



School of Journalism and Communication

Assessment of Media Development in Tigray

By

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Assessment of Media Development in Tigray

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This is to certify that the thesis prepared by Danial Zemchal, entitled *Assessment of Media Development in Tigray* 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.

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List of Abbreviations and Acronyms

AdU	Adigrat University
AkU	Aksum University
DWET	Dimtsi Weyane Tigray
FGD	Focus Group Discussion
HIE	Higher Education Institutions
MDI	Media Development Indicators
MU	Mekelle University
NGO	Non Governmental Organizations
OR	Odds Ratio
SPSS	Statistical Package for Social Sciences
TMMA	Tigray Mass Media Agency
UNESCO	United Nations Educational, Scientific and Cultural Organization

Abstract

The research, “Assessment of Media Development in Tigray”, focused on measuring media development based on the UNESCO’s MDI. The pillars of the assessment are regulation and practice of freedom of expression, transparency of media ownership, media as a platform of democratic discourse, professional capacity building as well as capacity of media infrastructure. It also examined the relationship among the media development measures through binary logistic regression statistical measure, SPSS. A combination of quantitative questionnaire survey and qualitative; in-depth personal interview and FGD are employed. From the total 552 total population of media and media support professionals in Tigray 232 participated in the questionnaire survey and 26 in the in-depth interview. Likewise, Tigray, Kunama and Irob ethnic communities participated in three FGDs. Stratified sampling was employed for quantitative questionnaire survey while purposive sampling used for in-depth interview and FGDs.

Based on the findings, freedom of expression is guaranteed in Ethiopian constitution and media related proclamations. But there is no official media policy at national and regional level. Moreover, the access to information proclamation is less critical to come-up with accountability measures for denial and delay of access to information. Above and beyond, 60% of respondents stated that the heavy tax levied on media and media technologies challenged the development of media. Further, government monopoly of the printing press, high cost of paper, less protection for confidential sources are also drawbacks of the media. Besides, 68% responded economic dependence of the media on government funding sources halted the diversity of media and media content. The private media are too weak in their institutional arrangements and are challenged by lack of information as well as economic and political pressures. Likewise, the media in Tigray are less accessible to rural societies and ethnic co-cultures. Limitations in professional capacity of media practioners, although 64% of journalists and 77% of media managers in Tigray graduated in fields other than journalism; unavailability of evening and extension journalism classes, less contextualized journalism regular class courses, less consultancy engagements of journalism scholars in the media and limitations in media technology equipments are also the challenges of media development in Tigray. Finally, based on the finding regarding the relationship among the indicators, the degree of presence of censorship has negative relationship with content diversity. The presence of censorship and self-censorship resulted in decrease in diversity of media content in Tigray. Placement of advertisement by the state is in favor of the state media that resulted significant double increase (OR=2.195) in the media economic dependence in government revenue sources. And lastly, the influence of political interest of the governing party has negative (OR=0.786) relationship with the variety of political spectrum reflected by media. Thus, among other factors, political interest of the governing party in Tigray influenced diversity of content that resulted in less media attention on different views in the political spectrum.

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Chapter One

Introduction

1.1) Background of the Study

The need for communication arose globally following the fundamental human needs namely food, drink and shelter. The channel in which communication takes place has assumed key position in the political, economic and socio-cultural activities of a society, making the media indispensable to governments and the public, principally in a democratic political setting where government power emanates from the people (Negeri, 2012).

Similar urge is manifested in the development agenda. Sen (1984, 1999) underlined media's position in overcoming critical challenges of poverty and famines. The recently stressed effort of sustainable development is in need of getting escorted by mediated communication. Hence, how that mediated communication has to be planned and implemented in a way that satisfies the diversified interest of the public is the concern. Norris & Zinnbauer (2002) explained this concern stressing the relevance of media independence proving self-regulating press is highly connected with good governance and human development.

Stiglitz (2002) also mentioned the importance of the media in mitigating socio-economic problems as well as improving government's accountability and transparency. Other research carried out by Media Development Investment Fund (2014) found that independent media play a critical role in improving governance and reducing corruption, increasing economic efficiency and stability and creating positive social and environmental change. The other issue of debate among media professionals, researchers, policy makers and government posts has got to do with what role the media has to play.

Odugbemi & Norris (2006) explained that the media is seen as watchdog, agenda setter and gate-keeper. The watchdog role requires the news media to provide a check on powerful sectors of society, including leaders within the private and public domains while the media as 'agenda- setters' should function to raise awareness of social problems, notifying elected executives about public concerns and needs (Odugbemi & Norris, 2006). The gate-keeper role is

defined as guarding pluralism in the polity and society. “The news media should ideally serve as the classical agora by bringing together a plurality of diverse interests, voices, and viewpoints to debate issues of public concern” (Odugbemi & Norris, 2006: 390).

To the contrary, other researchers like Nahon (2008) claim that information control as a process is in many cases a manifestation of the power of stakeholders who seek to realize their political interests.

The literature across all fields uniformly avoids any analysis of power of gatekeepers in relation to the gated....The gatekeeper is perceived as powerful and the gated as powerless or at most as having minimal power relative to the gatekeeper (Nahon, 2008: 37).

What is the proof? Whether the gatekeepers will always be there to serve the public interest is the question. Does it sound? Gatekeepers might sometimes be instruments of political elites through salience of dominant views and silencing the voice of the marginalized society. Therefore, there’s no proof at all. To the reverse, framing theory is there to justify the existence of media bias on the ground.

Besides, the mass media comprise the brain box of democracy (Kadiri, et. al., 2015). But the point here is whether the houses are democratic within themselves. Have the media developed for themselves? Are they free to express the ‘truth’? Is the political economy in which the media exist characterized by the relevance of diversified and pluralistic media?

Elaborating on the debate, Puddephatt & Oesterlund (2012) explained “freedom of expression is the basic pillar of human rights and democracy when citizens are free to express themselves”. For this reason, the media are widely recognized as an essential element of the democratic process as it is the media that gives public voice to our individual right to freedom of expression (Puddephatt & Oesterlund, 2012).

Sanjukta Roy on the other hand explains development of healthy media as follows:

A healthy media sector should: be free from any control; be supported by an adequate legal framework that ensures freedom of speech, freedom of expression and access to information, have plurality in its news sources, maintain professional and ethical standards, have adequate reach across the population and should be propagating reliable, high quality information, be financially viable and capable of paying competitive salary to media professionals (Roy, 2012:4).

Another scholars also came with another area of argumentation, i.e. who owns the media and why. Islam found that the ownership structure of media firms and the nature of the owner (whether private entity or government) can clearly influence how and what information is disseminated (2002). The government/state ownership of media has already been blamed for bias in political motivation, syndrome of media partisanship and to the extent of media dependence.

But Islam also accuses of the commercial media for quality problems. Proponents of public ownership of the media, on the other hand, argue that because information is a public good, i.e. once it has been supplied to some consumers, it is hard to keep it away from others who have not paid for it-private owners tend to provide less information than would be socially desirable (Islam, 2002). Economic conditions and overall industry structure also determine how the media perform (Islam, 2002).

According to Puddephatt & Oesterlund (2012) provided the significant democratic role of the media a precondition for the media fulfilling this function is independence from political interference and government control. A plurality of different media outlets providing a variety of content to ensure no-one has a monopoly of views and a diversity of different viewpoints capable of expressing the range of views held within a society.

As African countries strive for sustainable development, press freedom and the broader issue of democratization of communication have become primary concerns to stakeholders interested in improving African development and governance (Roy, 2012).

“The establishment, maintenance and fostering of an independent, pluralistic and free press is essential to the development and maintenance of democracy in a nation, and for economic development” (The Windhoek Declaration, 1991). Besides, the declarations stressed that the media in Africa must be independent of political and economic interests which manipulate the public pursuit of diversified views.

But a research conducted by BBC World Trust (2006) explained that the key barrier to media development in Africa is the control that states exert over media. The research noticed problems in lack of professionalism, low ethical and managerial skills in combination with poor state of media infrastructure, including equipment, facilities and maintenance (BBC World Trust, 2006).

According to Roy (2012) free press promotes transparent and accountable society while information access advances public reach of free information flows. Together, these two elements of a healthy media sector further the goal of successful democratization and strengthen the path of sustainable development (Roy, 2012).

Surprisingly, partly as a result of their centralized structures, media facilities in the sub-Saharan region like Ghana and other countries are monopolized by the urban population, particularly the socio-economic, political, military and administrative elite, who use them for a collective monologue, ignoring the villages and farmers and, by implication, an overwhelming majority of the population (Sylvanus, 1985 cited in Boafo, 1987).

For the reason of democratic developmental state political economy, the media in Ethiopia are entrusted with the role of promoting development, democracy and good governance and development journalism has been embraced (Draft Media Policy Document, 2008 cited in Negeri, 2012). But no excuse at all, the same to elitist, undemocratic media systems that serve the interest of the minority rather than the majority of the national population in Ghana, the Ethiopian media are also suffering from editorial influence from politicians, military, police and state security (Boafo 1987; Terje, 2012).

The Ethiopian media landscape may be described as a polarized state of affairs between private and state media, although nuances within the different media outlets must also be acknowledged (Terje, 2012). According to Dagim (2013) the emergence of commercial radio and television stations is a very recent phenomenon in the Ethiopian media system. The coming to power of EPRDF did not bring about a change in the licensing of private or commercial radio stations as it did concerning newspapers and magazines (Dagim, 2013). But the recently opening of many private radio and television stations is a witness for improvements of government licensing on broadcast media.

Tigray is one of the nine regional states in Ethiopia found far north comprising above 5.3 million people. There are three FM radios, one national radio, two television stations, one community radio, four online publishers, two offline magazines and one newspaper in the region. Dimtsi Weyane Tigray is a media institution that has a newly set Television station and a radio stream with FM & national broadcasting services. For the purpose of this research, this media institution is taken as a single media firm. Thus, there are 12 media firms in Tigray.

Therefore, the research project examines the level of media freedom, transparency of ownership, the composition of media whether diversified or not, either monopolized or pluralistic, contribution of media support institutions and media infrastructure in Tigray.

1.2) Statement of the Problem

The role of media in fostering development and democratization has been excessively examined through myriad of researchers (Sen, 1999; Stiglitz, 2002). Media outlets can function as channels through which citizens communicate with each other and in effect they act as facilitators of informed debate between diverse social actors, also encouraging the non-violent resolution of disputes (Puddephatt & Oesterlund, 2012).

Besides, Macedo & Staveren (2014) found that the media are important means for democratic control and for civic activism to hold governments accountable for service delivery. The academic literature related to media and its importance in development emphasizes on the ways in which a free and independent media sector brings about more transparency in government actions and leads to better development outcomes (Roy, 2011).

Unfortunately, the Ethiopian context reveals that coverage of the development news by Ethiopian Radio was incongruent with the government development plan (Mulatu, 2007). The issue of rural development received minimal coverage, although it has large audience (Mulatu, 2007). The problem is that the media have become inconsistent in reporting the national priorities. The overall performance of the media is based up on the internal legal and professional capabilities, ownership modalities, economic viabilities, regulatory measures, the political economy in which the media exists and the media environment in general. Such concerns demanding understanding of the overall picture of the media including its interaction with external factors become the hub of recent media research debates.

Hence, the media are expected to boost the development and democratization of the world is indispensable, the concern that precedes is the development of the media industry itself from demanding invaluable measures. Roy (2011) accompanies the researcher's standing point that, however, a large proportion of the development effort considers freedom of the press as a proxy for a developed media sector. This leaves a huge gap in the literature in terms of exploring the effectiveness of other aspects of a developed media sector, particularly reach and quality (Roy,

2011). Thus, these concerns are the twists and triggers of scientific inquiry in media development based on measures of which flaunt the comprehensive portrayal of the media.

Many investigations in the Ethiopian media and communication research focused on specified and singled out variables. For instance, Birhanu (2006) scrutinized that journalists who work for government owned media outlets gave more importance to the development role of journalists than private journalists, as private journalists preferred to give more importance to adversarial role than government journalists. For the purpose of providing inclusive generalizations on the practice of journalistic professionalism further investigation of the interaction among media practitioners, owners, gatekeepers, economic modalities, political and social relationship of journalists as well as the media linkage modality with the external stakeholders is enormously substantial.

Roy (2012) complies with the view of the researcher that there are many elements-such as independence, quality, reach and financial viability-that comprise the components necessary to make a media sector healthy. However, there is no one comprehensive indicator that captures all of these elements and helps researchers take a holistic look at the sector (Roy, 2012). Thus, investigations that examine the media development will offer sincere welcome for the reason that it may show the comprehensive media practice and influencing factors of the media.

Bala Musa explains that journalistic practice in sub-Saharan Africa suffers from the dislocation between its mass media system and other socio-political institutions (1997). This is for the reason that the political, economic, social and cultural contexts of the region become reluctant to comply with the journalistic standards followed in-relation to the existing media system and vice-versa.

Congruently, other researchers like Temesgen Alemu and Solomon Hailemariam revealed that the press in Ethiopia is being subject to political manipulation. Temesgen (2013) found that the government owned ETV served the interest of the government at the expense of the public; most of the news was presented from the government point of view. Solomon (2005) also researched that politically sensitive and critical news covered by Ethiopian Radio reporters was mostly rejected by their respective editors. Because freedom of the press needs to be examined from different complementing and contrasting perspectives (such as editorial independence, type of

ownership, professional culture, economic sustainability and others) broad and inclusive measure of it is imperative which is termed as media development.

Moreover, to date, there exists no scientific research that attempts to assess the state of media development in Ethiopia generally and specifically in Tigray. Thus, this research project targets filling the knowledge gap through examining the media development of Tigray which can be used as footstep for further media development investigations at national level.

The justification behind the selection of Tigray Regional State as a research area is that a research revealed that the freedom of press in Tigray is tightly threatened and job satisfaction results exposed less satisfaction of journalists (Amanuel et al. 2018). The media practice in Tigray is being challenged through the intervention of political and economic interests (Amanuel et al. 2018). Therefore, examining the overall performance of media in Tigray through media development measures will reveal the comprehensive and holistic view of the media practice in the region.

1.3) Objectives of the Study

1.3.1) General Objective

The overall objective of this research project is assessing the media development in the National Regional State of Tigray, Ethiopia.

1.3.2) Specific Objective

Under the aforementioned general objective, the researcher aims to attain the hereunder listed specific objectives.

- To pinpoint the regulatory framework and practice of freedom of expression in Tigray.
- To examine whether or not the development of the media sector in Tigray ensure transparency of ownership and content in the region.
- To know the extent of self-regulation of media as a platform of democratic discourse representing the diversity of views and interests in the society.
- To find out the interaction of professional capacity building and supporting institutions for media empowerment in the region.
- To pinpoint the accessibility of infrastructural capacity of media that support independent and pluralistic media reach to the public including the co-cultural groups in Tigray.

1.4) Research Question

- ✓ How are the regulatory framework and the practice in the ground working towards freedom of expression in Tigray?
- ✓ How pluralistic and diversified are the ownership and content of the media industry in Tigray?
- ✓ What is the extent of self-regulation of the media in Tigray as a platform of democratic discourse representing the diversity of views and interests in the society?
- ✓ What does the interaction of professional capacity building and supporting institutions for media empowerment in the region look like?
- ✓ How progressive are access and reach of media infrastructure towards the public in Tigray (including to the co-cultural groups)?

1.5) Scope of the Study

The research project was aimed at assessing the media development and practice. Because of the comprehensive nature of media development research, this research project solely and specifically focused on assessing the Tigray media platform. There are total of 12 online and/or offline media in Tigray namely Tigray Mass Media Agency, Dimtsi Weyane Tigray (Tv & Radio), 104.4 FM Mekelle, 94.8 FM Fana, Humera Community Radio, a private newspaper namely Hadush Business as well as two privately owned magazines: Finote Semen/ፍኖተ-ሰሜን/ and Wurayna/ወራይና/, and four online Horn Affairs, Awramba Times, Laza Tigrigna and Aiga Forum. What is more, two magazines (Ruftana/ሩፍታና/ and Sergen/ሰርጌን/) and a newspaper, by the name Sesina/ሰሰና/, were in the market during the commencement of the research project; but later forced to be side-lined from the market for their respective reasons.

Though various researches can be done in the media, the study was restricted to measuring the media development in Tigray based on media development indicators. The media affiliated government organizations; Tigray Public Relations Bureau, Tigray House of Peoples' Representatives Social Affairs Committee, Ethiopian Human Rights Commission Mekelle Branch, Ethiopian Ombudsman Commission Mekelle Branch, Civil and Civic Societies in Tigray were also included as subjects of the research for examining their share in media development in the region.

1.6) Limitation of the Study

The trend in media development researches in other parts of world examines the subject matter at national level. Hence, had it not been for financial constraints it would have been fruitful to assess the media development and practice in Ethiopia as a whole, which might be useful for generalization of the national context.

1.7) Significance of the Study

Most of researches related to media in Ethiopia either focused on the media role in development and democratization and/or examined using singled out variable such as freedom, professionalism, media content which does not exactly show the comprehensive picture of the media and the influence of the political economy on the development of the media and vice versa.

Thus, examining the level of media freedom and independence, type of ownership, the composition of media whether diversified or not, either monopolized or pluralistic, the political economy in which the media exist and the financial viability of media in Tigray and media development in-general is worth broadening the area of journalism literature.

Besides, the media institutions in Tigray will be primary beneficiary for the reason it will show their status, strength, weakness and ways forward. In addition to this, media firms affiliated governmental and non-governmental organizations and other stakeholders will be benefited for the reason that they can adjust their intervention according to the findings.

What is more, the UNESCO will benefit from the findings for couple of reasons. First, the researcher has made use of the media development measures it developed and hence, the findings will indirectly tell about the viability of the measurements. Second, the detailed findings of the assessment of media development in Tigray will help the UNESCO understand the situation in the region, for it attempts to make similar assessments in different parts of the world. And, sure any other international institutions as well as individuals those carry out research on and assist media organizations would get pertinent data out of the findings of this research.

Chapter Two

Review of Related Literature and Theoretical Framework

2.1) Introduction

More than ever before, the mass media have become more important to sustainable democracy because of their increasing power of reaching as well as the dependence on them for the needed information and guidance (Saliu, 2006). Roy (2012) also explored that the growing literature on economic development has increasingly acknowledged that the media sector of a country is of critical importance in its development process. While factors like human capital, investments, social and other demographic factors have been historically considered to be necessary components of any recipe for development, over time, economists have increasingly recognized the media sector's critical role (Roy, 2012).

A media sector that reaches and gives voice to the vulnerable can create informed citizens that can better monitor the actions of incumbent politicians and use this information in their voting decisions (Media Development Investment Fund, 2014). Freedom of expression can only be an effective pillar of democracy and human rights if it can be exercised publically – if information and ideas can be freely exchanged between citizens without fear (Puddephatt & Oesterlund, 2012). There is a robust link between media development and government responsiveness, especially to the poor, who have numerical strength in a democracy but are often ignored by politicians (Media Development Investment Fund, 2014).

Puddephatt & Oesterlund stated:

Given the important democratic role of the media many have concluded that a precondition for the media fulfilling this function is independence from political interference and government control; a plurality of different media outlets providing a variety of content to ensure no-one has a monopoly of views; and a diversity of different viewpoints capable of expressing the range of views held within a society (Puddephatt & Oesterlund, 2012:7).

Independent media play a critical role in improving governance and reducing corruption, increasing economic efficiency and stability and creating positive social and environmental change (Media Development Investment Fund, 2014). For this reason, the media are widely

recognized as an essential element of the democratic process as it is the media that gives public voice to our individual right to freedom of expression (Puddephatt & Oesterlund, 2012).

Roy (2012: 6) explains:

There are many elements – such as independence, quality, reach and financial viability-that comprise the components necessary to make a media sector healthy. However, there is no one comprehensive indicator that capture all of these elements and help researchers take a holistic look at the sector.

That is the reason that various demands for rigorous measurement of media development are recently growing. The research explains media development indicators namely, freedom of expression, media independence, transparency of ownership and diversity, media role in democratic discourse, professional capacity building as well as media infrastructure and accessibility. It also examines the media development measures developed by different scholars in relation to the context of media in Tigray and Ethiopia in-general.

2.2) Trends in Media Development Measures

According to Roy (2011) media development is the process of improving the media's ability to communicate with the public, and the public's ability to inform itself and to communicate, using media. Media development measures developed through continuous examination of media systems.

Norris and Zinnbauer (2002) explained media development can be measured in terms of independence and access. Independence is to mean professional self-regulation of media has to be promoted so as to fulfill the public interest through minimizing the external political and economic influences on media content. While access is defined as achieving the public demand in media reach inclusive of the cultures and co-cultures in a defined society.

Puddephatt (2007) defined access the extent to which all sectors of society, especially those who are most disadvantaged or marginalized, can access the media to gain information and make their voices heard. It may also be caused or exacerbated by language, gender, age, ethnicity or the urban-rural divide (Puddephatt, 2007).

Peters explains;

Media development itself has come a long way in recent years and today adopts a more holistic approach that focuses not only on building private media but

recognizes the need for legal reform, civil society involvement, enhanced professional capacity, strengthened institutions that support media freedom and development of technical media infrastructure (2010).

In this Peters (2010) pointed the need for legal reform, civil society involvement, professional capacity, institutionalization of media freedom and media infrastructure as major indicators of media development. UNESCO also developed more or less similar indicators for measuring media development (2008). It's categorized in to five major indicators, namely: 1) A system of regulation conducive to freedom of expression, pluralism and diversity of the media; 2) Plurality and diversity of media, a level economic playing field and transparency of ownership; 3) Media as a platform for democratic discourse; 4) Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity; and 5) Infrastructural capacity as sufficient to support independent and pluralistic media (UNESCO, 2008).

Therefore, Norris and Zinnbauer, Peters and UNESCO's measurement of media development do speak more or less similar language. What is termed as 'access' in Norris and Zinnbauer's measure, is mentioned in 'media infrastructure' and 'infrastructural capacity' in Peters's and UNESCO's measures respectively. Similarly, Norris and Zinnbauer's 'independence' also comply with Peters's *institutionalization of media freedom* and UNESCO's *regulation framework that supports freedom of expression*. Peters's and UNESCO's measurements of media development have many attributes in common. The similarities of the three models of media development indicators are explained in the table below;

No	Norris and Zinnbauer's measures of media development	Peters's measures of media development	UNESCO's measures of media development
1	Access	Development of technical media infrastructure	Infrastructural capacity to support independent and pluralistic media accessible by marginalized groups
2	Independence	Institutionalization of media freedom	A system of regulation conducive to freedom of expression, pluralism and diversity of the media
3		Professional capacity	Professional capacity building and supporting institutions that underpins freedom of expression

4		Civil society involvement	Media as a platform for democratic discourse
5		Legal reform of building private media	Plurality and diversity of media, a level economic playing field and transparency of ownership

Table 1. Three models of media development indicators (table developed by the researcher, Danial Zemchal, for the purpose of comparing media development indicators for use in this research project)

The research preferred using the UNESCO’s model of media development indicators for three reasons. Firstly, in the fourth category, the Bettina Peters’s model singled out the involvement of civil society only while the UNESCO’s model explained media as a platform for democratic discourse which is inclusive for various stakeholders in democracy including civil society.

Secondly, the fifth category of Bettina Peters’s model similarly split out the legal reform of building private media only but the nature of media ownership in Ethiopia is a mix of government owned, private and community media. Hence, the UNESCO’s Plurality and diversity of media, a level economic playing field and transparency of ownership can better explain and measure the type of media ownership in Tigray.

Thirdly, the UNESCO’s model has articulated subcategories of assessment which will be supportive for minimizing the subjectivity of researcher when the five main categories are being measured through clearly stated context and main issues of measurement (UNESCO, 2008). Therefore, the researcher used the UNESCO’s model of media development indicators for the reason of its compatibility with the context of the media formation in Tigray.

2.3) UNESCO Media Development Model: Toolkit Approach

The problem statement of this research is that the media in Tigray cannot be fully understood through routine assessment of a singled out variable. An investigation on media freedom for itself can’t provide the comprehensive indulgent of the media. Hence, it has to be examined in parallel with media ownership, content diversity, media capacity and infrastructure. UNESCO’s media development indicators model was developed through its initiative to come-up with measurement categories which “are taken together to create a holistic picture of the media environment” (UNESCO, 2008).

Through continuous assessments of trends in the media, UNESCO justified five media development indicators namely a system of regulation conducive to freedom of expression,

plurality and diversity of media, media as platform of democratic discourse, professional capacity building and media infrastructure so as to achieve the public access (UNESCO, 2008; Puddephatt, 2007). The regulatory indicator explains the existence of a legal, policy and regulatory framework that guarantees freedom of expression and information in alignment with the internationally recognized standards (UNESCO, 2008).

The second plurality and diversity of media category examines whether the activity of the state promotes the development of media sector in a way that prevents excessive concentration in political, economic and social context of a defined society. Besides, it addresses the efforts made for ensuring plurality and transparency of ownership and content among public, private and community media (UNESCO, 2008; Puddephatt, 2007).

The third indicator assesses the role of media as a platform of public discourse. This category favors the media within a prevailing climate of self-regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalized groups (UNESCO, 2008; Puddephatt, 2007).

Fourthly, the effort in professional capacity building and support that shoulder freedom of expression, pluralism and diversity is emphasized (UNESCO, 2008). This category includes attributes whether media workers have access to vocational and academic professional training and development (Puddephatt, 2007). The other concern here is examining whether the media sector as a whole is monitored and supported by professional associations and civil society organizations (UNESCO, 2008).

And finally, the media sector is characterized by high or rising levels of public access, including among marginalized groups, and efficient use of technology to gather and distribute news and information, appropriate to the local context (Puddephatt, 2007).

The categories are developed to measure the multi-perspectives in democratizing the media for itself before addressing the public. Besides, UNESCO's model of media development indicators stressed that no one category is more important than the other (UNESCO, 2008). Inevitably the indicators taken as a whole are an aspirational picture but an analysis based upon these categories will enable a comprehensive map of the media ecology to be constructed (UNESCO, 2008). The structure can be conceptualized as a process of "drilling down" from the desired

media development outcome to the specific means of verifying how far this outcome is achieved in practice (UNESCO, 2008).

UNESCO media development indicator employed a diverse range of methodologies (UNESCO, 2008). The basic considerations in researching media development are using quantitative measures whenever possible, choosing indicators where measurement data is sufficiently reliable in quality to permit confident decision-making, disaggregating indicators by gender or other population characteristics whenever possible, ensuring that indicators are separated out to address one key issue at a time, so that they can be properly assessed and considering the practical implications of cost and time for collecting measurement data (Puddephatt, 2007).

Besides, Puddephatt (2007) suggests key considerations for making media development indicators gender sensitive and pro-poor, especially in areas where communication systems may be inoperative and illiteracy levels high. The other point that made the UNESCO's Media Development Indicators Model favorable for this research is that it "does not prescribe a fixed methodological approach, preferring a 'toolkit' approach in which indicators and methods are tailored to the particularities of the national context" (Puddephatt, 2007).

