

ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION

**ASSESSING PRACTICE OF JOURNALISM PRINCIPLES ON CRIME
REPORTING IN CASE OF ADDIS POLICE TV PROGRAM**

BY

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ADDIS ABABA, ETHIOPIA

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**A THESIS SUBMITTED TO THE GRADUATE SCHOOL OF JOURNALISM AND
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School of Graduate Studies

This is to certify that the Thesis prepared by, **DAWIT ESHETU** entitled

“ASSESSING PRACTICE OF JOURNALISM PRINCIPLES ON CRIME REPORTING IN CASE OF ADDIS POLICE TV PROGRAM ” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the university and notes the accepted standards with respect to originality and quality.

Signed by the Examining Committee:

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Acronyms

AAMMA – Addis Ababa Mass Media

AAPC – Addis Ababa Police Commission

CSI – Crime Scene Investigation

FD – Forensic Drama

GAM – General Aggression Model

ABSTRACT

Crime related TV programs are highly influential. In our country there are programs which focused on crime and law enforcement issues. While focusing on the sensational and most violent crimes, it may seem the programs ignore the more common types of crime that are more likely to affect the viewers. This study focuses on examining to what extent media law and journalistic principles are practiced in Addis TV police program. The data collection method of the research delivered in qualitative approach. To analyze the contents of the program, coding sheet was developed by the researcher from the review of literature. This helped the tone, themes, sources of information, and frames of programs used. The researcher used purposive sampling for qualitative content analysis. This study concentrates on analyzing Addis Police TV programs which were broadcasted in 2010 E.C. To be specific, out of a total of 96 the first programs of each months, totally 12 productions were randomly selected. This time is selected because it was the time that the public rally and demonstration reached its peak. The study found that the program is partial. The study found that the program played an extremely important role as a propaganda machine of the government. Contrary with the reality Addis police TV program frequently told to its audience the law enforcement in the nation is at normal circumstance rather exposing acts of bad governance by the rulers. The study unveil that the program played PR role. Crime issues are presented subjectively; it is not objectively designed in journalistic manner. The program played a role not only inform the public, but also change the public's attitudes and behaviors to build the image of police commission like what the PR did.

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CHAPTER ONE

Introduction

1.1 Background of the Study

In all democratic societies the media has a role to play. The role is to inform the populace of facts. In addition to providing current events, the media have a distinct role to oversee the public interest.

The influence of media effect is increasing in alarming rate. The rate of its effect is varied in terms of its dependents. “Heavy” viewers are presumed to have the same sort of beliefs and world views, leading to a societal homogenization effect referred to as “mainstreaming.” The most commonly cited cultivation effect deals with the large amount of violence on television, which convinces heavy television consumers that the world is a more violent place than it actually is. The phenomenon is typically referred to as “mean world syndrome” (Gerbner, 2002)

There are various opinions of media effects. There is a big claim that effects of violent content shown on media have been overwhelmingly confirmed equals that of the issue of smoking and lungs diseases (Anderson, 2003). A public health perspective on media violence might be defined as considering the effect imagery on child with in the boarder context of communities.

The violence that research refers to are violent acts, for example, rape, murder, car wreck fighting, and acts that result in spattered blood. There are several proposed effects from violence viewing that contemporary teens are more desensitized to violence than previous generation (Mast, 2008).

The crime content of television program is hardly debatable. Immersive the storyline, crime even embodies the character content of people on television (Bargat, 1995). In most television programs there are a lots of critics raises from points of normative values. Whether television is a timeless machine propelling and prophesying the production

enhanced fears still embeds themselves in the relationship between televisions are levels of violence in society (wells, 1999).

Primary concerned with program content, most current reality television research has focused on the social dimensions portrayed, rather than the societal reaction provoked, by reality police programs.

Audiences may have little or no firsthand information with crime and police. Since audience may perceive the crime show as an accurate reflection of police, crime and criminals in society (Eschholz, 2002).

The media have become an increasingly important, but at the same time an increasingly complex and unpredictable part of every society and culture .The threat of and opportunities of change cannot be reduced to the changes happening in the media. Achieving that understanding will require multidisciplinary research.

Globalization and liberalization does not give license to the media to misuse its freedom and to lower the values of the society. The media performs a distinctive role and has nothing common with other industries and business .So far as this role is concerned, one of the duties of the media is to preserve and promote cultural heritage and social values.

Crime reporting has habitually been rather ignored by academic researches or treated as essentially political. Nothing is done also on Addis TV to know how ethical challenges affect the mass audience.

Contemporary criminological and sociologic scholars are interested in studying representations because they are presumed to have “real” effects on society and criminal justice. Media representation of crime and law can change ordinary people’s attitude (Anita, 2011). The popularity and prevalence of representation of crime is said to evidence of a growing public fascination with crime and criminal justice (Mason, 2003).

Television is one of the most influential medium in the world. It is so influential because it projects real life images into the home of viewers.

A problem occurs when people believe that realistic images and messages portrayed in fictitious television are reality (Mann, 2006)

There exists a gap in knowledge of how much crimes stories on TV affect the audience perception.

In contrast to journalism researches, issues about media and crime, as far as the researcher knowledge is concerned, ethical issue oriented researches were not conducted on the station. Critical examination of crime-based programs is important. Especially nothing is done on Addis TV's police program to examine ethical issues content wise.

1.2 Television and socialization

1.2.1 TV and Reality Presentation

Media and society are closely related each other. The extensive impact of media on society can easily be seen. Media reflects our society, how it works and what it constitutes. TV channels projected things in their point of views which made people aware of every minute's news related to note ban issue.

Any medium of mass communication is effective only if it fulfills the needs and interest of the audience. The main functions of mass media are to inform the public about the current happening that directly or indirectly affect their daily life. The relationship between TV and daily living is a complex one, and it is important to remember that although television has a significant role to play in the household, it is not necessarily the determining factor in the planning of day –to-day activities (Roger, 1994).

Modern communication technology has brought a revolution in the world of mass communication. It has a vital role to play in the modernization of developing communities into the national mainstream. TV has a number of essential qualities that may contribute to its impact an angle of consumer socialization. Watching television is so common that we may simply be too immersed to easily observe its influence.

By its very nature, TV seems to be a medium that emphasizes elements that are generally found in creative – fluency, flexibility and originality. TV has a vital role to play in the modernization of developing communities. It is an excellent recourse even though it is not always used its full potential (Bandura, 1986).

Television is also full of representation of consumption, many involving members of social classes and sphere very different from those of most mediums. Television's representations of social reality are often discrepant from so called objective reality. Content analysis of television programs has identified important differences between the television world and the real world. Television programming's in providing consumers with information used in constructing their mental representation of the material world (Lichter and Rothman, 1994)

TV commonly uses consumption symbols as a means of visual shorthand; what television characters have and the activities in which they participate mark their social status with an economy of explanatory dialogue. Viewers see and hear what members of other social classes have and how they consume, even behind their closed doors.

It is very clear that TV viewing has become an integral part of modern life and almost every child grows up watching some TV. Generally, information presented on TV seems to leave a deeper impression on viewer's mind.

TV is not substitute for meeting and interacting with real people in real situation. Depending on the content being watched, TV viewing produces a preponderance of slow alpha waves in the brain which are commonly associated with relaxation (Bandura, 1986).

Television consumption has been examined in an effort to determine its impact upon to a variety of social issues. Across diverse theoretical formulations, television is widely acknowledged as powerful of agents of socialization (Mc Luhan, 1964).

Television has a number of essential qualities that may contribute to its impact as an agent of consumer socialization .TV supplies its viewers with images, accounts and

stories of life that are often far removed from viewer's daily experience and social milieu(Richins,1995).

Television commonly uses consumption symbols as a means of visual short hand; what television characters have and the activities in which they participate mark their social status. TV programming with its constant and relatively narrow messages produce conformity of social perception, norms and even values (DeFluer, 1964).

TV is the most powerful storyteller in a culture which repeats the ideologies and myth, facts and pattern of relationships that elucidate the social order (web of conference, 2017).

The extent to which people's TV viewing is planned, some had particularly psychological reason for being TV planning. In terms of social reality construction, the critical question pertains to the nature that is stored in memory. Television related information's; such priming conditions should moderate the effect. Television is rich in both factual and fictional information. While there is little question that television, a medium designed to convey information, has an effect on people's knowledge base (Brown, 1983).

TV can mean a number of different things, depending on individual test, personal circumstances and a variety of other factors. It can be a close companion; it can provide new ways of seeing the world.

Television can be a friend, a member of family, a familiar presence that is an important part of the pattern of daily life. It comes as no surprise to find that TV is heavily integrated into people's lives and routines (journal of mass communication, 2017).

1.3. Statement of the problem

As TV crime related programs are very popular among viewers around the world. Almost all viewers like to watch such shows on TV. The popularity of crime show is not limited to a specific age group .Including Addis TV many channels broadcast crimes stories in

our country. Those crimes stories which are presented on television are questionable regarding with journalistic ethical issues.

In the format of TV, technically the crime shows are defined in term of ‘‘ procedural’’. The shows of procedural kind are such shows which present a program in which a crime issue are presented. The crime is presented in different formats. In most of the crime shows, criminals are caught by police officer at the end (Reham , 2017).

In TV crime related shows, serious crimes receives public interest. It is acknowledged that the media are a valuable resource in providing the public with relevant information. The media are key producers of knowledge about crimes. For this reason alone, crime related TV shows should be objectively and impartially reflect reality.

It is clearly visible that in most crime related programs, media reproduce and reinforce prejudice and stereotyping of marginalizing groups.

Most people report than their information about crime and their understanding of law enforcement comes through the media rather than through direct experience (Oliver,1998).

To overcome the problems which are dealing with ethical issues, conducting research is the key point. It is helpful to improve the quality of a given program at large. Crimes based stories should be carefully design, since the time of planning, based on journalistic ethics because our current generation spends more of the time by watching TV program it is believed that they prefer crimes based programs.

The content and production of crime stories do in fact affect those who watch them. Not only do the story lines influence perceptions, but the way the show is produced has tremendous impact (Berger, 2007).

The study is interested in ethical issues of Addis TV’S police program on the perception of journalistic principles for a number of reasons. First, television is a highly visualized medium and police work may have stronger emotional impact than other media. Second

television networks, both locally and nationally, are in the business of making money. Therefore, pressure for ratings and advertising partners are critical for success. Shocking newscasts and programming are more marketable and thus more profitable (Weitzer & Kurbin 2002).

In relation to the above idea, as far as my knowledge is concerned, the concerned bodies or other people didn't do any kind of research on Addis TV's police program. According to the information that obtained from a producer and an editor of Addis police program, ethical issues did not studied as it is intended to be. Due to the reason, it is usually observed unethical way of crime reporting on Addis police TV program. Regarding with that, most people have complained on it. Those challenges have been cause for the researcher to decide and undertake research on ethical issues on the case of Addis televisions' police program

By considering all these ideas, this study also focuses on to fill the gap of ethical issues with special reference to Addis televisions' police Program. This is because; no one has done any kind of research on it.

1.4. Objective of the study

1.4.1. General objective

The main objective of this study is to assess how Addis TV'S police program reports issues of crime with respect to journalistic principles.

1.4.2. Specific objectives of the study are

1. To identify the major ethical issues those are neglected in Addis TV 'S police program.
2. To explore the factors that affect journalistic values in Addis TV's police program.
3. To identify the primary source of Addis police TV program.

1.5 Research Question

The research aims to answer the following questions.

1. How ethical issues are treated on Addis police program?
2. How contents are designed and presents in Addis police program?
3. What are the factors that violets journalistic values on Addis TV's police program?

1.6 Significance of the study

The primary significance of the study rely on its contributions to the program producer and an editor of Addis TV's police program in particular and to the station in general on how to develop ethical values and how to deliver the program in a better way. It provides also information to the producer and an editor about which content areas have been given and have not been given attention in Addis TV police's program.

Moreover, it helps them to know or find out which part of the program are comparatively ethical or and analyzing the core points of media ethics. In addition to this, the study also will indicate them to identify

Factors that affect ethical value in Addis TV's police program. Beside this it could also initiate other researchers who want to conduct further and detailed study on this area.

1.7 Scope of the study

This study focuses on examining to what extent media law and principles is practice in Addis TV's police program.

1.8 Limitation of the study

1. Some respondents were not willing to give responses for interview.
3. It was challenging to get the higher officials on time to collect the data .
4. Sources for review of literature were not available in the library.

CHAPTER TWO

2. Review of related literature

2.1 Functions and responsibilities of media

Using mass media, people's attitude and habit can be changed. Change would also mean things for the better. By giving the necessary information sometimes skills, the media can help bring about this change. A mass media like TV can demonstrate and show how things work.

