns could occur when there is a ‘no turn on red’ sign at red light, turning at red light without coming to a complete stop or yielding to traffic or pedestrians, Making a left at a red light where doing so is prohibited, Turning without signaling, which is also called “Improper Turn Signal Use”, and Turning without having the right-of-way” (ibid, 2015).

2.1.1.4. Over Speed

Speeding is the other factor which causes traffic accident related problems. About 1/3 of car accidents happened because of speeding, the major cause for this accident is 90% of licensed drivers drive at over speed and the rest 10% of drivers exceed the speed limit by 10km/hr. in fact, when the power of the vehicle increases its capacity to reach in the maximum stage will be very high at this moment for the accident to take place (ibid, 2009).

As to physics investigators speed is the ratio between a distance and time which is taken to travel($s=x/t$). In fact, when the breaking distance is comparative to the square speed (V^2) the possibility to minimize the accident will become low because of the high speed (safety Net, 2009).

Speed is directly contacted with the capability of brain function, especially with the visual capacity of one person during the time of driving. The normal visual capacity of healthy person is 180° however, at the time of driving it will decrease to 90° in this case at the time of driving the brain will eliminate things out of mind because it cannot process things at the time of speed driving. It also will have a particular influence on the capacity of human vision mainly for the visual field. Furthermore, while the speed limit of the vehicle is increased, the visual capacity of the driver will be diminished or out of control. In addition, people also need time gap to respond or react on certain information and to pass their decision whether they have to react on it or not. In other words when the speed limit of one vehicle is increased, the capacity of being at risk will also increase simultaneously (Sergerie, 2008).

The driving speed is the speed which is the driver to drive for, but the legal speed limit is set by the authorized body. The speed limit of drivers varies from country to country (Transportation, 2005) in Ethiopia the regulated speed limit for the drivers is 60km/hr. (37mph) for the city limit and 100kph (62mph) for outside the city. There are several factors that lead to go over the speed limit of the vehicle, that are driving at night, drinking driving, and being at young age other than this factors traffic condition and speeding exponential curve are the cause to happen traffic accident, But the most terrible problem of speeding is drivers drive deliberately and knowing the risk, though they totally ignore the risk that is happening. The reason is that most of drivers think few kilometer faster than the road limit is not seen as violating the speed and also they relate

their violation with enjoying driving fast, being in a hurry, and being bored. At the same time they don't think or accept that dangerous driving means violating the speed limit even some of the drivers are not aware of speed limit (safety Net, 2009).

2.1.1.5. Environment

Environment is a surrounding that can influence and have an effect on the societies. It can also be divided into physical, biological, social and cultural categories and which have influence on the health status of population (Smith, 1999).

According to environmental scientists, environment is the interrelationship between water, land and air with human being, other living organisms and property and controls the creature's life including human beings but and human beings also work together with the environment vigorously than other creatures (Mondal, 2015).

Whether is one part of environment, it is current atmospheric condition and includes temperature, rainfall, wind and humidity. Furthermore, whether situation doesn't have constant period and can happen at any time (Henderson, 2015).

Environment is one factor that causes RTA. Since weather condition is included as one part of environment, it plays a significant role in traffic accident related problems. Weather like cloud, rain, snow and fog, low sun, and temperature have an impact on the crash rate and directly related with traffic hazards (Safety Net, 2009).

According to national high way traffic safety administration fatal accident reporting system, at the time of sunset the number of fatal pedestrian accidents will rise into 400% (Harris, 2004)

The time after an hour about the sun rise and about an hour before the sun set time will affect the driver's ability to see clearly. This situation obstructs driving even lead to RTA (Fokkema, 1987).

A rain fall even can cause blindness for the drivers because during this time cars reflect rain water at the day time as well as at night time (Ellinghaus, 1983). Furthermore, the more rain, snow or hill falls, the roughness of the road will be less and the vehicle loses its contact with the road surface which in turn lead the vehicle to lose its control. During foggy times also the driver's visibility will reduce to see things approximately from 50 meters because of the light dispersed by the fog droplets and this in turn will increase the danger (Oppe, 1988).

The other environmental factor which has an effect on driving is temperature. According to (DVR, 2000) during the time of heat waves, drivers get tired and lose their concentration. Furthermore, driving in hot time also has psychological effect on the drivers and these situations will increase the number of crashes.

2.1.1.6. Roads

Roads have an impact on traffic accident related problems. Substandard roads play a tremendous role in traffic accident related issues, these includes improper lane width, pedestrian zebra stripes, and medians. Nearly all road professionals suggest reducing the travel lane width even narrowing lane width has an enormous impact on one's safety. According to AASTHO standard, the lane width of the road has to be 10 to 12 feet. Studies show that low width lanes had accident rates 39% higher than wide width lanes (Petritsch, 2004).

Medians are centers which separate one side of road to the other to reduce vehicle crashes in a certain way (ibid, 2004). According to Association of Australian State Road Authorities (1988)

when roads which are undivided by medians compared with roads which have 4 lanes, wide narrow and painted narrow medians, the roads which have medians reduced traffic accident rates by 30%,48%, and 54% respectively (Atsbeha, 2014).

The other factor that causes traffic accident is road lights. According to Thomson (2000), road lights help drivers drive with comfort and safety during night times as well as on low visibility situations. Furthermore, road lights reduce fatal accident by 64% and 20-50% of total traffic accident. Other than these factors absence of lane marking, faded as well as absence of zebra crossings, lack of guarding fencing, carriage ways and edges of carriage ways used as foot ways, illegal obstruction of foot ways, and road side barriers which are used to separate traffic road from foot ways are the major reasons that cause traffic accident related problems (Atsbeha, 2014).

2.2. The State of Traffic Accident in Developing Countries

In developing countries the rate of traffic accident becomes very high. Even if the numbers of vehicles are fewer than the developed countries, the accident rate is increasing rapidly. Moreover, the fatality rate is much worth in African countries. RTA is becoming the major health problem than other diseases and violent causes. Studies also forecast that at current rates by 2030; RTA will be the third leading cause of fatality (WHO, 2004).

The rate of traffic accident in under developed countries is 10 to 20 times higher than the developed one. Having said this 15% of the victims are under the age of 15 and between 40-75% of victims are above the age of 15 and they are household earners in the family group (Yerrel, 1992).

Road traffic accident also has an impact on the economies of under developed countries. According to World Bank definition (World Bank, 1993) developing country is a country whose average GNP is less than US\$3,500 per year. This definition include countries which are found in low economic status, middle income countries in Africa, Asia, island of India and Pacific Ocean, Middle East, Central and South Africa and the Caribbean's and these countries lose about US\$36 billion per annum (Odero, 1997).

This means the coast of RTA is 1% of GNP or US\$50-70 million from each country per year. Furthermore, countries like Mexico and India cost US\$2,500- 3,200 million per annum and South Africa and Pakistan also charged US\$500 million- 1billion. Unfortunately, developing countries are ill afforded to earn such large amount of costs to their economies which shows RTA is the major economic problem demanding its share of funding in developing countries.(ibid, 1997).

2.3. The State of Traffic Accident in Ethiopia

Ethiopia is one of the under developed, but nowadays it is one of the fastest growing countries in Africa; the country economy is said to be growing by 11% and in 2014 the GDP per capital was 315.99 US dollar, its estimated to be US\$ 329.8336 in 2015. In Ethiopia, vehicles are the chief means of transportation, averagely the country import 7% of vehicles per annum. However, Ethiopia has one of the least vehicle ownership compared with other underdeveloped countries and those vehicles have to take an annual vehicle inspection each year. Vehicles which have whether mechanical or technical problems are not allowed however, traffic accident fatalities are gradually increasing in Ethiopia with the growth in population and number of vehicles, this

situation makes the country to be one of the worst countries with respect to road traffic accident related problems (Africa, 2009).

Police reports reveal that in 2005/06 injuries and fatalities rise in 17% and 10% per year respectively although in the year of 2007/08 15,086 accidents have occurred and 2,161 people were died. According to Caroline Ghee (1997), from 200% of fatal accidents per 10,000 vehicles in the developing countries, 191.6% of fatal accidents are happened here in Ethiopia.

During the six years period study from 2005-2011, 66,115 fatal accidents and injuries are recorded in the country. This demonstrates RTA remains to be the 1st serious problems of road transport in Ethiopia. About 70 million to 430 million costs are recorded with in different years because of road traffic accident. According to Misganaw (2011), in Ethiopia the highest rate of accidents are happened on the age in between 18-30 and about 39.5 fatal accidents are also happened in between the above age.

There are several factors to be mentioned for the cause of traffic accident in Ethiopia. Studies reveal that over speeding, undivided lanes, light, road alignments and absence of median stripes are the major causes. In the case of over speed, In Ethiopia the average speed limit of vehicle is 30kph. However, drivers didn't abide by the speed rules and drive over the limit. In addition to this, there is no transitional speed zone in between 30kph which leads the drivers to face heavy risks (Fitzpatrick, 1999).

Undivided lanes and absence of medians are also the leading features for the occurrence of traffic accident in Ethiopia. According to Getu (2013) about 59.95% of fatal accidents and 56.46% of injuries are happened because of undivided road ways on two lanes. Moreover, high

ways which have only one way are the cause for 12.21% of fatal crashes and 18.11% of injuries. Besides, road alignment contributes 65.18% of fatal and 67.33% of injuries here in Ethiopia.

Light is also the next leading cause of traffic accident in Ethiopia. More of the accidents happen during day time, about 62.45% of fatal and 68.22% of injury crashes are happened during the day time (Saidi, 2001).

2.4. Impacts of Traffic Accident

Road traffic accident has several impacts on the victim's life or on their families, employers and the society. Specifically RTA leads people's into disability, create high dependency burden, make many people jobless, increase in number of widows and female headed households, unable many children to complete their education or acquire skill for life making, long period of hospitalization, cost of medical care and insurance, weigh down the economic growth, delays on the road way, loss of household productivity, and backwardness of the country (Fikadu, 2015). In general road traffic accident has an enormous impact on the socio-economic status of one individual as well as on the whole society (Blincoe, 2010-2014).

2.4.1. Economic Impact

Road traffic accident plays a major role in damaging once individual, moreover, once country economy. Economic damage directly and/or indirectly includes deaths, serious injuries and property damages. Most People who are suffering from road traffic accident recover within a short period of time from their injuries while some of them are not fully recovered and others are in a permanent disability. At this time the medical cost of the injured person will not be easy and

patients will be forced to leave their work or take a sick leave from their work place for a long period of time. This situation hinders ones family economic level (Elvik, 2007).

The other factor is that traffic accident related problems mostly cause PTSD (post- traumatic stress disorder) on the injured person. PSTD is the reason for mental disorder and also leads in to difficult degree of impairment for injured person every day activities. A person who is affected by PTSD loss his/her intensive thoughts and memories, avoidance and hyper arousal, being positive screen for drugs and alcohol, lack of anticipation for a certain problems occurred when resuming normal activities at the young age (Elvik, 2007).

Studies indicate that, about 46% of people who have the problem of PTSD is happen because of road traffic accident are easily engaged with higher level of depression, reducing the ability of time management and an excessive concern or anxiety related with their physical injuries. Furthermore, those people are significantly having the problem to return in their work place; in this case the life standard of their families and the injured person will be in danger (Elvik, 2007). According to Mackay, (2007) In European countries around 90% of the families of the dead victims and 85% of families of the disabled victims are permanently cost their living standard and quality of life because of RTA. Moreover, medical and hospital costs are the major factors in RTA, in most countries a single day medical cost fall within monthly income of the victim but it might take quite a lot of months to accumulate this form disposable income after other demands are met (Caroline, 1997). Besides, RTA also has an impact on the Global economy. About US\$230 billion is cost per annum due to road traffic accident related problems and this circumstance might lead the global economy in to unexpected crisis (ibid, 1997).

2.4.2. Social Impact

Societies are the first victims through the consequences of road traffic accident. Rather than loss of life and reducing quality of life, the survivors have load to handle the economic burden and psychological consequences (Mackay, 2007).

As it is mentioned earlier, road traffic accident is the major reason for post-traumatic stress disorder (PTSD) and 25% of the situation occurred after three months the traffic accident happened and 18% of PTSD are happened after six months and the situation change the behaviors and the emotions of the injured person. Rather than the psychological consequences, the accident causes brain as well as spinal cord injuries which lead the victims into disability. According to international brain injury association, 50% of brain injuries happen at the time of traffic accident and recovery from their injuries that may require a long period of time (ibid, 2007).

As to Haegi, (1995) after traffic accident happened, only 37% of victims recovered from their injury in 3 years and the other 44% of victims have suffered in neurological(brain damage permanently) problems. As to the international campaigns for cures of spinal cord injury paralysis ((ICCP), 2006), in the developed as well as in the developing countries averagely 22 people per million are affected by spinal cord injuries at their young age as a result of road traffic accident related problems per annum. Furthermore, RTA put its effect on the families of injured person because the accident highly decreases the employment rate of people (Møller, 2004). Six years after the accident happened the average earning of the men will reduce by 10% and 8% for women who are the victims of road traffic accident in this case about 90% of the dead victim families and 85% of the disabled victim families permanently lost their quality of life. In general,

road traffic accident related problems put the society in to serious economic and societal consequences and for the victim themselves it cost their job and education rather than the grief and pain beside, because of this accident the life expectancy of the world people is decreased by 10% (ibid, 2004).

2.5. Historical Development of Media in Ethiopia

Ethiopia is one of the few leading countries in Africa in starting and developing its own script written literature (Shimeles, 2000). In Ethiopia mass media were introduced over a hundred years ago, during the reign of emperor *Menelik II*. Before the existence of modern media, government transmitted decrees through “*Awaj Negari*”. The person who told the “*Awaj*” accompanied by a drummer and a trumper, yelled “*Awaj, Awaj*” and after the peoples gathered, he announces the government decrees (Getachew, 2003). The change to modern media began in the 1900’s after the invention of Amharic type writer and the introduction of printing press (Getachew, 2003) In 1902 the 1st modern Ethiopian newspaper was established and published in Addis Ababa, and known as *Aemiro* (intelligence) which had 200 copies in just a few months after it started working. *Aemiro* newspaper was followed by *Melekete Selam* (peace proclamation) which is published in between 1912 and 1915. *Melekete Selam* was the first Tigrigna newspaper in Ethiopian history. On the other hand in eastern part of Ethiopia Franciscan, father Marie Bernard started *Le Semour d’Ethiopie* the bilingual weekly newspaper in Dire Dawa (Getachew, 2003). In different references there are different information about the first emerged newspaper in Ethiopia still different arguments are raised regarding *Aemiro* and *Le Semour d’* newspaper. However, the universally accepted as Ethiopia’s first periodical paper is *Aemiro* (Deneke, 1991).

In 1916 because of the immediate outbreak of WWI *Yetore Were* (war news) newspaper was started to published in Addis Ababa and lasted in 1918. After this year, there were a number of printing presses and newspaper organizations established in Ethiopia that catered to Ethiopian readers as well as for foreign communities in Ethiopia (ibid, 2003).

In the post liberation period a number of periodicals produced and expanded in their number and in their circulation. During this period two influential and long lasting former weekly newspapers Addis Zemen and the Ethiopian Herald emerged in 1941 and 1943 respectively (Shimeles, 2000). In between this years in 1935 January, 31, the first radio station was inaugurated in Ethiopia. The station used to transmit issues against the Italian aggression and expose Italy's colonial ambition in Ethiopia (Getachew, 2003). Few years after the inauguration of radio station, television station was introduced to Ethiopia in 1963. The purpose of the inauguration of TV in those times was in order to transmit the celebration of the establishment of the first organization of African unity in Ethiopia. The aim was to enable the public to see the historic conference (Yakob, 2007). During that time the station didn't have its own programs other than Amharic and English daily news, the air time was covered by foreign films and different foreign programs. However, nowadays EBC transmits several educative and entertaining programs to the societies in different languages (Leykun, 2000).

Functions of the media: - the three regimes (Haileselassie, Derg, and EPRDF) used the media for national building. However, they primarily used them for propaganda purposes (Tamre, 2007). The style and focus of propaganda varied from one regime to another. Rather than propaganda purpose the monarchy used the media to build the image of the emperor. In the Derg regime derg preach the gains of the revolution as well as to magnify the persona of the leader. In addition, in derg regime lives of ordinary peoples and their activities were featured in the

newspaper, radio and in television and the regime also used the media to enhance literacy among the population as well as to enlighten citizens about their country. The EPRDF uses the media to portray the ruling party in a favorable light (Meseret, 2013).

2.6. Media Roles in Promoting Road Safety

Now a days almost all people of the world depends on the information and communication in order to fulfill their gaps of information through their daily activities: such as work, health care, leisure activities, and other things that people are dealing with. Peoples attach with Medias for the sake of getting the facts and current information about important issues and what we should aware of (Curtis, 2012).

Some intellectuals argue that the media have an emotional effect which allows audiences an outlet for their aggression. The facts in supports for this thought is that people who are watching criminal movies don't commit any violence crimes after viewing a thousands of images (Bender, 1988).

On the contrary, many scholars believe that media do have effect on the lives of the people, people learn from the media whether the information is good or bad. For instance, every society believes that if a girl says no, she really means yes. Where can the society find such kind of attitudes? Only from the media, media make the society to give a woman a double message and also during the 9/11 attack people believe and accept Osama bin Laden and his followers are the one who bombarded America in this case who is the one who pursue the people's to believe? Only the media, so media have a tremendous role in influencing society's belief and attitude (Curtis, 2012).

According to Sparks, (2002), after people consume Media message for several times; it leads them to change their behavior over time. For instance, on the Media advertisement people receive advertisement messages all the time and they start thinking to consume what they see on the media this means Media has the capacity and ability to arrange the psychology of one's society and organize the world for the society (McCombs, 1972).