2.4) Overview of Media in Ethiopia

The history of media in Ethiopia dates back a century. *Le Semeur d' Ethiopie*, a bilingual weekly (1905–1911) and *Aimero* (1902-1903) are widely considered as the original newspapers in the country although some historical evidence suggests that the handwritten sheet produced by *Blatta Gebre Egziabhere* around 1900 probably preceded both *Le Semeur d' Ethiopie* and *Aimero* and may therefore be considered the first Amharic 'newspaper' in the country (Pankrest, 1992 cited in Meron Berhane, 2006). During the post-liberation period the publication industry witnessed a comparatively significant expansion in terms of the number of periodicals produced and the size of their circulation (Meron, 2006). Such long-lasting weekly papers as *Addis Zemen* and The Ethiopian Herald came into the scene in 1941 and 1943 respectively (Shimeles, 2000 cited in Meron, 2006).

Radio came into the country in 1933 only 14 years after the introduction of this important technology to the world, while Television broadcasting begun in the early 1960s (Ministry of Information, 2004 cited in Meron, 2006).

The media in Ethiopia have erupted with the wave of imperialism for one time, with the tsunami of socialism in the other and with the tidal wave of development state sooner. The intro of the newspaper during the imperial regime of Ethiopian began with the word *'this is written by the interest of the king for the people'*. During the Dergu regime the interest of socialism was the guiding editorial principle and benchmark of communication. More to the point, after the establishment of Mengistu's personal rule in 1977, the press entered its darkest period and was used for the manipulation of citizens (Nutman A. Dodolla, 2013). In addition to this, Nigussie Meshesha (2014) explained that the media and politics in Ethiopia are highly intertwined. But, motivated by the stated promise that the press will be democratized and that private media ownership will be guaranteed by law, monthly magazines and newspapers began to appear soon after the victorious entry of EPRDF to Addis Ababa (Nutman, 2013).

The first Ethiopian Press law in the transition government, Freedom of Press Proclamation 34/1992 in its article 3 (1&2) guaranteed freedom of the press and prohibited the priory institutionalized censorship (Negarit Gazeta, 1992). Moreover the proclamation guaranteed the right to access and dissemination of information. But its article 15 (1) stated:

The prosecutor of the Central Government or of a region as the case may be, may where he has sufficient reason to believe that a press is ready to disseminate any illegal press product which may cause serious damage, enjoin the dissemination of such press product (Negarit Gazzeta, 1992).

More to the point, article 8 (4 a) explained that confidential source is guaranteed. But the following statement in article 8 (4 b) stated:

The court may order the publisher or editor of the press to disclose his source of information in the case of a crime committed against the safety of the state or of the administration established in accordance with the Charter or of the national defense force, constituting a clear and present danger, or in the case of proceedings of a serious crime, where such source does not have any alternative and is decisive to the outcome of the case (Negarit Gazzeta, 1992).

Thus, the first proclamation allowed the central or regional government to halt the dissemination of any illegal press product which may cause serious damage. But the concern is that what kind of press product is illegal, who determines on it, what is the stated serious damage and what are the measures of seriousness of damage are not clearly indicated in the proclamation. More to the

point, the compromise to the confidential source may restrain confidential sources' collaboration with the press.

In addition to this, The Constitution of Federal Democratic Republic of Ethiopia in its article 29 (1&2) states "everyone has the right to hold opinions without interference." It further explains "Everyone has the right to freedom of expression without any interference" while article 29 (3 a & b) assured independent function of the media through prohibition of censorship (Negarit Gazzeta, 1995). Besides, 29 (4) explains that the press has to operate independently in order to serve as a center of free flow of information which is essential to democratic order. Further, article 29 (5) states "any media financed by or under the control of the state shall be operated in a manner ensuring its capacity to entertain diversity in the expression of opinion" (Negarit Gazzeta, 1995).

Article 29 (6) states about the limitations of the right:

These rights can be limited only through laws which are guided by the principle that freedom of expression and information cannot be limited on account of the content or effect of the point of view expressed. Legal limitations can be laid down in order to protect the well-being of the youth and the honour and reputation of individuals. Any propaganda for war as well as the public expression of opinion intended to injure human dignity shall be prohibited by law (Negarit Gazzeta, 1995).

The final decree on freedom of expression in the constitution, article 29 (7) explains that any citizen who violates the legal limitations may be held liable under the law. As stated by Gudeta (2008) this provision is the replica of the UDHR principle on freedom of expression.

Despite the constitutional guarantee of freedom of expression, the media in Ethiopia are challenged by lack access to information, political interference and economic sustainability hazards (Gudeta, 2008; Nigussie, 2014; Meron, 2006). More to the point, Nigussie (2014) stated that the political history of the nation throughout all periods has dictated the development of Ethiopian media. While the government media fails to serve the wider public by being the mouthpiece of the government, the private press does the same by being largely pro-opposition parties (Nutman 2013). Furthermore, Gudeta (2008) says that the media was used only for satisfying the wishes and whims of governments. That means, the past governments have been

said to muzzle the press for their parochial interests, and consequently, the freedom of the press in one side and the people's right to free expression on the other were curtailed.

Currently, there is polarization of media where the private media often negates the development efforts of the government and the government media mostly cover favorable news about its activities (Nigussie, 2011). Furthermore, as stated by Gudeta (2008) the government media are not truly public-service media and are not open to alternative political thought. The state broadcast media devote much of their airtime to government activities and inflated success stories (Gudeta, 2008).

2.5) Historical Development of Media in Tigray

The instigation of Geez Alphabet was the cornerstone to the beginning and advancement of literature in Tigray and in Ethiopia in-general (Amanuel et al., 2018). The heritage and legacy of the Deamat, Yiha and Axumite Civilizations are live witnesses. The manuscripts and scriptures in religious institutions paved a way for modern writing (Ephraim Isaak, 2013).

The oldest gospel found at Endaba Gerima Monastery around Adwa incorporated the basic elements of the modern publication; it is columned, it has text, pictures and cutline. Thus, the development of modern media in Tigray is highly associated with the history of Geez art and literature (Amanuel et al., 2018).

The development of Geez alphabets paved a way to modern literature in Ethiopia (Ephrem, 2013:126). Both Tigrigna and Amharic languages based their alphabets on Geez symbols (Amanuel et al., 2018). Toblahta (ጦብላካ) was the first fiction in Tigrigna language written by Debtera Fiseha Giorgis (Amanuel et al., 2018). Semenawit Kokeb (ሰሜን ዊት ኮከብ) to mean a northern star was a magazine published through the support of Ras Mengesha Siyum focused in At Emperor Hileslassie regime (Amanuel et al., 2018). The magazine was published in Amharic language on issues concern in Tigray (Amanuel et al., 2018).

The history of modern media in Tigray as is in Russia, China, Vietnam and others was based on party press. Weyin is the first historical newspaper in Tigrigna language published in January 1968 E.C. (መብራህተን ገብረ ማርያም, 2008). It was an instrument of war propaganda of Tigray People's Liberation Front in the fight against Dergu regime. At the early start-ups Weyin was a

handwritten paper. At the time Weyin Newspaper's design of publication did not qualify the basics of modern press (መበራህተን ገብረ ማርያም, 2008). After about ten years its design and quality was improved in a way that qualifies a modern publication.

Although Weyin is the only newspaper which sustained since 1968 E.C., there were varieties of publications in Tigrigna, Amharic and English languages. These were Wahta (ዋሕታ), Metsewaeta Kalsi (መጥ ዋዕታ ቻልሲ), Etek (ዕ ጠቕ), Mekalih (መቻልሕ), Arena (ዓረና), Zena Hizbawi Maebel (ዜና ህዝባዊ ሜቤል), Dedebit (ደደቢት), Harina (ሓሪና), Maernet (ሜርኒት), Fana (ፋና), Tegadel, (ተጋደል/ሊ), Kolahta (ቆላሕታ)፣ May Day (ማይ ደይ), Dimtsi Shekalo (ድምሲ ሸቃሎ), Ye Lab Ader Dimts (የ ላብ አደር ድምሴ), Yekatit (የ ካቲት) and others (መበራህተን ገብረ ማርያም, 2008).

In the history of broadcast media in Tigray, The Voice of Revolutionary Tigray (ድምሲ ወያኔ ትግራይ) began its 30 minutes broadcast in Radio Dimtsi Hafash Eritrea in 30 September 1972 at the mountainous pick of Sahil, Arag. The radio broadcast of Dimtsi Hafash Eritrea was in mountainous remote areas so as to protect the radio from the hold of Dergu regime. It was in the high mountains of Sahil, namely Arag (1972-1974 E.C.) Amberbeb (1974 E.C.) and Shabayt in 1975-1977 E.C. Then after the disagreement between Eritrea People Liberation Front and Tigray People Liberation Front as a result of the difference in political programs in-between, Dimtsi Hafash Eritrea renounced the broadcast of Dimtsi Weyane Tigray.

In 1978 E.C. Dimtsi Weyane Tigray rebuilt its transmission station in May Mussie, a locality in Welkayt. It continued its broadcast in Tsegede (1980-1981 E.C.), Ras Dashin, Hay (1981 E.C.), Temben, Endagabir (1982-1983 E.C.), Mekelle (1983 E.C.), Addis Ababa (1983 E.C.) and finally came back to its current city, Mekelle since 1984 E.C. The broadcast was in Tigrigna, Amharic, Oromifa and Afar languages. In its stay in Addis Ababa, the Amharic and Oromifa broadcasts which were in Dimtsi Weyane Tigray got institutionalized in to Fana Broadcasting Corporate and Oromia Broadcast Network. Currently, Dimtsi Weyane Tigray launched a television station along with the national radio and FM broadcasts.

After the downfall of Dergu regime the transition government and the Ethiopian Constitution acknowledged freedom of media and freedom of Expression in-general. Accordingly, few state and private media were established in Tigray. The currently operating broadcast media in Tigray

are Dimtsi Weyane Tigray (private), Tigray Mass Media Agency (state owned), 104.4 Radio FM Mekelle (state owned) and Mekelle Fana FM 94.8 (private). Tigray Mass Media Tigray established in 24 July 1983 E.C. broadcasting an hour Tigrigna Television news and programs within Ethiopian Television. From 1999-2001 E.C. it continued its broadcast under the supervision of Tigray Information Bureau. Then after, Tigray Mass Media Tigray was formally established at agency level by the Tigray House of People's Representatives Proclamation 142/2000. Since 2010 E.C. the medium began its 24 hours broadcast in Tigrigna, Saho, Kunamigna and lately Amharic languages.

More to the point, 104.4 FM Mekelle is a state media established by Mekelle City Administration in 20th February 2009 E.C. Its frequency covers Mekelle and surrounding 100 kilo meter radius. It has news, educational, entertainment and informative programs aired in Tigrigna language for 18 hours a day. And Mekelle Fana FM 94.8 was established by Fana Broadcasting Corporate in April 2002 E.C. Its programming focuses on local, national and international issues in Tigrigna and programs linked from Fana Broadcasting Corporate in Amharic language.

In explaining the private press, መንግስቱ ገ/መድህን (2004:77) stated that government owned Mekalih Tigray (መቐልሕ ትግራይ), party (TPLF) owned Weyin (ወይን), private owned Nolawit (ኖላዊት) and Snit (ስኒት) newspapers, Wegahta (ወጋሕታ), Tihlo (ጥሕሎ), Rihan (ሪሐን), Dehay (ደሃይ) and Hidiyat (ከድያት) magazines were established in Tigray. In addition to this, there were magazines Baloni (ባሎኒ) and Adeda (አደዳ) in Tigrigna language (Amanuel et al., 2018). The private press is not established in an institutionalized manner in Tigray of which one of the indicators is the common trend of collapse of magazines and newspapers after few publications.

Further, private magazines Wurayna and Finote Semen, as well as newspapers Weyin (party owned), Mekalih (state owned) and Hadush Business are the currently publishing print media in Tigray. Magazines Sergen and Ruftana and Sesina Newspaper are among the recently closed private presses in Tigray.

2.6) Social Responsibility Theory: Theoretical Framework

2.6.1) Historical Background

Social responsibility theory was born as a result of problems created by its predecessor, the libertarian theory of the press in the twentieth century (Uzuegbunam, 2013). It is an extension of the libertarian philosophy in that the media recognize their responsibility to resolve conflict through discussion and to promote public opinion, consumer action, private rights, and important social interests (Ravi, 2012).

Ravi (2012:4) notes:

For healthy, meaningful, harmless, non-interfering and contributive functioning with maximized benefits, every media theory has reiterated that the intricacies of media practices should essentially be compatible with the social structure, cultural ethos and psycho-social ramifications of the land and the region.

Libertarian theory, the dominant press theory in 20th century, allowed journalists undue freedom to disseminate whatever they want under the umbrella of free market. The libertarian theory of the press as the theory that held sway at the time, gave journalists excessive freedom to publish whatever they like (Uzuegbunam, 2013). The Millennium Declaration of 2000, the Constitution of UNESCO of 1945 and the Universal Declaration of Human Rights of 1948 explained press freedom from the point of view of public good which every human has the right to enjoy and engage from it (Middleton, 2008).

These documents introduce an idea of media freedom that is quite balanced and far from the ultra-libertarian version conventionally advocated especially by Western media proprietors-- namely, that freedom in this field means absence of state control, including legal regulation other than safeguards against censorship (Nordenstreng, 2013).

The press was epitomized by sensationalist practices, irresponsibility and character assassination by the media practitioners was clarion call for the revisiting of the libertarian theory (Uzuegbunam, 2013). In response to widespread criticism of the American newspaper press, especially because of its sensationalism and commercialism, but also its political imbalance and monopoly tendencies, a private commission of inquiry was set up in 1942 and reported in 1947 (Hutchins, 1947 cited in McQuail, 2010). Thus according to Uzuegbunam (2013) in the 1940s, a group of scholars were commissioned to look into this issue – the Hutchins Commission –

funded by the founder of *Time* magazine, Henry Luce. The commission was led by the then-president of the University of Chicago, Robert Hutchins (Uzuegbunam, 2013). The aim of the commission was to examine areas and circumstances under which the press of the United States is succeeding or failing; to discover where free expression is or is not limited, whether by government censorship pressure from readers or advertisers or the unwisdom of its proprietors or the timidity of its management (McQuail, 2010).

This commission deliberated for four years before settling in 1947 on five guidelines for a socially responsible press (Uzuegbunam, 2013). They first observed that the number of media outlets is limited and that people are often self-interested and sometimes lazy and after reviewing what the real functions of the press to society should be, the social responsibility theory was proposed and introduced (Uzuegbunam, 2013).

The commission forms an important milestone in the present story for several reasons (McQuail, 2010). Accordingly, it was the first of many such inquiries and reports, often initiated by governments to look into the failure of the media to meet the needs of society and the possibilities for reform (McQuail, 2010). In the United States there has since been no equivalent public inquiry into the press, but several commissions have looked at specific problems arising from the activities of the media, especially in relation to violence, pornography and civil unrest (McQuail, 2010).

As stated by McQuail (2010) secondly, the 1947 commission was perhaps the first occasion since freedom of the press was attained when the need for intervention by government to put right the ills of the press was contemplated, and this in the heartland of capitalism. Thirdly, it served as an influential example to other countries, especially in the period of reform and reconstruction that followed the Second World War (McQuail, 2010). Fourthly, the findings of the report contributed something of substance to subsequent theorizing and to the practice of accountability; although there is no real evidence that it actually improved the press of the time (McQuail, 2010).

According to Hutchins (1947 cited in McQuail, 2010) the findings of the commission were critical of the press for its frequent failings and for being so limited in the access it gave to voices outside the circle of a privileged and powerful minority. The report coined the notion of social responsibility and named the key journalistic standards that the press should seek to maintain

(McQuail, 2010). A responsible press should ‘provide a full, truthful, comprehensive and intelligent account of the day’s events in a context which gives them meaning’ (McQuail, 2010). It should ‘serve as a forum for the exchange of comment and criticism’ and be a ‘common carrier of the public expression’ (McQuail, 2010). Further, the press should give a ‘representative picture of constituent groups in society’ and also present and clarify the ‘goals and values of society’ (McQuail, 2010).

As stated by McQuail (2010) the report criticized the sensationalism of the press and the mixing of news with editorial opinion. In general the commission supported the concept of a diverse, objective, informative and independent press institution which would avoid causing offence or encouraging crime, violence or disorder (McQuail, 2010). According to McQuail (2010) social responsibility should be reached by self-control, not government intervention.

Nevertheless, Siebert et al.’s (1956 cited in McQuail, 2010) subsequent interpretation of social responsibility locates it under a concept of positive liberty – ‘freedom for’ rather than ‘freedom from’. They explained:

Social responsibility theory holds that the government must not merely allow freedom; it must actively promote it ... When necessary, therefore, the government should act to protect the freedom of its citizens. The acts of government mentioned include legislation to forbid flagrant abuses, and it may also enter the field of communication to supplement existing media (Siebert et al., 1956:95 cited in McQuail, 2010:147).

Indeed, international law does not support a simple notion of negative freedom (freedom *from*); what is suggested instead is a notion of positive freedom (freedom *for*), whereby freedom is not an end product to be protected as such but a means to ensure other more general objectives such as peace and democracy (Nordenstreng, 2013). Furthermore, McQuail (2010) described that social responsibility theory involved a view of media ownership as a form of public trust or stewardship, rather than as an unlimited private franchise.

William Hocking, one of the members of Hutchins Commission, stated:

Inseparable from the right of the press to be free has been the right of the people to have a free press. But the public interest has advanced beyond that point; it is now the right of the people to have an adequate press. It is the right of the public that now takes precedence (Hocking, 1947:169 cited in McQuail, 2010).

Another weakness of the press was that it recognized information as a private good free for market that ignored the concerns of ethnic minorities and lower class societies. Although the Universal Declaration of Human Rights in its article 19 declared freedom of expression as one of the inalienable rights, especially in United States ethnic minorities were disregarded by the media (Nordenstreng, 2013; Uzuegbunam, 2013; McQuail 2010).

Thus, concerns rose that free market of information (Milton's marketplace of ideas) is not inclusive of all socio-economic classes of the society. The debate on whether information is private or public good continued along with the class struggle for inclusiveness in democratic aspects in-general. Because of the free market of ideas media as a sector intruded by few conglomerates that latter infringed monopoly over information.

More to the point, according to McQuail (2010) the ownership of modern mass communications (then newspapers and broadcasting especially) was already highly concentrated, giving great power to a small number of people. This power carried with it a responsibility to exercise it with great caution and respect for others (McQuail, 2010). It has been an influential idea, not only in the press but also in the legitimating of the government regulation of broadcasting (McQuail, 2010).

2.6.2) Pillars of Social Responsibility Theory

Social responsibility theory incorporates part of the libertarian principle and introduces some new elements as well (Uzuegbunam, 2013). The underlying principle of the social responsibility theory of the press is that the press should be free to perform the functions which the libertarian theory granted it freedom to perform, but that this freedom should be exercised with responsibility (Okunna & Omenugha, 2012, cited in Uzuegbunam, 2013).

According to Ravi (2012) social responsibility theory led to the establishment of press councils, drawing up of codes of ethics and anti-monopoly laws in many countries. One of the communication scholars McQuail (2005) cited in Ravi (2012) summarized the basic principles of social responsibility theory as the following:

- Media should accept and fulfill certain obligations to society.
- These obligations are mainly to be met by setting high or professional standards of informativeness, truth, accuracy, objectivity and balance.

- In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.
- The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups.
- The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights of reply.
- Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the, or a, public good.
- Journalists and media professionals should be accountable to society as well as to employers and the market.

As stated by Uzuegbunam (2013) the Commission on Freedom of the Press which formulated the social responsibility theory while noting that the press does not fulfill its basic societal roles of providing information, enlightenment, serving as watchdog, advertising, entertainment, and self-sufficiency, called on the media to:

- Provide a truthful, comprehensive and intelligent account of the day's event in a context which gives them meaning.
- Serve as a forum for exchange of comment and criticism
- Project a representative picture of the constituent groups in society
- Be responsible for the presentation and clarification of the goals and values of the society.
- Provide full access to the day's intelligence.

Furthermore, McQuail (2010) described the main principles of social responsibility theory as follows:

- ✓ The media have obligations to society, and media ownership is a public trust
- ✓ News media should be truthful, accurate, fair, objective and relevant
- ✓ The media should be free, but self-regulated
- ✓ The media should follow agreed codes of ethics and professional conduct
- ✓ Under some circumstances, government may need to intervene to safeguard the public interest

2.6.3) Social Responsibility in Practice

The social responsibility tradition that received its philosophical basis in the American commission of 1947 was actually put into practice with much more determination and effects in countries other than the United States, especially in Western Europe in the two or three decades following the Second World War (McQuail, 2010). The impulse was threefold: the wish to make a new beginning after the war, the general rise of more 'progressive' politics, and the experience of a wave of press concentration that revived fears of private media monopoly (McQuail, 2010).

The concern of ownership of modern media has been influential in legitimization of the government regulation of broadcasting, especially in the United States (McQuail, 2010). Until the deregulatory moves of the 1980s, the US Federal Communication Commission (FCC) often acted on the assumption that broadcasting was a public trust, subject to review and even revocation (McQuail, 2010).

As cited in McQuail (2010) Picard (1985) coined the term 'democratic-socialist theory of the press' to describe the European 'social welfare' model of mass media in this period. According to McQuail (2010) in a number of countries (especially Britain and Sweden), searching public enquiries were undertaken into the state of the media. These looked at press diversity and concentration, and in some cases subsidies were introduced to maintain a range of competing newspapers and especially to support ailing and minority publications (McQuail, 2010).

Moreover, the objective of responsible media was basically for betterment of the democratization process. According to McQuail (2010) the public interest was interpreted as justifying various forms of intervention by the state in what had been a free market, although actual intervention was kept to a minimum.

The European Union has to some extent inherited the mantle of the nation state: it has conducted enquiries into the level of media diversity and concentration of ownership and has at least contemplated the need for concerted measures to protect these important democratic values, although no action has been taken (McQuail, 2010). But the challenge is that according to McQuail (2010) the political will to enforce social responsibility against the claims of the market and the power of the established media is not strong enough.

The rise of the social responsibility theory also gave rise to journalism professional associations such as the American Society of Newspaper Editors, the Society of Professional Journalists and the Sigma Delta Chi (Bittner, 1989 cited in Uzuegbunam, 2013). Likewise, Uzuegbunam (2013) explained Nigeria Union of Journalists (NUJ) and other more segregated associations for advertisers and public relations practitioners as indicators of the need of self-regulation. Uzuegbunam (2013) additionally stated that it is also worthy of note that the United States, Japan, Britain, and many other European countries subscribe to this theory.

Chapter Three

Research Methodology

3.1) Introduction

Research methodology requires a critical selection and implementation of chosen techniques for data collection so as to reach the general findings. This research examined media development in Tigray by assessing the underlying measures of level of freedom of expression, the extent of plurality and transparency of ownership, media as a platform for democratic discourse, professional capacity building and supporting institutions, infrastructural development in the media as well as the relationship among the media development measures through binary logistic regression statistical measure, SPSS.

The research employed a combination of both quantitative and qualitative methods. As the very nature of the method indicates quantitative approach is chosen for the reason it offers representative and measurable figures which lead to generalization; whereas qualitative approach is employed to come up with in-depth understanding of the media context in Tigray.

The research design of this project is organized based on the onion research process (Saunders, Lewis & Thronhill, 2012). Details of research design, research philosophy, research approach, research strategy, research method, procedures and techniques of data collection and analysis are discussed as follows.

3.2) Research Design

Durrheim (2004:29) described research design as a strategic framework for action that serves as a bridge between research questions and the execution or implementation of the research strategy while Kothari (2004:31) implicates it with the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. This indicates that research design is the overview of the whole research implementation process which scientifically guides the way the research problem has to be responded.

Accordingly, the research project utilized the onion research process framework for the guidance of the whole research process (Saunders, Lewis & Thronhill, 2012). The combination of both

extremes of research philosophies positivist and interpretive i.e. pragmatism (Mitchell, 2018; Feilzer, 2010; Saunders, 2009), a research approach of abduction, a survey research strategy, a combination of quantitative and qualitative methods, a cross-sectional time horizon, questionnaire, in-depth personal interview and focus group discussion data collection tools as well as SPSS supported quantitative analysis and descriptive qualitative data analysis have been used in this research.

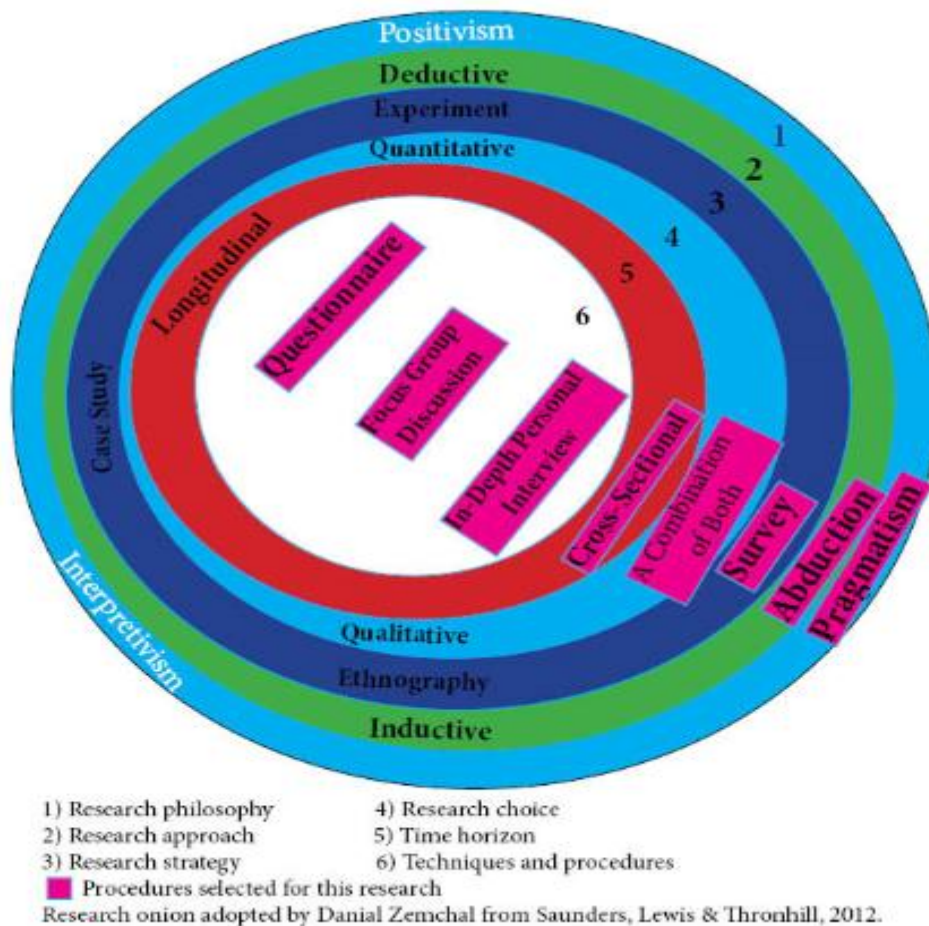


Figure 1: Research onion

3.3) Research Philosophy

The research process and determination of research design is guided by the researcher’s understanding of knowledge and reality (Cresweell, 2003; Bhattacharjee, 2012). Positivist researchers tend to examine patterns as social facts are independent objective reality; while

humanists base themselves on the philosophical assumption that there are multiple realities which emanate from socially constructed knowledge.