The speed of media has resulted in bringing peoples across the world together. Events, happy or sad, happenings anywhere can be seen live. It means that the whole world is shrinking and becoming a village.

People are perpetually exposed to information about the world by news media. While the information itself routinely reshapes their opinion about the world in which they are living

In the liberal tradition, the media are fulfilling the normative role of watchdog, holding decision makers to account and highlighting abuses. However at the same time, the media, is also known to fulfill a collaborative role whereby media owners, editors and journalists align themselves with the interests of the establishment and the power that be. Every media has great responsibility to the public. Particularly TV is the predominant.

The public gets most information through the media of mass communication. However, the press, radio and television are parts of a very competitive industry. It is expected from them to make profit as is the case with every other industry.

This profit, of course, depends on the number of citizens who are won over into buying a certain publication and not any other. In order to attract people's attention, the media must transform available information into an interesting story.

The media has been referred to as “ THE FOURTH ESTATE” with the important functions of being the news media – “the press “-serving as the eyes and ears of the public. Living in media- saturated world, the media has become an integral part of everyday life.

Media is the reflection of a society and it depicts what and how society works. Media, either it is printed, electronic or the web is the only medium, which helps in making people informed. It also helps in entertaining the public, educate and make people aware of the current happenings. Media has today become the voice of our society. There is a variety of media platform that has stimulated the thoughts of the young generation and other sections of our society, more thoughts of the young generation and other sections of our society, more eloquently.

Media, either it is print, electronic or social media has emerged as the main source of information. At the time of demonetization, every form of media played its best role to inform the common people about the issue. Television channels projected things in their point of views which made people aware of every minute news related to note ban issue. Information related to news apps related to online payment was also communicated through various forms of media.

The influence of the media is not unidirectional. Among the people influenced by the media are the elites and opinion leaders whose opinions appear in the mass media (Zaller 1992). This circular flow of communication may obviously amplify certain opinions. Another self-amplifying process is the "spiral of silence".

Noelle Neumann (1974, 1984) discovered that people might be reluctant to voice unpopular opinions for fear of social isolation. This effect may cause the amplification of mainstream opinions or opinions that are perceived as growing in popularity, while minority opinions are suppressed. Such a mechanism may explain fashions and fads. Several studies have measured the "spiral of silence" effect by asking people whether they would voice their opinion in a hypothetical situation. These studies have found a quite weak, though significant, effect (Glynn et al. 1997).

The media are trying to generate a sense of personal proximity. Political disagreements are presented as a clash between personalities rather than between ideological principles. The stories often appeal to the emotions rather than to the intellect. Advertisers prefer soft entertainment and shun controversy. Relaxing entertainment may not suffice for attracting the attention of viewers or readers, however. In order to survive in the competition for attention, the media often turn to emotional and attention-catching subjects involving crime, fear, danger, and of course sex and gossip.

There is a remarkable consistency among different scientific disciplines in the finding that certain topics like these are used repeatedly in the media for catching attention. The fact that topics relating to fear and danger have such a prominent place in the media demands special attention. The discipline of risk analysis tells us that people's evaluation of risks and dangers is determined by emotional factors rather than by statistical probabilities. Certain risks have a greater emotional impact than others, and studies of risk communication adds the finding that it makes a big difference whether information about a certain risk is communicated in a way that makes people feel that the authorities are in control of the situation or not. These findings all add up to an understanding of the sociological discovery that people often fear the wrong things and take drastic precautions against the most unlikely dangers while ignoring other much more serious risks.

The basic nature of media can be conceptualized in three metaphors. Container or channel metaphors emphasize the storable or transferable content of communication. The language metaphor, then, emphasizes practice, grammars and discourse of presentation. The media as environment metaphor underscores how different media characteristics in different eras produce different kind of societies. In this view media favors certain sense, support certain kinds of network and modes of interaction and crates valuations and ideologies.

Information controls people and it can hurt or change them. Adorno (as cited in Gauntlett, 2008) claims that “we are still drones, manipulated by the system to want the pleasures

which it offers, and satisfied with the daily diet of entertainment which it pours forth.” Entertainment gives us pleasures where we are still controlled and manipulated by it.

2.1.1 How crime reported in the media

The media, both in the mainstream and alternative sources, such as social media and weblogs, play a large role in how members of society are informed of events that may affect them directly or indirectly. Mass media has arguably become the main source of news, entertainment, recreation, and product information in the western world. For many people, the media informs them about events that affect their lives.

As a victim service worker who may be called upon to work with victims who are dealing with the media, or who may be called upon to work with the media directly, it is important to understand how the media works. While it can perform an important public service, media outlets are, first and foremost, a business. In the current global financial crisis, news media is a struggling business.

There are different types of media and coverage:

National media – Does not generally cover individual crime stories unless there is some unique or sensational aspect to it. A high-profile homicide case, like the Robert Pickton case, may garner national attention because it involved a serial killer, a large number of victims, allegations of police negligence, etc. The case of the alleged gang rape of a young woman in British Columbia at a party in which pictures were taken and posted on a social networking site also garnered lots of national media attention because of the number of alleged assailants and the involvement of photos being put on the Internet. When a case does spark national interest, the media intensity rises. Radio talk shows may begin discussing the underlying issues and television documentary shows may do stories on similar cases. This may or may not directly involve the victim, but its impact can be serious, especially if the coverage causes people to talk about the victims without all the facts, or a distorted view of the facts. National media also covers crime issues more generally, for example, if parliament is considering a justice related bill, national

reporters may want to find victims who can speak to the issue (for example, a new law on street racing);

Local media – Cover most of the crime stories in a specific geographic area, usually a city or county. They often provide the most in depth coverage of crime that occurs, as well as limited coverage of items from the national media. Due to their focus on events, victim service workers will likely be in touch with local media more frequently than national media.

Web-based media – Weblogs, online sharing and social media websites are growing at a rapid pace. Many newspapers put their entire papers online and also do special stories that only appear online. The fact that information can be instantly published and broadly distributed has dramatically increased the speed at which news travels – instead of waiting for tomorrow’s newspaper, stories can be posted online in minutes or faster. In fact, news has become instantaneous and this was seen most recently in the Russell Williams’ sentencing hearing where reporters were tweeting details live from the courtroom and publishing information on their online blogs. Also, of concern from a victim service point of view is the posting of anonymous comments or remarks attached to online articles that can be hurtful to victims because they are uninformed or mean spirited.

Hard news – Is current news items that are covered as they are happening, or shortly after they have occurred. Hard news is time sensitive and delivered in a manner that suggests that the public needs to know about it when it is most current. The story may not be news in a day or so. A serious crime, an arrest or a verdict in a high-profile case are all examples of hard news.

Soft news – Often includes human interest stories that are not time sensitive. They may be features, follow-ups or more in-depth looks at hard news stories. An in-depth story about a victim or his/her family may be an example of soft news.

Columns/Editorials – Unlike journalists, columnists and editorialists produce columns and editorials that are not free from bias and they do not just report facts. Their work goes

beyond a presentation of information and facts to give their personal opinions. If an offender was given a sentence that was perceived as too lenient, a columnist might write a column complaining about judges.

The Internet and the 24-hour news cycle have had big impacts on the way stories are reported and how quickly reporters must file their stories. Newspapers no longer have to wait for deadlines for the morning paper – they all have websites and stories can go up on the paper’s website as soon as they are done. Fewer and fewer people are getting their news from newspapers because it is all available online. People now have access to a wider range of news beyond the traditional news sources.

Twenty-four hour television news networks, like CBC and CTV, require a lot more news than the traditional newscasts that followed the noon, 6:00 and 11:00pm schedule. These networks are constantly reporting so they report on many issues of interest, need updates to ongoing stories faster, and to fill a lot of airtime when there may not be new developments.

Many media organizations now face declining revenues and changing demands. They are working with fewer resources and personnel which impact their ability to report the news. Often we see smaller media outlets being purchased by big companies, meaning there is less competition in the news business (Shoemaker ,1996).

2.1.2 The trends of crime reporting

Crime stories constitute the fourth largest category of stories for newspapers and television after sports, general interest and business which is an over-representation of the actual amount of crime occurring. Research suggests that over 50% of crime stories in a sample of Canadian newspapers dealt with offences involving violence but offences involving violence represent less than 6% of reported offences. This is likely a significant factor in the public belief that crime is on the rise. For example, Canada fortunately has a relatively low homicide rate. Every year, approximately, 600 Canadians are murdered and because murder remains a relatively rare event in our society, most of these murders

will garner some media attention. So while homicide makes up less than 1% of crimes committed in Canada, it garners a significant amount of media coverage of crime.

The media is most likely to focus on stories that highlight the unique, the sensational, the extreme, and those that have the potential to impact the greatest number of people. For crime-related stories, the media are most likely to focus on events that have occurred multiple times, for example a number of assaults or break-ins that are centered in a small geographic area or those that are very unlikely to occur (Chandler , 1998).

Homicides committed by young offenders are often front page news and may cause people to believe that youth violence is at significant levels, despite being incredibly rare. The reason they are so newsworthy is because they are so rare – they shock us, are unique and because of that, may dominate headlines for days and weeks, thereby giving the public a distorted view of how common these crimes are.

The media does not just decide what stories get that kind of attention, but what stories do not get that kind of attention. The murder of a homeless man is not likely to get as much media attention as the murder of a teenage girl from a middle class family. The media can focus on a story, thereby making it headline news, or ignore a different story, and the public will never know.

While focusing on the sensational and most violent crimes, it may seem the media ignores the more common types of crime that are more likely to affect individual readers or viewers, such as single instances of auto theft or break and enter. The media also rarely covers sexual assault and partner assault cases, which are largely crimes that impact women and children and are the focus of many victim service. These serious crimes against women and children often remain hidden from law enforcement, which influences media coverage because they tend to cover crimes that come to the attention of the formal criminal justice system (Barak ,2001).

The media also tends to focus on crimes committed by strangers rather than the more common crimes which are committed by someone known to the victim. The abduction of a child by a stranger will garner far more attention than the abduction of a child by a

parent. The sexual assault of a woman in her home by someone who broke in will be more newsworthy than a woman who is assaulted in her home by her husband. While this may be explained by the fact that a single case of domestic assault is unlikely to have wide impact on the community, it also hides these crimes and creates the impression that these cases are not reported to the police or prosecuted, which may discourage other victims from seeing the merit in reporting their abuse.

This kind of coverage may give people a false sense of security. As parents, we tell our children to be wary of strangers, or to not to walk alone at night, but few of us are educated about the real dangers. The reality that victim service providers are well aware of is that people are more likely to be assaulted by someone they know and that we are at greater risk of violence in our own homes. The media's focus on stranger crimes asserts the myth that many people have that if they avoid certain situations or doing what the victims did, they will be safe.

Some media coverage reinforces the notion of the good or ideal victim, one who is more innocent than others. A woman who was sitting in her home at night watching television when the offender broke in would appear to be the "good or ideal" victim over the woman who invited the offender into her home, or met him while out at a bar.

Those who are ideal victims include children, some women and the elderly. Young men, the homeless, those with drug problems, sex workers, etc., may find it much more difficult to achieve *legitimate* victim status. In this sense, there is the danger of creating a hierarchy of victimization. Race, social class and status also play a role, and whether or not it is done intentionally, it is perpetuated by the media. Whether we agree or disagree with how the media chooses to report crimes and the impact it has on victims, as victim service providers, we have a role to assist victims dealing with the media and a unique opportunity to educate the media and the public about crime, victims and the impacts of reporting.

Service providers must also remember that the purpose of the media is to provide the public with the information they want about their community. The way an issue is framed

by the media can lead the public to make judgments about some victims being more innocent or ideal than others. For example, the public will view a youth injured due to gang activity and violence very differently than an elderly person who is swarmed and robbed (Maguire, 1997).

2.1.3 Media in the mediation between the police and the public

Everyday police work was realistically shown in these series and police officers were shown as reliable persons with all human strengths and weaknesses and not as stereotypes which had previously been the case. It is hard to say how such media undertaking caused a more positive attitude of the public towards the police, but it certainly offered a powerful perception of the police which was not totally in contrast with reality.

The public has some general expectations from the police. If positive expectations of the police are met, the relation between the public and the police will stay at the same level or become better but if the police do not meet the expectations of the public it will result in the citizens' distrust, bad judgment and bad feelings towards the police which will not help resolve social problems. The police can have difficulties in performing their tasks: with the expressed public antipathy it is impossible to perform police duties without the partnership with the citizens (Barak ,2001).