Media contents have significant and extensive effects on the society. It became the foundation for people to see and realize the world and also used as a tool to manage and control the public (Prese, 2001). Media are varied in their content and in forms of organization at the same time they include very broad range of activities which has effect on the society. Even media can shape public opinion in different ways depending on the content (ibid, 1972).

Media effects on the society are the result of cumulative exposure. There are some prevalent issues which are impossible to ignore, such kinds of media contents let everyone be concerned on the issues (Prese, 2001).

The central concern of media effect is learning the society; media content leads the society to learn; besides, it is the basis for knowledge, attitude and change for the society. Information which is delivered from the Media plays a significant role to build our presumption. The media also have the ability to teach the societies how the issues are important (Jennings, 2002).

Media have the power to raise public awareness and educate the public and drivers on minimizing or preventing risks of road traffic accidents (Adnan, 2013). Media programs are effective in increasing the proper use of safety rules and equipment's. Media road safety education improves the knowledge and behaviors of the targeted audiences. Internationally, alcohol related crashes decrease by 13% because of media campaign's to reduce drinking driving

(Wood, 2015). However, in some countries news sources are not very detailed and report road traffic accident issues occasionally, even accidents involving light crashes are not reported because some media are highly engaged with business issues rather than societal (health) issues (ibid, 2015).

The way media report about traffic accident stories change the behaviors and attitudes of the society. Even media have the ability to influence on the policies and they contribute towards saving the lives of the society. However, road traffic accidents are covered as a simple event not as the leading causes of health problems and financial (economic) crisis (WHO, 2015).

In countries including Nigeria, Ethiopia and Kenya media development interference marks a change in health issues. Severn and Tankard (1997) cited by Emily through reported news coverage media is raising the awareness on an issue on the people's mind. Agenda setting theory also figured out Media has capacity to tell what to think about and also have an impact on the people beliefs (McCombs, 1972).

Australia is an exemplary state which educates road safety education through different media. In Australia police enforcement and road safety education are heightened and road crashes are usually given more attention by the media in order to solve road traffic accident related problems (Motha, 2004).

2.6.1. Informative Role of the Media

One of the major duties of media is to inform the people about different happenings around them and the world. They cover all aspects of our interest like weather, politics, war, health, finance, science, fashion, music, etc. (Pushparaj, 2015).

According to Elliott as stated in (Andrew, 2011) media have the capacity to increase the awareness of the public about different problems and change the behavior through raising the level of information about a certain issues and can make one topic more salient and sensitize.

2.6.2. Educative Role of the Media

In the world of today, media has become almost as necessary as food and clothing. Media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world (Pushparaj, 2015). Media has strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion, educate and create awareness. Because of the power of media is so extensive and huge, it can be used to educate people with very little cost (ibid, 2015).

Media has a great power to raise awareness about road safety attitudes as well as educate the people in different programmatic approaches like interview with the victims, their families and different concerned bodies. These emotive stories reach thousands of people through different media and educate and change attitudes and bad habits of thousands of people (Allen, 2013).

2.6.3. Agenda Setting Role of the Media

According to the agenda-setting concept of McCombs & Shaw, (1972), media influence public opinion by emphasizing certain issues over others. The amount of media attention, or the media salience, devoted to certain issues influences the degree of public concern for these issues. The roots of this approach can be found in Lippmann's (1922) argument that the world around us is too complicated and out of reach, and that consequently people must rely on the media to

understand it. Not all the world is out of reach, however, and agenda setting studies too often ignore occurrences where people do have direct experiences with real-world events (Behr & Iyengar, 1985). Therefore, Behr and Iyengar argued that “it is imperative that indicators of national conditions be brought to bear on the relationship between news coverage and issue salience” (1985).

One of the key features of agenda-setting theory is the capability of the media to highlight certain topics or aspects of issues through the processes of agenda setting (Hayes, 2007). In addition, according to Scheufele (2007), media has the power in commanding public attention (agenda setting) and control how audiences interpret new information.

Mass media campaigns are also useful for agenda setting or changing social norms, that is, they can have a societal value (Noar 2006).

2.6.4. Watchdog Role of the Media

One of the main roles about media is that it has a significant watchdog role: media are the eyes and ears of the public and help ensure people specifically those in public life, are acting properly and honestly (Rudin, 2002).

Watchdog reporting covers different subject areas: from sex and personal scandals to financial crimes, political corruptions, unethical issues, social problems, enrichment in public office and many other types of wrongdoings (Colonel, 2000).

Besides, media should use watchdog role in order to investigate several factors for the happening of RTA. Reporting on road safety requires more than putting numbers and statistics of fatalities and crash rates. Media must dig beneath in order to understand the complex interplay of many

factors that ultimately lead to traffic accident. Rather than reporting the numbers media should investigate government policies and practices on road traffic accident issues (WHO, 2015). Furthermore, informing the public and presenting different points of views can also encourage public participation as well as support political competition through putting politicians under pressure to take a stand against the issue (Nogara, 2009).

2.7. 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 outcomes that the researcher specifies (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 was grounded on two theories; framing theory and fear appeals theory. Framing theory is used to examined and criticize EBC and Addis Zemen stories. 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). On the other hand, persuasion theory is used to examine the practice of the above two state media. Persuasion theory is a term of influence to change people attitudes, beliefs, intensions, motivations, or behaviors (Gass, 2010).

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 investigate and notify how EBC and Addis Zemen frame road traffic accident stories and how media used different frames to inform and create awareness on the public mind. Although, persuasion theory is added because it is important to identify and inform whether EBC and Addis Zemen stories are focus on changing people attitude towards RTA or worsen the situation.

2.7.1. Framing Theory

The idea of framing has become more attractive in media research. Frame refers to axioms, texts and pictures and the idea is found in several fields including communication, sociology, and political science as well (Reese, 2015).

Different scholars define framing in different ways, but for the purpose of this study, only few definitions are selected and discussed. 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 but 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).

Gamson (1987) define framing as a media package which is on the power to give a sense to a certain topic and it provides a sense to an unfolding event. As to this definition frame is used as “interpretative schema” in a diverse issues; for the audiences it helps to give them a meaning and let them to discuss over the issue and for the journalists it used as a bridge for the multifaceted

issues on to their news reports. Frames also defined as a schema of explanation this allows individuals to perceive, organize and make sense of the received information (Pan, 1993).

According to Tuchman (1978), news frame is a frame which is attached together within the day to day reality and form the day today's reality. On the other hand, some scholars use framing in relation with agenda setting or priming (Iyengar, 1987). On the other hand, McCombs (1997), argue that the relationship between agenda setting and framing is not simple or ordinary. The writers interpret framing as an extension of agenda setting or used framing as a second level agenda setting. Furthermore, the writers used the term second level agenda setting as the way to deal with the salience or the feature of media coverage.

According to Angelo (2002), frames are influential discursive cues which have an effect on the perception, individual socialization on the social discussions, creating public opinion and group use of media messages in order to accomplish their objectives. Reese (2001), also defines frames as an ideological package. Some scholars define framing as an active process. As to (Snow, 1988) framing is something that is done by societal movements, which is the product of their activities with their accomplishment is highly contingent on the outcome of their framing success efforts (Friedland, 1996) Frame is a bridge which serves to connect the social and cultural domains and day to day sympathies of social interaction. On the other hand (Scheufele, 1999) define media in two perspectives those are media frames and individual frames. Media frames are "a control organizing idea or story line which provides meaning to an unfolding strip of events...the frame suggests what the controversy is about the essence of the issue" (Gamson, 1987, p. 143). According to this definition media is the one which give meaning to meaningless events and changing unrecognizable incidents in to noticeable events. Furthermore, (Tuchman, 1978) proposed a similar definition to the media frames. News frame is a frame which is

attached together in to the day to day reality and form the day to day reality which is an essential feature of the news. Media frames also functions as a working procedures for the journalists, which permit the journalists to immediately detect and categorize the information and “to package it for efficient relay to their audiences” (Gilton, 1980, p. 7).

Individual frames are a collection of ideas, which are mentally stored in the minds of individuals which guide individuals processing of the information (Entman, 1993). Furthermore, Entman said news frames are occurred at two levels as “mentally stored principles for process the information and as attributes of the news text”. (Entman, 1993, p. 53) Similarly McLeod (1987), defined individual frame as a cognitive devices that operate as non-hierarchical categories that serves as forms of major headings into which any future news content can be filed. For the purpose of this thesis Entman’s definition of framing will be applicable. According to (Entman, 1993, p. 52) “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”. As to (Entman, 1993) definition framing have four applicable functions first frame define problems by finding out causal agents activities according to costs and benefits, then they diagnose causes by recognizing the cause behind those problems, the third function is that they give moral judgment as a result of evaluating causal agents and their effects.

2.7.1.1. Framing Effect

The word frame in its own self suggests that a certain active process and its consequence. Framing has a particular purpose and function; it gives more emphasis for a certain reality and

gives less emphasis to others. This means, the convinced points and ideas are suggested to the audience. Frames have effects on the attitudes and behavior of their audiences (Scheufele, 1999).

Framing effect refers to behavioral and attitudinal consequences those happen in the case of variations in how facts are actually framed in public discourse and the difference in framing has an impact on our thinking and representing of certain information, Pieces of information which are open to different interpretations of their meaning. Jerome Bruner and Leign Minturn proof the framing effect through psychological findings. In 1950 these two researchers Jerome Bruner and Leign Minturn presented how a slight change can have a dominant effect on peoples understanding of certain information (Bruner, 1955). The above psychologists showed the symbol B to the first subjects after they thought them about the sequence of letters for their first experimental condition and they showed number 13 after they thought about an arrangement and structure of numbers for their second subjects and they finally discover the different framing effects between the two classes and how they understand the confusing “broken B stimulus”. This study shows that how the same pieces of information have different effect on the minds of individual because of using different frame in the same issues. In other words the participants understand the stimulus in a way which is framed in that specific experimental situation; however, there is no reason the idea is seen in other way if it gets the chance to be framed in other way (Kahneman, 2000).

Frames present the most important information about a certain point in a way by making them more noticeable, meaningful, and memorable to the audiences and an increasing in salience will increase the possibility that audiences will recognize the information, understanding the meaning, develop information and put it in the minds of the people’s (Fiske, 1991).

Receiver's responses are clearly affected if they perceive and process information about one interpretation and process little or in commensurable data about alternatives, this is why exclusion of interpretation by frames is as significant to outcome as inclusion (Entman, 1993, p. 54).

Kahneman (1979), note that frames select a certain particular aspect of reality in order to call people's attention. At the same time frame left other aspects of stories from stories which caught people's direct attention through selective explanation and omit the less important stories, this is the way frames use their power to put effects on the audiences (Entman,1993).

2.7.1.2. Types of Framing

Framing can be divided in two different ways; Episodic and Thematic. Iyengar (1991), Argue that television news which is designed to report a certain issues or problems in the form of events or specific incidents called episodic framing.

Episodic framing "depicts concrete events which illustrate issues", which is more likely to consider individual is responsible for a certain event while thematic framing "presents collective or general evident". It encourages peoples to propose individual level clarifications for public communal difficulties. Thematic framing is more likely consider societies are more responsible (ibid, 1991).

Iyengar demonstrates the phenomenon accordingly.

Subjects who viewed stories about poverty that featured homeless or unemployed people (episodic framing) were much more likely to blame poverty on individual failings, such as laziness or low education, than were those who instead watched

stories about national hates of unemployment or poverty (thematic framing). Viewers of the thematic frames were more likely to attribute the causes and solutions to governmental policies and other factors beyond the victim's control (Iyengar, 1991, p. 10).

Valkenburg, (1999), Suggest that there are five ways in which news is usually framed. In addition to these five frames there are three additional frames which are developed by Benford and Snow (1988) and is used in this thesis. Those are prognostic, diagnostic and motivational frames.

2.7.1.2.1. Conflict Frame

Conflict frame is the most common frame which emphasizes conflict between individual, groups or institutions as a means of capturing audience interest (Neuman, 1992, pp. 61-62). This type of frame is conceptually known as strategy coverage (Jamiesin, 1992). The central concern of this frame is to cover the success and defeated stories which include language conflict, games and different competitions (Jamiesin, 1992). Conflict frame was mostly known in the U.S news, news like presidential election campaign news are mostly framed as conflict issues (Patterson, 1993).

2.7.1.2.2. Human Interest Frame

The frame brings an individual story or an emotional view point about a person to present certain event, issue or problem (Valkenburg, 1999). Human interest frame is found as a common frame in the news stories next to conflict frame.

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).

2.7.1.2.3. Economic Consequences Frame

This frame explains an event, problem or issues in relation with their economic impact on the individuals, groups, institutions, region or country. Economic consequence framing is frequently significant and has great news value (Garber, 1993).

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

2.7.1.2.4. Attribution of Responsibility Frame

Attribution responsibility frame reports a subject or problem to attribute responsibility for its root cause or solution or an explanation to either the government or to an individual or group (Valkenburg, 1998).

Attribution responsibility frame cannot be clearly measured whether it is existed on the news or not. As to Iyengar (1991) by reporting a certain problem or issue in terms of an event, instance, or individual (episodically) rather than historical social context (thematically) reassure people's to deal with individual level clarification for social problem and issues. As a result, in the case of poverty a mother is responsible for her destiny the government or the system is not responsible for her fate on the contrary in countries with strong social welfare system government is the one who is responsible for social problems (Valkenburg, 1998). Episodic formats of TV news which

refers to the fact that the majority of television news stories are about “specific events or particular cases” (Iyengar, 1991, p. 2).

2.7.1.2.5. Morality Frame

This frame report a certain event, problem or issues from the angle of religious tents or moral viewpoints. As to Neumann (1992) morality frame have to be shared in the minds of the public rather than in the content of the news (Neuman, 1992).

Medias or journalist use morality frame indirectly through quotation and inference in order to be objective. For instance, use the viewpoints of a certain interested groups in order to ask question about a particular issue which contain moral messages (ibid, 1992).

2.7.1.2.6. Empathy Frame

This frame is used to categorize suffering society through identifying them as victims (Robinson, 2000). In this frame media have the right to use adjectives or put labels on society when describing the victims. In this frame reference the media encourage readers, viewers and audiences to identify the victims through “(1) Emphasizing their status as victims, (2) remembering the readers of their essential similarity with the victims and (3) representing connotations of innocence and vulnerability” (Robinson, 2000:620).

2.7.1.2.7. 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 R. D., 2000).

2.7.1.2.8. 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).

2.7.1.2.9. Motivational Frame

Motivational 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 & H, 1995).

2.7.1.2.10. Visual Frame

Visual framing is “framing which characterizes the selection and visual accentuation of certain aspects of the perceived reality in a communicative context through the specific structuring interpretation patterns and/or advice on appropriate action for a given situation” (Coleman, 2010, p, 237).

Visual framing can also be described as a process or a strategy of visual communication which allows for an emphasis for certain interpretation patterns or frames, making the salient which promotes certain attributions, evaluations or decisions for the issue or item described (Wetzstein, 2011). Visual framing also operates through the activation of cognitive structures in which the visual information as a visual key stimulus activities the fitting of cognitive schemas in the

receivers mind. Visual frame possesses the ability to be perceived with particular salience and lasting effect (Coleman, 2010).

Messaris (2001), argue that visual framing may express meanings that would meet with greater audience resistance if they were conveyed by words. Secondly, pictures are processed extremely fast; the transformer of a visual information cue can succeed in fraction of the time that is needed for a textual message transfer (Lester, 2005). Images are also considered easier to perceive and easier to understand. Although, some deeper intensions and hidden messages might stay unrevealed. Visuals have their own qualities. These are their iconicity, indexicality, and their syntactic implicitness makes them very effective to articulate ideological messages (Abraham, 2001). Nonetheless, concerning their comprehensibility, they are more effective than pure text base framing (Wedel, 2007). Furthermore, images are more attention catching and possess higher activation than texts. Due to the fact that, image superiority effect (Rodriguez, 2011).The perception of visual framing leads to a concise mental fixing even if the stimulus is perceived fast and peripherally. Furthermore, since picture establishes a sense of eye witnessing they are considered more trust worthy and genuine; thus, they are especially “effective” and intrusive in circumstances that only allow low involvement perception (Dimitrova, 2011).

2.7.2. Factors that Affect Media Framing

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. Van Dijk (1985) suspected that media framing process is

depending on the result of social and professional routines of the journalists. Edelman, (1993), also suggested that the choices of frames “driven by ideology and prejudice” (p, 232).

According to Gallung and Ruge there are three major influences in media which affect both the process and the product.

- Ownership and control- most media are under the political and ideological influences of few powerful organizations. As a result media is enforced to fit with the chief idea (Rudin, 2002).
- Finance-most media cover their expenses from advertisements. In this case the media obligated to minimize reports on different issues and events. The need to produce profit and meet advertisers target is the major influence in the content and form of media output (ibid, 2002).
- The routine nature of most news gathering- routine channels including official and public officials. The dependence on routine sources could reflect issues of expediency, lack of initiative, or simply the absence of other sources (ibid, 2002).

2.7.3. Persuasion Theory

Persuasion has been defined as “attitude change resulting from exposure to information from others” (Olson, 1993, p. 153). Persuasion theory is always being one part of human life. It is expected that in our day to day activity different peoples, family members, and even closest friends will try to influence their partners on a particular issues. Advertisers using Media to sell different products are engaged in persuasion. For instance, a nuclear power industry employ public relation experts in order to help the organization by persuading the public that nuclear power is safe. Furthermore, different political candidates who consume newspaper ads, public

health organization prepare programs in order to encourage people to stop smoking, and different religion organizations that puts evangelical messages is to persuade and to put some kind of changes on the audiences (Hovland, 1953).

(Eagly, 1993) States that persuasion is mainly want to have a part in a democracy and attitudinal influence is the major controlling method.