The research combined both philosophical perspectives with the intention of using them in a complementing way. The positivist method is strong at generalization, providing patterns of commonality, causal explanation and objectivity while weak in understanding the research phenomenon, contextualization and interpretation (Mitchell, 2018; Feilzer, 2010). While the interpretive method is witty at understanding the context of research subjects in a natural setting which will help predict the future but subjective because of researcher's involvement (Feilzer, 2010; Saunders, 2009).

In the combination of independent view of reality and propagation of socially constructed multiple realities; pragmatism came as a common philosophy for mixed research. Creswell (2003) confirms the researcher's views that pragmatists have believed in an external world independent of the mind as well as those lodged in the mind.

What makes combining both philosophies important in this research is that the strength of the positivist alleviates the weaknesses of the interpretive method while the weaknesses of the positivist method will be remedied by the potency of the interpretive perspective.

The pattern of consensus based search of fact which is independent of human perspective, positivist philosophy, and the view of fact as socially constructed realities which are subject to interpretation and meaning making, interpretive approach, are cornerstones of this research. This is because both philosophies have converse strengths and weaknesses which will be remedied if both are used in combination which is the welcoming of pragmatism (Patton, 1990; Mitchell, 2018; Creswell, 2003; Feilzer, 2010).

The need in this research project for combining both philosophies is that the positivist camp will generate generalization through representative, measurable and tangible data offering detachment of the researcher utmost. Besides, the interpretive philosophy will add value to the research through rich, naturalistic and contextualized data which front to prediction.

Creswell asserts the researcher's decision in his explanation of the relevance of pragmatism:

In practice, the individual using this worldview [pragmatism] will use multiple methods of data collection to best answer the research question, will employ both

quantitative and qualitative sources of data collection, will focus on the practical implications of the research, and will emphasize the importance of conducting research that best addresses the research problem (Creswell, 2003:23).

3.4) Research Approaches

The research project thus used abductive approach in assessing the media development context of Tigray based on the measures of media development frameworks in order to address weaknesses associated with both deductive and inductive approaches (Mitchell, 2018). The research assessed the UNESCO MDI framework (theory to data) and new perspectives and contexts on the ground were included (data to theory).

The intention of positivist proponents is testing the existing theory through hypothesizing the predetermined patterns and testing it on the ground (deduction) while the interpretive philosophy researchers preferred understanding the existing context on the ground which then develops in to a theory (induction) (Suddaby, 2006; Mitchell, 2018).

These approaches were explicitly used disjointedly for decades. The recent trend in research insisted different intervention which may convey figurative and descriptive data together that describe the context while exploring the common patterns. This approach is termed as abductive approach. Suddaby (2006) contends instead of moving from theory to data (as in deduction) or data to theory (as in induction), an abductive approach moves back and forth, in effect combining deduction and induction.

3.5) Research Strategy

This research employed survey research. The justifications behind selecting survey are its inclusiveness of large population, suitable for respondents' convenience and privacy, allow comparative analysis of population subgroups as well as it saves researcher's time and cost too (Glasow, 2005; Bhattacharjee, 2012). According to Bhattacharjee(2012) survey is a research method involving the use of standardized questionnaires or interviews to collect data about people and their preferences, thoughts, and behaviors in a systematic manner.

Designing research instruments depends on various factors such as the research problem, type of survey design and nature of information that needs to be collected (Singh, 2007). Survey is

explained as “a flexible research approach used to investigate a wide range of topics” (Fox & Hunn, 2007).

“This method [survey] is best suited for studies that have individual people as the unit of analysis” (Bhattacharjee, 2012), which this research relied on. Survey is convenient when the research tends to assess the relationship among measures “independent and dependent variables are used to define the scope of study” (Glasow, 2005). This research utilized questionnaire, focus group discussion and in-depth personal interview surveys targeting yield of measurable figurative and descriptive data.

3.6) Time Horizon

According to Fox & Hunn (2007) surveys that are carried out at a just one point in time are known as a cross-sectional in design. Singh explains that cross-sectional studies portray a snapshot of the prevalent situation as in these studies variables of interest in a sample are assessed only once to determine the relationships between them (2007).

The most commonly seen surveys use the cross-sectional design, which asks questions of people at one point in time (Singh, 2007). Therefore, the data collection process in this research is cross-sectional time horizon, for the data was collected once. The quantitative and qualitative data were collected from 15 March to 23 May 2019.

3.7) Research Method

This research project employed a combination of quantitative and qualitative methods with the intention of attaining measurable figures in congruent with rich, naturalistic and contextualized description of the research issues. The research employed sequential mixed method. The research began with quantitative and followed by elaborations from the qualitative data as stated in Creswell (2003).

The data collection method in research can be quantitative, qualitative or a combination of both (Creswell, 2007; Kothari, 2004; Singh 2007; Creswell, 2003). As explained by Kothari (2004) quantitative method involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion; while qualitative is concerned with subjective assessment of attitudes, opinions and behavior.

Recently, the need for combining both quantitative and qualitative methods together in a single research arise targeting reaching figurative data which emanates generalization and qualitative descriptions of context that help predict the future at the same time. Because the diversity of methods yield validity and reliability of a research there are “times when quantitative and qualitative [are] inadequate” for responding a research problem (Creswell, 2007).

3.8) Participants of the study

There are total of 12 offline and/or online media currently operating in Tigray. To name them, they're Tigray Mass Media Agency (a.k.a Tigray Tv), Dimtsi Weyane Tigray (both radio and Television streams), 104.4 FM Mekelle, Fana FM 94.8 Mekelle, Humera Community Radio, magazines Finote Semen and Wurayna, Hadush Business Newspaper, Aiga Forum (online), Horn Affairs (online), Laza Tigrigna (online) and Awramba Times (online). These media firms are the main subjects of the study.

Magazines Ruftana and Sergen as well as Sesina Newspaper are media establishments that collapsed while this research project was ongoing. Thus, the researcher included the editors/managers of these publications so as to understand the reasons for the routine shutdown of the private press in Tigray.

Media stakeholders Tigray Public Relations Bureau, Ethiopian Human Rights Commission Mekelle Branch Office, Ethiopian Ombudsman Commission Mekelle Branch Office, professional journalism training institutions in Tigray, Tigray House of Peoples' Representative Social Affairs Committee, Civil Societies and Civic Societies in Tigray are also participants of the research.

3.9) Sampling Procedure

Sampling is selecting participants who are best-suited and with manageable number to effectively accomplish the research goal (Dawson, 2002; Johnston, 2009). Taking consideration of the diversity in the nature of the institutions and disparities in number of subjects in the pool of the population, the researcher understood that simple randomization of respondents from the total population may lead to unrepresentative generalizations.

Thus, the researcher chose stratification as a way out of the challenge, for which stratified sampling can provide predetermined strata from each sampling unit based on the proportion they

have in the total population. Through stratification the diverse views of the research subjects can be equally entertained which is the main concern, representativeness. The strata in this research are media, media support institutions, democratic institutions and professional training institutions.

3.9.1) Total Population

This research project focused on assessing the media development in Tigray. The population in this case is the media institutions and media affiliated stakeholders; governmental, non-governmental and democratic institutions in the Tigray. A total population of 552 from media and media affiliated institutions are subjects of the research.

3.9.2) Sampling Unit

As stated earlier the targets of this research are the media firms and media affiliated governmental, non-governmental and democratic institutions working in Tigray. The sampling units in this case are individuals who are journalists, editors, media managers, journalism and communication instructors as well as media affiliated government officers, civil society executives and civic society executives in Tigray.

3.9.3) Sampling Technique

In the interest of generating representative generalizations of the context of media development in Tigray, the researcher used stratified sampling. Besides, for the reason various diversified institutions are subjects which demand rigorous and successive selection of category and subcategory of subjects the study employed stratification procedure in its sampling.

Firstly, the researcher stratified the population into media firms, media support institutions, democratic institutions and professional training institutions. The media firms represented all media types (broadcast, print and online) and media ownership types (government owned, private, and community) in Tigray while media support institutions are Tigray House of Peoples' Representative Social Affairs Committee and Tigray Public Relations Bureau.

The democratic institutions which are theoretically and legally expected to play an empowerment role and support the media are Ethiopia Human Rights Commission Mekelle Branch media affiliated stream, Ethiopia Ombudsman Commission Mekelle Branch media affiliated stream as well as civil societies and civic society's gatherings in Tigray.

And the professional training institutions which offer formal and or informal, short, medium and or long term training in journalism and communication are Mekelle University's Department of Journalism and Communication, Aksum University's Department of Journalism and Communication as well as Adigrat University Department of Media and Communication.

Taking consideration of the diversity in the nature of the institutions and disparities in number of subjects in the pool of the population the researcher understood that simple randomization of respondents from the total population may lead to unrepresentative generalizations. Thus, the researcher chose stratification, for which proportional stratified sampling can provide predetermined strata from each sampling unit based on the proportion they have in the total population.

Secondly, the research project stratified the media institutions in Tigray into government owned, and private; as well as broadcast, print and online based on the parameters of type of media ownership and media type respectively. There are two (2) government owned, 9 private, and one (1) community media in Tigray based on media ownership category while 5 broadcast, 3 privately owned print media and 4 online media in the region depending on the type of media. Besides, the recently closed Ruftana and Sergen magazines and Sesina newspaper are included so as to examine the challenges of the private press in Tigray.

Thirdly, the researcher used census sampling in the quantitative survey for the reason that the organizational mission, structure, management style and nature of the media firms is different and cannot be represented by fewer sample media, thus all the media in Tigray are included in the questionnaire survey. Besides, the media support and regulatory as well as democratic institutions are inclusively included in the survey because they have different interests in the media.

And finally, the sample subject who responded to the survey were selected based on the strata categorization stated above. The organizational diversity, role disparity of media professionals and stakeholders, type of media ownership and demographic differences demand predetermined stratification in a way that reflects the mosaic of the population.

A situational analysis of media in Tigray conducted in January 2018 explained that there are 296 journalists, 30 cameramen, 89 technicians and designers and 51 media management nominees a total of 466 media practitioners in Tigray (Amanuel et. al., 2018).

Besides based on the researcher’s preliminary data which was collected from the respective offices there are 33 on-duty journalism and communication instructors (who are currently serving at Mekelle, Aksum and Adigrat universities), 5 media support experts in Tigray Public Relations Bureau, 7 members of Tigray House of People’s Representative who are responsible for assessing the media, 4 media affiliated human right experts, 4 media affiliated ombudsman experts, 24 civil society executives and 9 civil society board and executives. Thus, there are a total of 552 populations for the research.

The researcher assumed 95% confidence level which is common and acceptable confidence level and a precession of ±5%. Yamane’s simplified population proportion method (Yamane, 1967) is a common statistical formula for calculating sample size from small and identified population (Osahon&Kingsley, 2016; Yamane, 1967; Louangrath & Rewtrakunphaiboon, 2013).

The formula is:

$$n = \frac{N}{1 + N(e^2)} \dots\dots\dots \text{(equation 2.3) (Yamane, 1967; Osahon \& Kingsley, 2016; Louangrath \& Rewtrakunphaiboon, 2013)}$$

n= sample size N= population size e= level of precision

Thus we have N=552, e=0.05

Then let’s calculate the sample size

$$n = \frac{N}{1 + N(e^2)}$$

$$n = \frac{552}{1 + 552(0.05^2)}$$

$$n = \frac{552}{1 + 552(0.0025)}$$

$$n = \frac{552}{1 + 1.38}$$

$$n = 552/2.38$$

$n=231.93277311$ which is more than 0.5 that can be approximated to the next number, 232.

Hence, $n=232$

Therefore, the sample size for the quantitative questionnaire survey is 232.

Then after, based on the fixed amount taken from each stratum the researcher used simple random sampling technique of selecting the respondents. Details are enclosed in the table hereunder.

Stratum	Total population	Sample Size	Confidence Level	Margin of Error	Sampling Technique
Journalists	296	124	95%	±5%	Stratified Sampling
Camera experts	30	13			
Technicians, technical editors and designers	89	37			
Media management members	51	22			
Journalism/media and communication on-duty instructors in MU, AkU and AdU	33 (16/11/6)	14 (7/5/2)			
Media support experts in Tigray Communication Affairs Bureau	5	2			
Tigray House of People's Representatives Social Affairs Committee members	7	3			
Media affiliated human right and ombudsman experts in Tigray	8	3			
Civil and civic societies' executives	33	14			
Total	552	232			

Table 2. Sampling

3.10) Data Collection Tools

Survey instruments can be broadly classified into two categories: (i) questionnaires and (ii) interviews ((Bhattacharjee, 2012). The research examined the media development context of Tigray with underlying measures of level of freedom of expression, extent of media independence, diversity and pluralism, professional capacity and infrastructural development. It employed data collection tools: questionnaire, in-depth personal interview and focus group discussion.

3.10.1) Questionnaire

One of the data collection instruments used in this research, questionnaire is convenient for involving huge number of research subjects which will yield the representativeness of the research. Questionnaire surveys allow the participation of many respondents at a time with relatively lower cost. The other justification that Bhattacharjee explained is that questionnaire is almost always self-administered, allowing respondents to fill them out themselves (2012).

The questionnaire was organized with Likert style questions and scattered open-ended questions. The researcher utilized a questionnaire which was organized in combination of structured and unstructured questions that explain the research problem.

3.10.2) In-Depth Interview

Though interview technique is time consuming and resource-intensive the interviewer has the opportunity to clarify any issues raised by the respondent or ask probing or follow-up questions (Bhattacharjee, 2012). This data collection tool helps researchers come up with clear understanding of the research phenomenon with detailed information of respondents.

This research aimed at understanding the context of media in Tigray through interviewing purposely selected 26 media professionals, media researchers, media managers, government stakeholders, professional training institutions and democratic institutions' representatives. The selection process was purposely conducted based on the respondents' expertise, experience and their role in the media and media support institutions. Detail profile of the in-depth interviewees is described in the appendix.

3.10.3) Focus Group Discussion

As stated by Morgan (1997) focus group projects most often have 6 to 10 participants per group and have a total of three to five groups per project. This research used focus group discussion so as to examine the media access including the co-cultures in Tigray. The co-cultures, included in this study considering the ethnic and linguistic diversity in Tigray's context, are Irob and Kunama ethnicities.

Therefore, one FGD in Irob, one FGD in Kunama and one FGD in Humera (for the reason it is the only area which has local community radio in Tigray) a total of three focus group discussions are used in this research. All focus group discussions were carefully planned so as to include all age groups and had equal composition of male and female. It consisted of 8 participants of each focus group discussion (2 elder males, 2 elder females, 2 youth males and 2 youth females) whom purposely selected based on their active engagement and acceptance in their community.

Focus group discussion is a research methodology in which a small group of participants gather to discuss a specified topic or an issue to generate data (Wong, 2008). As Eeuwijk & Angehrn (2017) noted the method is utilized to ask participants' thinking and insight, knowhow and practices allocated in their way of communication with varieties of people.

3.11) Data Analysis Procedures

The quantitative data was collected by questionnaire survey while the qualitative was acquired from focus group discussion and in-depth personal interview. Thus, the researcher used to analyze the findings of both methods through thematic categorizing of the results based on the media development indicators stated in chapter two.

The audio of the interview and focus group discussion are translated from Tigrigna and Amharic into English by the researcher. The qualitative data was thematically analyzed based on the categories of MDI. The results of the quantitative data were statistically analyzed by SPSS. It was presented in graphs, bar-graphs, pie-graphs, columns, doughnuts and tables. And the relationship among the media development measures was computed through binary logistic regression statistical measure, SPSS. Furthermore, the descriptions and quotes of the qualitative data were triangulated with the results of the quantitative survey.

3.12) Reliability and Validity: Challenges and Detection Mechanisms

Survey research face various challenges that hinder the validity and reliability of the research project such as non-response bias, sampling bias, social desirability bias, and recall bias as stated in Bhattacharjee (2012), Glasow (2005) and Singh (2007). The pitfalls and planned remedies to either avoid (if possible) or minimize these risks so as to improve the reliability and validity of this research are described as follows.

3.12.1) Ways to Improve Response Rates

Survey is criticized for being “notorious for its low response rates” (Bhattacharjee, 2012). Bhattacharjee added that if the majority of the targeted respondents fail to respond to a survey, then a legitimate concern is whether non-respondents are not responding due to a systematic reason, which may raise questions about the validity of the study’s results (2012).

The researcher prevented non-response bias through advanced notification, relevance of content, preparing respondent-friendly questionnaire, endorsement, follow-up requests, interviewer consistency as well as confidentiality and privacy (Glasow, 2005; Singh, 2007; Bhattacharjee, 2012).

Advance Notification

Advance notification, among the ways out of non-response rate, is “ a short letter sent in advance to the targeted respondents soliciting their participation in an upcoming survey can prepare them in advance and improve their propensity to respond”(Bhattacharjee,2012).

Accordingly, the researcher has notified the research subject organizations about the purpose, relevance of the research project, data collection tool as well as gratitude for their cooperation. The potential respondents’ departments in the target organizations have informed and alerted their constituencies for their preparation.

Relevance of Content

If a survey examines issues of relevance or importance to respondents, then they are more likely to respond than to surveys that don’t matter to them (Bhattacharjee, 2012).

Thus, the research project concentrates on media development assessment in Tigray which is contextually and geographically relevant to the media organizations and media stakeholders.

Respondent-Friendly Questionnaire

It is likely that shorter survey questionnaires tend to elicit higher response rates than longer questionnaires (Bhattacharjee, 2012). The researcher organized the questions in the survey precise, clear, focused and contextualized structured in Likert scale in combination with scattered open-ended questions. The questionnaire and interview questions are prepared in a way that one question precisely explains about one issue, flow from simple demographic questions to the complex ones, with clearly stated instructions and single meaning and non-offensive wordings.

Endorsement

As stated in Bhattacharjee in conducting organizational surveys, it helps to gain endorsement from a senior executive attesting to the importance of the study to the organization (2012). Therefore, the researcher attested a letter signed by the Head of School of Journalism and Communication, Addis Ababa University, explaining the researcher is conducting a research titled ‘Assessment of Media Development in Tigray’ and requesting cooperation from the media and media stakeholders. Such a letter from the project monitoring authority has “improved the researcher’s credibility in the eyes of the respondents” (Bhattacharjee, 2012).

Follow-Up Requests

According to Bhattacharjee (2012) multiple follow-up requests may coax some non-respondents to respond, even if their responses are late. The researcher then offered enough time for the respondents to calmly provide genuine response to the questions. The questionnaire survey was collected after four-seven working days of distribution. This helped respondents get convenient time to effectively respond to it. Besides, in-person and phone follow-ups were also done targeting maximizing the response rate.

Interviewer Consistency

According to Bhattacharjee response rates for interviews can be improved with skilled interviewers trained on how to request interviews, use computerized dialing techniques to identify potential respondents, and schedule callbacks for respondents who could not be reached (2012). The advantage this research project is enjoying is that the in-depth personal interviews were exclusively conducted by the researcher. This avoided the possibility of disparity in requesting for interview, asking questions and follow-ups which might happen when many interviewers are hired.

Confidentiality and Privacy

Bhattacharjee explained that assurances that respondents' private data or responses will not fall into the hands of any third party, may help improve response rates (2012). The researcher clearly stated on the top of the questionnaire survey that the data collected from the respondents exclusively would be used only for academic purpose, as a partial fulfillment of a master's degree. Besides, the researcher explained the purpose of the research in few sentences in the instruction. The same trend applied to the interview i.e. the interviewer firstly explained that the data would be used for thesis assuring that their data will never be accessible for any third party.

3.12.2) Maximizing the Representativeness of Sample

As explained in Bhattacharjee (2012) questionnaire surveys tend to exclude children and the illiterate, who are unable to read, understand, or meaningfully respond to the questionnaire. But this issue was not the main challenge for this research project for it mainly dealt with media personalities; because, it examines the development of the media itself; not its impact on audiences. Therefore, all the population who work in media and media stakeholders responded to the questionnaire were above 20 years old who are at-least at diploma level.

3.12.3) Minimizing Social Desirability Bias

According to Bhattacharjee (2012) many respondents tend to avoid negative opinions or embarrassing comments about themselves, their employers, family, or friends.

Negative questions such as do you think that your project team is dysfunctional, is there a lot of office politics in your work place or have you ever illegally downloaded music files from the internet, the researcher may not get truthful responses (Bhattacharjee, 2012).

According to (Bhattacharjee, 2012) the inclination among respondents to roll the truth to describe themselves in a socially desirable way is called the social desirability bias which damages the validity of response acquired from survey research.

The remedies the researcher employed to overcome this challenge are that the demographic questions in the questionnaire survey avoided requesting their name. This will definitely protect their privacy and motivates them avoid (if possible) or minimize their social desirability bias.

Besides, in the case of the in-depth personal interview the researcher asked follow-up questions as stated in Bhattacharjee (2012) an astute interviewer may be able to spot inconsistent answers and ask probing questions or use personal observations to supplement respondents' comments.

3.12.4) Minimizing Recall Bias

Bhattacharjee (2012) stated that responses to survey questions often depend on subjects' motivation, memory, and ability to respond. According to Bhattacharjee (2012) the time that the research deals with issues happened in distant past research subjects may not tolerably memorize their own motivations or perhaps their recollection of the issue may have evolved with time and no longer retrievable.

What advantage the researcher take pleasure in this research is the assessment mainly concentrates on examining the freedom of expression, media independence and diversity, professionalism and media infrastructure accessibility based on the current media situation in Tigray. Therefore, recall bias may not be a concern for this research project.

3.12.5) Minimizing Common Method Bias

Bhattacharjee defined common method bias as the amount of spurious covariance shared between independent and dependent variables that are measured at the same point in time, such as in a cross-sectional survey, using the same instrument, such as a questionnaire (2012).

“This bias can be potentially avoided if the independent and dependent variables are measured at different points in time...if these variables are measured using different methods...” (Bhattacharjee, 2012). The researcher attempted to minimize this effect through using three tools of data collection; questionnaire survey, in-depth personal interview and focus group discussion. The diversity of the tools has minimized the spurious covariance shared between independent and dependent variables. The triangulation process has concentrated crosschecking the result of the questionnaire's independent variables' impact on the interview's dependent variable and vice-versa.

Chapter Four

Data Presentation and Analysis

4.1) Introduction

The research project examined media development in Tigray based on UNESCO's Media Development Indicators. It explored the regulatory framework and practice of freedom of expression in Tigray. The research explored whether or not the development of the media sector in Tigray ensures transparency of ownership and content in the region.

The extent of self-regulation of media as a platform of democratic discourse representing the diversity of views and interests in the society is also examined. The interaction of professional capacity building and supporting institutions for media empowerment in Tigray was also the subject of the research. Besides, the accessibility of infrastructural capacity of media that support independent and pluralistic media reach to the public including the ethnic co-cultures and different social groups in Tigray are examined in the research.

Questionnaire survey, in-depth interview and focus group discussion data collection tools used in the research. The quantitative data analysis was made through SPSS while the result of the qualitative data is presented in description. The quantitative findings are presented in terms of tables, percentage graphs, curves, pie and other related statistical methods. Further the relationship among the variable is computed by binary logistic regression, SPSS. The details of demographic information, data presentation and discussion are discussed herewith.

4.2) Demographic Information of Respondents

As stated in the methodology the research employed stratified sampling method for the quantitative survey and purposive sampling for the qualitative in-depth interview and focus group discussion. The table and graph below explains the strata participated in the quantitative questionnaire survey.

		Strata			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Camera Man	13	5.6	5.6	5.6
	Democratic Institutions	18	7.8	7.8	13.4
	Journalism Instructors	14	6.0	6.0	19.4
	Journalist	124	53.4	53.4	72.8
	Media Manager	22	9.5	9.5	82.3
	Media Support Institutions	4	1.7	1.7	84.1
	Technical Professionals	37	15.9	15.9	100.0
	Total	232	100.0	100.0	

Table 3. Respondents' stratification

As stated in the table above the main strata were journalists, technical professionals, media managers, camera operators, democratic institutions, journalism instructors and media support institutions. 124 journalists, 22 media managers, 37 technical professionals and 13 camera operators from 13 existing state, private and community media as well as 3 recently closed private media in Tigray responded to the questionnaire survey. Besides, 18 personalities from democratic institutions, 14 journalism instructors from universities and 4 media support institution professionals were also subjects of the research.

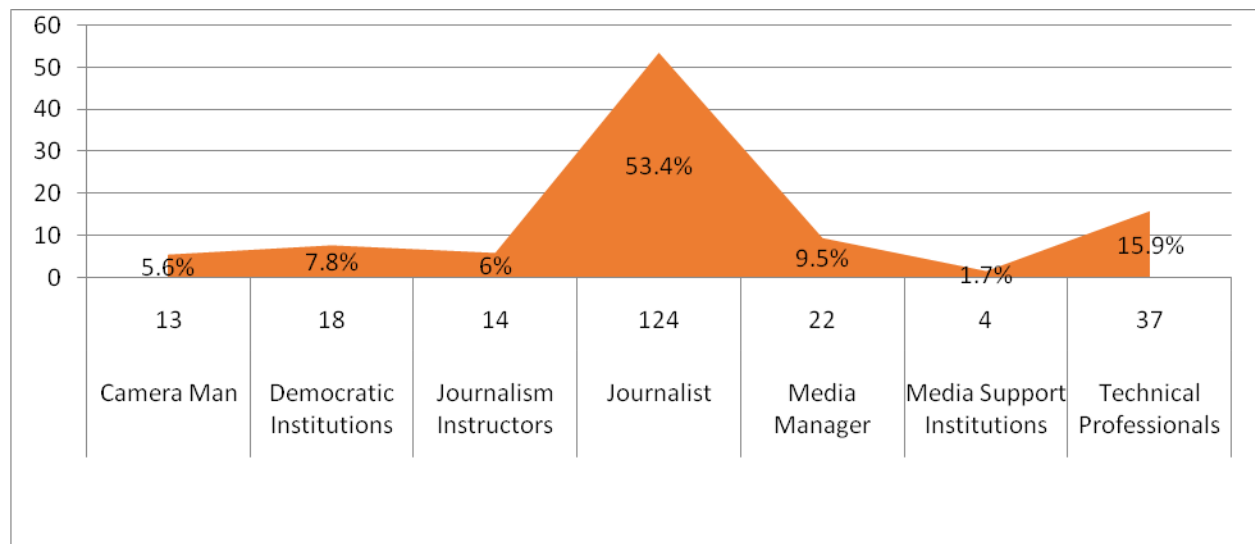


Figure 2: Composition of respondents by stratum

The distribution of respondents is structured based on each stratum's proportion in the total population. Journalists took the lead that comprises 53.4% of the total respondents while technical professionals have 15.9% share of the responses. Media managers (9.8%), democratic institution personnel (7.8%), journalism instructors (6%), camera operators (5.6%) and media support institutions (1.7%) followed.