The media influence the reality. For some people the reality as presented by the media is the only reality they know (Splichal,1994). The media do not present information in a neutral way. They do not depict the reality as it is, but they submit information and news to the process called gate-keeping. Donohue, (1972) defined gate-keeping as “the process of the media control over the information which involves the selection of the news, their keeping, mediation, shaping, releasing and repeating” as well as “newsworthiness” which is mentioned by many authors as “news worth releasing”, that is, the aspect of worthiness which the news has for the media as the institution. Those are mainly sensational, surprising, conflicting, controversial, different and peculiar kinds of news which are the criteria that researchers have found in relation to the media presentation of events.

Ordinarily, crime is measured in the society for the purposes of combating, understanding the nature, predicting and controlling crime (Maguire, 1997). Reasons for measuring characteristics of crimes and criminal behavior in the society vary. First, Law enforcers and criminologist need to collect and analyze information in order to test theories about why people commit crime. One Criminologist might record the kinds of offences committed at different times of the ages; another might count the numbers of crimes committed at different times of the year. But without ordering these observations in some purposeful way, without a theory, a systematic set of principle that explain how two or more phenomena are related, criminologists would be limited in their ability to make predictions about crime from the data concerning crimes.

The positive influence of the media in the mediation between the police and the public comes with the development of the society. The state has given great powers to the police whose abuse can be controlled by the public only through the media. In addition, the media have a positive social function of determining the limits of acceptable social behavior (Surette 1998).

2.1.4 Challenges of reporting crime

a) Physical Security:

It is not very rare for a journalist working in a crime zone to face the threat to life while collecting information. In this regard, Bertil Linter (2014), a journalist experienced in covering conflicts of South East Asia says, “It is our duty as journalists and writers to provide information, even if it is unpleasant things we write about and even if we become unpopular with our former hosts”. This remark of Linter indicates that journalists may encounter threats for their stories, but it should not prevent them to present the real situation. He points out that situation is such that if a journalist visit a crime scene then the group expects from the journalist that he or she should write only about their side of the story. Haroon Habib, a well-known journalist in Bangladesh says, “Innumerable journalists around the world have been killed, injured or imprisoned while covering crimes stories” (Habib, 2014). This kind of situation has compelled many journalists to

compromise ethics instead of putting their lives in danger. Purkayastha (2014) highlights the 'The Asian Human Rights Commission' report which points out that harassment of media persons in the form of killings, bombings, threat to life and property and arrests have become common as now both state and non-state actors try to generate and control flow of misinformation where the crime is committed.

b) Poor Working Conditions

The hostile environment and lack of professional training are not only the barriers for journalists working in crime situations. The biggest challenge for journalists comes from media organizations as they are deprived of proper employment rights. Aidan White (2008) indicates an Important statistic indicates that "Almost a third of journalists worldwide are freelance, many of them are working in poor and precarious working conditions" (White, 2008) .

The journalists are most exploited globally and Assam is not an exception. As most of the media organizations in the state could not provide journalists job security and even providing a very nominal salary. By highlighting the tragedy of his fraternity, Dhirendranath Bezbaruah (2010) says, "What is common about the media is that in all the States journalists are terribly underpaid". The common feature of the media organizations of the region is that most of the newspapers never pay recommended wages of government commissions that resulted frustration among local journalists. Consequently, the tendency to sell news grows in the region. observes that "Journalists are learning the tricks to get paid by individuals for not reporting events and not doing stories" (Bezbaruah, 2010).

c) Impact of Trauma

In their daily routine, journalists covering conflicts have to encounter violent incidents, witnessing dead bodies (few occasions bodies are decomposed), and visits bomb blast sites. Not only mere visits, journalists are required to take interviews of those who have been going through deep pain and distress of their lives. As professionals, This is indeed a most difficult task for journalists which also impact their lives both at personal and

professional level. Dr. Martin Cohen, a clinical psychologist who works with victims of trauma, says, “Journalists are potential secondary victims because of the nature of their work” (Steele, 2002). He further added that journalists can suffer from some form of posttraumatic-stress-syndrome after they cover a tragedy or a crisis. Cohen also mentions that the effect of a traumatic incident may cause temporary discomfort or more long-lasting distress. Even an experienced journalist who has covered conflict and crimes situations for many years can get affected. Henceforth, journalists like other professionals, need to safeguard their own wellbeing while working in crime affected environments. Otherwise, journalists may suffer from emotional reactions such as shock, fear, irritability, anger, sadness. They may even suffer physical pain, tension, headaches, stomach upsets. However, continuous exposure to traumatic incidents may have long-lasting problems such as depression, post-traumatic stress disorder, panic disorder. Therefore, the impact of trauma in the journalists lives has been recognized worldwide, many journalists working in crime zones accept that anxiety caught them once they arrive in the middle of conflicts.

The core issue here is that how one traumatized journalist to be objective, fair when he/she is going through an emotional disaster. Perhaps, inside anger of a journalist in this type of situation comes to influence neutrality in crimes reporting (Steele, 2002).

d) Pressure from News Sources

To identify the right choice of sources in crime reporting is the key to maintain accuracy for journalists. The steady and reliable flow of information is the necessity for journalists irrespective of its context and nature. However, newspapers or electronic news channels or news agencies cannot afford to have their journalists and camera persons in all places in anticipation of something important will happen. There are some events which can be predicted and media agencies can depute persons to cover those events, but in most of the occasions the incidents happened without early warnings. Therefore, identification of reliable sources is the key to get authentic information (Muralidharan and Murthy, 2014).

The sources and their hidden agendas create confusion among journalists during periods of violence and crime. Therefore, many journalists find an easy way to depend on official sources of government security agencies. This tendency created an over dependency of media on official sources. As a result, government and police get an opportunity to spread their propaganda through the media. This tendency of journalists has already been acknowledged in many empirical studies. There has been an ongoing debate on preference of media on sources from the institution and power and position (Gilboa, 2002). In most of the occasions, journalists have to depend on official sources because of political and economic constraints. Therefore, it is not by preference rather it is a necessity for journalists working in crime zones to depend on official sources. The media coverage of the crime and violence was termed as unpatriotic as they published beyond the official version. There have always been attempts from authorities to prevent media reaching beyond official version and get access on actual information.

However, there are cases found that when journalists are pressurized in the name of national security to reveal their sources. An ethical norm of behavior for journalists in this kind of case to cross check with their sources before handing over materials to the courts or authorities. This tendency of media is a common phenomenon where authorities have control over the fourth pillar of democracy. The media play a safe strategy by following powerful official sources in the stories to maintain an image of objectivity. This also helped media to protect it from the criticisms and the threats of defamation. As official versions are believed to be accurate; therefore media can also assume to maintain accuracy during periods of violent environment.

Referring the famous investigate reporting case 'Watergate Scandal' of the United States, Bennett points 135 out that the story was indexed only when the more pronounced political decisions and definitions offered up by official sources (Gilboa, 2002). The powerful sources are regularly trying to take advantage of media routines as well as to manipulate them into following a special agenda and framework.

e) Ownership Control

Pressure from their bosses within media houses is not rare for journalists. In comparison to normal circumstances, during conflicts these pressures increased for journalists. Globally, media companies are placing a high priority on profitable operations for them. As a matter of fact, newspapers and television channels give priority towards the advertiser's point of view so they do not hesitate to drop a story if they think that it may be damaging to their advertisers. Akin (2005) cited a survey report which says, "According to a survey taken in 2000,...about one in five (20 percent) of local and (17 percent) (of) national reporters say they have faced criticism or pressure from their bosses after producing or writing a piece that was seen as damaging to their company's financial interests". This indicates that the prime objective of owners is to get maximum advertisements. The marketing objective of the media owners has always been a hindrance for editors or reporters to maintain objectivity in news. The owners could balance their desires for profits with their commitments to the media and its public role. This gives a signal that journalists may receive more pressures in comparison to family owned media houses. Another interesting phenomenon is that media owners are reluctant to reveal their identities (Transparency of Media, 2012). It is evident that when people do not know who owns the respective media organization, then it has not been possible to locate the powerful interest of owners. The transparency of media ownerships is a crucial issue worldwide, which allow owners to run the show from safe zones. Coronel highlights the study conducted in 2001 of 97 countries by the World Bank, which reveals following crucial points regarding media ownerships: · Only four percent of media enterprises are widely held 137 · Only two percent are employee owned · 57 percent are family-controlled newspapers · On average the state controls approximately 29 percent of newspapers The media owners easily link their newspapers and television channels for their interest. The tendency to fulfill their business interest among owners is visible mostly in the new democracies which may come out or witnessing conflicts. In a newly democratic country, media owners have more opportunities to promote their own vested agendas.

2.2 Media ethics

Mass communication and journalism is institutionalized and source specific. Media ethics is a contentious issue in the field of mass communication over the years. This is a brief attempt to examine the complexities of media ethics involved in covering conflicts. Ethics is attached to all profession because any activity classified as professional should be conducted on an ethical basis and practitioners are accountable for their actions. By following ethical code of conduct ensures the quality of a profession. Oxford dictionary defines ethics as moral principles that go to govern behavior. It classifies ethics as a branch of philosophy, which concentrated with the study of moral behaviors, moral principles and rational justifications. It is the application of moral principles towards issues concerning society which will consider as a guideline to identify between good or bad conduct for each profession.

All over the world, codes of conduct have been proposed for journalists and the practice of journalism is centered on a set of ethical concepts such as truth, objectivity, honesty, privacy, freedom, fairness, etc. These ethical concepts of media developed and consolidated over the years with an aim to maintain the quality of news. These are termed as elements of journalism so that media can contribute to society. The application of these concepts emphasized on disciplines like facts-checking, 100 verifications, investigations, rigorous data sourcing and analysis. Without maintaining these standards, news cannot be differentiated from ordinary gossip. Immanuel Kant, a German philosopher introduced the idea of categorical imperative which was the basis of the development of media ethics. Nahida Begum (2014) in her article on 'Media Ethics: Different Perspectives' mentions that the concept of categorical imperative to indicate good for both individual as well as society at large. As per the concept, media needs to provide information in such a manner that will not only serve its own interest but also benefit common people. The responsibility and accountability of media are important to avoid unnecessary harms to people. The media ethics are also interconnected with its credibility and functions such as a role of a watchdog in a society. Media ethics more than being a kind of technology, it deals with the nature of human beings (Begum, 2014).

Ethics in journalism based on methods of newsgathering and the way news is framed for consumption (Lazaroiu, 2011).

Lazaroiu (2011) mentions the statement of Keble that there is an ethical commitment among many journalists towards accuracy and truthfulness in their reporting. The relationship between the media and ethics is a dynamic one where ethics emerges from encounters between the media text, the professional, the producer and the consumer. Media ethics also has a conflicting relationship with diverse goals of media, such as, informing and entertaining public, increasing economic profit as well as promoting social development. These goals have created ethical dilemmas for the media as they are compatible with each other on many occasions. Another distinctive nature of media ethics 101 is that its application is country specific. The nature of a ruling government has strong influence of media ethics and its application in a given country. Under a dictatorship, the media has been controlled where its freedom curtailed, henceforth ethics is compromised. Julie (2012) mentions that each media organization has the luxury to set the ethical standards of its coverage. For example, one of the leading newspapers of the world (published from United States) 'The New York Times' continue to print on its front page the claim, 'All the News That's Fit to Print', patented in 1896. Without going much into the debate about how far the newspaper has been successful towards following its principle rather it signifies that each media organization has the authority to set their own ethical standards to guide journalists/editors in their works. Application of media ethics is related to media freedom in a country.

The need for media freedom has been recognized in various charters and conventions of human rights around the world. Even in the oldest democracy like Britain, the media is restricted by the criminal laws of official secrets, obscenity, blasphemy, sedition, and reporting restrictions on Irish terrorist groups and their alleged supporters and by the civil laws of libel and breach of confidence. Besides, if legal restrictions are lifted and the law is less restrictive then there are many ways in which the media can offend by inaccuracy, lies, distortions, propaganda, sensationalism etc. The above discussion indicates that needs for ethics is connected with the fundamental problem faced by media professionals to find the appropriate way of news coverage. In 1920s, many countries felt the need for

media ethics and gradually showing interest to enforce it. Prior to World War I, journalism schools covered only professional courses to promote ethical behavior (Begum, 2014).

The growing demand for media ethic even inspired many media organizations to start developing certain code of ethics to standardize employee's behavior and to safeguard themselves against government regulation. The country specific formal rules and regulations to control the media as well as informal controls comprise of civil society organizations and buyers including advertisers (Begum, 2014). These controls imply that journalists are responsible towards their profession and towards their people. In the later decades of the 19th century, many countries have shown a trend of commonality to include objectivity, impartiality, truthfulness, and freedom of information as fundamental principles of media ethics. The countries like United States and United Kingdom, where media ethics has been getting much prominence subscribed 'objectivity' as a significant principle in relation to professional journalism. To maintain objectivity journalists needs to depend on certain norms which are eyewitness accounts of events, confirmation of facts with multiple sources and tries to present all important aspects of a story (Lasson, 2009). It is not always possible to maintain objectivity and accuracy; however, that does not undermine their importance as necessary components. Professional journalists are encouraged to give equal representation to all sides involved in the issues to maintain accuracy for avoiding bias. Many countries have been giving special emphasis on the duty of the journalists not to discriminate or to inflame hatred on grounds like race, religion, nationality and gender. The Society of Professional Journalists (SPJ), an internationally recognized body for journalists stated that journalists should maintain honesty and fairness in news gathering, reporting and interpreting information (White, 2008).