Attitude is a way of being set toward or in contradiction with certain things which needs a manual and neural state of readiness, organized through experience, applying a directive or vigorous effect on the individual responses to all matters with which is related (Allport, 1954).

2.7.3.1. Fear Appeals Theory

The other way to change the attitude of the audience is to threaten or arouse some fear on the audiences. On the basis of learning theory a strong fear appeal will lead once attitude change for the reason that it would increase arousal and it can catch audience's attention and understanding about the problem and it has the ability to increase public enthusiasm to accept the recommendations of the media (Hovland, 1953).

In reinforcement theory terms, learning and practice the suggested technique should become related with the reinforcement of reduced fear and anxiety. On the other hand, researchers state that high level of emotional tension make the audience to lose its defensive reaches and lead the audience to misunderstand the meaning of what is being said (ibid, 1953). Extreme level fear appeals are not effective in bringing about enduring attitude change (Ray, 1970).

Fear appeals are the most effective way to change people's attitude when they provide high level of significant threat and high level of effectiveness or believing that a person's change of

behavior will decrease the risk or the problem. The reason is that peoples engage with maladaptive strategy to control their fear after they evoked by fearful messages (Witte, 2000).

In 1970 Leventhal proposed the parallel process model which has two possible responses for fear appeal (Cho, 2012).

2.7.3.1.1. The Extended Parallel Process Model

1. Fear control, primarily emotional processes were people react to the fear evoked by exposure to messages about a threat and engaged in maladaptive coping strategy to control their fear. (Witte, 1992) However, sometimes peoples think that the problem or the risk is more than their control and they can do nothing to control it (Berham, 1966).

2. Danger control, primarily a cognitive process in which people think about their threat and ways to avert it.

Danger control process- when perceived threat proposes that individuals will engage in danger control that involves making effects to lower their risk. This means people understand the danger and know what kind of action they have to take to avoid it. For instance, they may understand that unsafe driving may lead them to traffic accidents and death, but they believe that driving slowly and safely will prevent their life from death (Witte, 2000).

2.7.3.1.2. Implications for Message Design

Message which are designed for the public have to strike a balance between the severity of the threat and the receivers susceptibility to that threat. Messages need to be providing on actionable responses but provides a strong sense of efficacy. The messages only need to warn people about

the risk and also need to provide double and effective actions they can take to protect themselves from the danger (Cho, 2012).

Roberto (2000), suggests sample messages conveying EPPM (extended parallel process model) components.

Severity only message: accidents caused by cars can kill.

Severity and susceptibility message: accidents caused by cars can kill, injury rates are high.

Severity, susceptibility and self-efficacy message: accidents caused by cars can kill, injury rates are high, follow traffic rules.

Severity, susceptibility, self-efficacy and response efficacy message: accidents caused by cars can kill, injury rates are high, follow traffic rules, avoid drinking driving, over speed and follow other traffic rules can prevent most of the injuries.

Threat component: last year 3,400 people died because of traffic accident. It is one of the leading causes of death for children's.

Efficacy component: the sad thing is that those people never had to die, if the driver drives the car slowly. These types of messages have different meaning and also have different effects on the audiences (Cho, 2012).

Threats are communication by its own self. It warns of danger by the means of message to the public. Threat refers to an apparent severity and likelihood of the danger. Fear is that somebody's experience of feeling their emotion. In this case a person may or may not experience the fearful reaction. Efficacy means the ability of knowing how to prevent or control negative effects from happening. Self-efficacy is a belief on executing the recommended performance.

Response efficacy peoples sense that the recommended behavior will be effective in preventing the danger (Roberto, 2000).

CHAPTER THREE: RESEARCH METHODOLOGY

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

3.1. Research design

As noted in chapter one, the purpose of this study is to analyze how Ethiopian state media frame traffic accident related problems with a bid to inform, educate and persuade drivers as well as the public to reduce or prevent the risk of road traffic accidents. Thus, the researcher employed a mixed method design where by both qualitative and quantitative methods are employed to get the necessary data for the study.

3.2. Research Methods

This study analyzes how Ethiopian state media frame traffic accident related problems with a bid to inform, educate and persuade drivers as well as the public to reduce or prevent the risk of road traffic accidents. Thus, the researcher employed a mixed method design where by both qualitative and quantitative methods are employed to get the necessary data for the study.

As it was mentioned in the previous part, this study employed both qualitative and quantitative research with the intention to combine these two methods known as triangulation method.

Triangulation method is helpful to seek out multiple sources of data and gathering techniques, which means it uses both qualitative and quantitative method in order to gather relevant data for

the study. Using this method helps to get accurate outcome and it provides more varied data's than a single method (Given, 2008).

3.2.1. Qualitative method

Qualitative research deals with some quality or a certain occurrence which is relating with quality. Qualitative study provides relevant explanation in order to develop new concepts on the study. The main concern of qualitative study is to collect, integrate and present relevant data from several sources in order to include them in the given study area (Kothari, 2004).

Qualitative method can help the researcher to interpret and understand the complex reality of a given situation and the implications of qualitative data. 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.

The researcher employed qualitative method for this particular study to analyze the content, expressions and themes of the texts (cause, solution, cause and solution, pre-preventive strategies and policies), frames, extended parallel process models and message designs on road traffic accident related issues which are reported in EBC and Addis Zemen newspaper.

3.2.2. Quantitative method

Quantitative research is concerned with phenomena which can be expressed in quantity (Kothari, 2004). This particular research used quantitative approach as a dominant research method due to the reason that quantitative approach is more suitable for framing research. Moreover, quantitative approach is used to fill the information gap on the data collection process. For the purpose of this research the quantitative approach is used to quantify themes, causes (over speed, drinking driving, environment, roads, wrong way driving, improper turns and other causes), types of frames, types of message design, and types of extended parallel process models, types of media roles (educative role, informative role, agenda setting role and watchdog role) and location of the story.

3.3. Data Sources

Data sources are sources which include primary and secondary data. Primary data are data which are found or gathered for the first time by the researcher him/herself. Primary data include interview, observation, and other different firsthand information obtained from sources (Kothari, 2004). Whereas, secondary data are data which already existed before the researcher found them. These data are created, collected or gathered by some other person. Secondary data include various documents, publication of governments, technical and trade journals, books, magazines, newspapers, publications of various associations (ibid, 2004). Therefore, the researcher

employed both primary and secondary data sources. In this study, reporters and editors working for the selected media were used as primary source to conduct in-depth interview while newspapers and videos were used as secondary sources of the study.

3.4. Sampling Techniques and Procedures

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).

In order to achieve its objectives, 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 (ibid).

Firstly, the state media was selected directly because it has relatively wider coverage and it is also entrusted to serve the wider public interest. Moreover, both EBC and Addis Zemen have long years of experience compared to the other media channels in Ethiopian media industry. Therefore, Addis Zemen was selected mainly for it is the only Amharic state owned daily newspaper with having higher circulations in the country and for its major area of focus on economic, political and health issues that is believed to have included the issue of road traffic accident related problems because the issue road traffic safety is a serious social, economic, political and a health concern.

On the other hand, the only reason for choosing Addis Zemen and EBC were due to the presumption that government has obligation to take into consideration the road traffic accident issue when policies are formulated.

Ethiopian Broadcasting Corporation (EBC) – EBC is the only state owned television station in Ethiopian history, which is established in 1963 E.C. EBC is focus on different social, economic, business, political and entertainment issues. Guzo program is a weekly program which is focused on road traffic issues and run by Ethiopian road authority in cooperation with EBC. The study has chosen Guzo program as its sample because Guzo is the only television program which frequently covers and gives more emphasis to traffic accident related issues. This study used one year sample which is transmitted from September 1 to August 30, 2014/15. According to the sample strategy 48 stories are selected as sample. This means all of Guzo stories which have been transmitted during the selected period are used as a sample.

Addis Zemen Newspaper- Addis Zemen newspaper is government owned daily Amharic newspaper. Addis Zemen issues are focused on social, economic, political, and on entertaining areas. According to Alemtsehay, Circulation Directive Manager of Addis Zemen newspaper, Addis Zemen has 16,400 daily circulations. This study used one year sample which is circulated from September 1 to august, 30. Samples are selected in accordance with their issues. In other word the researcher took all of stories which are published during the selected periods and which has traffic accident related issues.

In order to make the information obtained from the newspapers credible and more accurate, the researcher was plan to interview six journalists and 2 editors. Meanwhile, the researcher forced to use convenience sampling, due to the reason that in Guzo program only two reports and one editor are running the program. In this case the researcher forced to use two journalists from Guzo program and three journalists from Addis Zemen. The interview questions were organized accordingly. First, to conduct the interview, an interview guide was prepared. The guide included different questions on journalists/editors roles on the coverage of road traffic

accident related issue during the period of September 1, 2014- August 30, 2015. All the questions forwarded to these media professionals are similar. Five journalist and 2 editors were selected purposefully. The journalists selected are from those who frequently write articles on road traffic accident related issues in the newspapers and by using a bi-line section base. Then, those who wrote most of the analyzed stories were contacted.

Story Selection

In this study design the element of analysis included were newspaper articles and television program. The newspaper article included feature stories, news items, interviews, commentaries and editorials which were related with road traffic accident related issues and concerning television documentary the study was stick with “Guzo” program. As it is mentioned earlier, purposive sampling was used for taking both media samples. This means in Addis Zemen newspaper, newspapers were selected based on their stories, in other words all stories which mentioned about road traffic accident were selected. In the case of Guzo program, this particular program was selected because the program is only focus on road traffic accident and safety issues.

Stories

In the study design, the units of analysis were newspaper articles for Addis Zemen newspaper and television documentary for Guzo program. All the stories that were based on news, features, and interviews and deal with road traffic accident related issues were included in the study. Moreover, pictures/images were also included in the stories so as to be able to see the relationship of the theme of the stories and the visual representation of RTA. Therefore, both written articles and pictures were coded. In connection with this, in Addis Zemen 37 stories were

found from 365 annual editions whereas, in EBC (Guzo program) from 48 programs 33 documentaries were found in a year. In general, for the purpose of this particular study 70 stories were analyzed.

Reporters and Editors

As mentioned earlier, the study also employed interview with reporters and editors working for the media under study. The researcher selected the reporters and editors purposively on the basis of their experience with the subject of the study.

3.5. Method of Data Collection, Organization 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 content analysis and in-depth interview as its data collection tools.

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 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”. 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). In this research content analysis was used in both qualitative and quantitative senses. Coding sheet was used in order to formulate and analyze the data.

Coding

Coding is placing the relevant element of analysis in to the content type/group (Wimmer, 2011). Coding sheet was used to organize the data and analyze the contents of the two state media which are used in this research. The coding process was done by the researcher and a graduate student who has a good knowledge of coding and was also given the necessary orientation by the researcher. The coding sheet was helpful to find the themes, location of the story, types of the articles, types of media frames, types of extended parallel process models and message designs on the traffic accident related issues story. Hence, this coding sheet was classified in to five parts.

The first part was dealing with the theme of the story and this coding sheet was used to find whether the main idea is concerned in prevention of injuries and deaths, solutions of the, educational issues and on the socio economic impacts.

The second part was concerned with location of the story, whether the story is located in the first, in the middle or in the last page of the newspaper.

The third part of coding was deal with the types of the articles, which means to find out the story is articulated in news, article or in the interview type.

The next part addressed types of frames which were used in the stories; those are conflict, economic, human interest, attribution of responsibility and morality framing. In addition to the

above five framings other types of framing are used in this study; those are diagnostic, prognostic, motivational and empathy framing.

The last part was concerned with the type of extended parallel process model, whether the story is fear arousal or danger control.

In-Depth Interview

In-depth interview is a data collection method which helps to get views and opinions of a single person (Gunter, 2000). In-depth interview helps to get an intensive background, specific and elaborated answers about the data (Wimmer, 2011). In this study in-depth interview is used for the purpose of strengthen the idea which are analyzed in the content analysis section.

The interview section was mainly designed to focus on the content and visual framing of road traffic accident issues in Addis Zemen and EBC. Moreover, those interview questions specifically cover the role of the journalists and editors on the coverage of road traffic accident and the role of the media as an institution. Furthermore, this interview was used to cross check the soundness of the information with the data gathered through content analysis. In addition, the study used semi-structured interview format so as to get relevant information from the journalists. In semi-structured interview the interview mainly include open-ended questions according to topics the researcher wants covered in the interview. Moreover, the interview focuses on key topics; there is also the chance to discuss, in more detail on some particular areas of interest (Lavrakas, 2008).

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). Other than the coding sheet validity of the documents can be guaranteed since it is covered in both print and broadcast media which are used for this research. Furthermore, in order to increase the validity of the study the researcher has to share the work with other participants (Yin, 2011). Therefore, the study employed two coders in the coding process in order to increase the validity of the study.

Reliability means when data are getting on the same conclusion or same decision. On the other hand inter coder reliability refers to the degree of individual coders agreement on the content by using identical coding instrument. As to Holsti (1969) formula of inter coder reliability (Wimmer, 2011).

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

- Where M is the number of coding decisions on which two coders agreed.
- N1 and N2 are the total number of coding decisions by the first and second coder respectively.

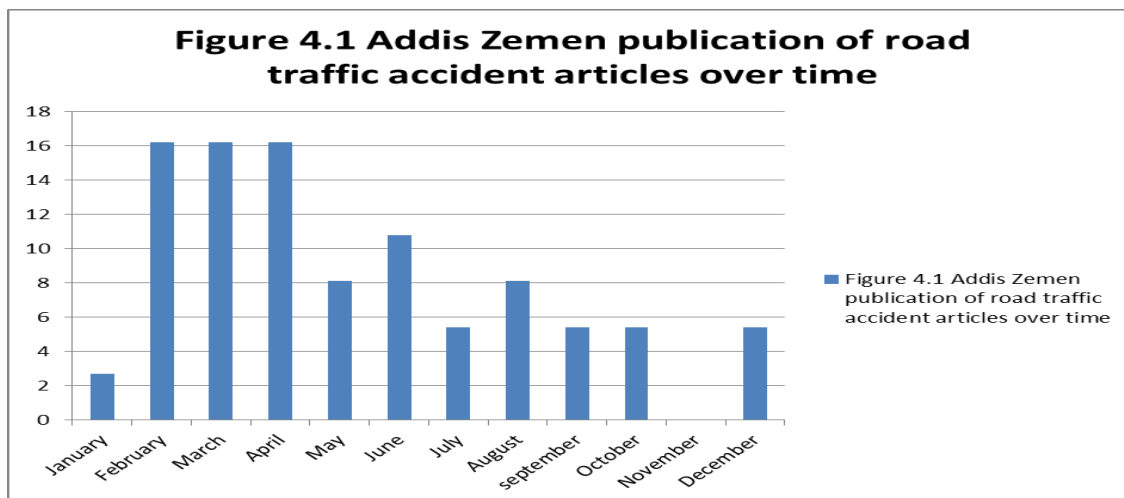
The inter-coder reliability across all categories ranges from 100% to 93% for the 15% of the stories that were coded by the two coders (for each variables reliability see Appendix C). The validity can be assured from the categorizations of relevant issues on the coding sheet as well.

CHAPTER FOUR: Presentation of Findings and Data Analysis

This chapter has two major parts: the first part deals with findings of the study, analysis and interpretation, and the second part presents discussion of the findings of data collected from Addis Zemen newspaper and Ethiopian Road Transport Authority covering of one year from September 1 to August 30th, 2014/15. Under these two major categories there are sub sections which need to be discussed. In the findings, analysis and interpretation part, 7 major findings are discussed, these includes: coverage frequency, themes of stories, story sources, frames, factors that affect media frames, media roles and extended parallel process models, and in the discussion part, the major findings in relation to conceptual and theoretical frame work which are discussed in chapter two are treated. Moreover, the collected data was specifically related with framing of road traffic accident by state media: with reference to Addis Zemen and EBC.

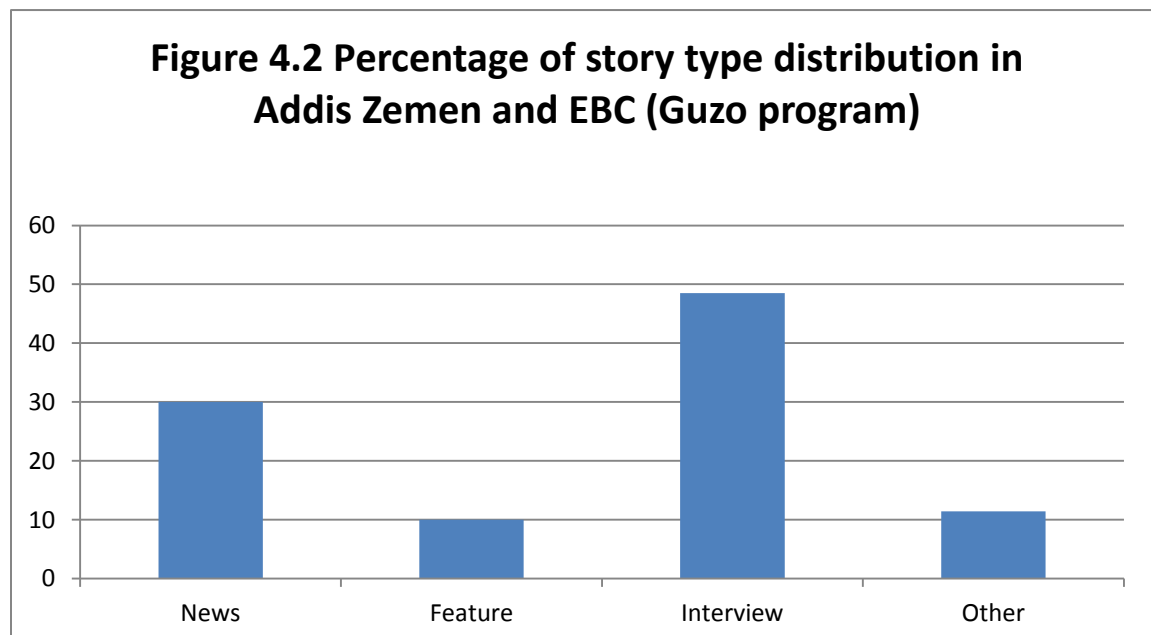
4.1. Data presentation and Analysis

4.1.1. The Frequency of Addis Zemen Coverage of Road Traffic Accident Stories



During one-year analysis of the selected 365 Addis Zemen newspaper 37 issues were mentioned about road traffic accident. The highest number of articles touching on road traffic accident information was published on the months of February, March, and April with each accounting for 16.2 percent of the stories and 10.8 percent were published on June, 8.1 percent on May and August each, 5.4 percent on September, October, and December. In this newspaper the lowest numbers of stories are reported in January which accounted for 2.7 percent of the stories and in November a single story was not mentioned about RTA.