Media professionals comprise a total of 84.4% of the respondents' pool while media stakeholders are 16.6%. This indicates that majority of the respondents are media professionals in-general and specifically journalists.

The sex composition of the respondents stated below shows that 173 of the total 232 respondents are male while 59 are female.

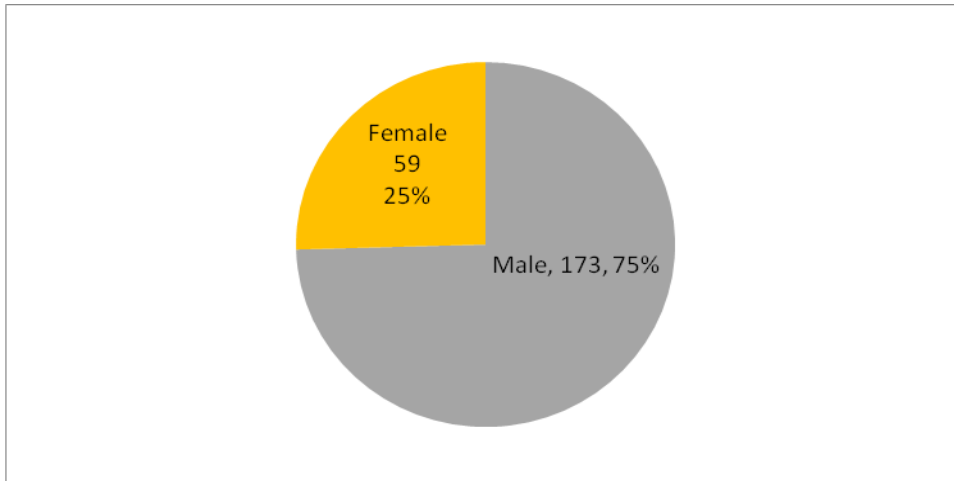


Figure 3: Gender composition of respondents

Male respondents comprise 74.6% while female are 25.4% of the sample. This shows that those threefold of the respondents are male. Hence, this may indicate that the media and media stakeholders are predominantly male.

When we examine the age group of the respondents, 104 respondents are at the range of >30-40. Besides, 90 others are between 20 and 30, while 29 respondents are >40-50. And 7 of them are >50-60 while 2 aged >60.

		Age Group			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	>20-30	90	38.8	38.8	38.8
	>30-40	104	44.8	44.8	83.6
	>40-50	29	12.5	12.5	96.1
	>50-60	7	3.0	3.0	99.1
	>60	2	.9	.9	100.0
	Total	232	100.0	100.0	

Table 4. Age group of respondents

Most of the respondents (44.8%) are at the age group of >30-40 followed by those who aged >20-30 (38.8%). This indicates that most of the respondents are at younger age implying majority of the media and media support professional are at the age range of >20-40 in-general. The following table describes work experience of the respondents. It shows that 103 respondents are at 1-5 years experience level, 67 others 6-10 years, 31 respondents 11-15, 18 others 16-20 and finally 13 respondents have more than 20 years experience.

		Work Experience in Years			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	1-5	103	44.4	44.4	44.4
	6-10	67	28.9	28.9	73.3
	11-15	31	13.4	13.4	86.6
	16-20	18	7.8	7.8	94.4
	>20	13	5.6	5.6	100.0
	Total	232	100.0	100.0	

Table 5. Work experience of respondents

This implies that majority of the respondents are less experienced. When the year of experience increases the number of respondents decreases. Thus, most of the media and media stakeholder professionals are at junior to intermediate level of experience. Though less experienced staff doesn't necessarily mean is not a vibrant professional, such a staff may demand institutionalized capacity building and experience sharing platforms so as to empower the professionals with the practicalities.

Based on the demographic criteria of educational qualification, 150 respondents are BA/BSc graduates, 64 Masters while 36 of the respondents are still at Diploma level. The BA/BSc holders comprise 64.7% of the total respondents. And the position of Masters Graduates is 19.8% while Diploma holders are 15.5%.

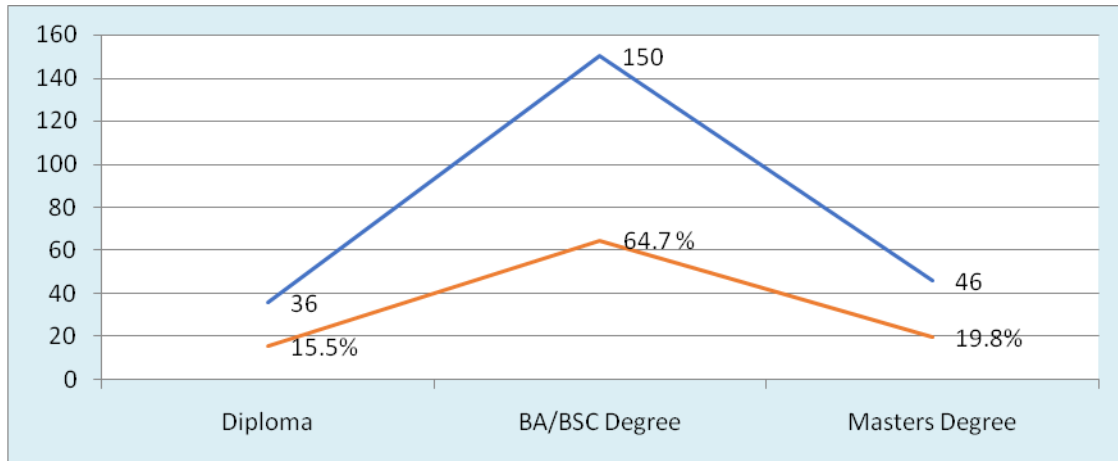


Figure 4: Educational qualification of respondents

This implies that most of the respondents are BA/BSc and Masters holders. But considerable number of respondents is still at Diploma level. Thus, most of the media and media stakeholder professionals have relevant educational qualification. But, substantial number of the media and media stakeholder professionals are yet at Diploma level.

This is to mean that one of the seven (1:7) media and media support stakeholder professionals are Diploma holders. Therefore, this demands rigorous capacity building schemes so as to upgrade their qualification at-least to a BA/BSc. Degree level.

The following table describes the respondents' organizational nature. The organizations are classified in to two broad categories namely media and media stakeholders. The media category is also grouped in to state, private and community media based on their nature of ownership.

Besides, the media stakeholders comprised professional capacity building institutions; Mekelle University Department of Journalism and Communication, Aksum University Department of Journalism and Communication as well as Adi-Grat University Department of Media and Communication.

Democratic institutions namely civic societies, civil societies,; Seb-Hidri Civil Society and Alliance for Civil Society of Tigray (ACSOT), human right and ombudsman institutions; Ethiopia Human Rights Commission Mekelle Branch as well as Ethiopia Ombudsman

Commission Mekelle Branch, and media support institutions; Tigray Public Relations Bureau and Tigray House of People’s Representative Social Affairs Committee are also categorized under media stakeholders.

The composition of respondents from these institutions was calculated through stratification based on their share in the total population. Hence, 96 respondents from state media, 98 from private media, 14 from Mekelle, Aksum and Adi-Grat Universities, 14 from Seb-Hidri Civil Society and Alliance for Civil Societies of Tigray, 2 from Humera Community Radio, 2 Tigray House of People's Representatives Social Affairs Committee, 2 from Tigray Public Relations Bureau, 2 from Ethiopia Human Rights Commission Mekelle Branch and 2 from Ethiopia Ombudsman Commission Mekelle Branch were participated in the survey.

Respondents’ organizational nature

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	State Media	96	41.4	41.4	41.4
	Private Media	98	42.2	42.2	83.6
	Ethiopia Human Rights Commission Mekelle Branch	2	.9	.9	84.5
	Ethiopia Ombudsman Commission Mekelle Branch	2	.9	.9	85.3
	Civil and Civic Society	14	6.0	6.0	91.4
	Tigray House of People's Representatives	2	.9	.9	92.2
	Tigray Public Relations Bureau	2	.9	.9	93.1
	University	14	6.0	6.0	99.1
	Community Media	2	.9	.9	100.0
	Total	232	100.0	100.0	

Table 6. Composition of respondents by nature of their organization

Thus, the private media took the highest share of respondents (42.2%) followed by the state media (41.4%), universities (6%) and civil and civic societies (6%). This indicates that most of the respondents are media professionals (84.5%) and the remaining 16.5% are personalities from different media stakeholders mentioned above.

The pie graph herewith explains the classification of media in Tigray based on their nature of ownership. Accordingly, there are 10 private media, 2 state media and 1 community media in Tigray.

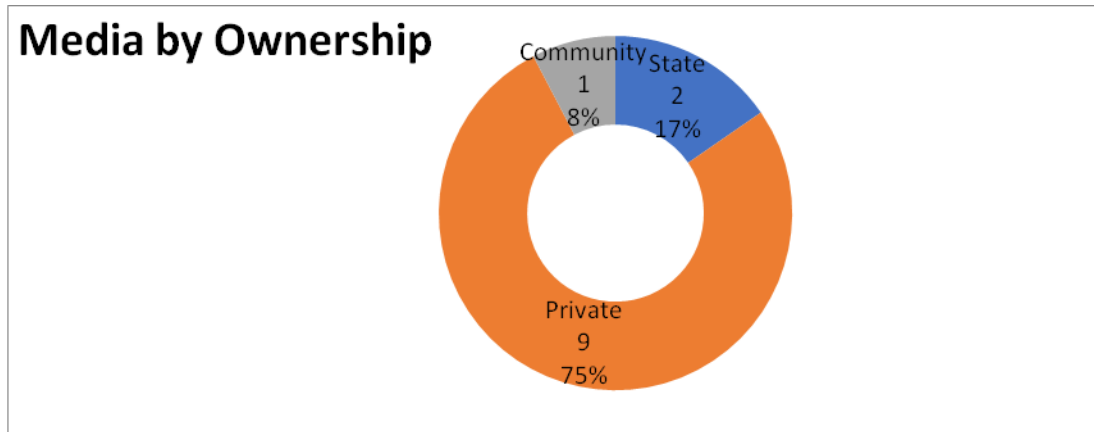


Figure 5: Classification of the existing media in Tigray by ownership

The private media comprises the highest share (77%) followed by state media (15%) and a single community media (8%). Recently, closed private magazines Ruftana and Sergen as well as Sesina Newspaper are also included in the research.

Quantitatively speaking private media is the dominant media ownership type in Tigray, though numbers sometimes may not reveal the correct context as is shown in this case. This is because except for two broadcast and one online media, the remaining 7 private media are too weak in institutional arrangement which some of them even have only one practitioner serving all the reporter's, editor's and manager's roles together.

The upcoming table explains the list of organizations included in the quantitative survey. The number of respondents was calculated based on their share on the total population pool. Hence, in the case of media institutions 75 respondents from Dimtsi Weyane Tigray, 75 from Tigray Mass Media Agency, 16 from 104.4 Radio FM Mekelle, 9 from Fana FM 94.8 Mekelle, 5 from Ethiopia News Agency Mekelle Branch, 3 from Finote Semen Magazine, 2 from Laza Tigrigna (online) and 2 respondents from Humera Community Radio.

And Wurayna Magazine, Awramba Times (online), Hadush Business Newspaper, Aiga Forum (online), Ruftana Magazine, Sergen Magazine, Sesina Newspaper and Horn Affairs (online) are represented by one respondent each.

Besides, 10 from Seb-Hidri Civil Society, 4 from Alliance for Civil Societies of Tigray, 7 from Mekelle University Department of Journalism and Communication, 5 respondents from Aksum University Department of Journalism and Communication, 2 respondents from Adi-Grat University Department of Media and Communication, 2 from Tigray Public Relations Bureau, 2 from Tigray House of People’s Representatives Social Affairs Committee, 2 respondents from Ethiopia Human Rights Commission Mekelle Branch and 2 others from Ethiopia Ombudsman Commission Mekelle Branch are subjects of the research.

		Name of organization			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	104.4 FM Mekelle	16	6.9	6.9	6.9
	Alliance of Civil Societies of Tigray	4	1.7	1.7	8.6
	Adigrat University	2	.9	.9	9.5
	Aiga Forum	1	.4	.4	9.9
	Awramba Times (Online)	1	.4	.4	10.3
	Axum University	5	2.2	2.2	12.5
	Dimtsi Weyane Tigray	75	32.3	32.3	44.8
	Ethiopia Human Right Commission Mekelle Branch	2	.9	.9	45.7
	Ethiopia News Agency Mekelle Branch	5	2.2	2.2	47.8
	Ethiopia Ombudsman Commission Mekelle Branch	2	.9	.9	48.7
	Fana FM 94.8 Mekelle	9	3.9	3.9	52.6
	Finote Semen Magazine	3	1.3	1.3	53.9
	Hadush Business Newspaper	1	.4	.4	54.3
	Horn Affairs (Online)	1	.4	.4	54.7
	Humera Community Radio	2	.9	.9	55.6
	Laza Tigrigna (Online)	2	.9	.9	56.5
	Mekelle University	7	3.0	3.0	59.5
	Ruftana Magazine	1	.4	.4	59.9
	Seb-Hidri Civil Society	10	4.3	4.3	64.2
	Sergen Magazine	1	.4	.4	64.7
	Sesina Newspaper	1	.4	.4	65.1

Tigray House of People's Representative	2	.9	.9	65.9
Tigray Mass Media Agency	75	32.3	32.3	98.3
Tigray Public Relations Bureau	2	.9	.9	99.6
Wurayna Magazine	1	.4	.4	100.0
Total	232	100.0	100.0	

Table 7. Composition of respondents by list of organizations

Accordingly, 187 respondents are from media institutions whom comprise 80.6% of the total respondents while the remaining 45 respondents from media stakeholders have 19.4% share. This implies that most of the respondents are from media institutions. And the concerns and interests of the media stakeholders are also represented by considerable number of respondents. Journalists have the highest (53.4%) share of the total respondents. From these 124 journalists who responded to the survey only 45 of them have journalism educational background, while the remaining 79 are graduated in fields other than journalism.

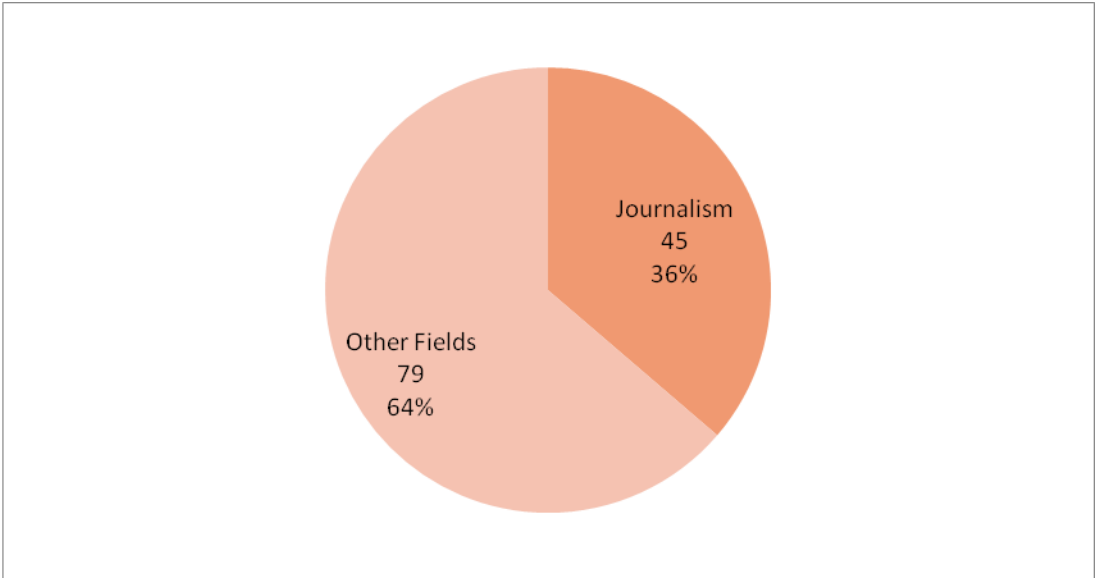


Figure 6: Educational background of journalists

This indicates that most of the journalists who responded to the quantitative survey (64%) graduated in fields other than journalism while fewer (36%) have journalism educational background.

Accordingly, most of the journalists in Tigray (64%) graduated in fields other than journalism. This has implications in the professional capacity of the journalists and the performance of the media in-general. Thus, it demands continuous short, medium and long term trainings so as to empower them with basics of the profession. In the other side, those who graduated in other fields of education may have the opportunity to report on subject beats related to their subject of study with continuous journalistic coaching and trainings.

The following pie shows 83 of the 124 journalists who responded to the survey are male while female journalists are 41. This indicates that twofold of the respondents (66.9%) are male journalists and female comprises only 33.1%.

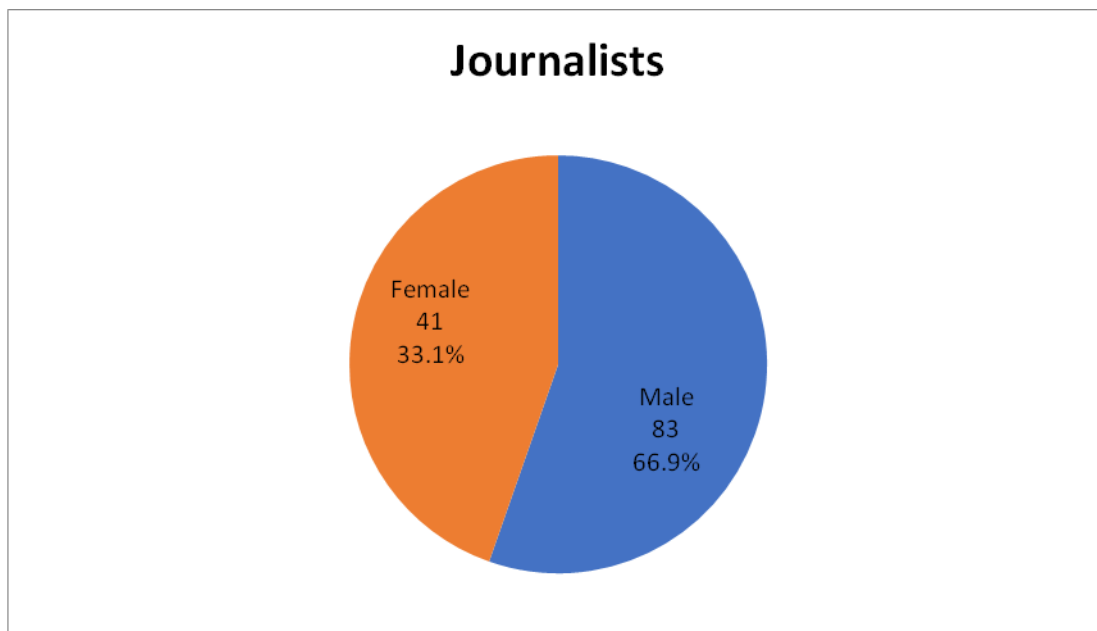


Figure 7: Journalists' composition by sex

Hence, the sex composition of journalists sampled for this research reveals that the media institutions are male centered. This implies that women are underrepresented in the media in Tigray.

The job category of the journalists who participated in this survey is discussed in the table below.

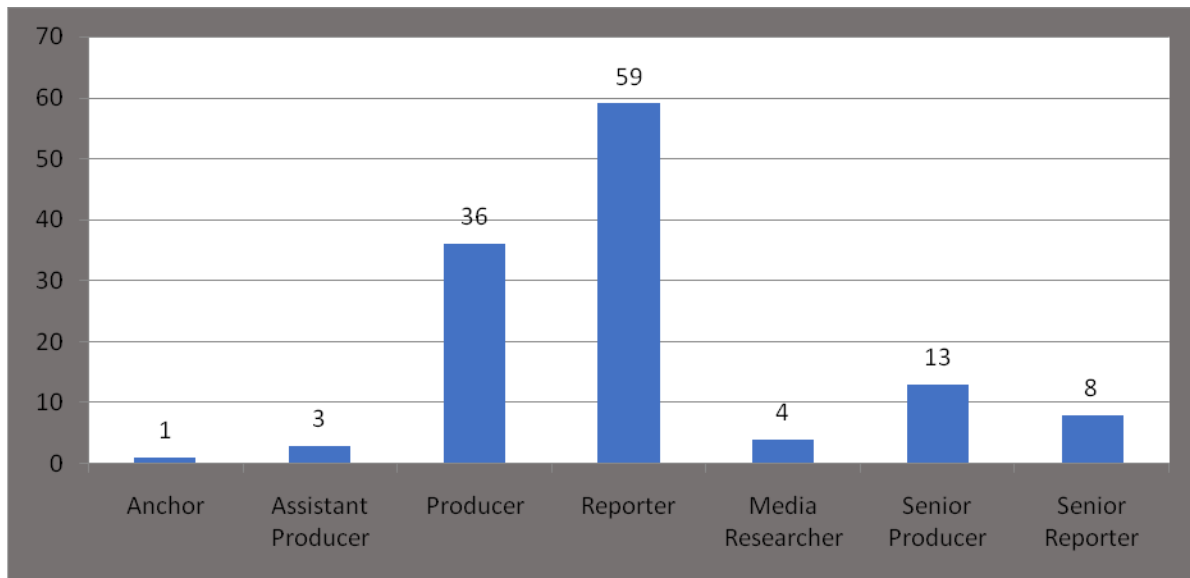


Figure 8: Job category of journalist respondents

Accordingly, most of the respondents (59) are reporters followed by producers (36), senior producers (13), senior reporters (8), assistant producers (3) and a single anchor. This indicates that most of the journalists who responded to the survey are reporters and producers.

Media managers are one of the 7 strata who are sampled for the research. Accordingly, 22 media managers responded to the survey. Male comprises 86.3% while female have 13.7% share.



Figure 9: Sex composition of media manager respondents

This indicates that most of the media managers responded to the survey are male. By implication it is meant for the media management positions are male dominated. Thus, gender underrepresentation is a concern in the media in Tigray.

The pie described below shows the field of study of media managers who participated in the survey. 17 of the media managers graduated in fields other than journalism while 5 graduated in journalism.

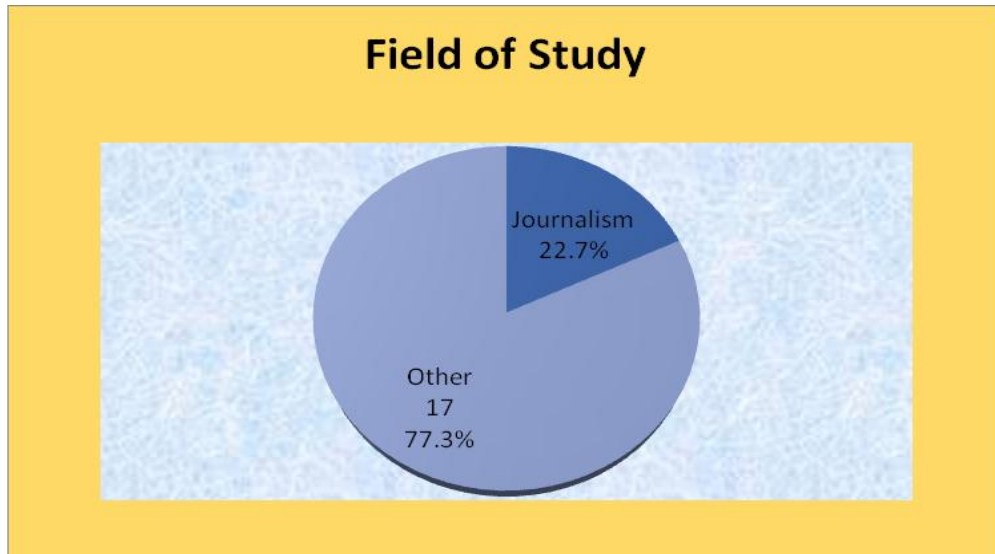


Figure 10: Field of study of media managers

This implies that threefold of the media managers in Tigray graduated in field other than journalism. As a result the professionalization of media management context may be challenged unless continuous capacity building scheme has to be set to fill the professional knowledge and skill gaps.

The upcoming line shows the qualification of media managers. Accordingly, 11 of the media managers hold masters degree while 10 of them are BA/BSc holders and 1 at diploma level.

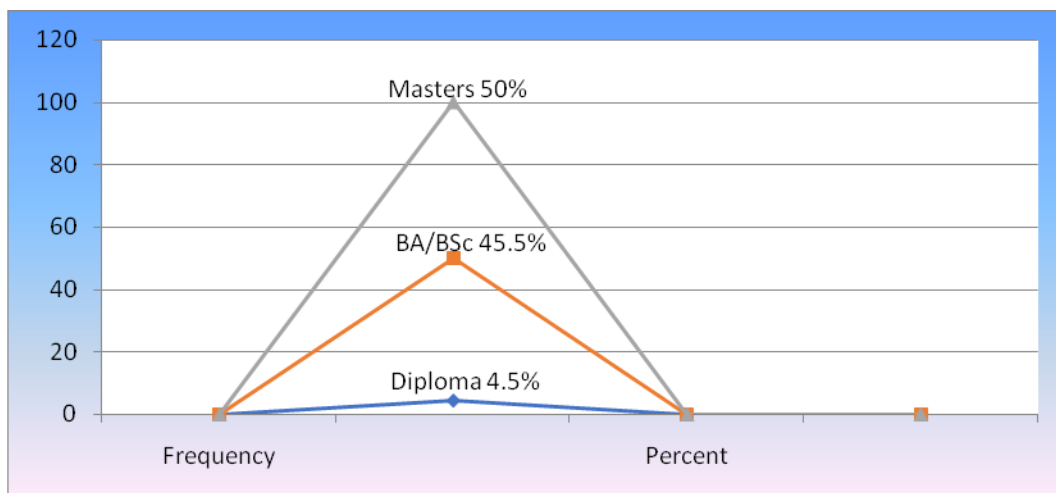


Figure 11: Qualification of media managers

Thus, most of them qualified masters and BA/BSc. But the one media manager at diploma level reveals that there is considerable number in lower level in-general.

As we proceed to the camera and technique professionals, 40 of them are male while 10 others are female.

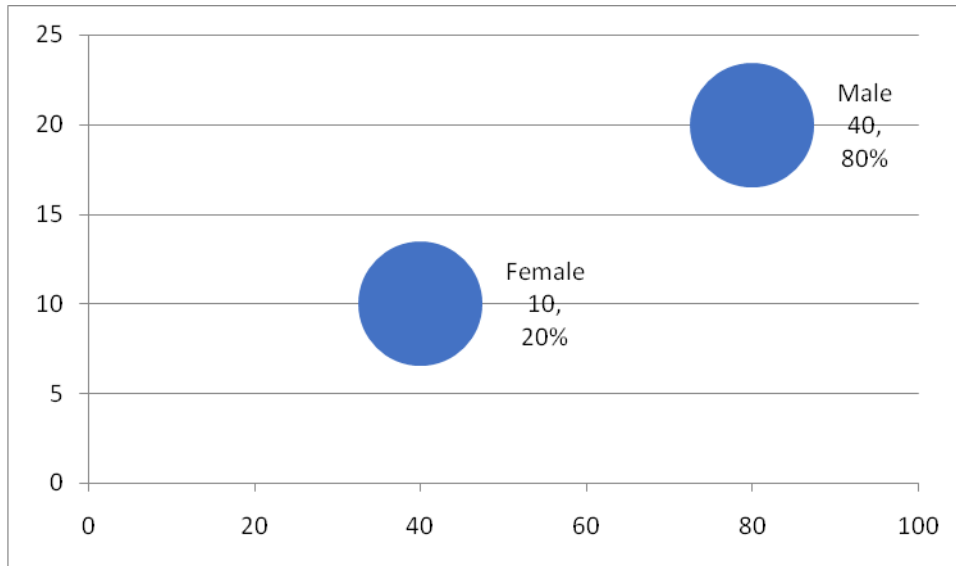


Figure 12: Sex composition of camera and technical professionals

Out of the 50 camera and technique professionals, 80% are male and the remaining 20% are female. The same trend as shown in the case of journalists and media managers, the media sector in Tigray is characterized in gender underrepresentation.