The second principle of the Society of Professional Journalists focuses that media report should minimize harm, to follow this principle journalists give respects to sources. The third principle emphasized on the independence of journalists and fourth gives importance on accountability towards its readers, listeners and viewers.

Baldwin Chiyamwaka (2008) in the presentation of 'Media Ethics: A Call to Responsible Journalism', mentioned about the main pillars of media ethics which are:

- A. Accuracy: Accuracy firstly involves gathering of all the relevant facts. It also involves verifying and checking the facts thoroughly using more than one source.
- B. Truth: Truth is the oldest and most highly regarded ethical principle of humankind. Without the truth, a journalist has neither integrity nor credibility
- C. Fairness: Fair means to balance stories in such a way that no party is misrepresented, either by choice of words or by the lack of proper context.

Objectivity: Objectivity encompasses the commitment to report truthfully, comprehensively, and intelligently. However, application of these pillars is indeed a complex and challenging task for a professional journalist. There has been always a danger of violation of ethical principles which also entangled with comprising on investigative reporting. For example, journalists foremost principle is to maintain honesty in investigation as well as in reporting. Another perennial problem that impacts on quality of the news coverage is the economic constraints on news gathering. It also has a consequence for the democratic functions of the press as many occasions it has to dependent on official sources. In this regard, self regulation helps the media respond to legitimate complaints and therefore correct the errors and mistakes that are a genuine concern of the public (Chiyamwaka,1992).

2.3 Media and crime

2.3.1. Copycat crime

Copycat crime is crime inspired by another crime that has been publicized in mass media (Srette,1998). The copycat effect is also sometimes referred to as the contagion effect and generally refers to as power of mass communication and culture to create an epidemic of similar behaviors (Coleman, 2004).

For a crime to be a media generated copy cat crime it must have been inspired by an earlier, media-publicized or portrayed crime –that is, there must be a pair of crimes linked

through media. A copy cat crime implies a crime dyad where at least two crimes, a generator and a copycat are, media yoked (Bohstedt&Williams,2000).

Crime and violence are not so different. Some of the risk factor associated with high levels of many kinds of violence in the media.

Besides causing aggressive behavior, viewing violence can have two other effects:

- 1) Desensitization toward aggression, which result in decreased willingness to help victims.
- 2) Fear of becoming a victim, which causes self-protective behavior and mistrust of others (Donnerstein&Smith,1997).

Criminologists are interested in crime, media and culture remarked up on the importance of mass-mediated, cultural representations of crime, primarily because they constitute a mainstay of cultural consumption (young 2008).

The existence of crime news disseminated by the mass media means that people no longer need to gather together to witness punishment. They can remain at home for their moral instruction (Erikson, 1964).

Television news stories on crime framed a certain way led people to attribute responsibility to individuals, and that crime stories framed differently led people to attribute responsibility more to social causes (Iyenger,1991).

Because the programs offer audience the “reality” of police work, scholars interested in reality TV programming should consider what the programs present to viewers.

Kappeler, Blumberg and Potter (1996) point to four general elements of the media’s treatment of crime. They argue that the media (1) highlight “deviant of population “ (2) cast ordinary citizens as victims; (3) outline clearly the “threat to established norms, values or traditional life styles “ and (4) display a heroic police as “ a thin blue line” between innocent folk and dangerous criminals.

Television typically portrays crime as a threat to citizens that result from pathology of individual criminals- not from social and environmental conditions within which citizen - suspects are situated (Cavender & Fishman,1998).

Ironically, according to Oliver and Armstrong (1998) crime-based reality TV misrepresents actual crime in society, principally by exaggerating the scope of violent crime. Media accounts of crime, whether they are fact or fiction, have been linked to numerous social ideologies including law and order and social control (Muzzatti, 2005).

Kappeler and potter (2005) that the media is one of the largest and powerful mythmakers in every society. Some myth include equal justice, lenient criminal justice system , juvenile super predator and other moral panics. Theses myths influence citizens' perceived realism about crime, criminals, and the criminal justice system.

The impact of crime-related programming on TV highly affects the perceptions of mass audience for a number of reasons. First, television is a highly visualized medium and seeing portrayals of violence than other types of medium. Second, TV networks both locally and nationally, in the business of making money. Therefore, pressures of rating and advertising partners are critical for success. Shocking newscasts and programming are more marketable and thus more profitable (Weitzer and Kurbin,2004).

Unfortunately, many crime shows tend to focus on either the " good "victim" or " bad" victim. Furthermore TV shows more often than not, portray bad victims as deserving of being victimized and sometimes, even as prostitute, drug addicts and drug dealers (Cuklanz and Moorti ,2006).

The media influence the reality. For some people the reality as presented by the media is the only reality they know (Splichal, 1994). The media do not present information in a neutral way. They do not depict the reality as it is, but they submit information and news to the process called gate-keeping. Gate-keeping as "the process of the media control over the information which involves the selection of the news, their keeping, mediation, shaping, releasing and repeating" as well as "newsworthiness" as "news worth releasing" (Donohue , 1972).

Content analyses have found systematic differences between the pattern of offences, victims and offenders represented by the news and in official crime survey.

Most commonly, the media are accused of exaggerating the risk of crime, and cultivating an image of the world that is "scary" and mean (Garbner and Gross, 1976).

When real – world violence is compared to a real – world crime as measured by official statistic, it appears that the media images exaggerate the probability and severity of danger. This is said to cultivate a misleading view of the world based on unnecessary anxiety about levels of risk from violent crime (Pandiani, 1978).

The wider public favors interesting and valuable information about unusual and serious crimes and expects such stories from the press. In minds the facts that reporting on the majority of crimes in a certain area is inadequate, it is clear that the population gets a misleading picture about the crime. One of the factors that influences the public attitude to crime and the way in which the public perceives crime is the fact that crime became a political issue in the last quarter of 20th century. Crime as a general phenomenon, and a criminal offence as a particular phenomenon, became frequent media topic at the same time. Since crime became a political issue, the public interest in crime has got a new dimension. Not only are perpetrators of criminal offences in the centre of attention, but those in charge of their detection and punishment as well (British Crime Survey, 1997).

The media influence the reality. For some people the reality as presented by the media is the only reality they know (Splichal in 1994; Barak in 1994). The media do not present information in a neutral way. They do not depict the reality as it is, but they submit information and news to the process called gate-keeping as "the process of media control over the information which involves the selection of the news, their keeping, mediation, shaping, releasing and repeating" as well as "newsworthiness" which is mentioned by many authors (Shoemaker in 1991; Chandler in 1998) as "news worth releasing", that is, the aspect of worthiness which the news has for the media as the institution. Those are mainly sensational, surprising, conflicting, controversial, different and peculiar kinds of

news which are the criteria that researchers have found in relation to the media presentation of events.

Tunnel(1992) emphasizes that “ news about crime” as well as coverage of new forms of crime provide entertainment , enable the functioning of the film industry and allow the function of profit .Fisherman (1976) suggested that “ journalists do not crate reports exclusively with the purpose of presenting order and justice, social problems and crime to viewers. Editors actually demand them information, raw materials, from which they crate different stories every day. Editors the ones, who decide, which content and how it will be presented'

In that sense, cruel murder, multiple rape or criminal offence committed by a famous or popular person present an excellent plot for a story which will attract the attention of the wider public. Such isolated and excess cases fill newspaper columns and create radio and TV broadcasts while information about usual “common” crime is disregarded or shaped in order to sound more important or exciting. It is obvious that the media of mass communication are not primarily the service of informing the public and that, when reporting on crime, the objectives and the ethics of journalism do not require information released for the purpose of crime prevention (British Crime Survey, 1997).

As Hans Mathias and Kepplinger (2001)-who, for sure, is no constructivist proselyte has recently stated: The represented world in the media is an effect of the representation of the world by the media.

Crime, either true crime or crimes from movies and literature, fascinate people. Public execution of death penalty always attracted a great number of observers. Public galleries at the court have always been full, and some criminals have been not only famous but popular as well.

Although crime statistics has always been published and police managers have written annual reports, they have attracted little attention and publicity so far. Nowadays crime is a topic about which the politicians express different opinions in order to obtain votes from potential voters in the same way that the media constantly search for information in

crime which will better sell their products. Besides, there is a growing number of advertisements for safety equipment and the public gets the impression that the citizens themselves have to take care of their own safety (Reiner, 1990)

2.4 Theoretical framework

2.4.1 Framing Theory

The media study is primarily concerned on the information content and flows. The way information transferred to their readers comes through various forms of communication, all of which are framed to meet the goals of the providing sources. The role of framing comes here in. It describes the way media portray the stories, issues, events or how to tell the stories for audiences'/readers' consumption. A number of influential scholars in the evolution of framing theory, including Entman (1993) define the concept; framing, as a process of selecting some aspect of a perceived reality and make them more salient in a communicating text in order to promote a particular problem definition, causal interpretation, and moral evaluation. Robert Entman, one of the founders and father of framing, defined the term as, the process of culling a few elements of perceived reality and assembling a narrative that highlights connections among them to promote a particular interpretation. In his view, framing is a process which implies, first and foremost, selection and salience. The verb 'to frame' is thus defined as: to select some aspects of a perceived reality and make them more salient in a communicative text. Media framing accordingly points to the way in which issues are selected and accentuated in and by the media. Entman further elaborated the term as: Fully developed frames typically perform four functions: problem definition, causal analysis, moral judgment, and remedy promotion (Entman, 2004). Framing works to shape and alter audience members' interpretations and preferences through priming. That is, frames introduce or raise the salience or apparent importance of certain ideas, activating schemas that encourage target audiences to think, feel, and decide in a particular way (Entman, 2007). Framing theory aims to identify schemes in which individuals perceive the world. Frames help us to interpret and reconstruct reality..

The experimental work of Kahneman and Tversky (1979, 1984) was the first to demonstrate how different presentations of essentially the same information can have an impact on people's choices. They found that individuals were inclined to take risks when "losses" are highlighted. But when the same information is presented in terms of "gains," individuals shy away from risks. Kahneman (2003) uses the "determinants and consequences" of accessibility to explain prospect theory, framing effects, and heuristic processes. He calls the basic principle of framing a "passive acceptance of the formulation given" (p. 703). Framing effects violate "invariance," the assumption that preferences are not affected by variations in arbitrary aspects of the issue. Examples such as the Asian disease problem suggest that individuals can be affected by variations in irrelevant features of options and that framing effects challenge citizen competency. Kahneman's approach to framing has been called the "equivalency" framing effect (Druckman, 2001), in that it examines the influence of different but logically equivalent messages. In this approach, all factual and stylistic elements are comparable so that the pure influence of the frame can be observed. The "equivalency" approach draws extensively on the experiments of risk-gains research (Kahneman & Tversky, 1979). Other scholars have used this research approach to study frames. However, there are very few who have been able to maintain the purity of Kahneman and Tversky. The "emphasis" (Druckman, 2001) approach to framing effects demonstrates that accentuating certain considerations in a message can influence individuals to focus on those particular considerations. Scholars in this approach maintain that it is not always possible to manipulate a frame without changing some of the facts. Druckman (2001) aptly points out that in many cases, especially with political issue, it is not always possible to present a situation in different but equivalent ways. Instead, emphasis framing effects refer to situations where, by emphasizing a subset of "potentially relevant considerations," individuals are led to focus on those considerations in the decision making process (Druckman, 2001). Thus, for political issues the concept of framing usually refers to "characterizations" of a course of action where a central idea provides meaning to the event (Sniderman & Theriault, 2004).

To this end, the researcher selected this theory as a useful instrument to analyse the contents of the media and the type of framing they used in reporting the crime stories Addis police TV program. The use of framing theory also allows us to detect journalistic bias. Hence, framing provides a better understanding of how the media influence public opinion through the way they present the story to their viewers.

2.4.2 Agenda setting theory

Agenda setting describes a very powerful influence of the media – the ability to tell us what issues are important. As far back as 1922, the newspaper columnist Walter Lippman was concerned that the media had the power to present images to the public. McCombs and Shaw investigated presidential campaigns in 1968, 1972 and 1976. In the research done in 1968 they focused on two elements: awareness and information. Investigating the agenda-setting function of the mass media, they attempted to assess the relationship between what voters in one community said were important issues and the actual content of the media messages used during the campaign. McCombs and Shaw concluded that the mass media exerted a significant influence on what voters considered to be the major issues of the campaign.