In the case of Guzo program, it has its own constant coverage time once in a week. This means 48 stories be transmitted in one year. However, 15 programs were not transmitted because of EBC's other immediate programs and the rest 3 programs did not have any relation with road traffic accident issues. Besides, the researcher couldn't show the frequency of EBC's coverage in graph as well as in table due to the reason that Guzo program organizers did not know the exact transmission date of the programs.



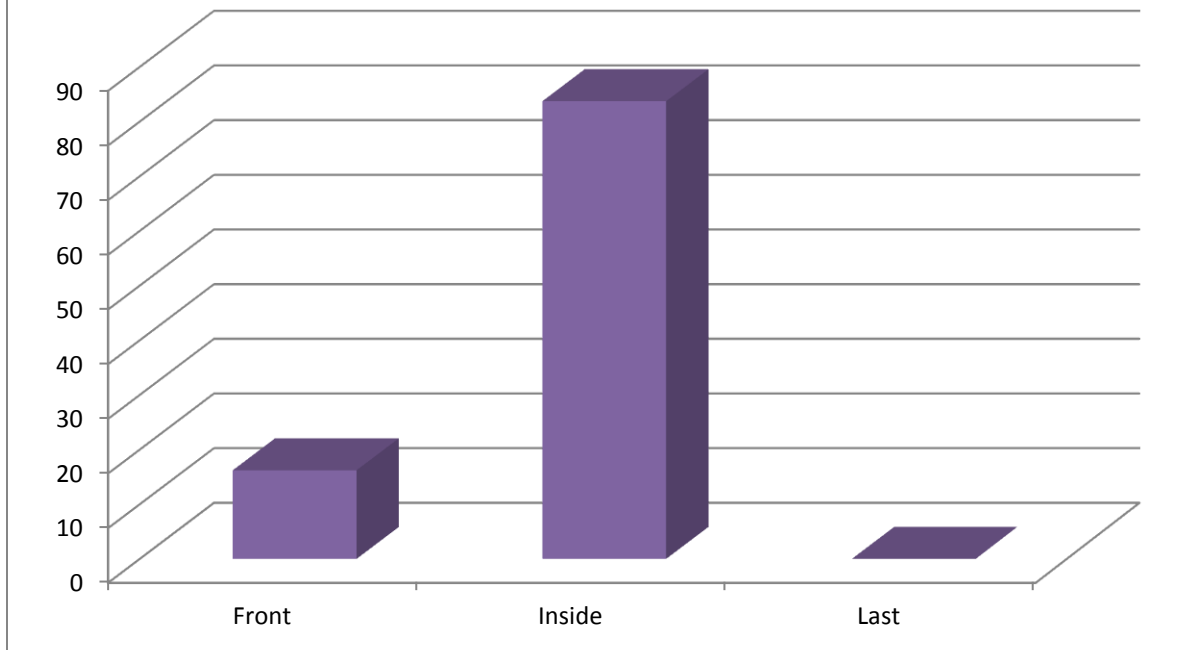
Stories published in both state media were classified in to four major types. The research classified articles in to news, feature, interview, and other types. Other types included editorials and commentaries. As it is mentioned in the above graph 48.5 percent were interview, 30 percent were news stories, 11.4 percent of the stories were used in other type of the stories and the rest 10 percent were feature types.

Table 4.1 type of stories

Story types	Addis Zemen N=37	%	EBC (Guzo program)	%
News	21	56.7	0	0
Feature	7	18.9	0	0
Interview	1	2.7	33	100
Other	8	21.6	0	0

In the above table 4.1 news story is the dominant story type in Addis Zemen newspaper, it covered 56.7 percent of the stories. In the case of EBC (Guzo program) interview is used as a major type, it covers 100 percent of the issue. This means other types of stories were not used in Guzo program. Since Guzo is a television program it follows a different format, due to this reason it cannot have editorial, news and commentaries by its nature. On the other hand, in Addis Zemen 18.9 percent of the articles were feature and 2.7 percent were covered in the interview and the rest 21.6 percent were used in other types of the story.

Figure 4.3 percentage distribution of location in Addis Zemen newspaper

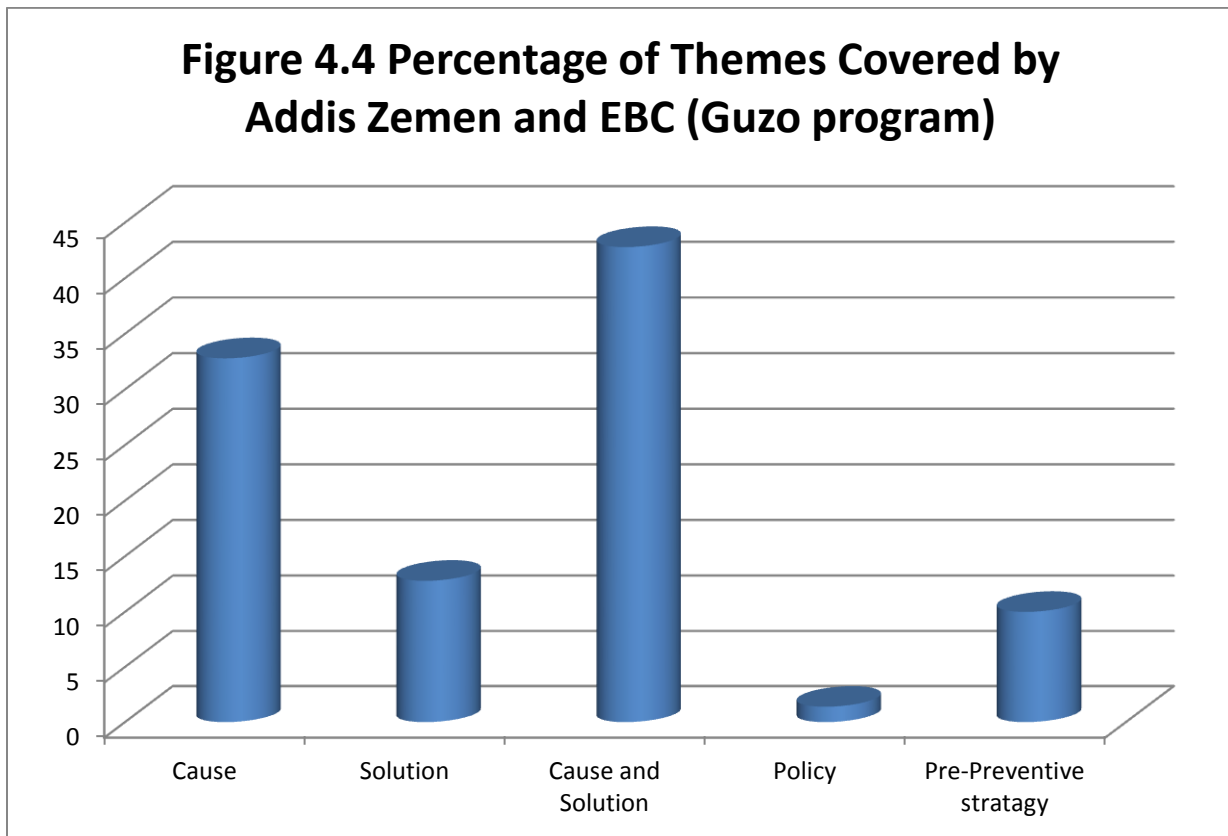


In terms of importance, location of articles on the newspapers indicates the significance of the story. Articles published on the front page reflect the importance of the issue; in this case readers want to focus on those stories. Moreover, stories which appear in the front page can easily catch reader's attention than stories which appear in inside and back pages, because readers believe stories which appear on the front page considered as significant issues.

As it was stated in figure 4.3, 83.7 percent of stories were located in inside page of the newspaper and the rest 16.2 percent of the articles were placed in front page of the newspaper. On the contrary, no articles were found on the last page of the newspaper due to the reason that last page of Addis Zemen newspaper is only located for sport issues.

4.1.2. Focus of Addis Zemen and EBC (Guzo program) Coverage on Road Traffic Accident Issues

For every article, there is the heart of the story. Different stories have different themes. For this research articles were grouped in to five themes. These are cause, solution, policy, cause and solution, and pre-preventive strategies.



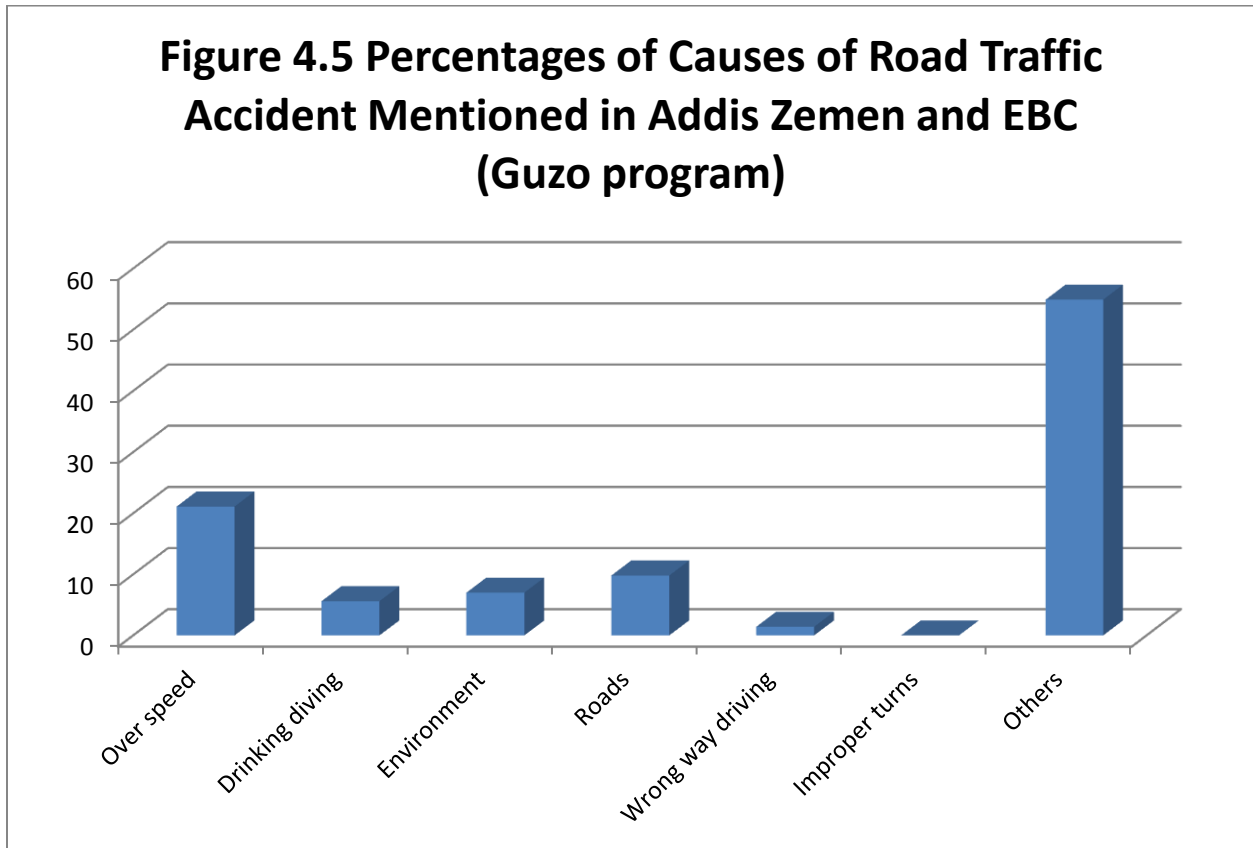
From the analysis made on Addis Zemen and EBC (Guzo program), five core themes were found out. Figure 4.4 indicates that cause and solution theme used in 42.8 percent of the story and 32.8 percent was covered by causes, the rest Solution, pre-preventive strategy and policy hold 12.8 percent, 10 percent and 1.4 percent respectively.

Table 4.2 Percentage of theme distribution in the Media

Themes	Addis Zemen	Percent (%)	EBC(Guzo program)	Percent (%)
Cause	15	40.5	8	24.2
Solution	5	13.5	4	12.1
Cause and solution	13	35.1	17	51.5
Pre-Preventive strategies	3	8.1	4	12.1
Policy	1	2.7	0	0

Table 4.2 shows that Guzo program had given 51.5 percent for cause and solution theme which is the dominant coverage in the program. Addis Zemen and EBC (Guzo program) covered causes 40.5 percent and 24.2 percent, respectively and 13.5 percent on Addis Zemen and 12.1 percent in EBC (Guzo program) themes pondered over solution. On the other hand, 8.1 percent of pre-preventive strategies are covered in Addis Zemen newspaper and 12.1 percent of pre-preventive strategies are covered in EBC (Guzo program). Besides, 2.7 percent of stories in Addis Zemen used policy theme. This is the least coverage Addis Zemen gave in the stated time gap. On the contrary, EBC (Guzo program), did not report any story on policies.

4.1.3. Major Causes of Road Traffic Accident



As can be seen from the above figure, the major causes, i.e. 54.9 percent were other causes. What the researcher refer to as *other causes* included pedestrian fault, new driving license policy, driver's experience, age, carelessness, and absence of traffic signs. Moreover, over speed accounted for 21.1 percent while, drinking driving constituted for 5.6 percent of the total analysis. On the other hand, environment and road contributed 7 percent and 9.8 percent, respectively. Wrong way driving is used 1.4 percent of the total analyzed story. On the contrary improper turns did not mentioned in the story at all.

Table 4.3 Distribution of Causes of Road Traffic Accident

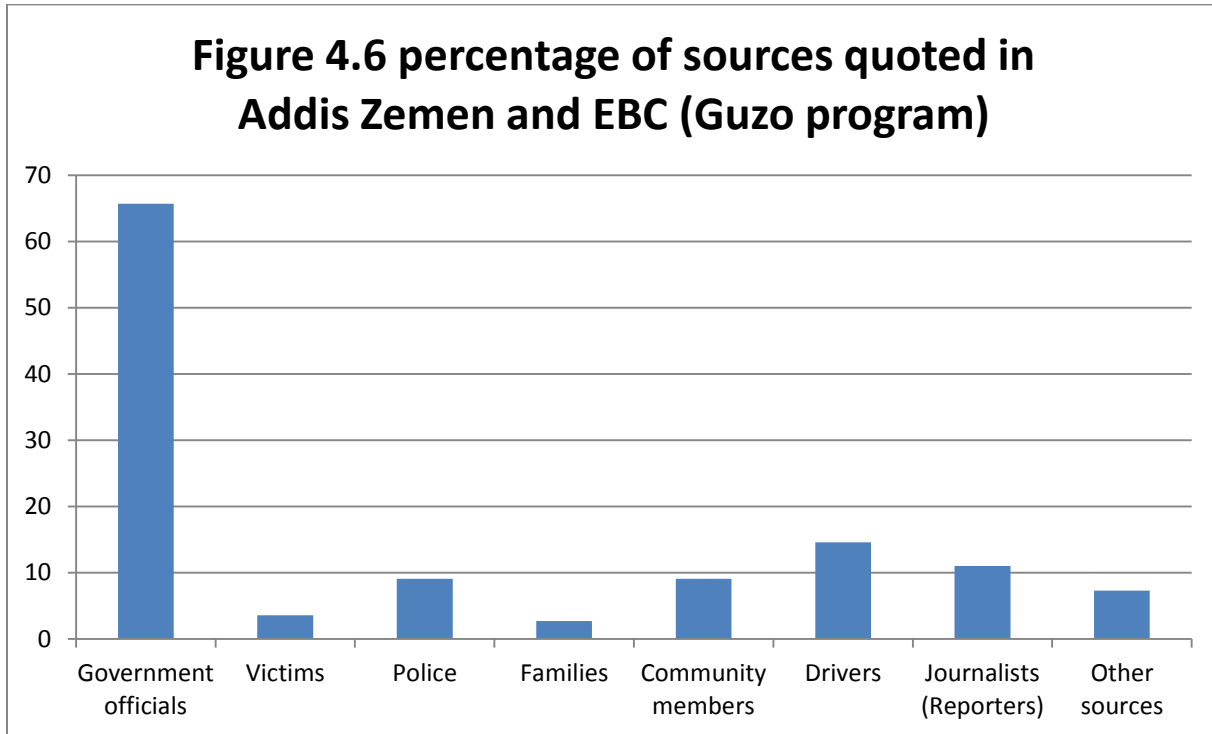
Major Causes of Road Traffic Accident	Addis Zemen	Percent (%)	EBC (Guzo program)	Percent (%)
Over speed	4	10.5	11	33.3
Drinking driving	1	2.6	3	9
Environment	0	0	5	15.1
Roads	6	15.7	1	3
Wrong way driving	0	0	1	3
Improper turns	0	0	0	0
Other causes	27	71	12	36.3

The above Table 4.3 shows that other causes accounting for 71 percent, which is dominantly used in Addis Zemen newspaper, followed by roads which accounted for 15.7 percent. Over speed and drinking driving constituted for 10.5 percent and 2.6 percent respectively. In Addis Zemen newspaper environment, wrong way driving, and improper turns did not describe in any of the story.