The data on educational qualification of camera and technical professionals shows that 27 of them are at Diploma level. And 21 respondents are BA/BSc. while 2 others are Masters holders.

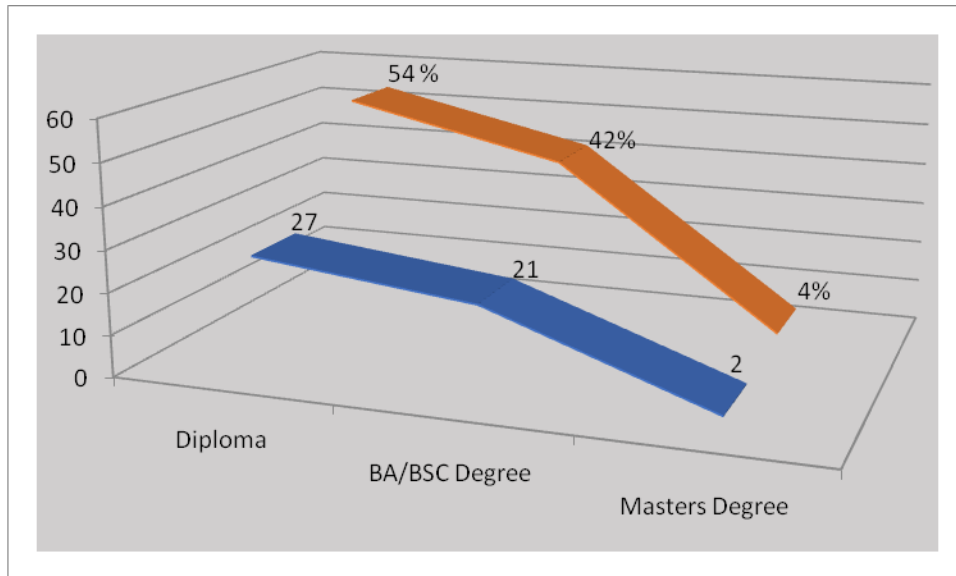


Figure 13: Qualification of camera and technique professionals

This implies that most of the camera and technique professionals (54%) are at lower educational level while less in number qualified at BA/BSc. and Masters level. Thus, most of the camera and technical professionals are diploma level. Hence, short, medium and long term capacity enhancement mechanism is in-need so as to upgrade their qualification.

4.3) Data Presentation and Analysis

The research aims to explore the media development in Tigray based on UNESCO's Media Development Indicators. The findings of the research are presented in five categories. The first category explains the legal, policy and regulatory framework and practicality of freedom of expression. The second portion describes the plurality and diversity of media among public, private and community media.

Thirdly, the self-regulation and professionalism of the media as a platform of public discourse is explored. Fourthly, the professional capacity building schemes and their accessibility to the media professionals is discussed. And finally, the media infrastructure and its accessibility to the public are assessed.

4.3.1) Legal, Policy and Regulatory Framework of Freedom of Expression

1) Freedom of Expression

The upcoming line graph explains the respondents' view on whether freedom of expression is guaranteed in the Constitution of Federal Democratic Republic of Ethiopia. 63 respondents strongly agreed that freedom of expression is guaranteed in the Constitution; while 89 others agreed on it. Those who preferred being neutral on it counted 39 while 34 disagreed and 7 strongly disagreed that the constitution provide less guarantee to freedom of expression.

Freedom of expression is guaranteed in the Ethiopian constitution.

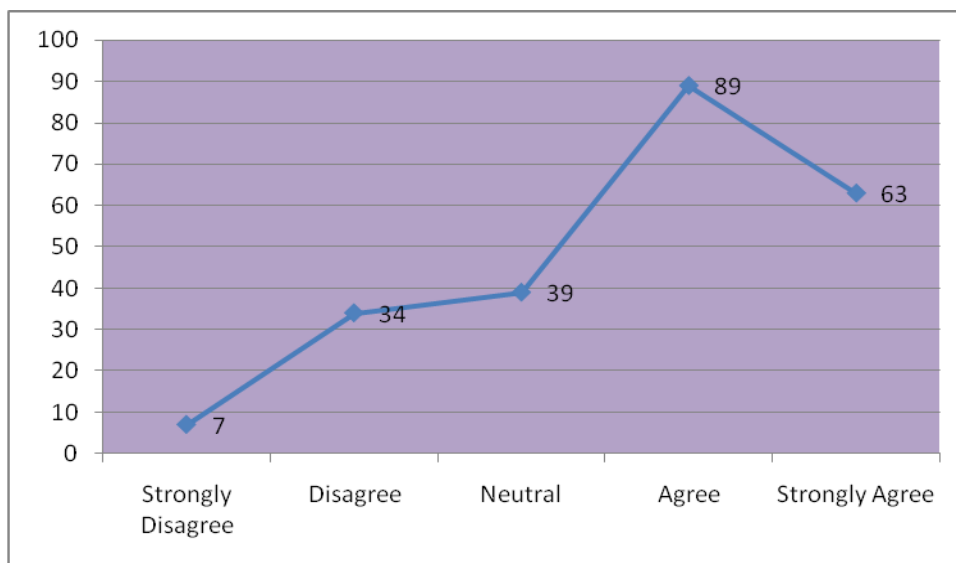


Figure 14: Agreement/disagreement level on constitutional guarantee of freedom of expression

Based on the data 65.6% respondents agreed or strongly agreed that freedom of expression is guaranteed in the Ethiopian constitution while 16.8% voiced neutral. Contrastingly, 17.7% others responded disagree or strongly disagree towards the view that freedom of expression is guaranteed in the Ethiopian constitution. This implies that most of the respondents believe that freedom of expression is guaranteed in the Ethiopian constitution.

Besides, the in-depth personal interviewees explained that freedom of expression is constitutionally guaranteed. An interviewee says “the constitution allowed media freedom based on the international standards. The major achievement is that it abolished censorship” (Personal Interview, 16 May 2019).

The Constitution of Federal Democratic Republic of Ethiopia, in its Article 29 (1) says, “everyone has the right to hold opinions without interference” while 29 (2) clarifies “this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any media of his choice” (Negarit Gazeta, 1995).

One of the interviewees says “although freedom of expression is one of the fundamental human rights at international declarations, it was stated in under the democratic rights in the Ethiopian constitution” (Personal Interview, 16 May 2019). Some of the in-depth interviewees also reflected their concerns that the constitution is averse to acknowledge freedom of expression as fundamental human right.

Other interviewee reflects:

The reason why the constitution categorized freedom of expression under democratic rights is to abolish the prior institutionalized system of censorship.... what matters is it endorsed the international standards on freedom of expression (Personal Interview, 16 May 2019).

The practicability of freedom of expression in the ground is discussed in the focus groups. Accordingly, one of the participants says “as one of the ethnic communities in Tigray, we the Irob Community have practiced to freely express views in our own language; this helped us sustain our communal values” (Focus Group Discussion, 10 May 2019). Other focus group discussion participant from Kunama Ethnic Community says “we are expressing our feelings and opinions in the community” (Focus Group Discussion, 7 May 2019).

The other concern raised in the in-depth personal interview is that there is no policy that guides the sector. One of the interviewees says:

There is no media policy at national and regional level. It is natural to witness irresponsible media which tend to be against the national interest, public values and honor and sometimes privacy in a sector with no guiding policy (Personal Interview, 5 April 2019).

The other point of concern in the in-depth interview was the Access to Information and Freedom of Media Proclamation 590/2000.

One of the interviewees says:

The proclamation is not set in a way that it empowers free flow of information. But individual, group, public and government interests and roles are not clearly stated in a way that prevail accountability measures in it (Personal Interview, 16 May 2019).

Other interviewee reflects:

The proclamation combined both information access and media freedom together; but tile more room for the information access and less to the media freedom. But information access and media freedom are two different perspectives which have explicit roles in the international experience, though they have point of juncture (Personal Interview, 16 May 2019).

All of the interviewees agreed that the media related regulations didn't consider the online media and the trends in it. Other interviewee states

Even the Access to Information and Freedom of Media Proclamation 590/2000 is not practical on the ground. What is witnessed in the media sector in Ethiopia is that article 29 of the constitution and respective proclamations only have a paper value, not grounded yet (Personal Interview, 5 April 2019).

Therefore, freedom of expression is guaranteed in the Ethiopian constitution. Besides, the Access to Information and Freedom of Media Proclamation 590/2000 recognized the right to freedom of expression. What is the limitation in it is that it is less critical to come-up with accountability measures for denial of access to information and the online media as well as the trends in it are not incorporated in the proclamation. And the Access to Information and Media Freedom Proclamation 590/2000 is criticized for it combined both access to information and media freedom, although they are independently set at the international standards. Besides, there is no media policy at national and regional level. This indicates that media sector is one of the neglected areas at national and regional level.

2) Exceptions on Freedom of Expression

The Universal Declaration of Human Rights in its 19th Article guarantees freedom to seek and receive information.

Article 19 (3) explains the legitimacy of restrictions on freedom of expression under three conditions:

The interference must be in accordance with the law. The legally sanctioned restriction must protect or promote an aim deemed legitimate (respect for the rights and reputation of others, and protection of national security, public order, public health or morals). The restriction must be necessary for the protection of a legitimate aim (Article 19, 2012).

Meanwhile the Ethiopian constitution article 29 (6) states:

These rights can be limited only through laws which are guided by the principle that freedom of expression and information cannot be on account of the content or effect of the point of view expressed. Legal limitations can be laid down in order to protect the well-being of the youth, and the honour and reputation of individuals. Any propaganda for war as well as the public expression of opinion intended to injure human dignity shall be prohibited by law (Negarit Gazeta, 1995).

The level of agreement/disagreement of the respondents on whether the Ethiopian constitution clearly pointed out the exceptions in practicing freedom of expression is discussed in the column herewith.

In this case 60 respondents strongly agreed and 104 agreed that the Constitution clearly stated the exceptions in practicing freedom of expression. 44 respondents remained neutral, while 19 disagreed and 5 strongly disagreed on it.

The Constitution clearly stated the exceptions in practicing freedom of expression.

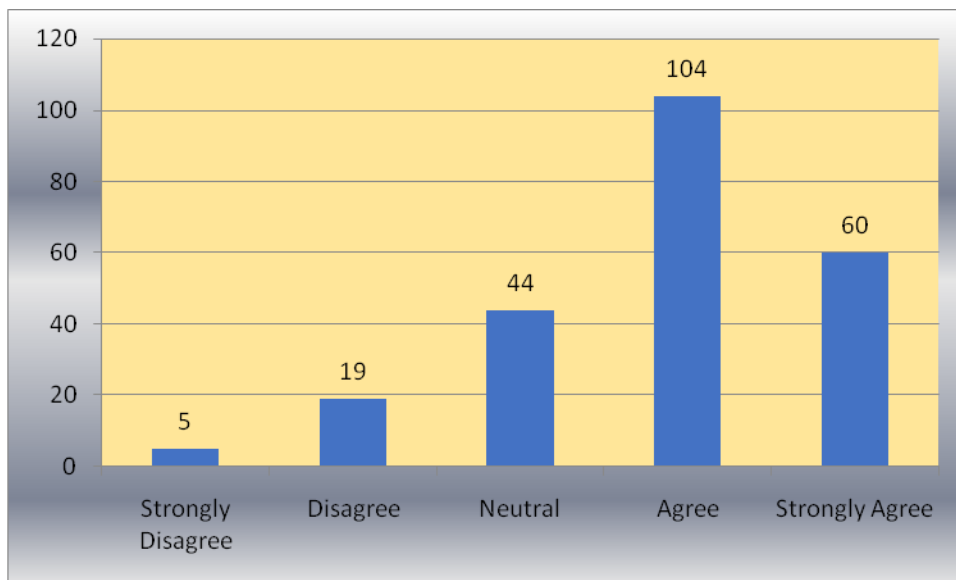


Figure 15: Exceptions in practicing freedom of expression

Accordingly, 70.7% respondents agreed and strongly agreed that the Ethiopian constitution clearly pointed out the exceptions in practicing freedom of expression. The 19% others remained neutral while 10.4% disagreed or strongly disagreed that it did not state the exceptions in practicing freedom of expression. This implies that majority of the respondents believe that the constitution stated the restrictions in practicing freedom of expression.

Besides, the response collected from in-depth personal interview stated that the restrictions are communicated in the constitution. But the interviewees stated that the way these restrictions are communicated is subject to different interpretations that created a hole that the executive can excessively use it to cover up information. All the interviewees agreed that the restrictions are practiced excessively.

One of the interviewees says:

For example the constitution states ‘the protection of the well-being of the youth’ as one of the restrictions. But the question here is that what is restricted for the well-being of the youth is not clearly communicated (Personal Interview, 15 May 2019).

Therefore, the restrictions in practicing freedom of expression are stated in the constitution. But the restrictions are stated in broad and general terms which are subject to different judgments. Thus, the vagueness of the restrictions in practicing freedom of expression is one of the limitations of the legal provision of information access.

3) Confidential Source Protection

The following pie graph describes the respondents’ view on whether journalists’ right to protect confidential sources is legally guaranteed or not. 18 respondents replay strongly disagree, 42 disagree, 64 neutral, 69 agree and 39 others say strongly agree.

Journalists' right to protect confidential sources is legally guaranteed.

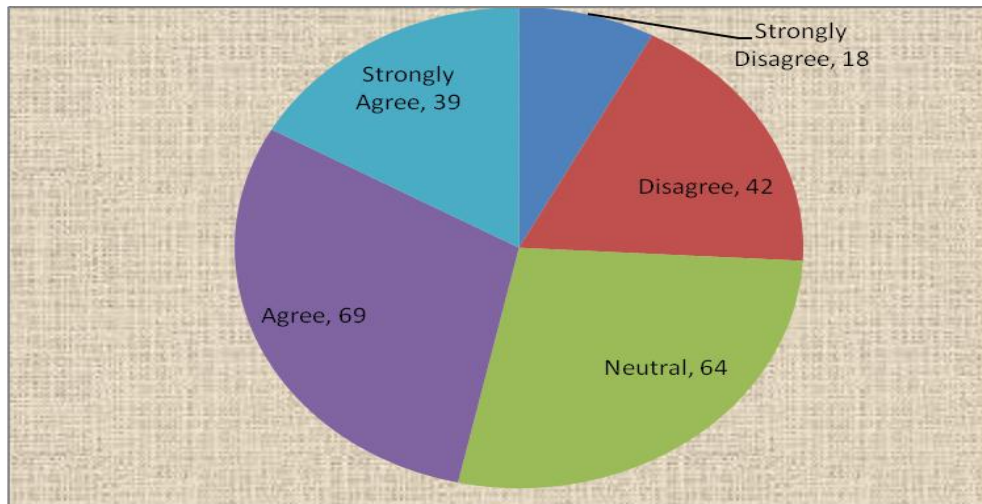


Figure 16: Legal protection of confidential sources

Accordingly, 46.5% responded that confidential sources are legally protected while 25.9% others responded that they disagree or strongly disagree and 27.6 % respondents remained neutral. This indicates that majority of the respondents agree or strongly agree that journalists' right to protect confidential sources is legally guaranteed.

To the reverse, the in-depth interviewees explained that there is no explicit guarantee of confidential sources in the media related proclamations.

One of the interviewees says “practically journalists are witnessed being harassed and sued for not disclosing their sources” (Personal Interview, 16 May 2019). Thus, journalists' right to protect confidential sources is not legally guaranteed.

4) Regulatory Body

The bar graph below presents the respondents' view on the independence of the regulatory body, Ethiopia Broadcast Authority. 7 respondents strongly agree, 53 others agree, 49 are neutral while 65 disagree and 58 respondents strongly disagree with autonomousness and independence of Ethiopia Broadcast Authority from political and economic influences.

The regulatory body is autonomous and independent of political and economic influences.

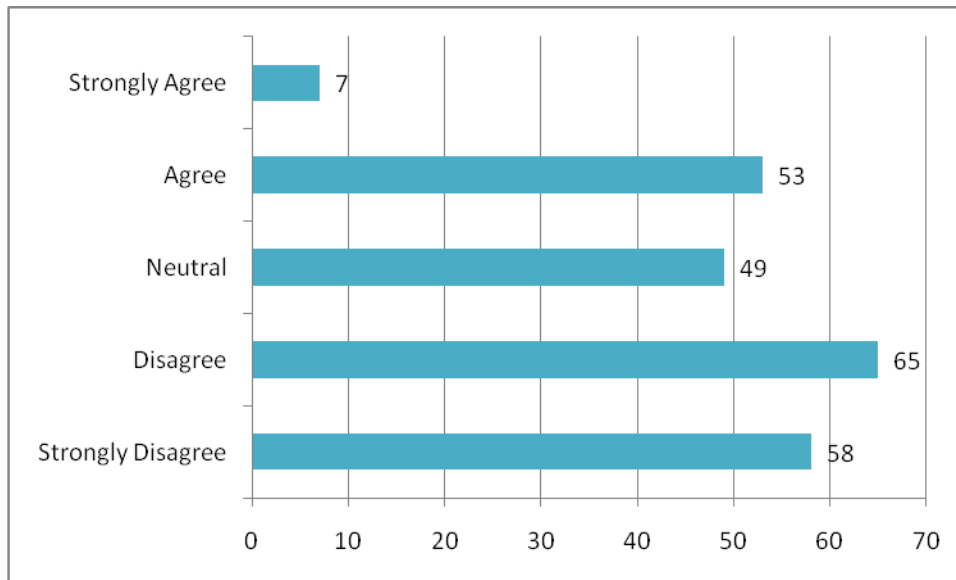


Figure 17: Regulatory independence

This implies that most of the respondents state that Ethiopia Broadcast Authority is influenced by political and economic interests. Besides, one of the in-depth interviewees questions “how anyone can say the regulatory body is independent and autonomous while the fact in the ground is chair persons of the office have been politically nominated personalities and its budget is fully covered by the government” (Personal Interview, 16 April 2019).

The in-depth interviewees agreed that although the regulatory body has to be an independent democratic institution, it is being manipulated by the political interest of the governing party. They added that the way of its regulation and monitoring of the media institutions is political driven not based on the concern of public interest. Therefore, the regulatory body is influenced by political and economic interests.

5) The practice of regulatory body

The data in the following table explains whether the regulatory body has contributed to freedom of expression, diversity, accuracy, impartiality and free flow of information. From the total 232 respondents, 11 strongly agree, 37 agree, 54 neutral, 84 disagree and 46 strongly disagree on the issue.

The practice of the regulatory body (EBA) has contributed to freedom of expression, diversity, accuracy, impartiality and free flow of information.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	46	19.8	19.8	19.8
	Disagree	84	36.2	36.2	56.0
	Neutral	54	23.3	23.3	79.3
	Agree	37	15.9	15.9	95.3
	Strongly Agree	11	4.7	4.7	100.0
	Total	232	100.0	100.0	

Table 8. Practice of regulatory body

Hence, 20.6% agreed or strongly agreed that the practice of Ethiopia Broadcast Authority has contributed to freedom of expression, diversity, accuracy, impartiality and free flow of information. But most of the respondents (56%) disagreed or strongly disagreed on it while 23.3% remained neutral.

Most of the respondents believe that the practice of Ethiopia Broadcast Authority has less significant contribution to freedom of expression, diversity, accuracy, impartiality and free flow of information.

Besides, a senior journalist in the in-depth personal interview quoted as saying “the regulatory office is not liberalized itself from one sided political interest let alone it has to contribute to free expression” (Personal Interview, 15 April 2019).

Therefore, the regulatory body has less significant contribution to freedom of expression, diversity, accuracy, impartiality and free flow of information.

6) Defamation Laws

The Constitution of The Federal Democratic Republic of Ethiopia in its freedom of expression provision article 29 sub-article six states:

These rights can be limited only through laws which are guided by the principle that freedom of expression and information cannot be limited on account of the content or effect of the point of view expressed (Negarit Gazeta, 1995).

Meanwhile, article 24 of the Ethiopian Constitution explains that the right to honour and reputation is respected by law. In its three sub-articles it states:

Everyone has the right to respect for his human dignity reputation and honour. Everyone has the right to the free development of his personality in a manner compatible with the rights of other citizens. Everyone has the right to recognition everywhere as a person (Negarit Gazeta, 1995).

The table herewith examines whether defamation laws are explicitly set in a way that empowers access and freedom of information based on the international standards. 231 responded to the question while one didn't respond to the question. Respondents, who remain neutral 83, agree 59, strongly agree 7, disagree 45 while respondents who strongly disagree are 37.

Defamation laws are explicitly set in a way that empowers access and freedom of information based on the international standards.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	37	15.9	16.0	16.0
	Disagree	45	19.4	19.5	35.5
	Neutral	83	35.8	35.9	71.4
	Agree	59	25.4	25.5	97.0
	Strongly Agree	7	3.0	3.0	100.0
	Total	231	99.6	100.0	
Missing	Data	1	.4		
Total		232	100.0		

Table 9. Explicitness of defamation laws

This indicates that some of the respondents (35.8%) are neutral towards the explicitness of the defamation laws while 35.3% others disagreed or strongly disagreed and the remaining 28.4% agreed or strongly agreed that defamation laws are explicitly set in a way that empowers access and freedom of information based on the international standards.

Besides, most of the in-depth personal interviewees stated that journalists self-censor themselves for the reason that they are fearful of the defamation laws. One interviewee says:

I feel that the defamation laws are running at the cost of the freedom of expression. Because, article 29 sub-article six says ‘freedom of expression and information cannot be limited on account of the content or effect of the point of view expressed’ but someone can still claim that he or she is harmed of the content of the press (Personal Interview, 24 May 2019).

Another journalist in the interview says “I may want to write on cases related to public interest issues but I am not sure that I do have guarantee on it; I fear it may backfire in the name of defamation” (Personal Interview, 16 April 2019).

A law graduate senior media manager says “unlike in other countries, truth is not considered as a defense in the law. The defamation law in Ethiopia antagonizes the right to free expression (Personal Interview, 24 April 2019).

Therefore, defamation laws are not explicitly set in a way that empowers access and freedom of expression and information based on the international standards. The defamation laws are not set in a way that compliments to the provision of freedom of information in Ethiopia. It brought full authority to protection of defamatory actions at the expense of the right to freedom of expression.

7) Censorship

Article 29 sub article three a states that any form of censorship is prohibited (F.D.R.E. Constitution, 1995). This portion explores whether censorship is prohibited on the ground as is stated by law.

The data in the following doughnut describes whether the content of media is not subject to censorship by government executives. From the total respondents, 38 strongly disagreed, 60 disagreed, 42 remained neutral, 76 agreed and 16 strongly agreed that the content of media is not subject to censorship by government executives.

The content of media is not subject to censorship by government executives.

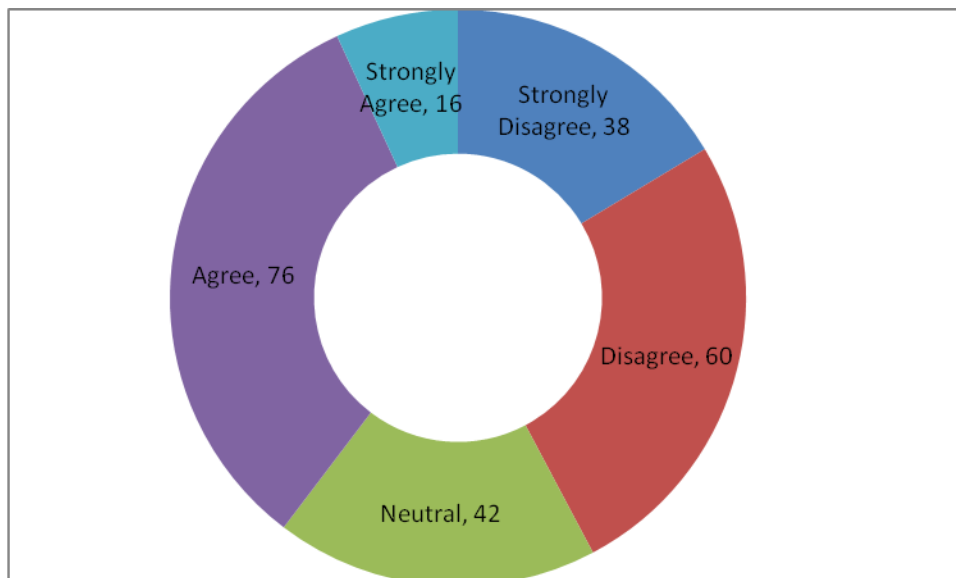


Figure 18: Media content censorship by government executives

According to the data, 42.3% of the respondents said that the content of media is subject to censorship by government executives while 18.1% remained neutral and 39.7% stated the content of media is not subject to censorship. This implies that majority of the respondents believe that the content of media is subject to censorship by government executives.

Besides, an interviewee says “censorship is common in Tigray. The government censors through hiring party affiliated media managers, the journalists themselves self-censor, and the party members in the media censor” (Personal Interview, 16 April 2019).

Other journalist says “censorship can’t be abolished in a context that the government is the sponsor, information source, license provider and after all it is the government who assigns political affiliated high and middle level media managers” (Personal Interview, 24 May 2019). He questions “why government is in charge of hiring media managers?” And he responds himself “it is to protect the interest of the governing party; it is to censor the critical views” (Personal Interview, 11 April 2019).

Therefore, the content of media is subject to censorship by government executives and party affiliated personalities in Tigray. Although the media have the mandate to serve the public through reflecting diversified interests of it, the censorship and self-censorship channels stood against the professional role of the media. Thus, self-censorship, censorship from within the media and externalities are challenging media professionalism in Tigray.

8) Internet Content

The upcoming line explores whether content of internet is not censored by the federal government. Hence, 28 respondents strongly agreed, 47 agreed, 54 remained neutral while 59 disagreed and 44 strongly disagreed to the view that the federal government doesn’t block and filter the content of internet.

The federal government doesn't block and filter internet content.