Media determine what we think and worry about. Walter Lippmann, a journalist first observed this function, in the 1920's. Lippmann then pointed out that the media dominates over the creation of pictures in our head, he believed that the public reacts not to actual events but to the pictures in our head. Therefore the agenda setting process is used to remodel all the events occurring in our environment, into a simpler model before we deal with it. Researchers Maxwell McCombs and Donald Shaw have then followed this concept. McCombs and Shaw as pointed out by Littlejohn have best described the agenda setting function in their book *Emergence of American Political Issues*. In this book the authors point out that there is abundantly collected evidence that editors and broadcasters play an important part as they go through their day to day tasks on deciding and publicizing news.

The media then uses gate keeping and agenda setting to “control our access to news, information, and entertainment” (Wilson,1987).

Gate keeping is a series of checkpoints that the news has to go through before it gets to the public. Through this process many people have to decide whether or not the news is to be seen or heard. Some gatekeepers might include reporters, writers, and editors. After gate keeping comes agenda setting.

Agenda Setting as defined in “Mass Media, Mass Culture” is the process whereby the mass the agenda-setting function of mass communication. Here may lay the most important effect of mass communication, its ability to mentally order and organize our world for us. In short, the mass media may not be successful in telling us what to think, but they are stunningly successful in telling us what to think about.’

The common assumption of agenda- setting is that the ability of the media to influence the visibility of events in the public mind has been a part of culture for almost half a century. Therefore the concept of agenda setting in a given society is for the press to selectively choose what we see or hear in the media.

Agenda Setting has two levels. As mentioned in *Theories of Communication*, the first level enacts the common subjects that are most important, and the second level decides what parts of the subject are important .These two levels of agenda setting lead path into what is the function of this concept. This concept is process that is divided into three parts The first part of the process is the importance of the issues that are going to be discussed in the media. Second, the issues discussed in the media have an impact over the way the public thinks, this is referred as public agenda. Ultimately the public agenda influences the policy agenda. Furthermore “the media agenda affects the public agenda, and the public agenda affects the policy agenda (Littlejohn,1992).

This concept of agenda setting in Littlejohn’s book is explained as the idea of issue salience as a media effect is intriguing and important. Therefore agenda setting is used for many purposes to establish the media agenda and to retrieve the opinion of the public. Also agenda setting is very important in the political aspect because the public agenda influences the policy agenda which means that candidates will try to focus on issues that the public wants to hear about.

In conclusion the agenda setting theory has many beneficial uses in a given society and it is part of our communication

2.5 Impacts of TV crime shows

2.5.1 Psychological Impacts

A significant body of social theory has developed in explaining the processes through media exposure have effects on viewers. According to Coyne and colleagues there is two theoretical bases in terms of the role of media in childhood and adolescence. These theories are based on the notion that media have some effects on children and adolescents, whether good or bad, either on attitudes or behavior.

Furthermore, social leaning theory explains that repeated observation of real life antisocial/aggressive models portrayed in media like TV, children develop a behavior that aggression is proper, and then they obtain scripts of how to behave aggressively. (Romer, 2013).

Television is the most powerful storyteller in a culture, which repeats the ideologies and myths, facts and pattern of relationships that elucidate the social order. Repeated dose of TV, over time, acts like the pull of gravity toward an imagined centre which results in a shared set of concepts and expectations about reality among diverse viewers. Cultivation analysis has its worth to study behavior development through a specific TV crimes show. The social information processing intent attribute is being considered as one optional mediator in media effects research relating violence. The previous professional literature argues that psychological instability and hostile attribution are quite associated and has well demonstrated with adults as well as with children. Further investigated and found that hostile acknowledgement is theorized to contribute to the development of aggressive behaviors in children with reference to TV crime shows(Bushman & Anderson, 2015; Warburton, 2014).

The General Aggression Model (GAM) is another theoretical perspective to explain the development of aggressive cognitions, attitudes, and behavior. This model states that

exposure to media violence may contribute to enhancing or mitigating the aggressive constructs (Anderson, 2011).

While many scholars do seem to agree that there is evidence that media violence—whether that of film, TV, or video games—increases aggression, they disagree about its impact on violent or criminal behavior (Ferguson, 2014). Nonetheless, it is violent incidents that most often prompt speculation that media causes violence. More specifically, violence that appears to mimic portrayals of violent media tends to ignite controversy

Criminologist Jacqueline Helfgott defined copycat crime as a “crime that is inspired by another crime” (Helfgott, 2015). The idea is that offenders model their behavior on media representations of violence whether real or fictional the relationship between exposure to violent media and serious violence has yet to be established (Savage & Yancey, 2008)

Researchers continue to measure the impact of media violence among various forms of media and generally stop short of drawing a direct causal link in favor of more indirect effects. For example, one study examined the increase of gun violence in films over the years and concluded that violent scenes provide scripts for youth that justify gun violence that, in turn, may amplify aggression (Bushman, Jamieson, Weitz, & Romer, 2013).

2.5.2. Social Impacts

The American Psychiatric Association declared that “research demonstrates a consistent relation between violent crimes shows and increases in aggressive behavior, aggressive cognitions and aggressive affect, and decreases in prosocially behavior, empathy and sensitivity to aggression.

Further, psychologists Patrick Markey, Charlotte Markey, and Juliana French conducted four time-series analyses investigating the relationship between crime show viewers and homicide rates. The studies measured rates of violent crime, the annual and monthly video game sales, Internet searches for video game walkthroughs, and rates of violent crime occurring after the release dates of crimes reporting. The results showed that there

was no relationship between video game habits and rates of aggravated assault and homicide. Instead, there was some indication of decreases in crime (Markey, Markey, & French, 2015).

Understanding how media may impact on social values has been the focus of media and communications studies for decades. Numerous theoretical perspectives offer insight into how and to what extent the media impacts the audience. As scholar Jenny Kitzinger documented in 2004, there are generally two ways to approach the study of media effects. One is to foreground the power of media. That is, to suggest that the media holds powerful sway over viewers. Another perspective is to foreground the power and heterogeneity of the audience and to recognize that it is comprised of active agents (Kitzinger, 2004).

Concern of the power of media captured the attention of researchers interested in its purported negative impact on children. In one of the earliest series of studies in the United States during the late 1920s–1930s, researchers attempted to quantitatively measure media effects with the Payne Fund Studies.

Over the decades, concern about the social impact of media remained while theoretical and methodological approaches to media effects studies continued to evolve (Rich, Bickham, & Wartella, 2015). In what many consider a sophisticated development, theorists began to view the audience as more active and multifaceted than the mass society perspective allowed (Kitzinger, 2004). One perspective, based on a “uses and gratifications” model, assumes that rather than a passive audience being injected with values and information, a more active audience selects and “uses” media as a response to their needs and desires. Studies of uses and gratifications take into account how choice of media is influenced by one’s psychological and social circumstances. In this context, media provides a variety of functions for consumers who may engage with it for the purposes of gathering information, reducing boredom, seeking enjoyment, or facilitating communication (Rubin, 2002). This approach differs from earlier views in that it privileges the perspective and agency of the audience.

Most criminologists and sociologists who focus on media and crime are generally either dismissive of the notion that media violence directly causes violence or conclude that findings are more complex than traditional media effects models allow, preferring to focus attention on the impact of media violence on society rather than individual behavior (Surette, 2011).

Over the decades much criminological interest has focused on the construction of social problems, the ideological implications of media, and media's potential impact on crime policies and social control. The focus of concern is not whether media directly causes violence but on "how the media promote damaging stereotypes of social groups, especially the young, to uphold the "status quo" (Carrabine, 2008).

2.6. Research results of crimes reporting

Crime Scene Investigation – The Show Crime Scene Investigation (CSI) is the archetypical forensic drama and is responsible for popularizing the genre. The show follows the titular investigators as they use forensic techniques, such as DNA testing and blood pattern analysis, to solve crimes which transmitted on CBS TV.

The term CSI Effect is regularly used as an umbrella for several hypotheses concerning the rising popularity of televisions shows about forensic investigators based on crime (i.e., forensic dramas) and the impact this trend has had on the public perception of forensic science.

Prior to reviewing the empirical research on the CSI Effect, it is useful to define exactly what the term encompasses because it has taken on multiple meanings. Indeed, Cole and Dioso-Villa (2007) reviewed the CSI Effect literature and identified six different predictions encompassed by the term CSI Effect

According to the findings, almost 60 percent (58.6 percent) of our respondents either strongly agreed or agreed with the question, "Shows like CSI have had an impact upon the administration of justice in my court." These results indicate that judges do believe

that shows like CSI impact their criminal justice system. Yet just over one third of respondents strongly disagreed or disagreed with the idea of the shows' impact.

Almost 80 percent of respondents (79.3 percent) strongly disagreed or disagreed to the statement, "I have had to change the way I administer my court since shows like CSI have become popular." When considering these questions in concert it appears that, although a majority of judges think that CSI-like shows have had an impact on criminal justice, a majority also have not felt the need to change the way their courtrooms are administered.

When asked about the perceived impact of shows like CSI upon obtaining a conviction, a slight majority (53.4 percent) strongly agreed or agreed with the statement, "I believe that the popularity of shows like CSI has made it harder to convict defendants." Although it appears that a slight majority of respondents perceive that shows like CSI have had an impact upon convictions, it is important to remember that almost half of respondents perceived no impact upon conviction. When judges were asked about the perceived impact of the technology shown in shows like CSI upon obtaining convictions, a substantial majority of respondents did not perceive an impact.

Almost 90 percent (89.6 percent) of judges disagreed or strongly disagreed with the statement, "I believe that the technology shown in shows like CSI has made it harder to convict defendants."

Question twelve asked if the respondents thought that shows like CSI have had a positive effect on the administration of justice in their court. Responses were overwhelming negative. More than three quarters of respondents (77.6 percent) strongly disagreed or disagreed with this proposition. Interestingly, no respondents circled "strongly agree" to this notion. Although the judges we surveyed did perceive these shows as having an impact on the administration of their courts, a majority did not view this impact as positive. The respondents did not indicate that the shows' perceived impact required an affirmative change in the administration of their court, but they did indicate mixed views regarding a potential impact upon convictions.

It appears from these questions that a majority of respondents perceive an impact of shows like CSI upon jury expectations for forensic evidence. Moreover, respondents did indicate a belief that shows like CSI distort the perceived image of technology that is actually available and the time forensic testing actually takes. Yet, a majority of responding judges did not perceive an increase in the use of forensic evidence or expert witnesses since shows like CSI have become popular.

TV Crime Shows in Pakistan In television format, the technical term to identify the crime shows is "procedural". Procedural shows represent a type of shows in which a problem (mostly crime related) is introduced, its complete procedure is elaborated, then solved. All this process follows a process beginning with the climax of crime. Later, the different stages of the problem or issue are particularized by showing past events. Mostly, the criminal is caught by police as these are based on real solved police cases. All the issue is portrayed like drama show with the help of re-enactments. Few of the examples of these crime shows at international level are CSI, Law & Order and NCIS. Few of such genre programs in Pakistani news channels are "Shabbir tou Dekhay Ga" (Express News), "Meri Kahani Meri Zabani" (Samaa), "Wardaat" (Samaa), and "Aisa Karega Tou Marega" (Express News).

Research on behavior development of children with reference to antisocial behavioral tendencies has been flourishing for last few decades. What children learn, how children learn, these are two burning questions for child psychologists and social scientists. Different contents of media have always been in research focus to measure its effects on viewers. These contents are also linked with behavior development of viewers. TV crime shows are popular in Pakistan among different segments of viewers. The purpose of these shows is to convey hatred with crime, and depict the distressing outcomes of crime, but the way of presentation of this message need to be investigated. As these programs show a criminal happening via re-enactments, the background of this event, and the relevant proceedings later on, this may cause harmful behavioral implications in children. Different dimensions of behavioral implications on children by the crime shows need to be investigated.

The research was aimed to analyze “Effects of TV crime shows on youth”. In the light of findings, the researcher concludes that mostly youth of age between 21 to 24 watch TV crime shows.

Researcher is to find out that youth have neutral psychological effect, mostly says that after watching today crime shows one feel he/she is living in criminal society. Researcher concluded that TV crime shows promoting crime in youth because youth getting new techniques and exposure to crime due to this shows. The reports shows mostly promoting negativity like aggression increasing in youth due to this, vulgarity is being portraying, manipulation of actuality for interest of audience which is also not good, new techniques giving to youth of crime. Findings shows that youth perceive the content of the crime shows is very against the ethics and value of society.