Like in Addis Zemen, 36.3 percent of stories in EBC (Guzo program) focused on other causes, followed by over speed which contributed 33.3 percent. Roads and wrong way driving accounted

for 9 percent each; while environment used 15.1 percent of the analyzed stories. In Addis Zemen, improper turns contributed nothing in the analyzed stories.

4.1.4. Story Sources used in Road Traffic Accident Related Issues



In this section the researcher tried to examine sources which were used in the stories. Sources are classified in to 8 sections: these are government officials, victims, police, families, community members, drivers, reporters (journalists) and other sources. Other sources included experts, foreign ambassadors, international road federations, and United Nation Economic Commission for Africa.

Government officials contributed 23 percent and it takes the highest percentage of sources in the analyzed story. Community members, drivers, police, journalists (reporters), and other sources contribute 5 percent, 8 percent, 5 percent, 6 percent and 7.5 percent respectively. On the

contrary, families and victims were the least quoted sources, and each accounted for 1.5 percent and 2 percent, respectively.

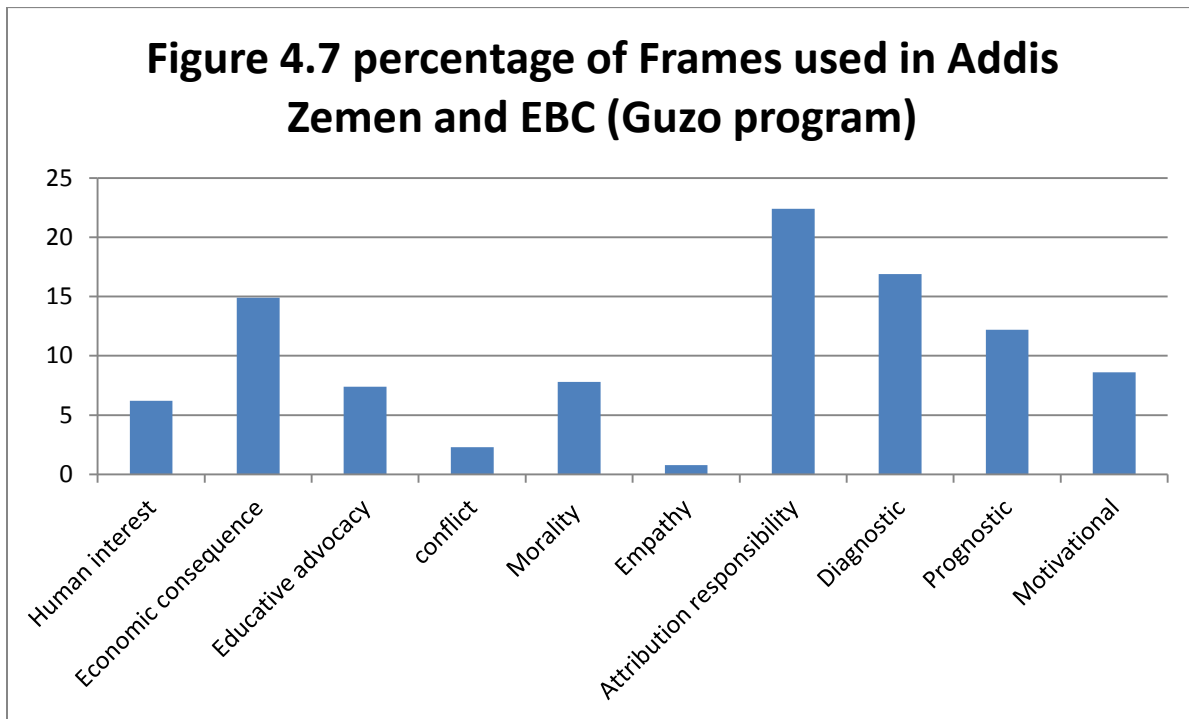
Table 4.4 Percentage of story sources used in Addis Zemen and EBC (Guzo program)

Story sources	Addis Zemen	Percent (%)	EBC (Guzo program)	Percent (%)
Government officials	22	40	24	44.4
Victims	2	3.6	2	3.7
Police	5	9	5	9.2
Families	0	0	3	5.5
Community members	6	10.9	4	7.4
Drivers	6	10.9	10	18.5
Journalists (Reporters)	9	16.3	3	5.5
Others	5	9	3	5.5

Source distribution across Addis Zemen and EBC (Guzo program) is indicated in table 4.4. Addis Zemen used 40 percent while EBC (Guzo program) hold 44.4 percent of government official sources and it is the dominant frame in both state media. Community members and drivers contributed 10.9 percent each for Addis Zemen newspaper. On the contrary, EBC (Guzo

program) used 7.4 percent and 18.5 percent of those sources respectively. While, police sources are accounted for 9 percent in Addis Zemen and 9.2 percent in EBC (Guzo program). Meanwhile, in Addis Zemen newspaper journalists (Reporters) contribute 16.3 percent on the contrary EBC (Guzo program) used 5.5 percent of journalists' source in the story. Other than this, other sources contribute 9 percent to Addis Zemen and 5.5 percent to EBC (Guzo program). On the other hand, victims were the least quoted source in Addis Zemen newspaper which accounted for 3.6 percent whereas families were not mentioned in a single analyzed article of Addis Zemen. On the contrary, EBC (Guzo program) used 5.5 percent of family sources. Like Addis Zemen victims were the least quoted sources in EBC (Guzo program), they contributed 3.7 percent of the analyzed story.

4.1.5. Framing of Road Traffic Accident Issues



According to figure 4.7, attribution of responsibility frame is the dominant frame used in the state media and it accounted for 22.4 percent whereas, the second dominant frame is prognostic frame with 16.9 percent of the total story and the rest human interest, economic consequence, educative advocacy, conflict, morality, prognostic and motivational frame accounted for 6.2 percent, 14.9 percent, 7.4 percent, 2.3 percent, 7.8 percent, 12.2 percent and 8.6 percent respectively. The least quoted frame which is used in Addis Zemen and EBC (Guzo program) were empathy frame which attributed 0.78 percent for the analyzed stories.

Table 4.5 Frame distribution of Addis Zemen and EBC (Guzo program)

Frames	Addis Zemen	Percent (%)	EBC (Guzo program)	Percent (%)
Human interest	7	5.5	9	7
Economic consequence	18	14.2	20	15.6
Educative advocacy	4	3.1	15	11.7
Conflict	6	4.7	0	0
Morality	8	6.3	12	9.3
Empathy	0	0	2	1.5
Attribution of responsibility	33	26.1	24	18.7
Diagnostic	27	21.4	17	13.2
Prognostic	14	11.1	16	12.5
Motivational	9	7.1	13	10.1

As can be seen from the above table 4.5, attribution of responsibility frame is the dominant frame used in Addis Zemen, it accounted for 26.1 percent followed by diagnostic frame which

contributed 24.1 percent in the story. The contribution of human interest, economic consequence, conflict, morality, prognostic and motivational frames were limited, these frames accounted for 5.5 percent, 14.2 percent, 4.7 percent, 6.3percent, 11.1 percent and 7.4 percent respectively. Educative advocacy frame which contributed 3.1 percent was recorded as the least quoted frame in Addis Zemen newspaper, while empathy frame didn't mention in a single article.

Like Addis Zemen, attribution of responsibility frame is the leading frame in EBC (Guzo program) which contributed 18.7 percent. In both media attribution of responsibility frame has been used to represent responsible bodies for the occurrence of road traffic accident. Moreover, in Guzo program it was widely used to state different stake holders who are responsible for the solution of road traffic accident.

Economic frame was used in 15.6 percent of the story which is the second dominant frame in EBC (Guzo program). The media have used economic consequence frame only to describe the amount of damage properties during the accident, and other economic effects were not mentioned in both media.

On the other hand, diagnostic, prognostic and motivational frames constituted for 13.2 percent, 12.5 percent and 10.1 percent respectively. These three frames used in the media to detect the cause, to provide solution and call to alarm for the concerned bodies. For example, in November, 2007 Guzo program transmitted about crane issues, the issue stated that unable to move crashed and damaged cars immediately from transportation areas become the cause for increasing RTA. In order to alleviate this problem, government used to import crane to the country, however, a single crane cannot provide the necessary service all over the regions and the media stimulate

local investors to import and start providing services to the regions in order to minimize the accident. This message shows that the media used the above three frames, respectively

On the other hand, contribution of educational frame for EBC (Guzo program) stories was 11.1 percent while, human interest and morality frame contributed 7 percent and 9.3 percent respectively. In the case of morality frame both media organizations tried to mention morality frame from the angle of religion, corruption, bad behavior and other ethical issues which have direct relation with the road traffic accident. In Addis Zemen April 16 publication a story was stated about mechanics who steal different body parts of the cars in the garage and the situation have a significant factor for the rising of RTA. There are also several ethical problems (morality issues) which need to be mentioned as a cause for the increasing of road traffic accident. However, the media didn't give enough attention for this particular frame.

In EBC (Guzo program) empathy frame was the least quoted frame which attributed 1.5 percent whereas conflict frame was not stated in a single story. On the contrary, empathy frame couldn't get the chance to be quoted in a single story of Addis Zemen while conflict frame used 4.7 percent of Addis Zemen stories.

4.1.5.1. Visual Framing

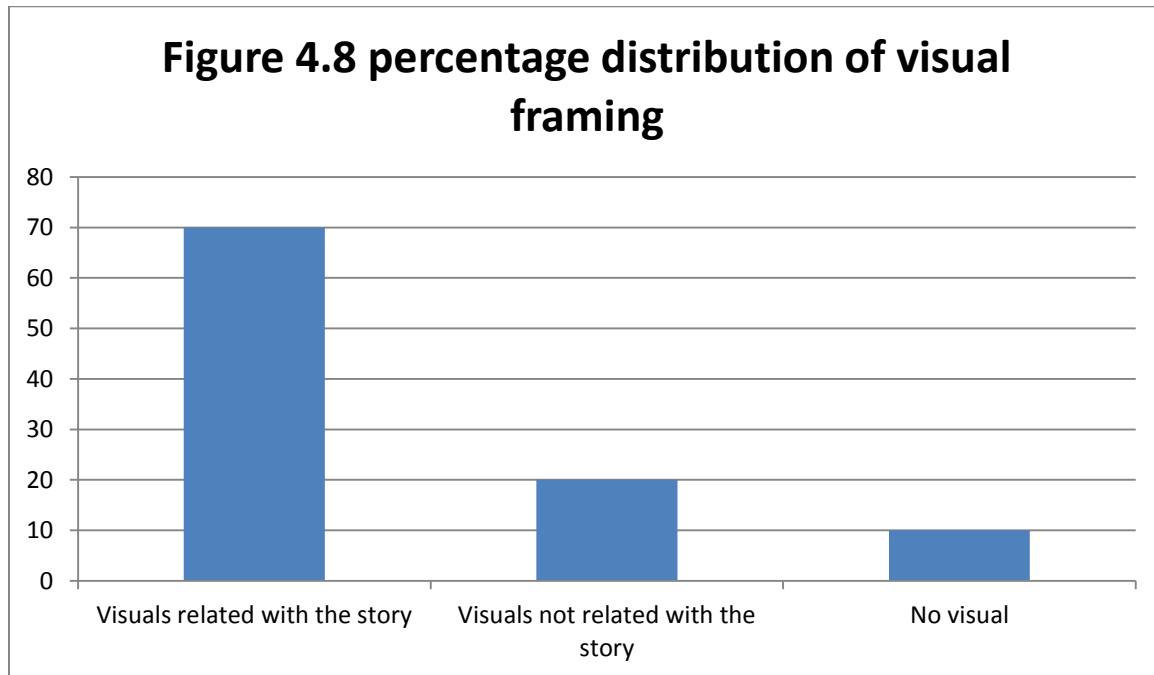


Figure 4.8 shows the distribution of visual framing across state media. The majority of visuals had direct relation with stories which includes graphs, different accidents, and crashed cars, and it accounted for 70 percent of the story. On the contrary 20 percent of visuals didn't have direct relation with the analyzed stories they used picture of government officials, different meetings, and animals which are walking on the street while the story talks about other traffic accident issues. On the other hand, 10 percent of the analyzed stories didn't use visuals for their stories.



Table 4.6 percentage distribution of visual frame

Visual frame	Addis Zemen	Percent (%)	EBC (Guzo program)	Percent (%)
Visuals related with the story	19	51.3	30	90.9
Visuals not related with the story	11	29.7	3	9
No visual frame	7	18.9	0	0

Visual frame distribution in Addis Zemen and EBC (Guzo program) is indicated in table 4.6. Both Addis Zemen and EBC (Guzo program) majority of visual frames had directly related with the analyzed stories, which accounted for 51.3 percent and 90.9 percent respectively. Besides, 29.7 percent of Addis Zemen and 9 percent of EBC (Guzo program) visuals were not related with the stories. On the other hand, 10 percent of Addis Zemen newspaper articles didn't have a single visual frame.

4.1.6. Factors that Affect the Frames

The researcher posed relevant questions to the interviewees with a bid to find out factors that affect the framing of road traffic accidents. The data obtained through interview revealed that all informants were not conscious of how stories were framed. They all agreed that they focused on the accuracy and objectivity of stories rather than concentrating on frames.

Concerning the journalistic routines, interviewee six said that in Addis Zemen there is lack of interest and most of Addis Zemen reporters are not committed to work on road traffic accident

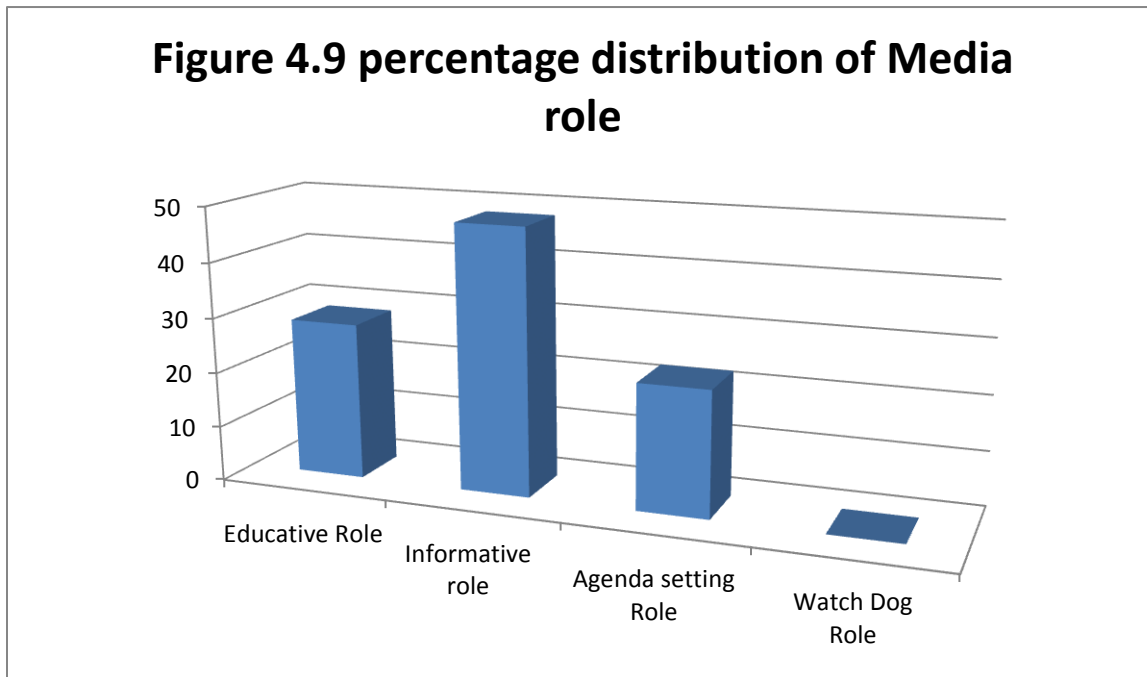
related issues because government officials and concerned bodies don't want to provide information to the print media especially to Addis Zemen newspaper. The informant further stated that due to the fact that newspaper has the ability to stay for a long period of time and Addis Zemen is used for legal issues in this case they don't want to be mentioned as evidence on courts. On the other hand, Addis Zemen editor stated that Addis Zemen newspaper often focuses on growth and transformation plan and this situation forced us to focus on development and political issues. Furthermore, we have a shortage of time, skilled manpower and space; these three situations also didn't allow us to cover road traffic accident issues as in needs to be covered. This implies that the editor considers road traffic issues irrelevant to development though road traffic accident is a serious development challenges which need due attention form the media.

Besides interviewee 5 and 6 of Addis Zemen replied that "Addis Zemen newspaper doesn't have regular column as well as a skilled man power on road traffic accident areas, and this situation affects the coverage of the issue. In the case of EBC (Guzo program) all interviewees answered that ownership is the major influence on the framing of road traffic accident related issues. Moreover, EBC's editorial policy is a big barrier for their work. They all stated that "EBC didn't allow us to show the exact reality of road traffic accident, they want us to cover only specific part of the problem". This shows the media by itself didn't give a due attention for this particular issue. Meanwhile, all the above circumstances affect the frames.

4.1.7. The Role of Media in Addressing Road Safety Issues

The researcher attempted to identify the media roles emphasized by the two media houses under study. As can be seen from Figure 4.9, the finding indicates that out of the two media roles

played in the state media, 48.1 percent was held by information role which is the most frequently utilized media role. On the other hand, 22.8 percent of the article also held agenda setting role of the media. Educative role was the less recurrent role, accounted for 28.5 percent of the analyzed article.