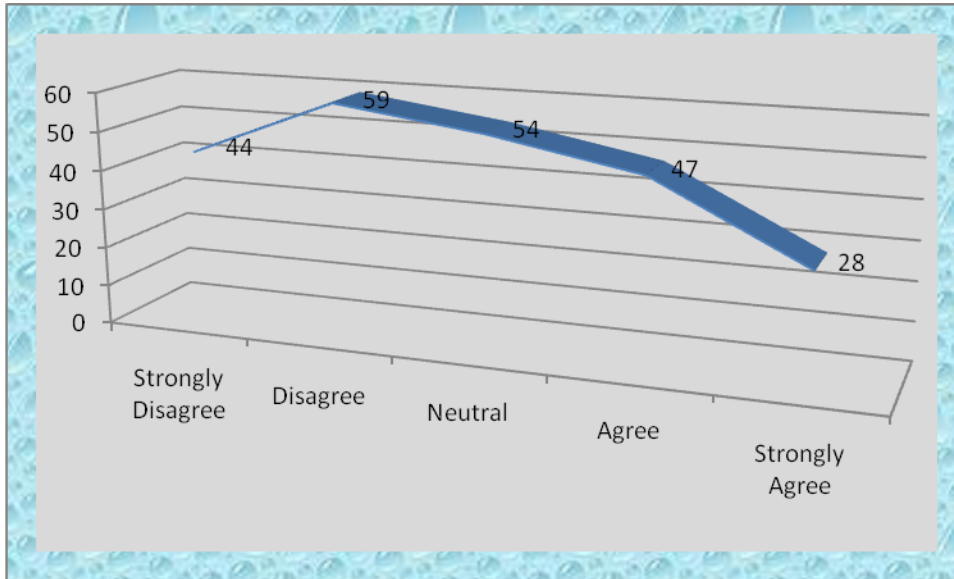


Figure 19: Internet content censorship

Based on the table 44.4% of the respondents disagreed or strongly disagreed to the view that the federal government block and filter the content of internet. Other considerable number of respondents (32.4%) agreed or strongly agreed that the federal government made the content of internet open while 23.3% remained neutral.

This indicates that majority of the respondents are against the view that the federal government doesn't block and filter the content of internet. Besides, the in-depth interviewees explained that although there is no official filter attempt repetitive blockage of internet are still happening; for instance in the incidents when ethnic conflict was rose in the last year. They added that the blockage trends show the executive practically compromised the internationally recognized human right, freedom of expression.

Therefore, the repetitive blockage of internet is limiting the effectiveness of the freedom of expression. But there is not official internet content filtering attempt.

9) Media Expression of Diversified Views

The data in the area graph below describes whether the media in Tigray are free to express diversified views of the public. Accordingly, 45 respondents strongly disagreed and 60 others disagreed that the media in Tigray are free to express diversified views of the public. The other 52 remained neutral while 57 agreed and 18 strongly agreed that the media in Tigray are free to express diversified views of the public.

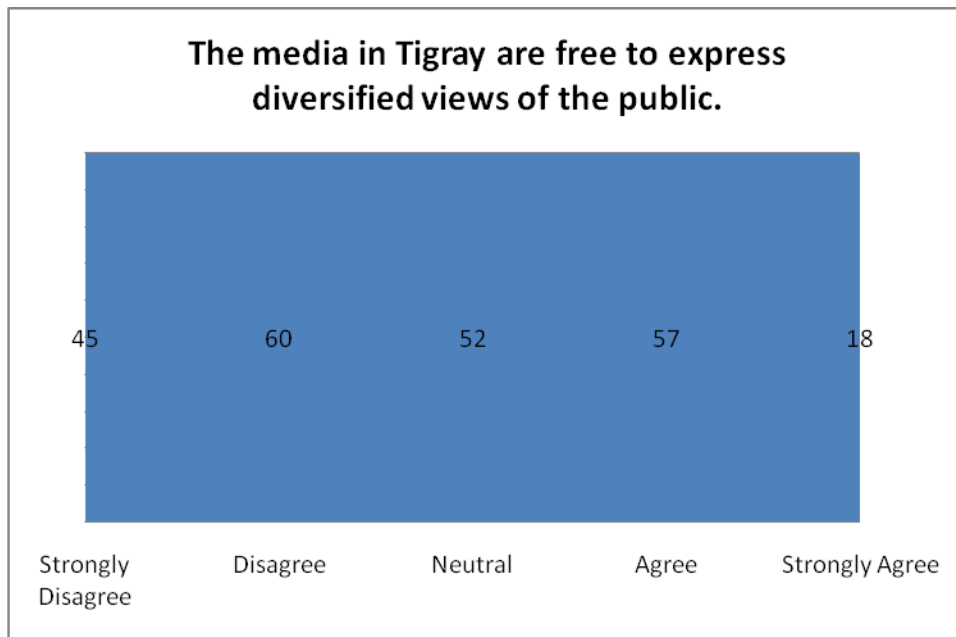


Figure 20: Expression of diversified views in the media in Tigray

Based on the table above, 45.3% of the respondents disagreed or strongly disagreed that the media in Tigray are not free to express diversified views of the public. Other 32.4% respondents agreed or strongly agreed that the media in Tigray are free to express diversified views of the public while 22.4% remained neutral. This indicates that most of the respondents believe that the media in Tigray are not free to express diversified views of the public.

Moreover, the in-depth personal interviewees stated that all the diverse voices in the public are not entertained in the media. A senior television producer says “I have witnessed that professionally produced program cut by the decision of an editor for the reason that it has strong criticism towards the government” (Personal Interview, 16 April 2019).

Another journalist says “although the constitution promotes diversified views the ground tend to become government advocate” (Personal Interview, 10 April 2019). A producer at state media says “the one who advocate government’s view has been promoted in to the senior positions in

the media. So, journalists censor ourselves and provide what our editors are looking for” (Personal Interview, 16 April 2019).

Therefore, the media in Tigray are not free to express diversified views of the public. Besides, self-censorship is a common challenge of the media sector in Tigray which shutdown the expression of diversified views. Article 27 sub-article 5 states “any media financed by or under the control of the state shall be operated in a manner ensuring its capacity to entertain diversity in the expression of opinion.” But, the media in Tigray are witnessed to favor government advocacy at the cost of diverse public views on the ground.

10) Uniformity in access to information across all media

The column herewith explains whether free expression and information access is similar for government owned, private and community media in Tigray. From the total 232 respondents, 45 strongly disagreed, 56 disagreed, 49 remained neutral while 65 agreed and 17 strongly agreed on it.

Free expression and information access is similar for government owned, private and community media in Tigray.

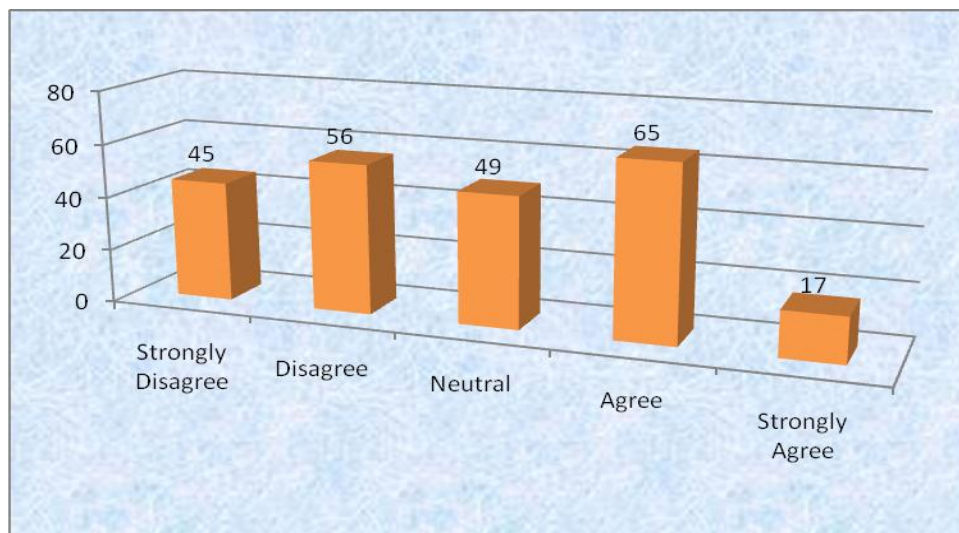


Figure 21: Free expression and information access in Tigray

Based on the data 43.5% of the respondents strongly disagreed or disagreed to the view free expression and information access is similar for government owned, private and community media in Tigray while 21.1% remained neutral and 35.3% others agreed or strongly agreed on it.

This implies that majority of the respondents believe that free expression and information access is not similar for government owned, private and community media in Tigray.

In addition to this, a private magazine managing editor in an in-depth interview says “the main challenge for me as a private press is that I can’t access government offices for being considered as ‘enemy’. For being a private media the government offices are reluctant to invite me in the press conferences” (Personal Interview, 18 May 2019).

Editor in-chief of one of the recently closed magazines says:

If you have to get access to the government’s doors, you have to show that you are government advocate by avoiding strong criticism on issues. One of the reasons for the closing of our magazine is lack of access information (Personal Interview, 15 May 2019).

Most of the interviewees agreed that the state media in Tigray have by far better access to government information than the private one. They added that although the Access to Information and Media Freedom Proclamation 590/2000 presented it as one of their duties, the government executives in Tigray are less responsive to requests for information from the private media.

Therefore, free expression and information access is not similar for government owned, private and community media in Tigray. The state media are favored for government related information dissemination. The private media in Tigray is discouraged in government offices. One of the factors for the decline of the private press in Tigray is lack of information.

4.3.2) Plurality and Diversity of Media

1) Licensing

Access to Information and Freedom of Media Proclamation 590/2000 article 7 states “every Ethiopian national has the right to establish a mass media.”

Furthermore, article 7 sub-article 1 says:

Any person who exercises direct or indirect effective control over a company possessing a nation- wide broadcasting license or a broadcasting license for an area with a recorded population of more than 100,000 inhabitants, may not exercise direct or indirect effective control over another company holding such a license and servicing the same or an overlapping market (Negarit Gazeta, 2008).

The following line explores whether the government practices licensing and regulations to prevent monopoly of media. 27 respondents strongly agreed, 47 others agreed, 68 remained

neutral while 70 respondents agreed and 20 others strongly agreed that the government practices licensing and regulations to prevent monopoly of media.

The government practices licensing regulations to prevent monopoly of media.

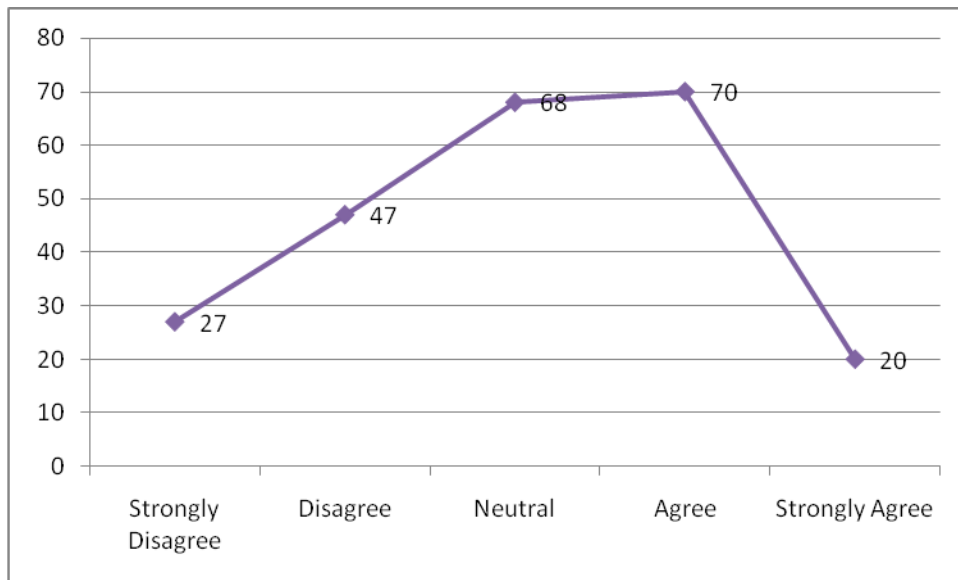


Figure 22: Licensing

Based on the data 38.8% of the respondents agreed or strongly agreed that the government practices licensing and regulations to prevent monopoly of media while 29.3% remained neutral. The remaining 31.9% disagreed or strongly disagreed to it. This indicates that most of the respondents believe that the government practices licensing and regulations to prevent monopoly of media.

What is more, in-depth interviewee says: “though the licensing regulation prohibits media monopoly the follow-ups by the regulatory body are not made in a transparent manner” (Personal Interview, 15 April 2019). Likewise, other interviewees added that the licensing requirements are not clearly communicated by the regulatory body.

Therefore, the licensing regulation prohibits media monopoly. But the regulatory body is criticized that it is less transparent in licensing and media regulation in-general.

2) Media Revenue

The upcoming table contains a data assessing whether the media in Tigray are not directly or indirectly dependent on government revenue sources. From 232 respondents, 15 strongly agreed,

41 agreed, 32 neutral while 76 respondents disagreed and the remaining 67 respondents strongly disagreed to the view that the media in Tigray are not directly or indirectly dependent on government revenue sources. But one participant didn't respond to the question.

The media in Tigray are not directly or indirectly dependent on government revenue sources.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	67	28.9	29.0	29.0
	Disagree	76	32.8	32.9	61.9
	Neutral	32	13.8	13.9	75.8
	Agree	41	17.7	17.7	93.5
	Strongly Agree	15	6.5	6.5	100.0
	Total	231	99.6	100.0	
Missing	System	1	.4		
Total		232	100.0		

Table 10. Media economic independence from the government

Accordingly, 67.7% of the respondents disagreed or strongly disagreed to the view that the media in Tigray are not directly or indirectly dependent on government revenue sources. 24.2% others agreed or strongly agreed to it while 13.8% remained neutral. This implies that most of the respondents believe that the media in Tigray are directly or indirectly dependent on government revenue sources.

Moreover, all the in-depth personal interviewees similarly stated that the media in Tigray is highly dependent on government revenue sources. Some of them added that is one of the reasons that many private media closed in Tigray.

A managing editor of a magazine which was closed this year says:

It is the government that let you survive or perish. The stand of my magazine was to come-up with public criticisms which are critical to the government position. But my paper perished. It is because of the financial problems and lack of information. The government offices and government affiliated private firms were reluctant to advertise in my paper (Personal Interview, 18 April 2019).

Another interviewee says

The challenge is that the government indirectly let you choose one; either compromise in your editorial independence which compliments the government

advocate content with little financial support or you perish respecting one's own editorial independence with lack of budget. What I chose yet is to survive (Personal Interview, 15 May 2019).

Therefore, the media in Tigray are directly or indirectly dependent on government revenue sources. Let alone the state media, which fully funded by the government, the editorial independence of the private media, is restrained by the economic challenges. Thus, the media in Tigray are in a direct and indirect control of the state.

3) Development of Community Media

Humara Community Radio is the only community media in Tigray. Its regular transmission began in 2008 E.C. It continued addressing the socio-economic and political concerns of the localities until it was quit before eight months for the reason that the transmitter is dissolved.

The data in the column herewith describes whether the development of the community media in Tigray adequate to promote local voices. All the participants of the survey responded to the question. 11 respondents strongly agreed, 26 others agreed, 53 remained neutral while 70 responded disagree and the remaining 72 replied strongly disagree to the view that the development of the community media in Tigray adequate to promote local voices.

The development of community media in Tigray is adequate to promote local voices.

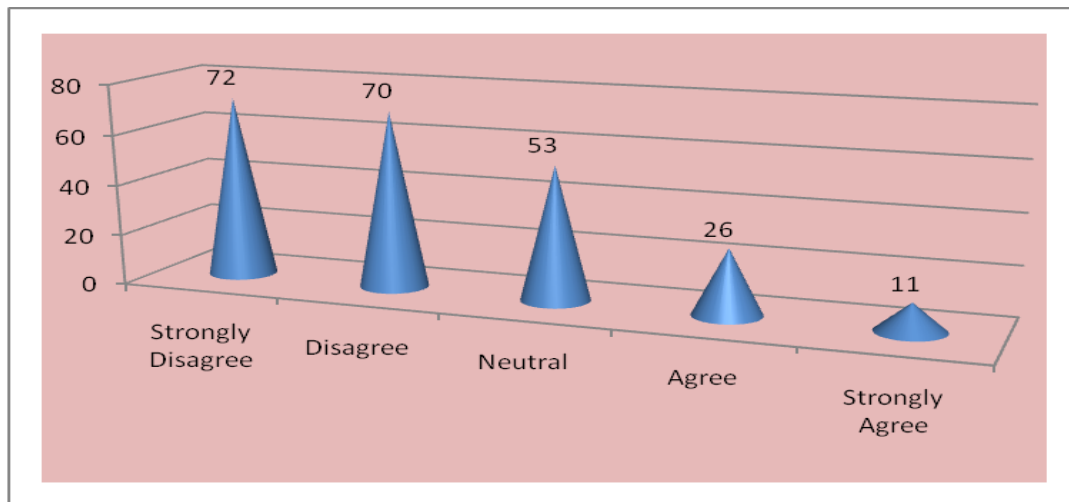


Figure 23: Development of community media in Tigray

Based on the table 61.2% responded that they disagree or strongly disagree to it. Other 22.8% remained neutral while 15.9% agreed or strongly agreed to it. This indicates that most of the

respondents strongly disagreed or disagreed to the view that the development of the community media in Tigray adequate to promote local voices.

Besides, one of the interviewees says “government neglected the media as a sector in Tigray; there is no media policy to promote local voices. The efforts to establish local community media are not encouraged by the government” (Personal Interview, 17 April 2019).

A mother who participated in the focus group discussion says:

We mobilized the people in Kunama Ethnic Community to have our own local community media. Based on the discussion we had with officials they promised to provide us equipments. We built rooms, we arranged human resource for it but not practical (Focus Group Discussion, 7 May 2019).

The focus group discussion with Irob Ethnic Community also reflected similar concern that the government is less supportive to promote local voices. An elder says “we live in a dispersed geographical area. We need a media that addresses our issues of concern.”

Therefore, the development of the community media in Tigray is not adequate to promote local voices. The public demands for the establishment of community media are not responded by the government.

4) Taxation

The following pie graph explores whether the government followed tax minimization schemes to support the development of media. Based on the data 86 respondents strongly disagreed, 53 disagreed, 64 remained neutral while 23 agreed and 6 strongly agreed that the government followed tax minimization schemes to support the development of media.

The government followed tax minimization schemes to support the development of media.

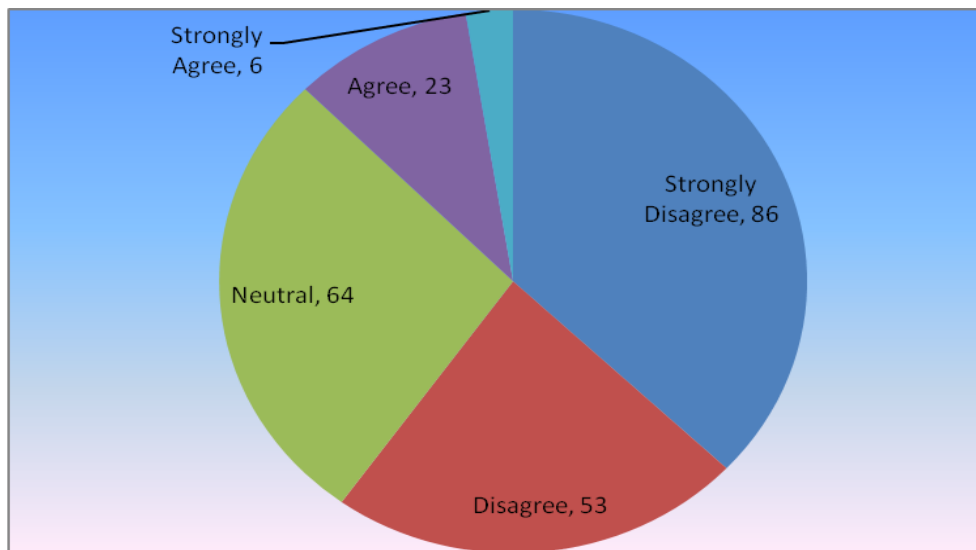


Figure 24: Tax minimization to support the development of media

As stated in the table 59.9% of the respondents strongly disagreed or disagreed to the view that the government follow tax minimization schemes to support the development of media. Other 27.6% remained neutral while 12.5 agreed or strongly agreed that the government followed tax minimization schemes to support the development of media. The figures show that most of the respondents are against the view that the government followed tax minimization schemes to support the development of media.

Furthermore, all the interviewees responded that restrictive tax system towards media and media facilities discouraged the media development efforts. A senior journalist says:

Investors who engage in hotel industry in Tigray are offered duty free import of construction materials. To the contrast, media professionals who want to operate their own media (which are public goods) are forced to pay a tax threefold of the cost of the camera when they import. What does this tell, other way of silencing freedom of media (Personal Interview, 15 May 2019).

One of the interviewees says “the heavy tax resumption on media restrained freedom of media and the right to free expression in-general” (Personal Interview, 16 May 2019).

Another private media managing editor says:

The media sector is ideally said to be open for all; but how the lower class societies can have their own media in a condition where excessive tax, high cost of paper,

extremely monopolized printing press and limited access to information prevails (Personal Interview, 16 May 2019).

Thus, the tax system the government followed towards the media and media products is not supportive to the development of media. Although the constitution allows freedom of the media, the government practically restrains the press freedom. One of the indicators is that the government excessive tax system towards the media and media facilities.

5) Public Broadcasting

The data in the following line describes whether there is a conducive environment for the establishment of public broadcasting service in Tigray. 41 respondents strongly disagreed, 58 disagreed, 68 remained neutral while 54 agreed and 11 respondents strongly agreed that there is conducive environment for the establishment of public broadcasting service in Tigray.

There is a conducive environment for the establishment of public broadcasting service in Tigray.

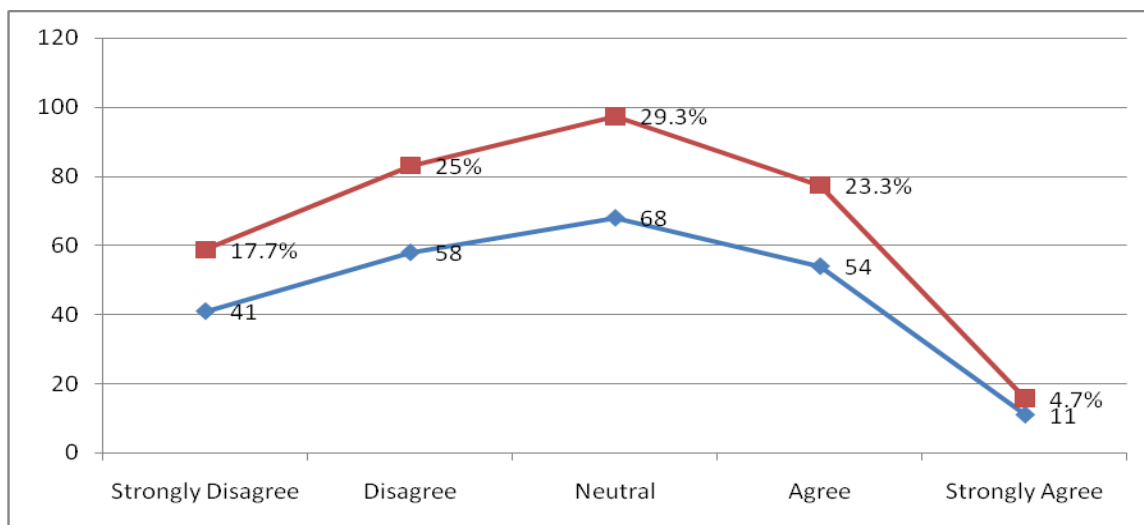


Figure 25: Conduciveness of the environment for the establishment of public broadcasting service in Tigray

According to the data many respondents (42.7%) disagreed or strongly disagreed towards the view that there is conducive environment for the establishment of public broadcasting service in Tigray. The other 29.3% remained neutral while 28% agreed or strongly agreed that there is conducive environment for the establishment of public broadcasting service in Tigray.

In addition to this, the interviewees stated that there is no public broadcast in Tigray.

One of the interviewees says:

In a condition where media independence is highly influence by the strong hold of the executive, in a society where low media literacy and lack of access to information prevails efforts to establish public media may be challenged (Personal Interview, 15 April 2019).

Therefore, there is no public broadcasting media in Tigray. Hence, there is no a conducive environment for the establishment of public broadcasting service.

6) Advertisement

The upcoming column contains a data that examines whether the placement of advertisement by the state is not in favor of government owned media. All respondents reflected on the issue. From 232 respondents, 64 strongly disagreed, 62 disagreed, 66 remained neutral while 35 agreed and 5 strongly agreed that the placement of advertisement by the state is not in favor of government owned media.

The placement of advertisement by the state is not in favor of government owned media.

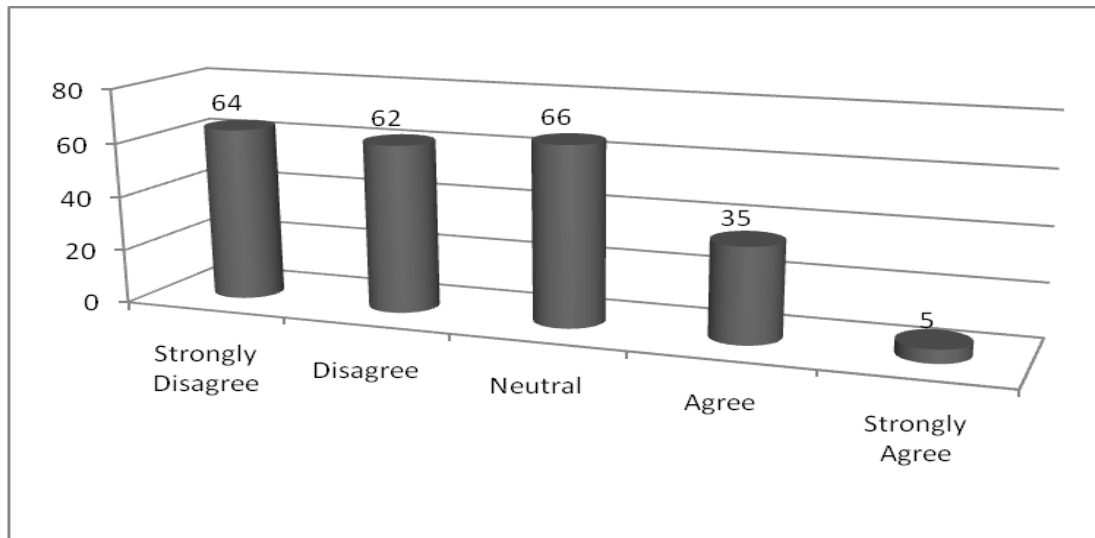


Figure 26: Placement of advertisement by the state

Majority of the respondents (54.3%) strongly disagreed or disagreed to the view that the placement of advertisement by the state is not in favor of government owned media. 28.4% were neutral while the remaining 17.3% agreed or strongly agreed that the placement of advertisement by the state is not in favor of government owned media.

More to the point, all the interviewees similarly stated that the government offices explicitly use the state media not only for advertisements but also for any kind of information dissemination. An interviewee from a private media says “the government has frowned view towards the private media, although the ultimate goal of both the private and state media has to be the public interest” (Personal Interview, 18 May 2019). Thus, the placement of advertisement by the state is in favor of government owned media. This is one of the challenges that worsen the private media environment in Tigray.