Study on the television crime TV Show COPS which is popular in South Africa. During a week in June 2004, taped all of the half-hour television episodes of this program resulting in eight hours of airtime. These episodes included fifty-two different police officer and perpetrator combinations. The unit of analysis was the character and coded the race and gender of the police officer and the perpetrator. The perpetrator was the individual the police officer was called out to apprehend or the person the police officer approached during normal duties.

Among our nonwhite characters on COPS, the vast majority (90%) were shown as crime perpetrators. Virtually all (93%) of the black and Hispanic (83%) characters on these episodes were offenders. The research had found a significant difference in the representation of type of character portrayed (officer vs. perpetrator) and the race of the individual (whether that was recorded as white and all others or white, African-American and Hispanic).

Virtually all of the police officers shown (92%) were whites (4% were black and another 4% were Hispanic). A little over a third of all offenders shown were whites (38%). The most likely offender was black (45% of all offenders). The vast majority of the characters on COPS were male (94%). The vast majority of women on COPS were depicted as

offenders not officers. There were no minority women characters on these episodes whether officer or perpetrator.

Most (54%) of the crimes shown on COPS were offenses. Most (55%) of the perpetrators of these crimes were African-American men; while, white and Hispanic men committed another 21% each. Among African-American perpetrators shown on these episodes, 64% were shown committing offenses. The most common offenses shown were burglary and grand theft. There was one murder committed, by a black man, during this period of programming. When white offenders were apprehended, they were most likely (61%) involved in offense.

Black men are shown most often as violent offenders and viewers see little representation of black men as police officers. Women are under-represented as either police officers or offenders.

Even though, the above researches shows that TV crime shows create different problems nationwide, the issue of media ethics and journalistic principles neglected. Considering the strict observance of journalistic principles has not been studied, therefore, this paper genuinely attempts to fill this gap.

CHAPTER THREE

3. DATA COLLECTION AND ANALYSIS METHODS

3.1 Research Design

The research method is purely qualitative. The selection of the method is based on the objective of the study.

As indicated in the first chapter, the main aim of this research focuses on to assess how Addis TV'S police program reports issues of crime with respect to journalistic principles. The main focus of this chapter is to discuss the research methodology, data gathering techniques, sampling method and data analysis technique the researcher employed in the study.

Hence, the researcher is able to determine the relationship of media variables (e.g., incorrect perceptions) that relate to specific false perceptions (i.e., blood is found frequently at crime scenes). For instance, there may be differences among people who watch Addis police TV program.

The method that helps achieve this objective is qualitative. Qualitative method helps to build-up understanding of how people experience the world around them, (Henn, 2006). Unlike quantitative methods, qualitative study does not neglect the importance of subjects and their social world in contributing meaning to events and their environment (Bryman, 2004).

Qualitative researches see people differently from physical world (objects of natural science), (Henn,2006). Quantitative researchers see subjects and their world as passive and seek to study them in contrived environment (Deacon, 1999). The subjects of the research are just that, subjects.

The very nature of qualitative design is its applicability to the research area. Unlike quantitative inquiry, qualitative research does not, as a rule, seek broad generalize ability. The analysis is made to the life world and a theory is contextually bound. In this regard Best and Kahn have: "the reason that qualitative data are so powerful is that they are

sensitive to the social, historical, and temporal context in which the data were collected (Best and Kahn, 2005).

In reporting the findings, qualitative research is become more appealing to the context than quantitative. Because it gives detail description to show the behavior, values, communication, and experience of the society within the environment, then I decided to guide by qualitative method. Qualitative research, thus, enables researchers to view events and social world through the eyes of the people they study (Bryman, 2004).

This paper looks into how Addis TV'S police program reports issues of crime with respect to journalistic principles as a case. Case study is more preferable because it enables investigator explores a bounded system (a case) or multiple bounded system(cases) over time, through detailed, in depth data collection involving useful sources of information, reports a case description and case-based themes, (Creswell, 2007). Thus, the analytic approach will involve a detailed description of the case, the setting of the case within contextual conditions, and presentation with or without keeping chronological order.

3.2. Data Sources

The subjects of the research were Addis Ababa police commission Public relation bureau and Addis Ababa mass media agency. According to the information from Addis TV program manual Addis police program is produced by the city police bureau and finally edited by Addis TV' out source section . The Interviews were conducted purposively with different media practitioners and editors. Furthermore, they have important positions that made them able to provide the necessary information about the issue.

Qualitative content analysis is vital because the violation of journalistic principles was measured based on researcher's viewing and interpretation of the contents purposely selected the study sources.

Content analysis is the prime work to better understand the project and design the study tools.

As a research on journalistic principles, the main input for the research is the previous broadcasted police TV programs on Addis TV. The programs which show the violation of journalistic principles were collected from the program archives of Addis TV by taking some sample from the programs of Addis Police, the researcher assessed how they were produce based on journalistic principles.

3.2.1 Interview

For this particular study in-depth interview was used as the data collection method. In-depth interviewing begins with common sense perceptions, explanations, and understandings of some lived cultural experience and aim to explore the contextual boundaries of that experience or perception, to uncover what is usually hidden from ordinary view or reflection or to penetrate to more reflective understandings about the nature of that experience (Johnson, 2002). Due to its conversational nature the researcher was attracted to employ in depth interview. In addition, Marvasti (2004) elaborate that in depth interview allowed suppressed feelings through the interview process.

In addition, Marvasti (2004) elaborate that in depth interview allowed suppressed feelings through the interview process. Additionally, the researcher also gains knowledge of his or her own 'hidden or conflicting emotions'. Johnson (2002) also stated that an in depth interview is not limiting respondents to a fixed set of answers instead it has the potential to reveal multiple, and sometimes conflicting attitudes about a given topic. In depth interviews is a form of qualitative research interview in which the interviewer is expected to come up with a clear list of questions or specific topics to be addressed, which are commonly referred to as an interview guide, Bryman (2004: p 321).

In-depth interview is a qualitative research tool used in providing ample opportunities to grasp the research elements' internal feelings, perspectives, interpretations, knowledge, opinions and life experiences.

Patton, (2002) puts how useful the tool could be both to the researcher and the researcher alike: In-depth interviews are one of the most common qualitative methods. One reason for their popularity is that they are very effective in giving a human face to research

problems. In addition, conducting and participating in interviews can be a rewarding experience for participants and interviewers alike.

For participants in-depth interviews offer the opportunity to express themselves in a way ordinary life rarely affords them. Interviewers engaged in in-depth interviews are offered the privilege of having people who are virtually strangers entrust them with a glimpse into their personal lives.

Unstructured type questions were prepared and were conducted with interviewees who had a vital role and relationship with Addis police program. Thus, ten participants who had good experience in producing and editing Addis television polices' program were participated in the interview. Most of the interviewees are working on Addis TV and Addis Ababa Police commission. The former journalists now working on other media houses were also interviewed with the purpose to gain their insights. With this respect to interview tool, unstructured interview questions were prepared for ten of the participants. The respondents were selected using purposive sampling technique. The main reason to select the participants is all are involved in Addis Police TV program production.

The researcher then contacted and interviewed the chosen persons for the unstructured interviews. The interview took around 15 to 25 minutes.

The respondents were asked questions which examined the strict observance of journalistic principles on Addis police TV program. The questions were categorized based on the themes of the research questions. During the entire course of the interview those ten interviewees were encouraged to speak freely.

3.2.2 Content analysis

Researchers regard content analysis as a flexible method for analyzing text data. Content analysis describes a family of analytic approaches ranging from impressionistic, intuitive, interpretive analyses to systematic, strict textual analyses (Rosengren , 1981). The specific type of content analysis approach chosen by a researcher varies with the theoretical and substantive interests of the researcher and the problem being studied

(Weber, 1990). Although this flexibility has made content analysis useful for a variety of researchers, the lack of a firm definition and procedures has potentially limited the application of content analysis (Tesch, 1990).

It goes beyond merely counting words or extracting objective content from texts to examine meanings, themes and patterns that may be manifested or latent in a particular text. The researcher get freedom to understand what is on the ground in a subjective but scientific manner.

As studying media ethics needs critical content in-depth understanding and analysis, the researcher focused on the content, presentation, sources, wordings regarding to media ethics on Addis police TV program.

Qualitative content analysis is vital, journalistic principles issues was measured based on researcher's readings and interpretation of the contents.

This study concentrates on analyzing Addis Police TV programs which were broadcasted in 2010 E.C. To be specific, out of a total of 96 the first programs of each months, totally 12 productions were randomly selected. This time is selected because it was the time that the public rally and demonstration reached its peak.

3.3. Data Organization and Analysis Technique

After the researcher collected all the data using content analysis and unstructured interview from the selected samples, the researcher used the qualitative content analysis and interview data and analyzed thematically. The data was presented in narrative form: interpretation and meanings were made based on result obtained from interview and content analysis.

3.4. Ethical Considerations

The assumption underlying ethical consideration in qualitative research in the following fashion: Because the objects of inquiry in interviewing are human beings, researchers must take extreme care to avoid any harm to them (Robson, 2002) . Traditionally, ethical concerns have revolved around the topics of informed consent (receiving consent by the subject after having carefully and truthfully informed him or her about the research), right to privacy (protecting the identity of the subject), and protection from harm (physical, emotional, or any other kind). With regard to informed consent, I have no single research participant who was unaware of his/her involvement in this study. All of them were also told that they have every right to withdraw from the research in any circumstance. Moreover tape recording was also made with their due consent and knowledge. Concerning right to privacy, an utmost effort was made to achieve it.

CHAPTER FOUR

4. Data Presentation, Analysis and Discussion of Findings

In this chapter, the data gathered from qualitative content analysis and in-depth interviews are presented, analyzed and interpreted by referring the points mentioned in the literature review. All the themes of the discussions were presented and analyzed. The elements that are significant for the study are discussed. As such, it forms the fundamental ground for the entire research. This chapter starts with a qualitative content analysis of the selected media products. Following the content analysis, findings from ten in-depth-interviews were thematically analyzed. The findings will be illustrated and substantiated by the narrations of the discussion from content analysis as well as the in-depth interviews.

4.1. Content analysis on selected Addis Police TV programs

4.1.1 Police officers play journalists' role

In Addis Police TV program the police officers with their uniform host the show, not only that they also produce and present the police news like a journalists. Even the producers are all cadets. Presenting news by wearing police uniform which is against the public expectations from the police. The public expected three things from police. Such as, to get the facts to the public, to appeal for witnesses and, to reassure the public, by giving crime prevention advice by working with the media (Keeble, 2006).

In Addis police TV program the police present its own activities without consideration basic principles of journalism. It is impossible to perform such duties without implementing journalistic ethical issues. In which police perceptions of themselves and their views on the media's role arise many question. In Addis Police program police officers are playing journalistic role, which is simply unethical. According to Keeble in popular crimes show like FBI files, CSI effects and True stories, police officers are primary sources and give detail professional analysis, but they don't act like journalists.

So Wearing uniform and casting news show leads the audience to raise the question about the police activities and fairness of the media.

Studies found that in crime reporting neutrality is very important. In which the police can be a source to provide information. Journalism and Policing are quite different. In addition, False portrayals of these professions can be damaging to both the professionals and the people they are supposed to be serving (Stevens, 1997).

4.1.2 Violation of presumption of innocence

In Addis police TV program Suspects are presented as a criminal without the court justification. Even while some cases are on trial process, stories are revealed on TV in wrong way which can mislead and influence the jury. In Addis Police TV program the presumption of innocence is highly undermined. The program used many times, statements that are made by public authorities and investigators which referred to suspects or an accused person, as being guilty, for as long as that person has not been proved guilty according to law.

In a program which broadcasted on February, 24, 2019 which was a story about a rich merchant who was arrested in the case of high level of corruption. In the program the suspect's name released just like a guilty one, before the charges have been validated.

Such kind of things destroys the reputation of those who are innocent and exposes those named as criminals. A Media ethics prohibits the publication of the identity of the accused before they appear in court and plead. This is to prevent undue prejudice to a person before the prosecuting authority decides to prosecute. Contrary with that, on Addis Police some information had reported before the accused appears in court and pleads. In Addis police TV program in dealing with political issues, the names of people revealed. Such as When nationwide protest against government blow out many of young demonstrators portrayed in the program as "troublemakers" and "vandals". Revealing the names of people which are not proven guilty is violation of fundamental right to presumption of innocence.

4.1.3 Sensationalizing stories

Framing by the media involves choices made by producers regarding what information to provide the public and how to communicate it. One important use of a frame is to inform the public what issues it should think of as important (Cohen, 1963), what communications researchers call “agenda-setting” (McCombs and Reynolds, 2002). Unlike the above ethical consideration of showing horrible videos on TV is neglected. In road accident news, shocking videos are revealed recklessly. Such issues are covered unethically.