The distribution of roles across state media is specified in table 4.7 educative role was the dominant role which was used in EBC (Guzo program), which accounted for 45.4 percent. On the contrary, informative role was the leading role in Addis Zemen newspaper which contributed 67.5 percent for the analyzed articles whereas informative role contributed 27.2 percent in EBC (Guzo program). Regarding the agenda setting role 26.1 percent used in Addis Zemen and 24.2 percent used in EBC (Guzo program) which was the least quoted role in EBC (Guzo program). On the contrary Educative role was the less recurrent role in Addis Zemen newspaper, which covered 10.8 percent of the story. Besides, agenda setting role didn't give a single coverage in both media organizations.

In Addis Zemen most of stories were focused on reporting number of deaths, injured people and damaged properties. Even the media doesn't show its effort in communicating with different stake-holders on the area. On the contrary, Guzo program somehow addressed some of government officials and experts to explain and figure out the cause and to point out preventive strategies of the accident. For example, on September transmission of Guzo program the story was covered about a religious man who lost his leg because of road traffic accident, and the media invite the victim to the program in order to give a lesson for the community members because it is obviously known that our community members listens what religious fathers teaches moreover, this kind of messages initiates the public to listen what the media present.

Table 4.7 percentage of roles used in the state media

Media role	Addis Zemen	Percent (%)	EBC (Guzo program)	Percent (%)
Educative role	4	10.8	15	45.4
Informative role	25	67.5	9	27.2
Agenda setting role	8	21.6	8	24.2
Watchdog role	0	0	0	0

4.1.8. The Extended Parallel Process Model

The researcher found it important to examine the way messages related to road safety issues were designed in view of the extended process model. As clearly shown in figure 4.10, the distribution of Extended Parallel Process Model across the analyzed stories depicted that danger control was the major model which was covered in the state media which accounted for 62.8 percent. On the other hand, 30 percent of the analyzed articles used fear arousal model on their stories while, fear control is the least covered model which was used in the analyzed stories, and only 7.1 percent of the articles dealt with fear control model.

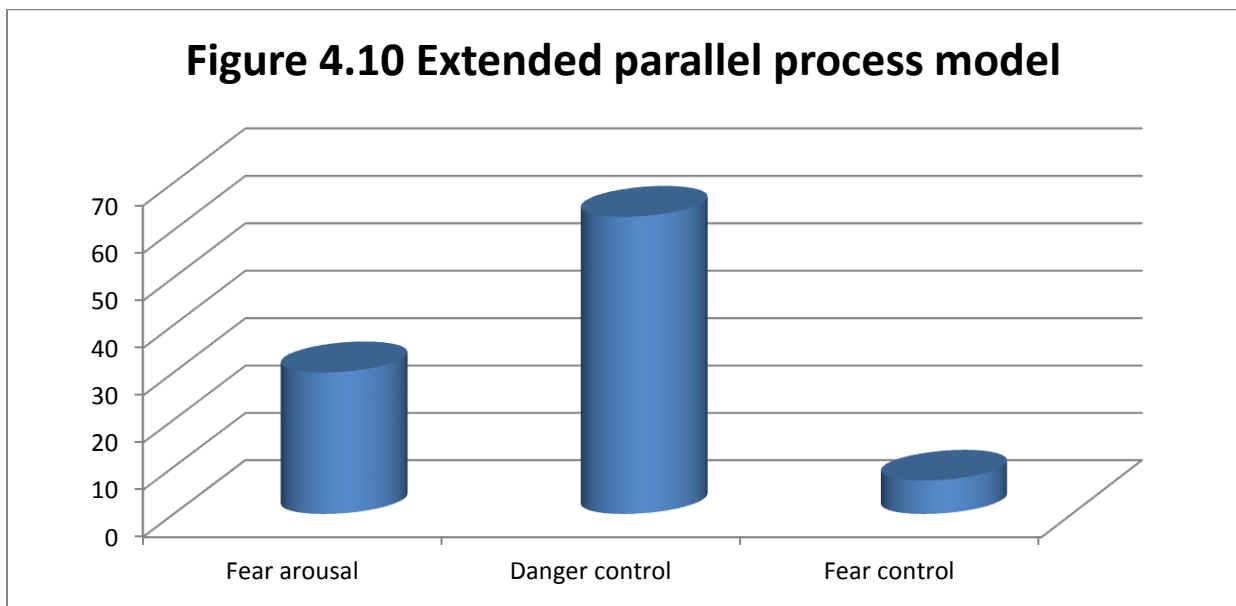


Table 4.8 percentage distribution of extended parallel process model

Extended parallel process model	Addis Zemen	Percent (%)	EBC (Guzo program)	Percent (%)
Fear arousal	17	45.9	4	12.1
Fear control	4	10.8	1	3
Danger control	16	43.2	28	84.8

Regarding distribution of extended parallel process model in the media, table 4.8 shows 84.8 percent of stories in EBC (Guzo program) contained danger control model. On the contrary, the dominant model which was used in the analyzed stories of Addis Zemen newspaper was fear arousal messages (which covered about fatalities and heavy injuries without covering ways to avert the accident) which accounted for 45.9 percent. Further, Danger control messages (which covered about different level of accidents with their preventive strategies) holds the second place in terms of frequency with 43.2 percent in Addis Zemen while fear arousal is the second dominant frame with 12.1 percent in EBC (Guzo program). On the other hand, fear control was the least quoted model in Addis Zemen and EBC (Guzo program). Each accounted for 10.8 percent and 3 percent respectively. In Guzo program on its June transmission, the media conveyed danger control messages, the story was covered about pedestrians who ignore traffic laws and the media had worked a program which recommend the public to walk on their left side, for the community members who ignored this message journalists put a warning message on the right side of the road which says “you are walking on the right side of the road and you are putting yourself in danger”. When the pedestrians watch this message they immediately

change their position in to their left side. This story can be mention as a good example of danger control message.

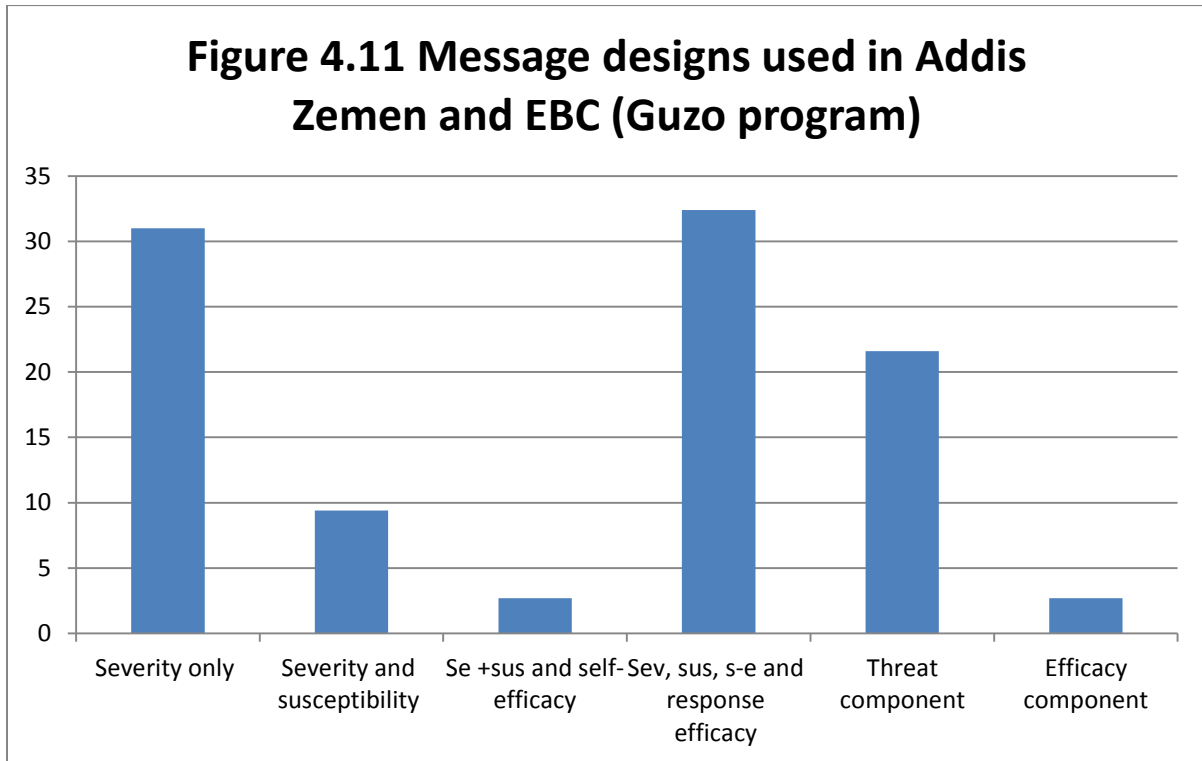


Figure 4.11 indicates message designs which are used in Addis Zemen and Guzo program analyzed stories. In the case of road traffic accident issues message design is the critical part of the story. Message designs are grouped into six sections. These are severity only messages, severity and susceptibility messages, severity, susceptibility and self- efficacy messages, severity, susceptibility, self- efficacy and response efficacy messages, threat component messages and efficacy component messages.

Severity, susceptibility, self- efficacy and response efficacy messages were the dominant message design in the state media, which accounted for 32.4 percent followed by severity only

message which contributed 31 percent for the story. Severity, susceptibility and self- efficacy and efficacy component messages used 2.7 percent each and which were the least used message designs in the analyzed stories. On the other hand, severity and susceptibility and threat component message designs were holds 9.4 percent and 21.6 percent respectively.

Table 4.9 percentage distribution of message designs

Message designs	Addis Zemen	Percent (%)	EBC (Guzo program)	Percent (%)
Severity only	11	26.8	12	36.3
severity and susceptibility	4	9.7	3	9
severity, susceptibility and self- efficacy	2	4.8	0	0
severity, susceptibility, self- efficacy and response efficacy	11	26.8	13	39.3
Threat component	13	31.7	3	9
Efficacy component	0	0	2	6

Table 4.9 indicates that Guzo program had given 39.3 percent for severity, susceptibility, self- efficacy and response efficacy message designs which was the highest message design, followed by severity only message design which accounted for 36.3 percent. Severity and susceptibility and threat component attributed 9 percent each. On the other hand, efficacy component used 6

percent of the analyzed story. While, severity, susceptibility and self- efficacy message designs were not used in a single story of Guzo program.

In the case of Addis Zemen newspaper, severity only, and severity, susceptibility, self- efficacy and response efficacy message designs used 26.8 percent each and the newspaper had given 31.7 percent for threat component message designs, which was the dominant message design coverage in Addis Zemen newspaper. On the contrary, the newspaper didn't use efficacy component message designs at all. On the other hand, Severity and susceptibility and severity, susceptibility and self- efficacy message designs were attributed 9.7 percent and 4.8 percent respectively. for example, in February 13 and March 22 of Addis Zemen publication two traffic accident stories were published on the title of “ኢትዮጵያ በ መንገድ አደጋ በአመት ግማሽ ሚሊዮን ብር ታጣለች ሶስት ሺህ ዜጎቿንም በሞት ትነጠቃለች” (Ethiopia losses half million birr and three thousand people lost their life annually because of road traffic accident) and “በአዲስ አበባ ባለፉት ስድስት ወራት የመንገድ አደጋዎችን በቀነስ አልተቻለም 225 የመንገድ አደጋዎች ተከስተዋል” (Addis Ababa couldn't reduce road accidents in last six months, there have been 225 road accidents) both of stories were conveyed threat component messages.

4.2. Discussion of Findings

The study examined how road traffic accident was framed by the state media, particularly Addis Zemen from print and Guzo program from broadcast news media. In the discussion part of the study, findings were discussed in terms of types, themes, sources, locations, causes, frames, extended parallel process models and message designs. The analysis is done on Addis Zemen newspaper articles and on EBC television program particularly on Guzo program. Furthermore, information was gathered through interview with journalists and editors of both media

organizations. This part discusses the outcomes presented in the finding section by correlating the findings with the theoretical frameworks of the study, principles guiding the role of media in addressing serious social issues, and related research works in the area of the topic under study.

4.2.1. Coverage Frequency

The finding demonstrates that Guzo program gave more emphasis to road traffic accident issues than Addis Zemen newspaper. Guzo program transmitted 33 programs in 48 weeks. This means 68.7 percent of road traffic accident issues were addressed in EBC (Guzo program). The only factor which contributed to this major coverage of the story was that Guzo program is mainly focused on road safety related issues and other current issues which are directly related with automobiles. Meanwhile, Addis Zemen gave 10.1 percent of its coverage to road traffic accident issues. In other words, Addis Zemen published only 37 stories in 365 days (one year).

From the interview with the journalists and editors of Addis Zemen and Guzo program several reasons were given for the problems on the coverage of RTA issues but the major problems on the coverage of the stories were lack of commitment, shortage of human power, failure to give priority and ownership influence, time constraint, shortage of finance, and lack of journalists willingness.

A question was raised to Guzo program editor on why they give less credit to road traffic accident issues than other programs and he replied that Ethiopian road transport authority uses the air time it bought from EBC to broadcast this program and therefore, they can't use more than the time permitted to the program. The other reason stated by the editor was, even if they transmit the issue, the time is not suitable for the public to see because Guzo program is transmitted at the day time (working hours). He also mentioned that they try to shift the program

in to night time, preferably next to the evening 8:00 PM prime time news but EBC wants to use this time for highly paid advertisement by different companies which maximizes revenue for the Corporation. However, since Guzo program is supported by the state budget Ethiopian Road Authority could not have enough money to pay for EBC and compete with private companies to share the suitable air time.

On the other hand, editor of Addis Zemen replied that they believe road traffic accident issues are relevant, but they have other developmental issues to deal with. Moreover, since Addis Zemen is a state media they frequently focus on development and political issues. One can safely deduce from the editor's position that even decision-makers like editors in media institutions underestimate the impact of traffic accident on socioeconomic development. This idea is completely contradict with Mackay idea. According to Mackay (2007), rather than loss of life and reducing quality of life RTA has economic and social impact on individuals as well as on the country, RTA weigh down the economic growth, loss house hold productivity and backwardness of the country. This implies that RTA is the major factor in affecting the socioeconomic development of the country.

Interviewee 3 from Addis Zemen said that she was committed to cover road traffic accident issues and also she tried to do it many times. However, government sources are not willing to give information for print media. This implies since newspapers are needed for use as an evidence for court cases because of their capacity to stay long government is afraid of giving information and this situation barred the newspaper not to access the relevant information. Interviewee 1 mentioned that in the case of road traffic accident issues, their organization covers the issue when some accidents are happened. In other words, they are depending on event oriented stories because they have a lot to do on political and development issues. Furthermore,

in Addis Zemen there is a shortage of human power and as result they couldn't cover road traffic accident issue as it needs to be covered. This shows that government didn't give proper attention to the disaster moreover, they both the media and government didn't recognize the political side of the accident. This situation make the issue to be seen an insignificant.

In the case of location, findings indicate that in Addis Zemen 83.7 percent of the stories were located in inside pages of the newspaper While, 16.2 percent of the analyzed stories were published in front page of the newspaper. On the contrary, traffic accident related issues were not mentioned at the back page of the newspaper. Accordingly, the findings show that in Addis Zemen 56.7 percent of the stories were news stories. Whereas, in Guzo program 100 percent of stories were interview and the rest 43.3 percent of Addis Zemen articles were published as feature stories, from those feature stories 13.5 percent of stories were presented in entertainment form in entertainment page.

Locations were determined by news, feature and interview criteria's. According to Addis Zemen editor if the stories are hard news they do post the issue on the front page of the newspaper. Moreover, in order to post stories in front page stories they have to be newsworthy and can easily catch reader's attention. She stated that "When we said this, we didn't mean road traffic accident issues are not relevant, but we have many other convincing issues which need to be posted in front page of the newspaper". However, since the issue is relevant, they need to bring stories in the front pages of the newspaper in order to recognize by the audiences. According to Entman (1991) relevant stories will be memorable than other stories through repetition and their location. Moreover, media should strive to keep road safety issues and educative information alive in public's mind through regular publishing; otherwise it might affect the information flow to the audience (Andrew, 2011). This shows that the newspaper framed road traffic accident related

issues as insignificant issue by their number as well as their placement on the newspaper and this manifests that media organizations have not considered road traffic accident as a big crisis that demands the media to give due attention in setting agenda for the public.

4.2.2. Themes

There are several factors for the happening of road traffic accident problems. Everyone is also responsible for the happenings of road traffic accident, starting from individuals; government and other concerned bodies need to participate in order to uphold road traffic accident fortification. According to Andsager and powers (1999), when issues and events have several sides, the media tends to focus on certain elements of that issue or problem. The findings show that the media under study focused on similar and repeated themes in relation with road traffic accident related issues. Guzo program gave priority to cause and solution issues. It is obvious that solution themes are highly important to minimize road traffic accident related issues. However, both Addis Zemen and Guzo program coverage didn't recommend detail and satisfied solutions to the public. In most of the stories over speed, the new implemented provision of driving license, lack of drivers experience, carelessness and absence of traffic signs were mentioned as a cause for RTA beside, the media simply mention the solutions (solutions like drivers and pedestrians should respect traffic laws) rather than reporting how and in what way the problem should be solved. It is like a "half decoration in a wedding". Reporting about only the cause of the accident doesn't benefit the community to prevent the risk rather, it just increase the risk of the accident rate.