7) Advertisers’ interest and media content

The upcoming data in the table explores whether the advertisers’ interest doesn’t affect the diversity of media content. 231 responded to the issue while one didn’t respond to it. Based on the data 59 strongly disagreed, 76 disagreed, 47 neutral, 40 agreed and the remaining 9 strongly agreed to the view that the advertisers’ interest doesn’t affect the diversity of media content.

The advertisers’ interest doesn’t affect the diversity of media content in Tigray.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	59	25.4	25.5	25.5
	Disagree	76	32.8	32.9	58.4
	Neutral	47	20.3	20.3	78.8
	Agree	40	17.2	17.3	96.1
	Strongly Agree	9	3.9	3.9	100.0
	Total	231	99.6	100.0	
Missing	System	1	.4		
Total		232	100.0		

Table 11. Advertisers’ interest influence on diversity of media content

Accordingly, most of the respondents (58.2%) disagreed or strongly disagreed to the view that the advertisers’ interest doesn’t affect the diversity of media content. Other 20.3% remained neutral while 21.1% agreed or strongly agreed on it. Hence, most of the respondents believe that the advertisers’ interest in Tigray do affected the diversity of media content.

The views that reflected in the in-depth interview also manifest similar trend. One of the interviewees says “what made it worst in Tigray is that both the political and economic interests towards the media are from the government; that made critical press easily perish” (Personal

Interview, 18 April 2019). Therefore, the advertisers' interest affected the diversity of media content in Tigray.

8) Media Content Diversity

The following area graph explains whether the political interest of the governing party didn't affect the diversity of media content in Tigray. Accordingly, 85 strongly disagreed, 77 disagreed, 38 remained neutral while 21 agreed and 11 others strongly agreed that the political interest of the governing party didn't affect the diversity of media content in Tigray.

The political interest of the governing party does not affect the diversity of media content in Tigray.

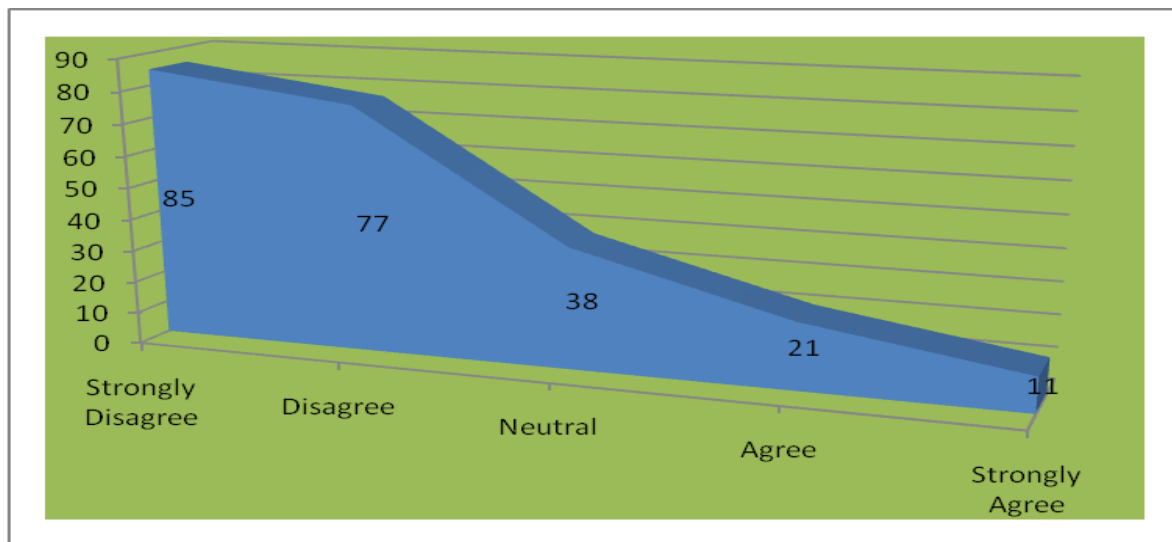


Figure 27: Political interest influence on diversity of media content

This indicates that most of the respondents (69.8%) strongly disagreed or disagreed that the political interest of the governing party affected the diversity of media content in Tigray. Other 16.4% remained neutral while 13.8% agreed or strongly agreed to it. Hence, most of the respondents agreed that the political interest of the governing party affected the diversity of media content in Tigray.

Besides, an interviewee questioned “why the media in Tigray have extremely similar agenda?” she adds “it’s rare to observe differences in the content” (Personal Interview, 15 April 2019).

A senior producer says “the editorial policy is sidelined. The media in Tigray rather restricted itself in promoting the personality cult of few executives at the expense of public interest” (Personal Interview, 16 May 2019).

Another interviewee says:

The constitution prohibits political interferences in the media. But there is the so called ‘media committee’, which almost all members of the committee are party officials and party affiliated media managers, that always meet and set uniform media agenda for all the broadcast media in Tigray (Personal Interview, 16 May 2019).

Most of the interviewees stated that the ‘media committee’ is one of the indicators of the interference the governing party made against the constitutionally guaranteed media independence. They added that the nomination of party affiliated media managers paved the ruling party a way to intrude the editorial affairs of the media.

Therefore, the political interest of the governing party affected the diversity of media content in Tigray. The appointment of party loyal media managers paved a way to allow political interferences in the media. And the ‘media committee’ the other challenge of media content diversity for the reason that it sets media agenda setting the editorial independence aside. Thus, the efforts of media content diversity in Tigray are highly challenged by political interests of the ruling party at the expense of the public interest.

9) Sponsorship and Content Diversity

The table herewith comprises a data whether the handling of sponsored programs promotes the content diversity by balancing positive and negative tone reporting. 64 respondents strongly disagreed, 56 disagreed, 58 remained neutral, 47 agreed while the remaining 7 strongly agreed that the handling of sponsored programs promotes the content diversity by balancing positive and negative tone reporting.

The handling of sponsored programs promotes the content diversity by balancing positive and negative tone reporting.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	64	27.6	27.6	27.6
	Disagree	56	24.1	24.1	51.7
	Neutral	58	25.0	25.0	76.7
	Agree	47	20.3	20.3	97.0
	Strongly Agree	7	3.0	3.0	100.0
	Total	232	100.0	100.0	

Table 12. The handling of sponsored programs towards media content diversity

Majority of the respondents (51.7%) strongly disagreed or disagreed that the handling of sponsored programs discourages the content diversity. Other 25% remained neutral while 23.3 agreed or strongly agreed that the handling of sponsored programs promotes the content diversity by balancing positive and negative tone reporting.

And the responses from the interviewees reflected that sponsored programs posed another challenge towards media content.

A senior reporter says:

I produce a weekly sponsored program. I have never attempted to produce criticism towards the sponsoring government institution. It's not because I didn't witness problems on the ground; it's because if I come-up with strong criticism the office may halt the funding (Personal Interview, 10 April 2019).

Thus, the handling of sponsored programs is being a challenge in promoting content diversity. Although, sponsorship is one of the revenue generation mechanisms in Tigray, it is becoming a big challenge to media independence and content diversity in-general.

10) Supportiveness of the private sector

The following pie graph explains whether the private sector is supportive towards the economic sustainability of the media in Tigray. Based on the data 61 strongly disagreed, 61 disagreed, 43 remained neutral while 52 agreed and 15 strongly agreed that the private sector is supportive towards the economic sustainability of the media in Tigray.

The private sector is supportive towards the economic sustainability of the media in Tigray.

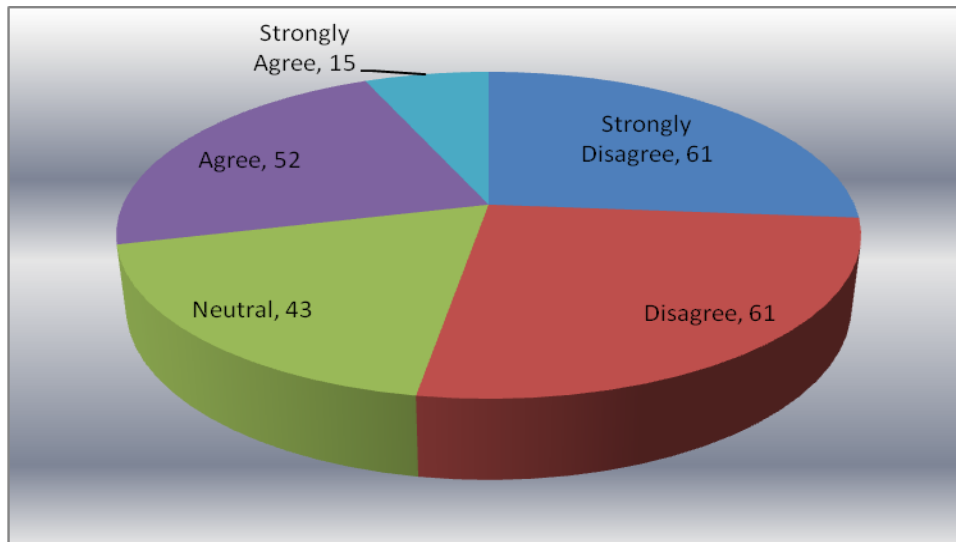


Figure 28: Supportiveness of the private sector towards the economic sustainability of the media in Tigray

Majority of the respondents (52.6%) disagreed or strongly disagreed to the view that the private sector is supportive towards the economic sustainability of the media in Tigray. Other 28.9% agreed or strongly agreed that the private sector is supportive towards the economic sustainability of the media in Tigray. 18.5% other respondents remained neutral.

Above and beyond, the interviewees stated that the private sector is not strong to support the media. A private media managing editor says “most of my sponsor private businesses fled because they feared that their business will be challenged by officials” (Personal Interview, 18 May 2019). Another interviewee adds “the private sector also tends to use the state media because advertising there will never provoke any challenge to their business” (Personal Interview 18 April 2019). Therefore, the private sector in Tigray is less supportive towards the economic sustainability of the media in Tigray.

4.3.3) Media Self-Regulation as a Platform of Democratic Discourse

1) Media as a reflection of the society

The upcoming line explores whether the media in Tigray are serving all zonal administrations, cultures, co-cultures and languages. Accordingly, 28 strongly disagreed, 36 disagreed, 58 remained neutral while 79 agreed and 31 strongly agreed that the media in Tigray are serving all zonal administrations, cultures, co-cultures and languages.

The media in Tigray are serving all zonal administrations, cultures, co-cultures and languages.

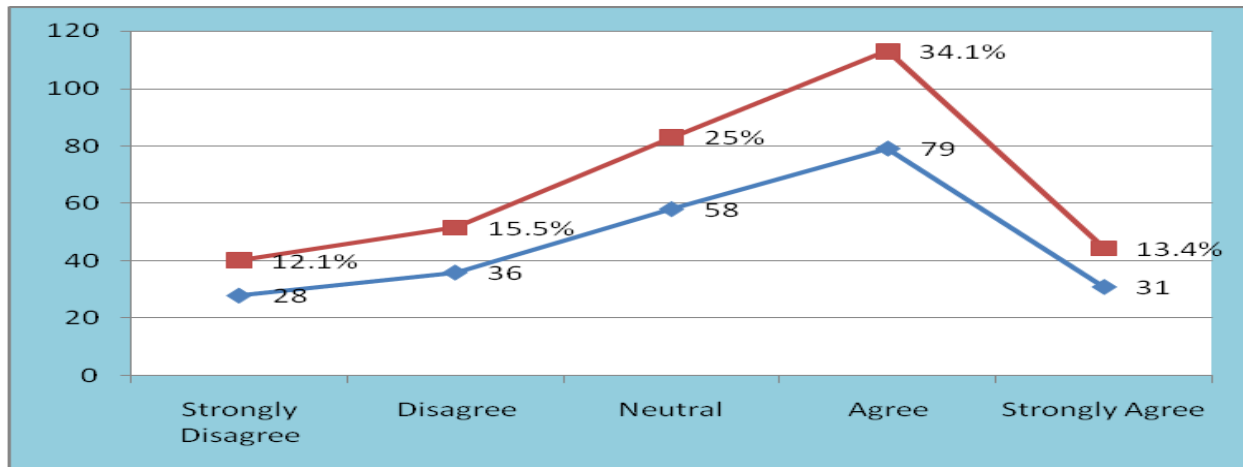


Figure 29: Media serving all cultures, co-cultures and languages

Based on the data majority of the respondents (47.5%) agreed or strongly agreed that the media in Tigray are serving all zonal administrations, cultures, co-cultures and languages. Other 25% remained neutral while 27.6% disagreed or strongly disagreed to the view that the media in Tigray are serving all zonal administrations, cultures, co-cultures and languages.

Nevertheless, the in-depth interviewees stated that the media in Tigray is concentrated in the urban society and highly elite centered. They reflected that as the distance from Mekelle increases the media coverage decreases. They added that there is a compromise in the distribution and quality of the programs.

Further, the interviewees added that the historical and cultural values of Tigray are not reflected in the media as the public expectation. Therefore, the media in Tigray are not serving all zonal administrations, cultures, co-cultures and languages. Most of the media in Tigray are concentrated in covering issues at the center, Mekelle, and highly elite centered.

2) Media as a reflection of all the perspectives in the politics

The data in the following table describes whether the media reflect and represent all the perspectives of political spectrum. 231 responded to the issue while 1 respondent didn't respond to it. Of the total respondents 60 respondents strongly disagreed, 44 disagreed, 52 remained neutral while 57 agreed and 18 strongly agreed that the media reflect and represent all the perspectives of political spectrum.

The media reflect and represent all the perspectives of political spectrum.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	60	25.9	26.0	26.0
	Disagree	44	19.0	19.0	45.0
	Neutral	52	22.4	22.5	67.5
	Agree	57	24.6	24.7	92.2
	Strongly Agree	18	7.8	7.8	100.0
	Total	231	99.6	100.0	
Missing	System	1	.4		
Total		232	100.0		

Table 13. Reflection of all the perspectives of political spectrum in the media

Based on the data 44.9% responded that they strongly disagree or disagree to the view that the media in Tigray reflect and represent all the perspectives of political spectrum. Other 32.4% replied they agree or strongly agree while 22.4% remained neutral. This implies that majority of the respondents believe that the media in Tigray are not inclusive to reflect and represent all perspectives in the political spectrum.

In addition, most of the interviewees stated that the media in Tigray is serving the interest of the governing party. A senior producer says “it’s the party that sets the media agenda in Tigray through the media committee” (Personal Interview 11 April 2019). And he questions “how can you expect all perspectives of the politics being entertained in this condition?” Therefore, the media in Tigray are not inclusive to reflect and represent all perspectives in the political spectrum.

3) Media as a reflection of all the social interests

The bar graph herewith explores whether the media reflect and represent a wide spectrum of social interests in Tigray. All the 232 participants responded to the issue. As stated in the table 48 strongly disagreed, 55 disagreed, 54 responded neutral while 65 agreed and 10 others strongly agreed that the media reflect and represent a wide spectrum of social interests in Tigray.

The media reflect and represent a wide spectrum of social interests in Tigray.

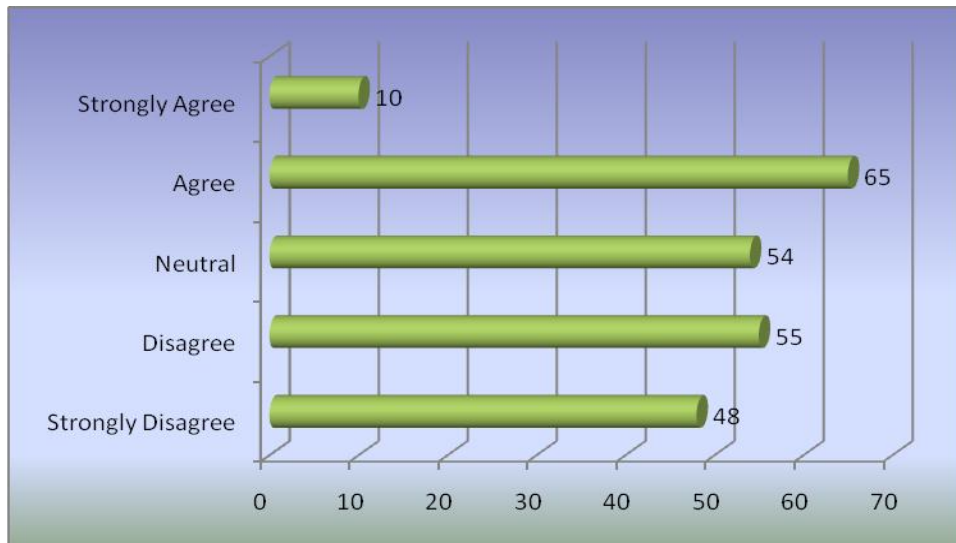


Figure 30: Representation of a wide spectrum of social interests in the media

Based on the data 44.4% of the respondents disagreed or strongly disagreed to the view that the media reflect and represent a wide spectrum of social interests in Tigray. Other 23.3% remained neutral while 32.3% of the respondents agreed or strongly agreed to it.

Accordingly, majority of the respondents believe that the media are not inclusively reflecting and representing a wide spectrum of the social interests in Tigray. Besides, the in-depth interviewees stated that the diverse social interests in Tigray are not entertained in the media in Tigray. Therefore, the media are less inclusively reflecting a wide spectrum of the social interests in Tigray.

4) Gender sensitive reporting

The following radar graph explains whether gender sensitive issues are prioritized in reporting. 25 responded that they strongly disagree to the view that gender sensitive issues are prioritized in reporting. 45 others disagreed, 65 remained neutral while 75 agreed and 22 strongly agreed that gender sensitive issues are prioritized in reporting.

Gender sensitive issues are prioritized in reporting.

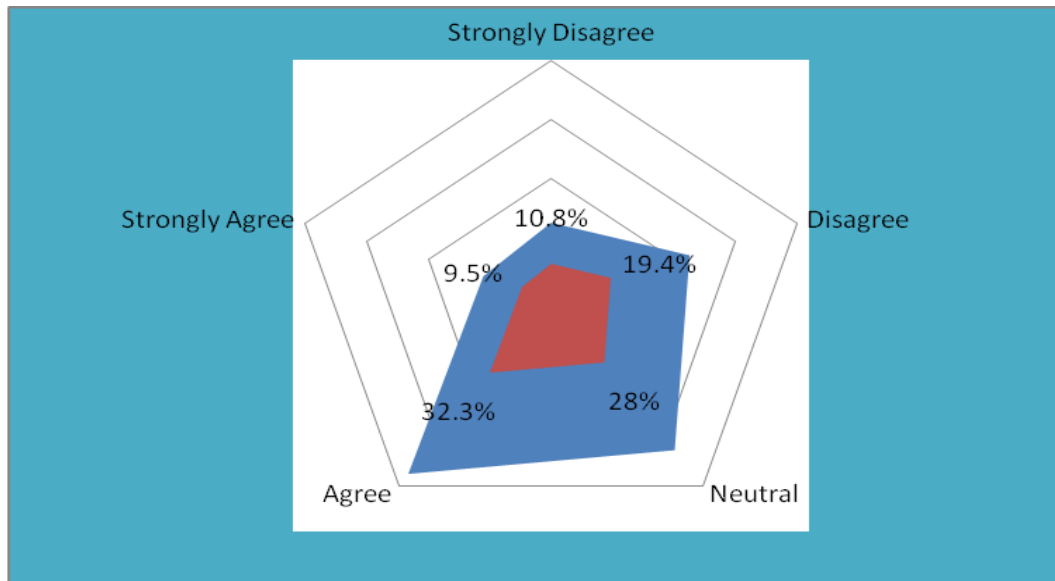


Figure 31: Gender sensitive issues are prioritized in reporting

According to the data 41.8% responded agree or strongly agree while 28% remained neutral and 30.2% responded that they disagree or strongly disagree to the view that gender sensitive issues are prioritized in reporting. This implies that majority of the respondents believe that gender sensitive issues are prioritized in reporting.

More to the point, the correlation between sex (independent variable) and gender sensitive issues in reports (dependent variable) is explained below.

		Sex	Gender sensitive issues are prioritized in reporting.
Sex	Pearson Correlation	1	-.165*
	Sig. (2-tailed)		.012
	N	232	232
Gender sensitive issues are prioritized in reporting.	Pearson Correlation	-.165*	1
	Sig. (2-tailed)	.012	
	N	232	232

*. Correlation is significant at the 0.05 level (2-tailed).

Table 14. Correlation between sex and gender sensitive reporting

According to the data above the correlation value is -0.165. This indicates that sex and gender sensitive reporting have very weak negative correlation. A decrease in female in the sample yielded an increase in the satisfaction on gender reporting priorities. This indicates that an increase in female in the sex will yield a decrease in the satisfaction level of gender sensitive reporting. This implies that females are not satisfied with the gender sensitive reporting in Tigray.

Furthermore, the interviewees stated that gender sensitive issues got better attention than other social interests. But they reflected their concern that the compromise in the quality of the program is a limitation that halted the demand for gender mainstreamed development. Therefore, gender sensitive issues are prioritized in reporting. But the way the gender sensitive issues are reported lack professionalism.

5) Promotion of local contents

The upcoming column describes whether the media in Tigray promotes the production of local contents. All respondents replied to it. 20 responded strongly disagree, 32 disagree, 62 neutral while 95 agree and 23 strongly agree that the media in Tigray promotes the production of local contents.

The media in Tigray promotes the production of local contents.

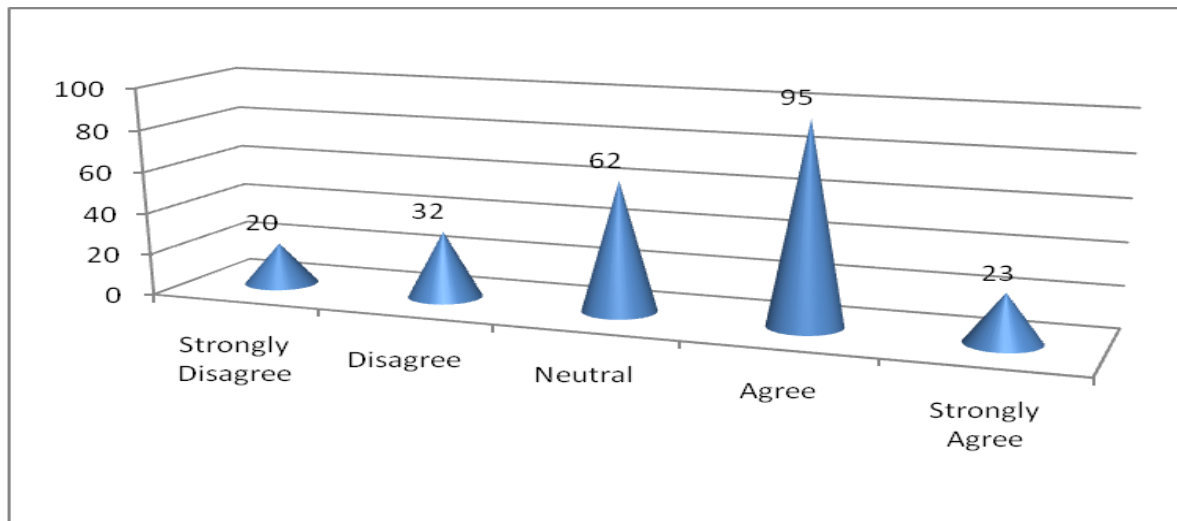


Figure 32: Production of local contents in the media

Accordingly, 50.8 respondents agreed or strongly agreed that the media in Tigray promotes the production of local contents. 26.7% others remained neutral while 22.4% respondents replied that they disagree or strongly disagree to the view that the media in Tigray promotes the production of local contents. Hence, majority of the respondents believe that the media in Tigray promotes the production of local contents.

Additionally, most of the in-depth personal interviewees stated that the media in Tigray devote most of the airtime and space for local issues. They added that they have concerns on the quality of the programs that the content less likely to reflect the diverse views in the locality. Therefore, the media in Tigray promotes the production of local contents. But the production of the content concentrates on few dominant views at the expense of the diverse views on the ground.

6) Editorial Independence

The data in the following area graph explores whether the media in Tigray serve the public interest with editorial independence and freedom. From total 232 respondents 50 responded strongly disagree, 56 others disagree, 52 neutral, 56 agree and 18 strongly agree that the media in Tigray serve the public interest with editorial independence and freedom.

The media in Tigray serve the public interest with editorial independence and freedom.

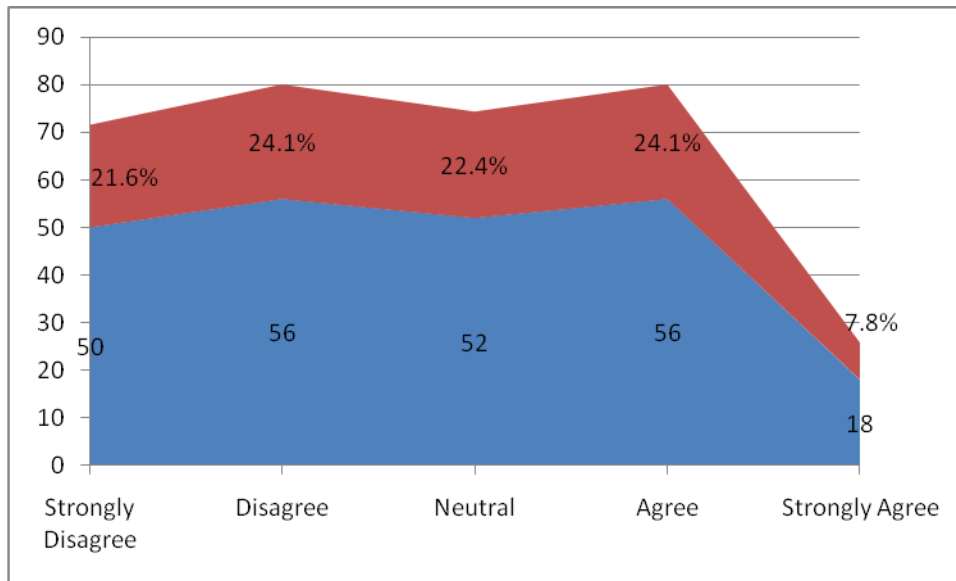


Figure 33: Media editorial independence and freedom in Tigray

According to the data 45.7% responded they disagree or strongly disagree to the view that the media in Tigray serve the public interest with editorial independence and freedom. 31.9% others agreed or strongly agreed while 22.4% respondents remained neutral to it.

This implies that majority of the respondents believe that the media in Tigray are not serving the public interest with editorial independence and freedom. Besides, the interviewees stated that the media in Tigray is not free to serve the public.

An interviewee says:

The objective of the media stated in the editorial policy and the way the media practice on the ground is quite different. The media in Tigray are government and governing party advocates at the cost of the public interest (Personal Interview, 16 May 2019).

Therefore, the media in Tigray are not serving the public interest with editorial independence and freedom. The political interest of the governing party is guiding the media practice at the expense of the editorial policy.

7) Media Content

The data in the upcoming table describes whether the content of state media in Tigray is supportive to the view of the governing party. 13 respondents strongly disagreed, 16 disagreed, 34 remained neutral while 115 agreed and 53 others strongly agreed to the view that the content of state media in Tigray is supportive to the view of the governing party.