When the producers make the crimes news they used to frame, the content to meet their point of view the strategies, that producers used to sensationalized one piece of information had revealed redundantly without considering the repercussion.

The program treated crime stories as “business as usual” which are unlikely to minimize the crime rather than maintaining the existing safety level. In reporting any kind of accidents victims are obviously key people in the story. But in Addis police program in most of stories victims did not included as a witness.

In Addis Police program the voice of the victims did not heard. Their harmful incident report impetuously. The victims have been under great stress, but the reporters neglect the trauma that incident inflicts on victim’s minds. In addition to that, cases like murder and rape are sensationalized.

Such as, a story was about a little girl who was raped and murdered by her neighbor, presented in two parts. The story was shocking. In which the victim’ smother expressed her filling. She said:

I don’t trust anyone ...mothers, fathers, don’t allow your children to play and spent time with anyone out of the family members.

The narrator added: *Children are always needed support from their family. This time social values are not working ...to protect children from any attack ...they must be aware that anyone can hurt them.*

The above story shows that hasty generalization is common in Addis police program. Investigators give ambiguous explanation about crimes that make the viewers suspicious. Besides causing aggressive behavior, sensationalizing crime related stories can have two other effects:

- 1) Desensitization toward aggression, which result in decreased willingness to help victims.
- 2) Fear of becoming a victim, which causes self-protective behavior and mistrust of others (Donnerstein and Smith, 1997).

4.1.4 Reports which leads to copycat crime

Kappeler , Blumberg and Potter (1996) point to three general elements of the media's treatment of crime. They argue that the media (1) highlight "deviant of population " (2) cast ordinary citizens as victims; (3) outline clearly the "threat to established norms, values or traditional life styles "

Contrary with the above point, Addis police TV program shows how the suspects commit the crime like a movie. Although it might not encourage people to commit crimes, they often show how it can be done. Most of the time suspects had demonstrated the technique, how they stole and robbed properties on camera. In addition to that in most Addis police programs negatively inspiring crime related issues presented, which is called copycat crime.

Copycat crime is a crime inspired by another crime that has been publicized in mass media (Srette, 1998). The copycat effect is also sometimes referred to as the contagion effect and generally refers to as power of mass communication and culture to create an epidemic of similar behaviors (Coleman, 2004).

Without considering the media ethics, by default, the program presents gruesome crime stories, which are contradicted with societal values. Such as, a story about a father who raped and murdered his stepdaughter was presented in straight way without any balance

to the story. The media influence the reality. For some people the reality as presented by the media is the only reality they know (Splichal, 1994). On Addis police program whether deliberately or negligently stories are presented without considering its negative impact.

4.1.5 Missing watch dog role

The media today can be seen as having four major responsibilities or functions. These are to persuade or present opinion, to inform, to entertain, and to regulate. Not least among these is the regulatory function of the media. The practice of this function, called watchdog (Srette,1998).

The watchdog role requires the news media to provide a check on powerful sectors of society, including leaders within the private and public domains. Media is expected to guard the public interest and to protect it from incompetence, corruption and misinformation.

Even though Addis police program frequently highlights vital issues such as ordinary theft, homicide, robbery misconduct of youngsters, drug abuse, it did not play its watchdog role by keeping the government accountable in the fight against corruption. The wider public favors interesting and valuable information about unusual and serious crimes and expects such stories from police program. In its report, in 2018, transparency international noted that violation of human right and corruption are the nation's headache. Contrary with that Addis police program frequently told to its audience the law enforcement in the nation is at normal circumstance rather exposing acts of bad governance by the rulers. Cases like corruption which are committed by high ranking officials did not get much focus on the program. As 'agenda-setters', it is argued that ideally the news media should function to raise awareness of social problems, informing elected officials about public concerns and needs.

The program did not serve as watchdog. It is obvious that based on journalistic principles Addis police TV program did not give sufficient information which enable the society for crime prevention.

4.1.6 Impartiality

Impartiality and neutrality play a huge part in the role of a media. In Addis TV the police and government officials are the only sources to speak out. The people didn't have a chance to speak about the problems that they are facing instead of that the program covered a story from the police point of view. The program covered incidents without including the victim's side, in contrasting way with journalistic principles. The reporting is done primarily along 'police lines'.

In Addis Police TV program, most news covers the police bureau's agenda. There is minimal coverage of issues concerning the mass audience. A conference or workshop conducted about the police bureau activity covered by the program only from one side, which is biased.

In June 23, 2018, a bomb blast killed and injured who were gathered in Meskel Square to support Dr. Abiy Ahmed. The incident was covered in local and international media. According to the report, Addis Ababa police members were arrested, regarding to the bomb attack. Reporters revealed that Police members were participated in that conspiracy. But Addis Police said that security officials are working to catch the prime suspects. But at that time suspected police members were arrested.

The above case clearly shows that the program is partial, it continually review its own agenda in order to insert which is important for Addis Ababa police commission .It only covered the police activities whether it is newsworthy or not, just for media consumption .

4.1.7 Playing the role of PR

The most notable difference between journalism ethics and public relations ethics is in the audience each practice serves. Journalists work to serve the public and focus on their right to accurate information. PR professionals work to serve their organization.

Addis Police TV program just like PR practitioner's responsibility played a role not only inform the public, but also change the public's attitudes and behaviors to build the image of police commission. The reporting do not realize that how the piece of content are created for the audience in journalistic standard.

In Addis police program crime related issues are not presented in journalistic objective manner. Unlike that contents designed aimed to persuade the audience to accept what the police said. Crime related issues are presented subjectively just like the PR.

4.1.8 Objectivity

Journalistic objective is a considerable notion within the discussion of journalistic professionalism. Journalistic objectivity may refer to fairness, disinterestedness, factuality, and nonpartisanship, but most often encompasses all of these qualities (Lazaroiu, 2011).

In Addis police program, crime stories are presented without having multiple sources. In a program which broadcasted on January 12, 2019, a story was presented about peoples which are displaced from different parts of Ethiopia. The program did not show both side of victims and the defendants equally. The reporting is done primarily along police direction.

To suit their agenda scrutinizing stories is obvious which caused inaccuracies. There is nothing wrong with the program having agenda unless it is concerned about objectivity.

But the police news which presented on the begging of the program often lacks balance, objectivity and is often monotonous. Sometimes it is predictable regardless of its importance.

4.1.9 Misrepresentation

The program did not inform viewers that much about the nature of the criminal justice system and criminality. The program insisted that the rule of law is proven but it is not. According to Ministry of justice's annual report, which published in 2010 E.C, stated that a lots of criminal charges are still pending for a years, due to that victims are expressed their questions on judicial body and the justice system.

The case of security is a matter of life and death. Addis police misrepresented the increasing of crime rate in the city. The program did not provide accurate information about the threat that Addis faces. Such as last year there was a massive conflict in different parts of Addis Ababa.

On June 21, 2019 around National Theater, two were gun down, many of got injured, dozens were arrested. This story was highly circulated on Social and mainstream media. But Addis police Program denied the reality and reported that the police crushed the violets without any damage.

Informing what the public want to know about the measures which the police and judiciary have had taken are sometimes politicized. Addis police program tried to create the positive image of the justice system by giving doubtful information.

4.2. In depth Interview Analysis

The purpose of this research was to assess how Addis TV'S police program reports issues of crime with respect to journalistic principles. To arrive at the possible conclusion, data from sources were gathered via qualitative method employing two data gathering tools: content analysis and in-depth interviews. So, the core issues in the in depth interview analysis are: Response on misunderstanding of ethical issues, Response on objectivity, Response on missing watchdog role, Response on partiality, Response on misrepresentation, Response on sensationalizing crime stories , misrepresentation of reality in Addis TV's police program.

4.2.1 Response on misunderstanding of ethical issues

The issue of mainstream media's credibility and commitment to "fair and neutral reporting" has been a subject of scholastic interest for many years. Nahida Begum (2014) in her article on 'Media Ethics: Different Perspectives' mentions that the concept of categorical imperative to indicate good for both individual as well as society at large. As per the concept, media needs to provide information in such a manner that will not only serve its own interest but also benefit common people. The responsibility and accountability of media are important to avoid unnecessary harms to people. The media ethics are also interconnected with its credibility and functions such as a role of a watchdog in a society. Media ethics more than being a kind of technology, it deals with the nature of human beings (Begum, 2014). Ethics in journalism based on methods of newsgathering and the way news is framed for consumption (Lazaroiu, 2011).

As Christians et al. (2008: 137) note, the impact of globalization on media worldwide makes it "imperative that journalists consider their ethical responsibility within a global context".

The media ethics are also interconnected with its credibility and functions such as a role of a watchdog in a society (Begum, 2014) .

Ethics in journalism based on methods of newsgathering and the way news is framed for consumption .There has been always a danger of violation of ethical principles which also entangled with comprising on investigative reporting (Lazaroiu, 2011).

For example, journalists' foremost principle is to maintain honesty in investigation as well as in reporting. Another perennial problem that impacts on quality of the news coverage is the economic constraints on news gathering. It also has a consequence for the democratic functions of the press as many occasions it has to dependent on official sources (Chiyamwaka,1992).

Sergeant Dawit Ergete , editor of A.A Police commission web site, on his part tells why journalistic principles are neglected in Addis police TV program.

According to him: *“There is a huge knowledge gap. The program is produced by a few members those who are cadets. Meeting the date line is a great concern to broadcast the program on time. Lack of well educated man power is the main reason”* (Personal interview, March 2019).

Muluken Assen , served as an editor of Addis police program, consolidate Dawit 's ideas,

“Violation of journalistic principles on the program is obvious. The whole program is plan and produced by the police commission PR bureau. As an editor I have seen crucial mistakes on the program, but they are not willing to accept journalistic comment. I insisted that all are playing neither police nor journalism. It is a result of poor understanding about journalism” (Personal interview, March 2019).

However, they believed that ethical issues are not strictly observed as such. Likewise, one of the producers of Addis police program, who didn't want to mention his name, expressed his own experience how he make a news. He blamed the Police commission. He stated that

“I have BA in sociology, but no journalism background. To get a job, I become a policeman. No one shows me how to write, read and produce news. The deep concern in this staff is to cover all about what the police do. I am the witness news and programs are produced without professional and ethical consideration. The struggle is just to deliver the program on time” (Personal interview, March 2019)

4.2.2 Response on objectivity

As it has been discussed in chapter two, the media has been referred to as ‘‘ THE FOURTH ESTATE’’ with the important functions of being the news media – ‘‘the press ‘‘-serving as the eyes and ears of the public. Living in media- saturated world, the media has become an integral part of everyday life.

Media is the reflection of a society and it depicts what and how society works. Media, either it is printed, electronic or the web is the only medium, which helps in making people informed. It also helps in entertaining the public, educate and make people aware of the current happenings. Media has today become the voice of our society.

All the key informants have dealt there is a problem with objectivity during the in-depth interview. Almost all of them agreed that, absence of deep reporting, absence of public interest and lack of conventional view were typical features of Addis Police TV program .

The combination of these factors resulted a huge problem with objectivity. Asked about objectivity within Addis Police TV program, Worku Maru, the former Director of Entertainment and Outsource section of AAMA, now working in Ethiopian press Agency says:

From this perspective, it is clear that there is a thin procedural view of objectivity at the basis of journalism and this is a problem on Addis TV Police program .There is also a reason that on matters of journalism, but it's time to speak up for the endangered and misunderstood discipline of objective reporting. when it does not live up to a narrow standard of objectivity, and a reason that journalists themselves will choose to cover more straightforward stories rather than topics that would challenge their ability to remain objective (Personal interview, March 2019).

Objectivity is not about perfect neutrality or the elimination of interpretation. Objectivity refers to a person's willingness to use objective methods to test interpretations for bias or inaccuracies. Objectivity as a method is compatible with journalism that interprets and takes perspectives. Every day, scientists adopt the objective stance when they use methods to test their hypotheses about phenomena. The same stance is available for journalists (journal of ethics, 2002).

However , Ermias Desta, the producers of Addis TV program , says :

There is an old ways of thinking that is obstacles to journalism ethics. That is certainly a problem, they just simply collects facts and sets them down to make a program. To be honest with you, there is no any ethical guide line to be objective oriented.

One of the producers of Addis police program, who didn't want to mention her name, says:

Our personal backgrounds influence how we evaluate information; we just had little knowledge about journalism. I trained to be a policewoman. Of course we took short term trainings but I don't think that enables us to make a better program. Even If I am working like a reporter, I believe that I am police. The same is true with my colleagues. Nobody pay attention weather the program is neutral or not (Personal interview, March 2019).