Concerning Addis Zemen, causes of road traffic accident were the dominant theme in the analyzed stories. The study has also found out that Addis Zemen newspaper didn't have its own

agenda regarding road traffic accident issues, most of road traffic accident coverage's were event oriented. Interviewees from Addis Zemen newspaper also stated that causes of RTA is the major theme they mostly used in their stories due to the reason that they mostly work on event based stories. Moreover, road traffic accident issues by their nature forced them to focus on the causes of the problem. On the contrary interviewee 1 from Addis Zemen asserted that it needs a research to know in which theme of the story they are focusing on, implying that their practices so far have not been supported by research works. However, over reliance on incident reporting fails to help the audience and the general public in understanding the critical information on road safety, since when accident didn't happen, then nothing on road safety is published (Andrew, 2011). On the contrary policy was given a little coverage on both state media. Especially Guzo program didn't give a single coverage for policies. Guzo program interviewees also noted that they are mostly focused on solution based issues than policies. Moreover, they stated that "since we are working for the welfare of the community we have a responsibility to save human life through recommend solutions to the public than discussing the policy". However, issues on policies are also fundamental in minimizing road accident problem, every one also need to be enlightened on proper ways and available mechanisms of dealing with road traffic accident related problems.

4.2.3. Story Sources

The sources or references used in media plays a significant role in framing the news story. Furthermore, sources have the ability to influence the media coverage. Both Addis Zemen and Guzo program stories were over-relying on government official sources. Interviewee 7 from Addis Zemen noted that they use government as their dominant source because they believe government officials are the major responsible bodies' in order to convince laws and regulations

to be practiced. Moreover, there is a problem on the delivery of driving license to drivers; in this case government is the one who needs to reconsider the new implemented provision of driving license procedure. However, reliance on officially provided information is the biggest weakness. Journalists need to cover their stories from different sources, or else the news will be one-sided (Tom Wicker, 1993). Moreover, depending on official sources might hide the accountabilities and the weak side of government practices on road safety issues.

As it was clearly stated in the findings of the study, Addis Zemen didn't use family sources in any of the analyzed newspapers. In addition to this in both media organizations victims were also the least quoted source. Interviewee 4 from Addis Zemen stated out why families and victims were the least sources in the analyzed stories. She said that "since most of our stories depend on event oriented articles we don't have the chance to get families and victims immediately as the accident happened. On the contrary, interviewee 1 from EBC (Guzo program) figured out why victims were the least quoted sources, saying that, most of the time victims are not willing to give any information that related with their accident because they don't want to remember the coincidence.

This implies that the analyzed stories gave less voice of the victims, mostly; other stakeholders are speaking for the victims. It might also argue that ignoring the problem from the victim angle might have negative impacts in the responses given from other sides.

Moreover, police, community members and drivers were also given less emphasis in both state media. Including different stakeholder's opinions are important to encourage everyone to discharge its responsibilities towards minimizing road traffic accident related issues. However, findings show that there is lack of diverse views and opinions on road traffic accident related

problems as well as on road safety information. Moreover, interviewees from Addis Zemen stated that because they gave priorities to political issues road traffic accident issues were event oriented and the first source they could access were government officials. This circumstance directly relates with the ownership influence because (Garber, 2002) the ownership of the media can affect what and how the media cover certain events. It goes without saying that Addis Zemen, as a government owned media its editors and reporters accept commands directly from the governing bodies and this situation might force them to concentrate on development and political issues although road traffic accident should have been addressed as an impediment to development and thus important development issue.

4.2.4. Coverage of Major Causes of Road Traffic Accident

As can be seen from the above findings both state media covered most of their stories on other causes of the problem. According to McMahon (2005), drinking driving, wrong way driving, over speed, improper turns, roads and environments are the major causes of road traffic accident all over the world. Environment, wrong way driving and improper turns were not given a single coverage in Addis Zemen newspaper whereas, the newspaper covered drinking driving cause once in one-year period. While in Guzo program improper turns were not mentioned in a single story. On the other hand, Guzo program covered roads and wrong way driving causes, once in a year. Over speed was the second dominant cause which was covered in both media. These findings reveal that there is lack of balance in how the media treat causes of road traffic accident issues. In Addition, both of state media didn't give enough coverage about the major causes of the problem which were stated in chapter two of this research. It likely affects public awareness

about causes of road traffic accident. Media should strive to keep road safety information alive in public's mind through addressing the causes and solutions of the problem.

According to interviewee 1 and 4 of Addis Zemen, they didn't have the chance to cover all the causes of road traffic accident because they address the issues when the accidents are happened and due to this reason they are forced to give limited coverage to causes of traffic accident. However, as long as media are responsible for informing and educating the public, the media under study should emphasized informing all the causes, emergencies and solutions to the community. Moreover, updating information can greatly contributed to the society to prevent and reduce the risk of RTA., since road traffic accident is a serious problem the media should have given more attention and continuously cover the causes and preventive strategies rather than depend on events.

4.2.5. Frames

As it was mentioned in the previous part of this study, analyzing media frame includes the number of stories which were covered on the media and the placement (location) with in the media. Rather than the contents, media framing is related with the physical characteristics and particular frequency and location of the story (Entman, 1991). However, the findings showed that the media gave less emphasis to their reports of road traffic accident issues.

As it was mentioned in the above section of this research, both Addis Zemen and EBC (Guzo program) used a number of different frames in covering issues of road traffic accident related problems during the research period. The finding showed that attribution responsibility frame was used dominantly in both state media. Whereas, diagnostic frame took the second place in Addis Zemen while economic consequence frame took the second place in EBC (Guzo

program). Majority of the frames: educative advocacy, human interest, morality, prognostic and motivational frames were used better than conflict and empathy frames. Besides, empathy frame was not given a single coverage in Addis Zemen while conflict frame was not covered in Guzo program.

For simplicity purpose, frames were grouped into four parts. 1. Economic consequence, human interest, and empathy frames, 2. Educative advocacy and attribution responsibility frames, 3. Morality and conflict frames, and, 4. Diagnostic, Prognostic and Motivational frames.

4.2.5.1. Human interest, Economic Consequence and Empathy Frames

In both state media human interest frame was found less dominant when it is compared with its uses for the media as well as the public. However, the frame contributed only 5.5 percent for Addis Zemen and 7 percent for EBC (Guzo program) analyzed stories. Semetko and Valkenburg (2000) stated that because of news story market competition, media practitioners are exerting greater effect to produce stories that captures public's interest. This means, human interest frames have the ability to catch reader's attention easily and influence the audience to have a response towards the subject. Furthermore, human interest is the best way to create awareness and to change people attitude towards the accident. On the other hand, all interviewees also replied that they believe human interest frame by their nature can catch public attention. However, the interviewees pointed out that most of the victims are not interested to share their stories to the media. In this case, they can't succeed to write from human interest angle. This shows there is a gap in discussing RTA issues in a detailed manner. According to Carlyle (2008), by portraying the accident without discussing the underlying causes of the accident in brief way, victims may be more likely to feel blamed for their own victimization and ashamed to tell their

stories. The facts obtained from this review strengthen the idea. This revealed that the media didn't discuss the major causes of road traffic accidents satisfactorily and this circumstance might let the victims not to discuss the issue with the media.

Concerning the empathy frame, both of the media utilize the frame to very limited extent. The frequency of this frame indicates that the media didn't identify victimized societies/ individuals on their stories. Interviewee 7 from Addis Zemen replied that "since we are working on event oriented issues, time and place is not appropriate to communicate with the victims". Interviewee 4 also stated that most victims are not interested to give any information about their accident and the situation. In empathy frame the media encourage readers, viewers and audiences to recognize the affected societies/individuals by highlighting their status as victims, through remembering the audience's essential similarity with the victims and representing implications of guiltlessness and vulnerability (Robinson, 2000). This context might affect the victimized mentality and forced them not to discuss their situation with the media.

In the case of economic consequence frame, this frame was the third most frequently used frame in Addis Zemen and the second used frame in EBC (Guzo program). On the other hand, Interviewee 1, 4 and 7 stated that road traffic accident has direct relation with economy, because of road traffic accident Ethiopia losses more than 600 million birr per annum; they believe the situation significantly affects the country's economy. In addition, interviewee 2 and 3 stated that, because of road traffic accident most of foreign investors refuse to invest in Ethiopia. In other word this circumstances affects the country's investment income level. On the other hand, Addis Zemen editor stated to what extent they cover about economic impact of road traffic accident. She replied that most often their concern is human life than economic damage, due to this reason

they didn't cover the economic consequence as it need to be covered. While, Guzo program editor said, we didn't cover the issue at the desired level, but sometimes we do cover the damage.

Since economic consequence frame describe about issues which have direct relation with economic impact, it needs to be covered as important issue next to human life. However, both media organizations didn't cover the economic impact of the accident in a detail manner, besides magnifying the number nothing more had been done on the media. As much as frames are recognized by their existence, they are manifested by absence of keywords, important phrases and sources (Entman, 1993). This circumstance makes the frame to be counted as the non-existed frame on the stories.

4.2.5.2. Educative Advocacy and Attribution of Responsibility frames

Educative advocacy frame was used in a limited extent in both media. Only 7.4 percent of stories on road traffic accident related issues in the selected state media contained educative advocacy frame, the frame got 3.1 percent coverage in Addis Zemen and 11.7 percent coverage in EBC (Guzo program). During the interview, interviewee 5 said they use experts, officials, prominent persons, victims, and religious fathers to explain about the situation. This method helps the audience to learn from others experience and to get a better knowledge from others. As it is stated in the previous section of this research media has the ability to bring road traffic accident issues to educate and create awareness about the accident. Moreover, (Davis, 2003) states that the combination of information and educative messages are the basic preventions of road traffic accident. However, the finding showed that the media role was not satisfactory in educational frame. Unlikely the media highly depended on informative approaches than educating the public.

Concerning attribution of responsibility frame, Addis Zemen contributed 26.1 percent and EBC (Guzo program) used 18.7 percent of the story; it was the dominant frame in both state media. Government, pedestrians and drivers were stated as major responsible actors for the problem of road traffic accident.

From the interview data, interviewees 2 and 3 stated why attribution of responsibility is the dominant frame saying that they believe focusing on attribution of responsibility frame helps the reader to know their responsibility in the case of road safety matters as well as their responsibility in preventing road traffic accidents. Besides, except interviewee 1 all respondents agreed that everyone is responsible for the cause as well as the solutions of road traffic accident. Interviewee 1 said government is the one who is responsible for the cause as well as for the solution of RTA because the new driving license provision process is vulnerable to corruption and this situation becomes a cause for road traffic accident abound. Moreover, there is a problem with the road construction, government constructed substandard roads and these are also the major causes for the happening of RTA. In addition, government is the one who is responsible in enforcing and convincing the people and concerned bodies. However, government is not fulfilling its responsibilities means these factors are likely to contribute and significantly worsen the situation into high level of road traffic accident problems.

4.2.5.3. Morality and Conflict Frames

Morality frame was used in a limited extent in Addis Zemen newspaper as well as in EBC (Guzo program). The frame was found 6.3 percent and 9.3 percent, respectively. In morality frame the media offer the society information on how to behave (Valk, 2000). Although, in Guzo program a single story was directly associated with religion and it was possible to be a good change.

However, they didn't do an ongoing program on it; as a result, the changes have not been satisfactory. On the other hand, interviewees stated that corruption is the major factor for the happening of road traffic accident. Though, they didn't cover the problem in detail. In order to get public attention and to induce the issue in the public's mind media should present stories through engaging the idea with religious values and moral behaviors.

Conflict frame were the totally ignored type of frame in Guzo program, the frame also given less coverage in Addis Zemen newspaper. Interviewees also replied that they don't want to provide conflicted ideas to the audience, and stated that "our aim is to provide balanced stories to the public not conflicted ideas". However, conflict frame is important to find the exact area of the problem and responsible bodies besides, it helps minimize the gaps which are existed between different stake-holders. This implies that journalists get confusion with the idea of conflict frame.

4.2.5.4. Diagnostic, Prognostic and Motivational Frames

Diagnostic, prognostic 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. According to the findings diagnostic and prognostic frames were used in different degrees. Diagnostic frame was used in 24.1 percent of the analyzed story in Addis Zemen. On the other hand, the frame was used in 12.5 percent of the story in EBC (Guzo program). In the case of prognostic frame Addis Zemen used in 11.1 percent and EBC (Guzo program) used 13.2 percent of the stories. In the case of motivational frame, Addis Zemen and EBC (Guzo program) used 7.1 percent and 10.1 percent, respectively.

In diagnostic frame many causes were raised for road traffic accident related problems. However, provision of driving license, over speed and the new implemented government policy

were the major discussed causes in the analyzed story. All the interviewees were also state that over speed, provision of driving license, corruption and driver's bad behavior are the leading causes for road traffic accident related problems. Moreover, interviewee 6 added that driver's behavior is not consistent with traffic laws and this circumstance leads them to road traffic accident. Finally, all informants mentioned that, the new driver's license provision process also worsen the situation. However, in order to eliminate the problem first the media should address each cause which let to happen road traffic accident unless it will be difficult to minimize the accident rate. It is important to realize the major causes of traffic accident so as to protect community's life from RTA (Vance, 2008).

In the case of prognostic frame, both media institutions analyzed effects, results and conceivable solutions of road traffic accident in a limited extent. Interviewees stated media organizations could not suggest their own solutions. However, there seems to be lack of in-depth interpretation of experts suggested solutions. Concerning motivational frame, like prognostic frame they cover motivational frame in a limited extent. In some of the stories media tried to stimulate government and different concerned bodies. However, they didn't continue in inspiring the concerned bodies. This could be the result of multifaceted challenges that reporters encounter in reporting the issue including, limited knowledge, skill and training on the area.

4.2.5.5. Visual Framing

Using pictures/images in stories is a major way of capturing and drawing reader's attention into reading as well as watching the story and it could also use to show the accuracy of the story. Moreover, visual frame possesses the ability to be perceived with particular salience and lasting effect (Coleman, 2010). The findings showed that both Addis Zemen and EBC (Guzo program)

mostly use pictures which are directly related with the stories. This will help the audience to have a better understanding of the issue.

On the other hand, in Addis Zemen 18.9 percent of the articles didn't use any pictures. As it was mentioned earlier, pictures have the ability to attract public attention. In this regard, it seems that it was left to the public to read the article or to leave it. On the other hand, Addis Zemen and EBC (Guzo program) used pictures/ images which don't directly relate with the story. This situation might confuse the audience and limits the society recognizing the exact message.

4.2.6. Media Role in Covering Road Traffic Accident Related Issues

The researcher attempted to find out media roles which were used in Addis Zemen and EBC (Guzo program) pertinent to road traffic accident. The media roles expected in the analyzed stories and programs include information, education, agenda setting and watchdog roles. In Addis Zemen 67.5 percent of stories provided informative role whereas in Guzo program, 45.4 percent of the stories used educative role. On the contrary, Addis Zemen used education as the least role. In both media organizations watchdog role of the media is totally forgotten. The finding indicated that Addis Zemen was preoccupied with informative role rather than educating the public. But literature in the area reveal provision of information alone doesn't constitute knowledge to the public on potentially controversial issues (Andrew, 2011). This shows that Addis Zemen newspaper is not discharging its responsibility properly to teach the community. Moreover, programs are not designed significantly; instead they are covering event oriented issues. In the case of agenda setting role, Addis Zemen and EBC (Guzo program) attributed 21.6 percent and 24.2 percent, respectively. According to Agenda setting concept of Shaw (1972), media can influence public opinion by emphasizing certain issues. However, when it's compared

to the media's potential, they were not effective in setting agenda to change public's attitude. It is difficult to say Addis Zemen and EBC (Guzo program) had worked as it is expected to change public's attitude as well as minimizing the accident. All the interviewees also agreed that the media didn't use its potential as they were supposed to do on road traffic accident related issues.

In the case of watchdog role of the media, both media institutions didn't investigate road traffic accident issues at all. Money, technique skills and lack of knowledge can be mentioned as factors which affect the journalists not to investigate on the issue. Mendes (2013), also stated that in developing countries media always faces major challenges like lack of training and technical skills, low professional standards, limited financial resources and inadequate legal frameworks affect the roles that media can play in fighting the issue.

4.2.7. The Extended Parallel Process Model

The extended parallel process model in a story has positive and negative impacts on the society. In order to change the models in to positive outcome reporters should have detail knowledge about the models. In Addis Zemen 45.9 percent of the stories were depended on fear arousal messages, and danger control followed in 43.2 percent while, in Guzo program 84.8 percent of stories were covered about danger control strategies. During the interview, regarding the question on whether the interviewees think strong and extreme fear protect the society from road traffic accident, interviewees 2 and 3 responded that frightening the public might increase the accident rate and make the situation worse than before. Therefore, "we use danger control model to minimize the accident level. Moreover, EBC editorial policy doesn't allow us to cover fear arousal messages". On the contrary, interviewee 1 and 5 replied that fear arousal messages are the best way to protect the public from road traffic accident related problems because our people

didn't learn from its mistakes and didn't believe what happened unless watching the reality. However, scholars believe that transmitting fear arousal messages to the audience might lead the people in to danger. According to Ray (1970), high level of emotional tension makes the audience to lose its defensive reaches and let the audience to misunderstand what is being said and even they are not effective in bringing about enduring attitude change to the public. The finding also showed that Addis Zemen dominantly focused on fear arousal messages. In addition, interviewees of both media replied that they don't have a single knowledge about persuasion, fear appeal strategies, extended parallel process models and message designs at all. It is therefore, not surprising to observe a journalist who doesn't know about these issues failing to address the relevant and the right information to the audience. This implies that they might even put the audience in to danger.

In the case of message design, Addis Zemen dominantly used threat component message design strategy than other types of message designs, followed by severity only and severity, susceptibility, self-efficacy and response efficacy messages. On the contrary, EBC (Guzo program) dominantly used severity, susceptibility, self-efficacy and response efficacy messages. In order to reduce road traffic accident media has a responsibility to inform and recommend effective solution. However, Addis Zemen articles dominantly focused on threat component and severity only message designs, for example, in February 13 and March 22 of Addis Zemen publication two traffic accident stories were published on the title of “ኢትዮጵያ በ መንገድ አደጋ በአመት ግማሽ ሚሊዮን ብር ታጣለች ሶስት ሺህ ዜጎቿንም በሞት ትጠቃለች” (Ethiopia losses half million birr and three thousand people lost their life annually because of road traffic accident) and “በአዲስ አበባ ባለፉት ስድስት ወራት የመንገድ አደጋዎችን በቀነስ አልተቻለም 225 የመንገድ አደጋዎች ተከስተዋል” (addis Ababa couldn't reduce road accidents in last six months, there have been 225 road accidents) both of stories were

counting death rates and economic losses rather than discussing the causes and find solutions for the problem such messages lead the community in to worse disaster and increase the accident rate instead of reducing the risk. According to Roberto (2000), threat component and severity only messages warn the danger rather than recommending solution. As it was stated in the previous section only warning the danger make the people to have high level of fear, and this condition might lead the people in to danger.

4.2.8. Major Challenges and Limitations of the Media

In both media organizations, ownership influence is their major challenge not to cover and address the issue as it needs to be covered and addressed. In the case of Guzo program their problem is transmission time. This means Guzo program transmits at the working hours and this affect the program not to address the audience. According to McGwin (1992), concerning television programs, transmission time is very relevant for issues. In television programs top stories are transmitted at prime time. US studies also shows that the prevalence of road safety related issues aired on major US networks during prime time slots are higher than day time reports. Interviewees 4 and 5 of Guzo program also pointed out that as long as EBC is the owner of the air time and the issue is relevant and educative to the public they need to reconsider the price in order to transmit the program at night time (prime time).

In the case of Addis Zemen, interviewees said that since Addis Zemen is government owned newspaper they mostly concentrated on political and development issues than road traffic accident issues. However, government need to know RTA is also an important political issue which even damages the country's image and destroys thousands of lives who can participate in politics and also highly affects the economic level of the country.

Chapter Five: Summary, Conclusions and Recommendations

This final chapter of the study summarizes the overall research work presented earlier. The chapter also draws back to the discussions of the study and mentions the possible implications of Ethiopian media framing of road traffic accident related problems. Along with this, based on the findings in this study, it presents some recommendations and suggests some insights that have a potential for further research.

5.1. Summary

In Ethiopia Road traffic accident related problems are increasing through time. According to Ethiopian Road Authority records in 2014/15, 3847 people died because of road traffic accident, and when it is compared to 2013/14 data, it increased by 516 people.

Media are one of the important actors in preventing and minimizing road traffic accident as well as educating the public. This paper has claimed that it is not only the number of stories, but the ways the media frame problems and message designs that have significant implication on preventing and minimizing road traffic accident related issues. The study has been conducted with the objective of examining how Ethiopian media framed road traffic accident related problems in terms of theme of the story, location and quoted sources. The study also examined the role of the media in preventing road traffic accident, and examined how media outlets employed persuasive message designing techniques in framing of RTA which were used in EBC (Guzo program) and Addis Zemen newspaper during September 1, 2014- August 30, 2015.

The study was carried out using mixed approach so as to develop the output. Content analysis and in-depth interview were employed to gather information. The content analysis was used to

analyze information concerning number of coverage, types of the story, story locations, themes of the story, major causes of the accident, sources, frames, and persuasive message designing techniques in framing of RTA in the story. Whereas, in-depth interview was conducted with 2 editors and 5 journalists in order to fill the information gap which couldn't be obtained through the content analysis. Attempts were made to relate the findings in the discussion with literature and theoretical framework documented in the review literature chapter of the study in this case, analysis part contained major findings of the study and discussion of the major findings based on media framing and persuasion theories. Conclusions of the study are presented below

5.2. Conclusions

Based on the analysis and interpretation of the data, the researcher has drawn the following conclusions.

- In terms of coverage frequency in the state media, Addis Zemen published 37 issues on road traffic accident among 365 newspapers. On the other hand, EBC (Guzo program) covered 33 road traffic accident issues in one year.
- The focus of Addis Zemen articles was skewed in favor of reporting incidents and causes of road crashes. The newspaper reported more on crash events as opposed to analyses of the solutions, policies and preventive strategies. Moreover, Addis Zemen tended to provide more information rather than discussing the nature of the problem and providing solution and preventive strategies. On the other hand, EBC (Guzo program) gave much emphasis to cause and solution themes. Like Addis Zemen, policies and preventive strategies were given less attention on Guzo program stories.

- In terms of sources used in the stories, the dominance of government officials was clearly demonstrated in the analyzed stories of both media whereas, police, community members, drivers, journalists (reporters), and other sources were given less emphasis in Addis Zemen and EBC (Guzo program). Families and victims were also treated poorly in the state media. On the other hand, Family sources were not quoted in a single page of Addis Zemen. Lack of commitment and ownership are a pressure to use government officials as a source of information.
- In the case of frame distribution, there were differences between the stories on the frequency of the frames used, attribution of responsibility frame was the leading frame utilized by Addis Zemen newspaper as well as EBC (Guzo program). Diagnostic frame was the second dominant frame in Addis Zemen newspaper, whereas; both Addis Zemen and EBC (Guzo program) provided limited focus for prognostic frame (which provide conceivable solution for the problem) and motivational frame.
- In terms of presenting road traffic accident from economic consequence angle, this frame was a highly significant one in EBC (Guzo program) though Addis Zemen gave limited coverage to economic consequence frame. Besides, empathy frame were not mentioned in Addis Zemen newspaper, and conflict frame didn't have a single coverage in EBC (Guzo program). These conflict and empathy frames also got less credit in both state media. On the other hand, Human interest, educative advocacy and morality frames were presented to a limited extent in Addis Zemen as well as in EBC (Guzo program).
- In the case of visual frame, majority of the state media images have direct relation with the story. However, a number of stories were published with images which didn't have a

relation with the stories. In addition, in Addis Zemen newspaper few stories were published without supporting images (standalone stories).

- Concerning the extended parallel process model, majority of Addis Zemen stories highly depended on fear arousal messages rather than danger control strategies. On the contrary, danger control was the dominant model in EBC (Guzo program).
- Regarding message designs, Addis Zemen used threat component as a leading message design. Severity only and severity, susceptibility, self-efficacy and response efficacy messages are the second highly significant messages in Addis Zemen. Besides, EBC (Guzo program) dominantly used severity, susceptibility, self-efficacy and response efficacy messages.
- Media have great contribution in enhancing the awareness of the society towards road traffic accident related issues. However, both of state media face ownership challenges in framing the issues as they provide in sufficient coverage.

5.3. Recommendations

This study has addressed the topic focusing on how road traffic accident related issues were framed in Ethiopian state media during the period of September 1, 2014- August 30, 2015. The study mainly focused on pictures, texts, and documentaries of Addis Zemen and EBC (Guzo program). This study had not covered stories on magazines and brochures that are prepared by Ethiopian Road Transport Authority and traffic offices. Moreover, the study did not consider EBC coverage of traffic accident issues other than Guzo program. In order to fill this gap it would be advisable if further researches focus on the area. Moreover, the future research could

also examine the private stream of Ethiopian media in relation to road safety and traffic accident issues framing.

In addition, a content analysis followed by audience analysis that measures the impact of media framing from the angle of the readers and public perceptions of the media's role in addressing road traffic accident would add to the current knowledge of media framing of such crisis.

The media should strive to keep road traffic accident related issues and road safety debates alive by constantly and regularly publishing and broadcasting the information. In fact, it should come up with campaign to educate the people on causes and consequences of road traffic accident and how to prevent it.

Policy makers and implementers must take advantage of the media to educate the masses on the need of observing traffic rules and regulations. Moreover, government needs to allocate sufficient budget for the programs or EBC should take the importance of the issue in to consideration and facilitate the transmission in prime time.

According to the result of the study, one of the factors which contributed to ineffective message design and framing of road traffic accidents was lack of proper knowledge on relevant theories and models. Therefore, both media houses and Ethiopian Road Traffic Authority should arrange training programs in consultation with concerned higher learning institutions and the police division responsible for road traffic safety.

Finally, the researcher suggests that EBC (Guzo program) and Addis Zemen newspapers as well as other state media should enforce accountability and the rule of law by exposing the violators of road traffic rules and those institutions which issue driving license to unqualified drivers.

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Appendixes

Appendix A

Key Informants

Informant's Name	Position	Organization
Lemlem Mengestu	Journalist	Addis Zemen
Mihret Moges	Journalist	Addis Zemen
Tsegereda Chanyalew	Editor- in Chief	Addis Zemen
Wendosen Shimeles	Journalist	Addis Zemen
Belete Alene	Journalist	ERTA
Dilargachew Lemma	Editor- in Chief	ERTA
Zewdu W/ Yohannes	Journalist	ERTA

Appendix B

Monthly statistical data about press products

NO	Publication	Name of publisher	Language	Schedule	Monthly Average circulation
1	Addis Admas	Admas Advertising, Pvt. Ltd. Co.	Amharic	Weekly	6,267
2	Addis Guday	Roze Printer, Pvt. Ltd. Co	Amharic	Weekly	12,000
3	Addis Standard	Jaken Publishing , Pvt. Ltd. Co.	English	Monthly	1,000
4	Addis Zemen	Ethiopian press agency	Amharic	Daily	492,000
5	Afro Times	Gizaw and Thomas Entertainment and Press Works, Pvt. Ltd. Co	Amharic	biweekly	3,000
6	Arhibu	Sankopha Printing andAdvertising, Pvt. Ltd. Co.	Amharic	Bimonthly	2,000
7	Berisa	Ethiopian press agency	Oromiffa	Weekly	4,000
8	Capital	Crown. Publishing, Pvt. Ltd. Co	English	Biweekly	5,875
9	Ethio-Channel	Z Press Promotion Agency, Pvt. Ltd. Co.	Amharic	Weekly	1,600
10	Ethio-Mihidar	Hulenta Printing and Advertising,	Amharic	Weekly	3,067

		Pvt. Ltd. Co.			
11	Kehaiskepe	Berhanu and Tiruneh Advertising and Relation, Pvt. Ltd. Co	Amharic	Bimonthly	500
12	Reporter	Media and Communication Center, Pvt. Ltd. Co.	Amharic	Biweekly	10,750
13	Sendek	Sendek Printing and Advertising, Pvt. Ltd. Co	Amharic	Weekly	1,667
14	Sink	Abreham Gizaw Entertainment and Press Works, Pvt. Ltd. Co.	Amharic	Bimonthly	1,500
15	The Ethiopian Herald	Ethiopian press agency	English	Daily	5,000
16	The Reporter	Media and Communication Center, Pvt. Ltd. Co.	English	Weekly	4,250
17	Yegna Press	Yordanos Seyoum Media Printing and Advertising, Pvt. Ltd. Co.	Amharic	Biweekly	2,700

Appendix C

Coding sheet

Name of coder _____

Name of state media _____

Date of publication _____

Headline of the article _____

Writer /byline _____

1. Article description (inter- coder reliability100%)

1.1 Article format

News _____

Feature _____

Interview_____

Other_____

1.2 Location

FrontPage_____

Inside page_____

Last page_____

2- Theme of the article (Inter – coder reliability 95%)

2.1 Themes

Cause_____

Solution_____

Cause and solution_____

Pre-Preventive strategies_____

Policy_____

2.2 Major Causes of Road Traffic Accident

Over speed_____

Drinking driving_____

Environment _____

Roads _____

Wrong way driving_____

Improper turns_____

Other causes_____

3. Sources (inter-coder reliability 93)

Government officials_____

Victims_____

Police _____

Family _____

Community members_____

Driver _____

Journalists (Reporters_____

Others_____

4. Frames

4.1 Prognostic frames

Does the story mention the major causes of road traffic accident? Yes/no

Does the story state government action and policy implementation inefficiency as the cause of the problem? Yes/no

If other please specify-----

4.2 Prognostic frames

Does the story state effects of road traffic accident Yes/no

Does the story suggest long term changes as solutions for road traffic accident Yes/no

Does the story states road traffic accident as unsolvable problem Yes/no

4.3 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 road traffic accident issues? Yes/no

Does the story encourage communities to prevent themselves from the accident? Yes/no

4.4 Attribution of responsibility frame

Does the story suggest that some level of government has the ability to alleviate road traffic accident? Yes/no

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

Does the story suggest that other stake holders have the ability to mitigate the problem? Yes/no

If other please specify _____

4.5 Human interest frames

Does the story provide a human figure/face? Yes /no

Does the story tell personal or private lives of victims? Yes/no

Does the story give explanation to how road traffic accident happens to the victims? Yes/no

If other please specify

4.6. Morality frames

Does the story provide moral messages, good or bad? Yes/no

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

Does the story tell readers to do something about the issue? Yes/no

If other please specify _____

4.7 Empathy frame

Does the story use words or adjectives to refer the victims? Yes/no

Does the story indicate affected peoples as victims? Yes/no

If other please specify_____

4.8 Conflict frame

Does the story reflect disagreement between parties, individuals, groups or countries? Yes/ no

Does the story refer to two sides or to more than two sides? Yes/no

Does one party, individual, group or individual reproach another? Yes/no

4.9 Economic Consequences

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

Does the story emphasize the impact of road traffic accident issue on meeting the plans designed to ensure sustainable economic development in the country? Yes/no

If other please specify_____

4.10 Educative Advocacies

Does the story educate the public how to protect them from the accident? Yes/no

Does the story suggest policy changes in the country regarding driving license provision?
Yes/no

Does the story state the need for societal change in attitude? Yes/no

4.11 Visual frames

Is there a picture for the stories? Yes/no

Does the story have direct relation with the picture/image? Yes/no

5. Fear Appeal Theories

5.1 The extended parallel process model

Does the stories used danger control strategies? Yes/no

Does the stories use fear arousal messages? Yes/no

Does the stories used fear control strategies? Yes/no

5.2 Message Designs

Does the story contain traffic rules? Yes/no

Does the story suggest preventive strategies? Yes/no

Does the story mention only causes for the problem? Yes/no

If any please suggest_____

6. Media role (Inter – coder reliability 96%)

Does the story set agenda to prevent the problem? Yes/no

Do the media include different points of view? Yes/no

Does the story suggest solution for the problem? Yes/no

If any please suggest_____

Appendix D

Coding Guide

Name of coder---The coder should write her/his name

State media ----- 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)

Article description (In-coder reliability 100 percent)

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 (In-coder reliability 95 percent)

Theme refers to the central focus of the story.

- Cause- when the central focus of the story is depend on the causes of the problem.
- Solution- when the central focus of the story is recommending solution for the problem.
- Cause and solution- when the central focus of the story is depend on the causes and solutions of the problem.
- Pre-Preventive strategies-when the central focus of the story is focusing on pre avoidance of the accident.
- Policy-when the central focuses of the story is on government policies regarding road traffic issues.

Major types of causes mentioned in the story

- Over speed
- Drinking driving
- Environment
- Roads
- Wrong way driving
- Improper turns
- Other causes

Sources (inter- coder reliability 93)

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

Type of frames

- Conflict frame- when the story provides two or more opposing views or statements.
- Human interest frame- when the story provides one or more individuals or a group as an example or indicator of the problem.
- Attribution of responsibility frame- when the story suggests individuals or an organization should take actions on the issue.
- Diagnostic frame – when the story lists ranges of causes of road traffic accident.
- Prognostic fame- when the story provides the effects of road traffic accident on the individual as well as the country and provides solutions.
- Motivational frame-when the study provides a call alarm messages
- 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.
- Educative/advocacy frame- when the story educate the public
- Economic frame- when the story mentions the impact of road traffic accident issue on an individual's as well as country's economy.

Extended parallel process models

Danger control- when the story suggests danger control strategies

Fear control- when the story suggests fear control strategies

Fear arousal- when the story mentioned fear arousal stories

Appendix E

Interview Guide

1- Background

- What is your attitude towards effects of road traffic accident in general?
- How do you and your media cover the issues of RTA?
- Do you think your reports had influence on the audience?

2- Themes

- What were the central points or issues in your stories?
- How much relevant do you think are the selected central ideas for the audiences to change their attitude?

3. Major causes of RTA

- What do you think is the major cause of road traffic accident?
- How often do you mention causes of road traffic accident on your stories?

4. Sources

- Who were the sources you quoted, when you write stories on RTA issues?
- Were victims used as sources in your stories?

5. Frames

- How do you construct your reports on road traffic accident issues? Why?
- How do you frame road traffic accident related stories?
- Which types of framing do you think is (are) most effective in influencing people's behavior in relation traffic accidents?

Diagnostic frame

- What do you think is the major cause of road traffic accident?
- How often do you mention causes of road traffic accident on your stories?

Prognostic frame

- What do you think are the general effects of road traffic accident?
- As a media station does your organization, recommend solutions for the prevailing traffic accident problems?

Motivational frame

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

Empathy frame

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

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 frame

- How do you describe the relation between road traffic accident and economy?
- To what extent do you write about economic impact of road traffic accident?

Conflict frame

- What kind of strategy do you use when you write conflicted ideas of diverse groups/individuals?
- How do you entertain conflicted ideas and opinions from different individuals/groups?

Educative advocacy

- How do you use educative stories about road traffic accident issues?

Attribution responsibility frame

- Who do you think is responsible to come up with the effective solutions for road traffic accident problem?
- Who do you think is responsible for the cause of road traffic accident?

6. The extended parallel process model/ message design

- What is your knowledge about persuasion and fear appeal strategies?
- Do you think strong fear protect the society from accident? Why?
- Do you think extreme fear protect the society from accident? Why?
- Which method do you use to write your story, fear control or danger control? Why?

7. Media roles

- What roles do you think your media played in reporting RTA issues?