4.2.3 Response on watchdog role

Here journalism's function is educational, informing the public – the ultimate democratic authority – of what its political representatives are doing, what dangers and opportunities for society loom on the horizon, and what fellow citizens are up to, for better or worse. The educational function of journalisms puts the public in the front seat and enables the citizenry to participate in self-government (Schudson, 2008)

Acting as watchdog requires ample independence and professional autonomy on the side of journalism. This function has become a highly valued and shared ideal among journalists that allows them to self-affirm and legitimize their task and its contribution to democracy. Thus, journalists frequently use a watchdog strategy to present a positive image of themselves to the audience, thereby defending their independence and their role (Eriksson and Östman, 2013).

Bisrat Mengistu , he was an editor in Addis TV before he joined Fana TV says:

Addis police program producers used the source what their officials provided to them. In every program the story angel is quite similar. It is clearly visible that contents are

shaped politically rather seeking for truth. Issues regarding with peace and security are crucial points.

Such kinds of points must treat for the sake of people in careful manner, but Addis Police program covered the scenario based on government political direction. Simply watchdog role is unimaginable, even for the future unless a miracle happened.

Worku Maru argues on watchdog role:

As it is expected Addis police TV program did not play important role of journalism in order to keep people informed and to keep the government accountable rather strive to intensify the picture what police do in the course of an investigation. The viewer has only seen part of the story with many of the facts obscured from public view. The program does not aim to educate the general public about understandings of crime. Information which are important that the public needed to know are distorted.

He adds, “As Police oriented program it should be curious to play a watchdog role”. However, Tewodrose Tekele , a journalist in Addis TV , says :

The program played an extremely important role as a propaganda machine of the government. Crimes committed by government officials like corruption did not covered in any of the program. It is clearly visible that the principle of media being a helper to the people is very much underestimated (Personal interview, March 2019).

All the information gathered with regards to playing watchdog role indicate that Addis Police TV program is a lapdog .The key informants without any differences gave similar response when they were asked the same question about the existence of watchdog role . No key informant had said that the program had played its watchdog role.

4.2.4 Response on partiality

Impartiality has been taken to mean that coverage should be unbiased, balanced, objective, open-minded and avoid favoring one side over another (Cushion, 2011).While

impartiality is *related* to the professional practices and ideals of balance and objectivity, it is also a distinct concept:

Impartiality involves no more than the attempt to regard different ideas, opinions, interests or individuals with detachment (Cox, 2007).

Ensuring impartiality, then, ideally entails the provision of a broad view of the range and weight of opinion on a particular topic. It means that journalists play an active role in *constructing* the narrative surrounding the range of opinion on a particular topic, as they seek to reflect the diversity of the public.

Asked about how independently they were working with impartially the key informants respond similar. A reporter who is not willing to tell his name from Addis Police TV program, said the influences were many: *“high ranking Police officials would get angry when they see uncomfortable report affecting their vested interests. As a result, they react in many ways to pressurize our reporting; and others try to bribe us so that we do not disclose their misdeeds.”*

He adds, *“Even if you are independent in your reporting, influences are always there to derail you.”* Worku agrees on what a reporter claims. However, he was more concerned about influences coming from the government and the public. *“While the public wants us to focus on corruption and maladministration issues, which are not the focus of our program , the government is not happy even with some of our programs ”* (Personal interview, March 2019).

Consolidating the reporter’s argument, Bisrat says *“Stories might not be aired which shows the problems in authority. Disregarding the people’s interest is a character of autocratic system; the program can show the landscape of our media. NO Impartiality in Addis police TV reporting.”*

One set of guiding media ethics principles are truth-telling, independence, minimizing harm and a fourth principle: accountability (Krüger ,2004).

All the information gathered with regards to be Impartiality indicated that Addis Police TV program highly partial. Per Addis police Television program content analysis, in various situations, basic journalistic principles are violated. Programs and reports mainly focused on police commission activities which are meeting-related issues. Other major issues including the abuse of power, corruption and denial of justice are neglected. No key informant had said that the program is Impartial.

4.2.5 Response on misrepresentation

Journalist's main goal is to ensure the right of citizens to truthful and important information, which allows them to form adequate impression about social processes, their essence and importance, about the situation in the modern world.

The journalist bears responsibility before the society in general, before the law and before the professional association. The social responsibility of the journalist requires that he acts in accordance with his personal ethical standards.

Another point that key informants described is misrepresentation of reality. Most of the key informants consider the existing reality and the program way of presentation is mismatched. Bisrat , states:

I have been living in Addis Ababa for the last four years. Since I just arrived from Bale Goba, the rate of crime in Addis is increasing in alarming rate. We have no guarantee to lead a peaceful life. Even in day time people are losing their properties on the street. But Addis TV police program always said that the city is safe, which is misrepresenting of the real image of Addis Ababa's security. (Personal interview, March 2019).

Muluken also explains *“I remember a story which is presented on Addis police. It was all about drug abuse. In which the reporter concluded that all crimes are committed by addicted people. I was shocked when I heard it.*

I believe that addicted persons are exposed to commit a crime, but it doesn't mean that all addicted are criminals. I think it mislead the viewers, regarding to criminality and addicted” (Personal interview, March, 2019).

Worku Maru , the former director in Addis TV, in his part says:

The program didn't show the prime motive behind a crime. To make people aware about crime, the reason of criminals which derived then to commit a crime should be clear to the audience. The program focused on personal lives of victims and the guilty one, rather than the deep rooted nature of the crime. I think knowing the cause and effects of a crime will help the society to protect something bad before happen. Presenting crime story in an ordinary way resulted blurred vision amongst the viewers (Personal interview, March, 2019).

Tewodros argues on misrepresentation

Some silly but crucial mistakes are obvious on Addis Police program. Using inappropriate videos and pictures are common which can mislead the viewers. I remember a story which was about the contrabandist's activity in Afar region, but the video on the screen was Entoto Mountain. It was a huge mistake which diverts the whole story and misrepresents Entoto Mountain is a place where contraband activities took place (personal interview, March 2019).

4.2.6 Response on police playing journalists' role

The public has some general expectations from the police. If positive expectations of the police are met, the relation between the public and the police will stay at the same level or become better but if the police do not meet the expectations of the public it will result in the citizens' distrust, bad judgment and bad feelings towards the police which will not help resolve social problems. The police can have difficulties in performing their tasks: with the expressed public antipathy it is impossible to perform police duties without the partnership with the citizens (Marco, 1997).

Regarding to ethical consideration that police officers playing journalists' role, a senior journalist in Addis TV, who don't want to mention his name asserted the following:

As journalists should not act like a police officers , the same is true, that a police should not play the role of media practitioners. Both are different professions with different philosophy and objective. But in Addis police program police officers are News casters, producers, even camera operators, which is unacceptable from journalistic point of view. In our nation a lots of critics are their regarding to police role. People believed that police is standing to protect the government interest. With its negative image acting as a journalist is not acceptable. As far as I know in any country such kind of things have never seen (Personal interview, March 2019).

Consolidating the senior journalist's argument, Bisrat says:

Crime is sensitive issue, especially when it is broadcasted on TV .In which only journalists can do it better based on ethics. In popular TV stations crime stories are produced by well experienced journalists, because of its impact on society .But Addis Police TV program is unprofessionally prepared by Police officers, that's why basic journalistic principles are violated. It would be better if the program prepared by professionally qualified journalists. I wish, it will be (Personal interview, March 2019).

Addis TV journalists like Muluken, said that journalism is a novel profession and it must be practiced by its own professionals. *“Strict observance of journalistic profession is a key to preserve ethical values.”* Tewodros added.

According to most of the key informants approached in this research, the interviewees indicated that in Addis police TV program journalistic principles are not well reserved. No key informant had said that the program played its role of the media as a watchdog, objectivity, impartiality and neutrality.

CHAPTER FIVE: SUMMARY, FINDING AND RECOMMENDATIONS

5.1 SUMMARY

Introduction

The study is interested in ethical issues of Addis TV'S police program on the perception of journalistic principles for a number of reasons.

As far as my knowledge is concerned, the concerned bodies or other people didn't do any kind of research on Addis TV's police program. According to the information that obtained from a producer and an editor of Addis police program, ethical issues did not studied as it is intended to be. Due to the reason, it is usually observed unethical way of crime reporting on Addis police TV program. Regarding with that, most people have complained on it. Those challenges have been cause for the researcher to decide and undertake research on ethical issues on the case of Addis televisions' police program.

By considering all these ideas, this study also focused on to fill the gap of ethical issues with special reference to Addis televisions' police Program. This is because; no one has done any kind of research on it.

Research Objective

The main objective of this study is to assess how Addis TV'S police program reports issues of crime with respect to journalistic principles. By considering all these ideas, this study also focused on to fill the gap of ethical issues with special reference to Addis televisions' police Program. This is because; no one has done any kind of research on it.

Research question

- 1 .How ethical issues are treated on Addis police program?
2. How contents are designed and presents in Addis police program?
3. What are the factors that violets journalistic values on Addis TV's police program?

Research Method

The study mainly focused on qualitative content analysis and in depth interview of the programs of Addis Police. The study was guided by different questions. The data collection method of the research delivered in qualitative approach to address the research questions.

To analyze the contents of the program, focus points were developed by the researcher from the review of literature. This helped the themes, sources of information, and frames of stories used. The researcher used purposive sampling for programs qualitative content analysis. Therefore, purposive sampling was used for selection of programs. To arrive at the possible conclusion, the study applied qualitative research method. A qualitative research method employing in-depth interview with ten key informants. So, the in depth interview analysis core issues were: on the responses on partiality, missing watchdog role , copycat crime , sensationalizing stories, police playing journalists' role, objectivity and misrepresentation of reality.

5.2 Research finding

The finding of the study were presented and discussed. Based on the findings of the study the researcher has drawn the following conclusion.

Even though, Addis Police TV program has spent many years, in broadcasting the production, still the journalism concept and practice are at infant stage to preserve journalistic principles . There is no strong working environment on the station. The programs which were produced by a producer and an editor have not given attention in order to keep ethical values. The producer that had responsibility to produce the programs was influenced by the higher officials.

As the finding of interview conducted with a producer and an editor shows they have big knowledge gap to produce the programs ethically. This is because of their poor educational background. Most of the producers are cadets. . This is also asserted by the respondents when they had interview with the researcher.

Media played a vital role .Audiences are active and purposive. As clearly stated in the literature, the central point of Agenda setting theory is used for many purposes to establish the media agenda and to retrieve the opinion of the public.

The data obtained from qualitative content analysis and in-depth interviews showed that Addis Police TV program has contradictory elements from journalistic principles. Such as Partiality, sensationalizing crime stories, misrepresentation of reality and violation of presumption of innocent.

In general, media audiences might learn different meanings from a given media content and it depends on their ages, belief, culture, life experience, occupation, gender, educational background etc. From the findings which were obtained through qualitative content analysis and in depth interview, it was possible to say that in Addis Police TV program crime stories are presented recklessly like business as usual . According to the results found, horrible crimes are highly sensationalized and presented without any balance to the story.

The study unveil that the program played PR role. Crime issues are presented subjectively; it's not objectively designed in journalistic manner. The program played a role not only inform the public, but also change the public's attitudes and behaviors to build the image of police commission like what the PR did.

Crime related programs can easily catch the viewer's attention. Television viewers have various reasons when they like to watch crime related programs. Getting real information is the main one. But, as it is already seen on qualitative content analysis findings realities are misrepresented. This implies that basic journalistic principles are neglected and violated.

As it is indicated on the data, the issue of media ethics did not get much attention. This implied that a producer and an editor did not do their best in order to implement journalistic principles. It is also asserted on the responses given by ten respondents when they had interview with the researcher.

5.3. Recommendations

Any television program which has a specific audience has to be ethical. It should be done by reconsidering basic journalistic principles. Otherwise there will be mismatch between the produced programs and ethical value. In relation to Addis Police TV program, it has also a duty to implement media ethics. But, as we have observed from the findings of the study the program did not ethically shaped. By reconsidering all the results of the findings the following recommendations are given.

1. Producers and editors of Addis Police program have the responsibility to produce the programs go with the interest of their audiences and should work on presenting programs based on journalistic principles.
2. Honesty is one of the criteria from journalistic ethics. Therefore, producers and editors should work for addressing credible information to their viewers.
3. Crime related stories on Addis police Program should present carefully and ethically to avoid Copy cat effect.
4. Addis Police program needs to have trained professional journalists in order to play a watch dog role.
5. Program producers should consult with the public and higher officials to solve their overall problems and take measures on them.
6. Producers, editors and other concerned bodies should make research to assess its own ethical ground of the programs.
7. In order to be ethical the program should be produced by journalists without any partiality. To enhance this, the cadets which are producing the program must be replaced by journalists to increase the creditability of the program.
8. The government and other concerned bodies should also assist and encourage initiatives taken by journalists to follow code of ethics strictly without any interference. According to Kruger, (2004:3) Code of ethic has a paramount significance in journalism profession.

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