The content of state media in Tigray is supportive to the view of the governing party.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	5.6	5.6	5.6
	Disagree	16	6.9	6.9	12.5
	Neutral	34	14.7	14.7	27.2
	Agree	115	49.6	49.6	76.7
	Strongly Agree	53	22.8	22.8	99.6
	Missing system	1	.4	.4	100.0
	Total	232	100.0	100.0	

Table 15. Content of state media supportiveness to the view of governing party

Based on the data 72.4% of the respondents agreed or strongly agreed to the view that the content of state media in Tigray is supportive to the view of the governing party. 14.7% others remained neutral while 12.5% respondents disagreed or strongly disagreed to the view that the content of state media in Tigray is supportive to the view of the governing party.

This indicates that most of the respondents believe that the content of state media in Tigray is supportive towards the view of the governing party. All the interviewees also reflected that the media in Tigray is in favor of the governing party.

An interviewee says:

At-least two reasons for this; firstly, media managers are assigned by the government based on their loyalty to the party not professional capacity. Secondly, the ‘media committee’ is there to set the media agenda in a defined time interval. Everyone can think what kind of agenda can be set by a committee almost all the members are governing party members (Personal Interview, 16 May 2019).

Thus, the content of state media in Tigray is supportive to the view of the governing party.

8) Content of the private media

The upcoming table assesses whether the content of private media in Tigray is critical of the view of the governing party. All the 232 respondents replied to the issue. 46 respondents strongly disagreed, 42 others disagreed, 58 remained neutral while 61 agreed and 25 others strongly agreed to the view that the content of private media in Tigray is critical of the view of the governing party.

The content of private media in Tigray is critical of the view of the governing party.

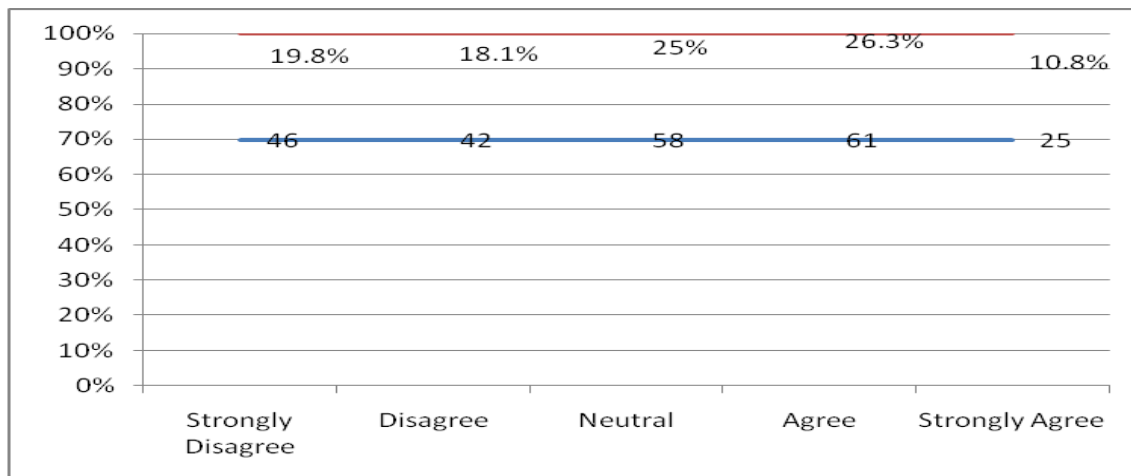


Figure 34: Criticality of the content of private media towards the view of the governing party

Based on the data 37.9% of respondents strongly disagreed or disagreed that the content of private media in Tigray is not that much critical of the view of the governing party. To the contrary, 37.1% respondents agreed or strongly agreed to it. And 25% others remained neutral. Respondents who replied strongly disagree or disagree (37.9%) and others who responded agree and strongly agree (37.1%) have similar proportion. This indicates that there are two contrasting views towards the view that the content of private media in Tigray is critical of the view of the governing party.

The interviewees stated that most of the private media in Tigray are directly or indirectly dependent on government funding, in the form of sponsorship and advertisement. A private media managing editor says “because of the economic factor one side and the political gate keeping the other, the media in Tigray are less critical to the view of the governing party” (Personal Interview, 18 April 2019).

Therefore, the private media in Tigray are less critical to the view of the governing party. The reasons for the decline of magazines; Sergen and Ruftana as well as Sesina Newspaper are budget constraints, lack of access to information and political influences. The private firms which were sponsoring and advertising on these media discontinue after politicians began to label the presses as ‘enemies’. Thus, the private media are less critical to the view of the governing party.

9) Alternative ideas

The following doughnut explores whether the media in Tigray provide alternative ideas on government policies and actions. All participants responded to the issue. Accordingly, 55 strongly disagreed, 51 disagreed, 52 remained neutral, 59 agreed while 15 others strongly agreed that the media in Tigray provide alternative ideas on government policies and actions.

The media in Tigray provide alternative ideas on government policies and actions.

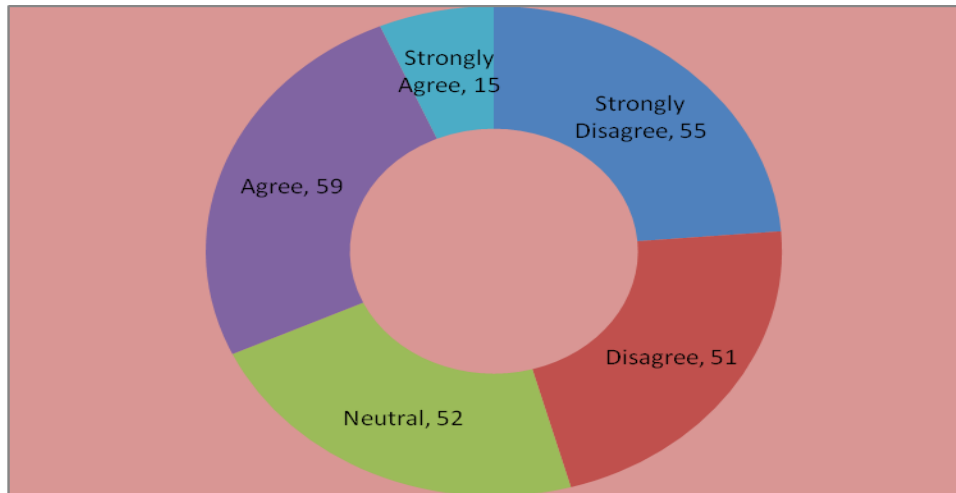


Figure 35: Media in providing alternative ideas on government policies and actions

Based on the data 45.7% responded strongly disagree or disagree to the view that the media in Tigray provide alternative ideas on government policies and actions. Other 31.9% replied agree or strongly agree to it while 22.4% remained neutral. This indicates that majority of the respondents strongly disagreed or disagreed to the view that the media in Tigray provide alternative ideas on government policies and actions.

What is more, the interviewees explained that the private press for itself is challenged with the concern of economic sustainability. And they added that the political interferences from the government officials went against the constitutionally guaranteed media independence. They stated that under such critical condition bringing alternative idea to the plate may lead to blackout as is the case for the recently shutdown magazines Ruftana and Sergen as well as Sesina Newspaper.

The editor in-chief of one of the closed magazines says:

We tried to publish the public views on the ground. Some officials labeled us ‘enemy’ then our sponsors and advertisers went out to protect the reputation of their business from working with ‘enemies’ (Personal Interview, 15 May 2019).

Above and beyond, the interviewees stated that the media in Tigray are highly event oriented and follow-ups of developing stories are neglected. They added that the media mostly report on others agenda, not their own. A media manager says “excessive emphasis on event reporting in

the media in Tigray definitely made the media serve as government advocates not alternative views disseminators” (Personal Interview, 16 April, 2019).

Therefore, the media in Tigray are reluctant to provide alternative ideas on government policies and actions. This is because the media in Tigray is highly challenged by political interferences which have drawbacks on the economic sustainability of the media institutions. Thus, most of the media tend to be government event advocate so as to sustain the sponsorship and advertisement offers from government and private sector at the expense of the editorial independence.

10) Experience Sharing

The data in the following table explains whether the media in Tigray share experiences among each other in an institutionalized manner. 45 respondents strongly disagreed, 67 others disagreed, 60 remained neutral while 47 agreed and the remaining 13 strongly agreed that the media in Tigray share experiences among each other in an institutionalized manner.

The media in Tigray share experiences among each other in an institutionalized manner.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	45	19.4	19.4	19.4
	Disagree	67	28.9	28.9	48.3
	Neutral	60	25.9	25.9	74.1
	Agree	47	20.3	20.3	94.4
	Strongly Agree	13	5.6	5.6	100.0
	Total	232	100.0	100.0	

Table 16. Experience sharing among media in Tigray

Based on the data 48.3% respondents disagreed or strongly disagreed while 25.8% agreed or disagreed and 25.9% others remained neutral. Accordingly, majority of the respondents believe that the media in Tigray are weak in sharing experiences among each other in an institutionalized manner. The interviewees stated that there were some media forum initiatives but discontinued at some point because it was not handled in an institutionalized manner. Thus, the media in Tigray are weak in sharing experiences among each other in an institutionalized manner.

4.3.4) Professional Capacity Building and Media Support Institutions

According to the demographic data, 64% of journalists and 77% of media managers currently working in the media institutions in Tigray graduated in courses other than journalism. This demands scrupulous capacity building engagements in formal and informal trainings.

1) Journalism Ethics

The upcoming table describes whether the journalism training schemes entertains issues of journalism ethics. From the total of 232 respondents 20 strongly disagreed, 34 disagreed, 63 others remained neutral while 95 agreed and 20 others strongly agreed that the journalism and communication training schemes cover issues of journalism ethics.

The journalism training schemes entertains issues of journalism ethics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	20	8.6	8.6	8.6
	Disagree	34	14.7	14.7	23.3
	Neutral	63	27.2	27.2	50.4
	Agree	95	40.9	40.9	91.4
	Strongly Agree	20	8.6	8.6	100.0
	Total	232	100.0	100.0	

Table 17. Coverage of journalism ethics in journalism training schemes

Based on the data 49.5% responded agree or strongly agree to the view that the journalism and communication training schemes cover issues of journalism ethics. 27.2% others remained neutral while 23.3% respondents disagreed or strongly disagreed to it. Accordingly, majority of the respondents said that the journalism training schemes cover issues of journalism ethics. But the interviewees stated that the media law and ethics courses and the journalism trainings in the higher education institutions in-general lack contextualization into the local environment. A journalist from FM Radio says “the curriculum is still at the era of the traditional media. Things have changed by the digital one but the trends in the online media offered less concern in the training” (Personal Interview, 11 April 2019). Moreover, a journalism graduate journalist says “the course material for media law and ethics is not contextualized although we the journalists who graduated from these institutions are working in the local legal framework” (Personal Interview, 16 April 2019).

Therefore, although the journalism training schemes entertain issues of journalism ethics, the local contexts in media law and ethics are not clearly addressed in it.

2) Human Rights and Democracy

The data in the upcoming column explains whether the trainings provided for media professionals empower human rights and democracy. As stated in the table 21 strongly disagreed, 32 disagreed, 73 neutral while 87 others agreed and 19 strongly agreed that the trainings provided for media professionals empower human rights and democracy.

The trainings provided for media professionals empower human rights and democracy.

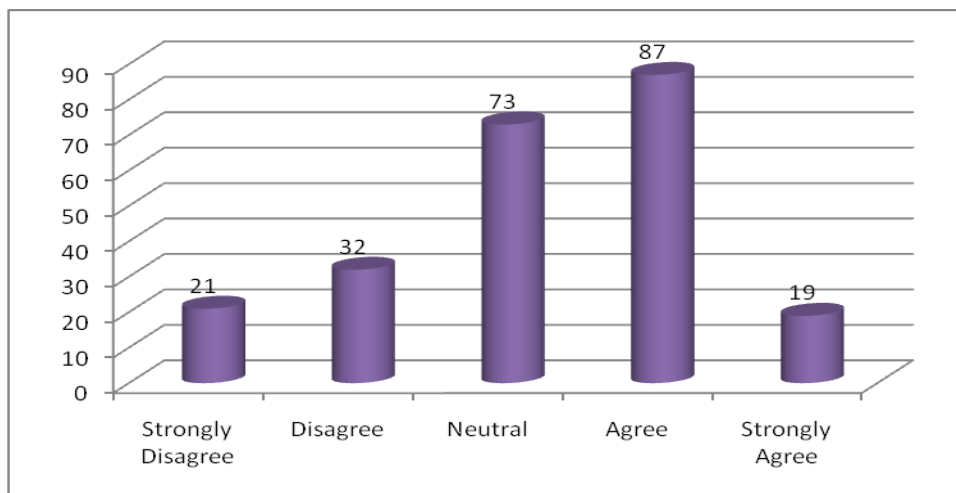


Figure 36: Trainings empowering human rights and democracy

As stated above in the table 45.7% responded agree or strongly agree, 31.5% remained neutral while the other 22.9% are in the contrary to the view that the trainings provided for media professionals empower human rights and democracy. This implies that most of the respondents agreed or strongly agreed that the trainings provided for media professionals empower human rights and democracy.

A senior journalist says “although the online media is becoming one of the pillars of free expression and democracy in-general, it is not given emphasis in the trainings” (Personal Interview, 10 April 2019). Most of the other interviewees stated that although the courses have some human rights and democracy related portions, they are not contextualized into the local framework.

Therefore, the journalism trainings provided for media professionals empower human rights and democracy. But the courses are not contextualized.

3) Investigative Journalism Skills

The data in the area graph herewith describes whether the journalism training schemes equip journalists with investigative journalism skills. 22 responded strongly disagree, 63 disagree, 63 remained neutral while 73 others agreed and 11 respondents strongly agreed that the journalism training schemes equip journalists with investigative journalism skills.

The journalism training schemes equip journalists with investigative journalism skills.

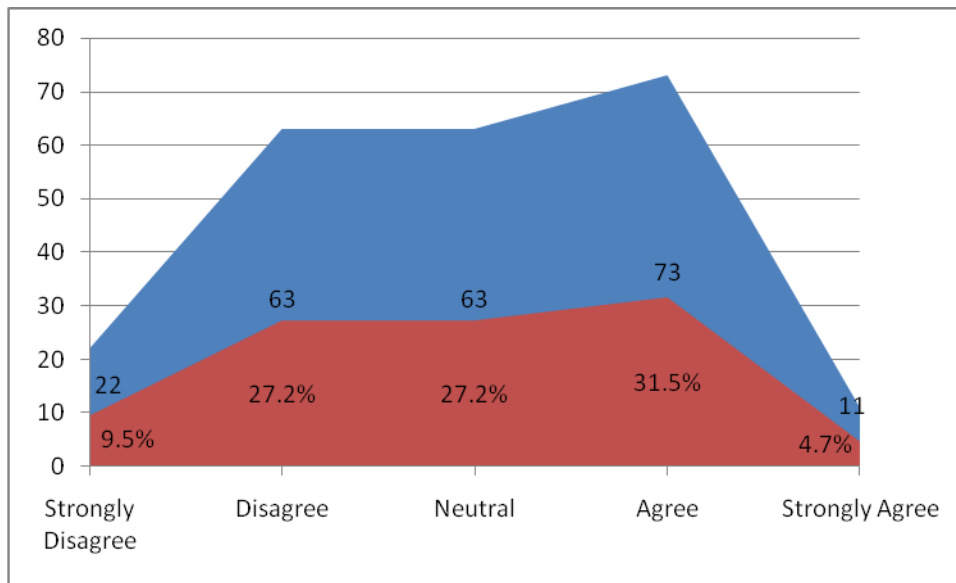


Figure 37: Journalism trainings in empowering journalists in investigative journalism

Based on the data 36.7% respondents strongly disagreed or disagreed while 36.2% others agreed or strongly agreed that the journalism training schemes equip journalists with investigative journalism skills. And still 27.2% others remained neutral to the issue. Accordingly, the respondents who agreed or strongly agreed for the journalism trainings have enough room for empowering journalists with investigative journalism (36.2%) has a comparable contrary view from those who disagreed or strongly disagreed (36.7%) to it. This implies that there are two contrasting views towards the issue.

The interviewees stated that investigative journalism is given as a part of a course together with feature writing namely, Feature Writing and Investigative Journalism. They added that this shows that it is not given due emphasis in the training institutions.

Therefore, the journalism training schemes are not equipping journalists with investigative journalism skills contrasting to the professional demand on the ground. Although it is given as a

portion of a course, investigative journalism is one of the less addressed areas in the training institutions.

4) Media Management

The following table describes whether media managers have access to media business management training. Based on the data 35 strongly disagreed, 48 disagreed while 81 others remained neutral. In the contrary, 58 agreed and 10 strongly agreed that media managers have access to media business management training.

Media managers have access to media business management training.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	15.1	15.1	15.1
	Disagree	48	20.7	20.7	35.8
	Neutral	81	34.9	34.9	70.7
	Agree	58	25.0	25.0	95.7
	Strongly Agree	10	4.3	4.3	100.0
	Total	232	100.0	100.0	

Table 18. Media managers' access to media management training

Accordingly, 35.8% respondents disagree or strongly disagree, 34.9% neutral while the remaining 29.3% agree or strongly agree that media managers have access to media business management training. Though still slightly comparable digits, majority of the respondents tend to believe that media managers have less access to media business management training. The interviewees also stated that they have less access to evening, extension or on-job trainings on media management and journalism in-general.

Therefore, media managers have less access to media business management training in Tigray though the situations demands it. Additionally, the journalism training institutions in Tigray are not providing evening and extension classes for the media professionals and managers.

5) Professional support to the media

The data in the upcoming line explores whether the journalism training institutions are supporting the institutionalization of media in Tigray through research based consultation. Hence, 61 responded that they strongly disagree to the view that the journalism training institutions are supporting the institutionalization of media in Tigray through research based

consultation. And 67 others disagree, 63 remain neutral while 35 agree and still 6 others strongly agree that the journalism training institutions are supporting the institutionalization of media in Tigray through research based consultation.

The journalism training institutions are supporting the institutionalization of media in Tigray through research based consultation.

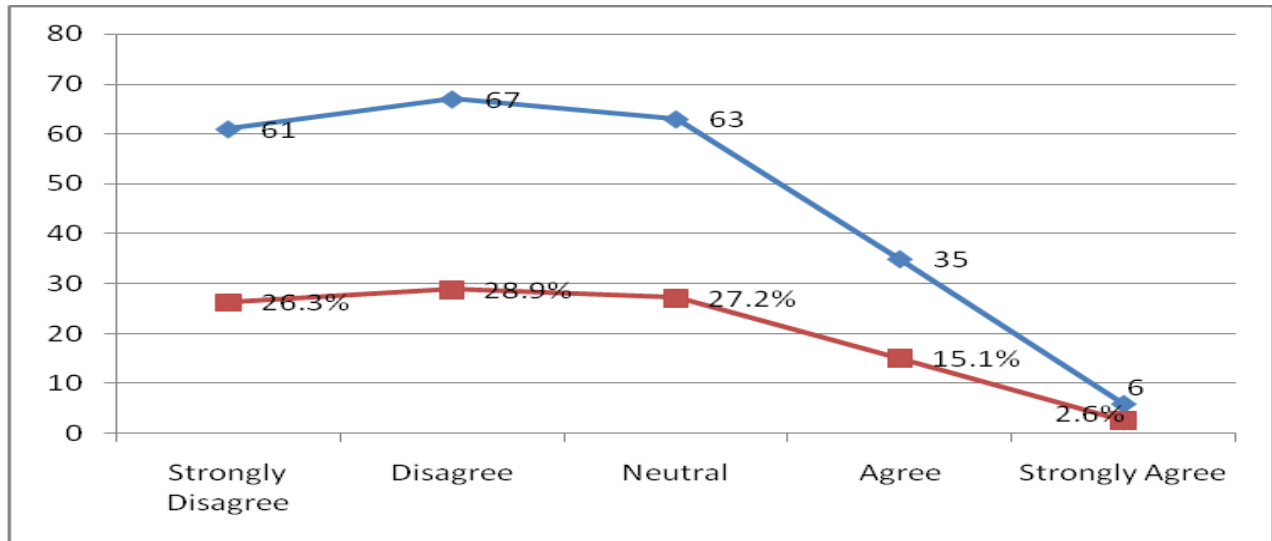


Figure 38: Journalism training institutions' support to media institutionalization

Based on the data 55.2% disagree or strongly disagree, 27.2% remain neutral while 17.7% others agree or strongly agree to the view that the journalism training institutions are supporting the institutionalization of media in Tigray through research based consultation. This indicates that most of the respondents believe that the journalism training institutions are less supportive towards the institutionalization of media in Tigray through research based consultation.

Further, most of the interviewees stated that the journalism training institutions are not fully engaged in researching the challenges of the media sector in Tigray. They added that as a result the effort to consult the media institutions is extremely weak. Therefore, the journalism training institutions are less supportive towards the institutionalization of media in Tigray through research based consultation.

6) NGO's support to media capacity building

The following table explains whether the non-governmental institutions do support the media through capacity building. Based on the data 65 responded that they strongly disagree and still 72

others disagree to it. Besides, 51 remain neutral while 35 respondents agree and 9 others strongly agree that the non-governmental institutions do support the media through capacity building.

Non-governmental institutions do support the media through capacity building.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	65	28.0	28.0	28.0
	Disagree	72	31.0	31.0	59.1
	Neutral	51	22.0	22.0	81.0
	Agree	35	15.1	15.1	96.1
	Strongly Agree	9	3.9	3.9	100.0
	Total	232	100.0	100.0	

Table 19. Non-governmental institutions' supportiveness towards media capacity building

Based on the data in the above table 59% of respondents disagree or strongly disagree, 22% others remain neutral while 19% respondents agree or strongly agree to the view that the non-governmental institutions do support the media through capacity building. This implies that most of the respondents believe that the non-governmental institutions are less supportive of media capacity building. Besides, the interviewees stated that the non-governmental institutions have less contribution in the media sector. Therefore, non-governmental institutions are less supportive towards media capacity building.

7) Institutionalization of media capacity enhancement

The data in the pie graph herewith describes whether the capacity gaps in the media industry in Tigray require the establishment of media center that institutionalizes the professional capacity building efforts. All the 232 respondents replied to the issue.

Accordingly, 11 strongly disagree, 12 respondents disagree, 35 others remain neutral while 68 agree and 106 others strongly agree that the capacity gaps in the media industry in Tigray require the establishment of media center that institutionalizes the professional capacity building efforts.

The capacity gaps in the media industry in Tigray require the establishment of media center that institutionalizes the professional capacity building efforts.

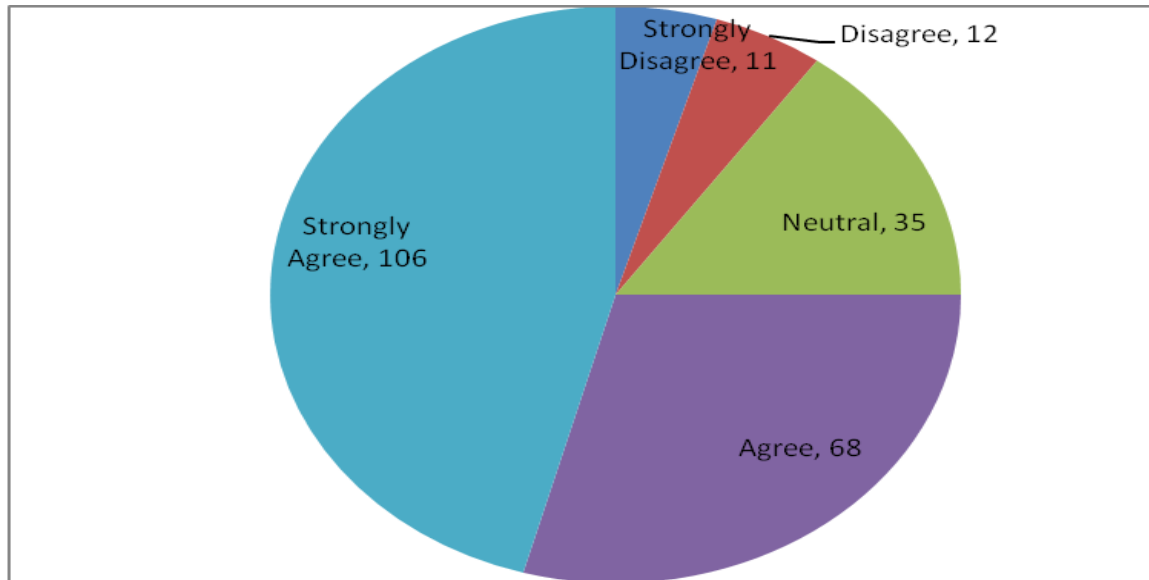


Figure 39: Institutionalization of capacity building engagements

Based on the data 75% respondents strongly agree or agree that the capacity gaps in the media industry in Tigray require the establishment of media center that institutionalizes the professional capacity building efforts. And 15.1% others remain neutral while 9.9% respondents disagree or strongly disagree to it. This implies that there is a demand for the institutionalization of the capacity building efforts in the media so as to coordinate the capacity enhancement engagements in a planned and researched manner.

Still, the interviewees stated that the capacity enhancement engagements need to be based on need assessments on capacity gaps. Therefore, the capacity gaps in the media industry in Tigray require the establishment of media center that institutionalizes the professional capacity building efforts.

8) Professional Associations

The upcoming table explores whether the governmental and non-governmental media stakeholders are welcoming the efforts aimed at establishing professional associations. Based on the data 44 respondents strongly disagree, 52 disagree, 63 neutral while 53 respondents agree and still 20 others strongly agree that the governmental and non-governmental media stakeholders are welcoming the efforts aimed at establishing professional associations.

Government and non-governmental media stakeholders are welcoming the efforts aimed at establishing professional associations.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	44	19.0	19.0	19.0
	Disagree	52	22.4	22.4	41.4
	Neutral	63	27.2	27.2	68.5
	Agree	53	22.8	22.8	91.4
	Strongly Agree	20	8.6	8.6	100.0
	Total	232	100.0	100.0	

Table 20. Governmental and non-governmental media stakeholders’ readiness for the establishment of professional associations

Accordingly, 41.4% respondents disagree or strongly disagree towards the view that the governmental and non-governmental media stakeholders are welcoming the efforts aimed at establishing professional associations. And 27.2% others remain neutral while 31.4 respondents agree or strongly agree to it. This indicates that majority of the respondents believe that the governmental and non-governmental media stakeholders are less welcoming the efforts aimed at establishing professional associations.

On top of this, the interviewees stated that there was a journalist association before 10 years but bowed of lack of support from the government and other stakeholders. Therefore, the governmental and non-governmental media stakeholders have been less supportive to the efforts aimed at establishing professional associations.

9) Democratic institutions in promoting awareness of freedom of expression

The data in the following table examines whether the human right and ombudsman offices are promoting awareness of freedom of expression in Tigray. From the total 232 respondents 231 reflected on the issue while 1 didn’t respond to it.

Based on the data 53 respondents strongly disagreed, 79 others disagreed while 48 remained neutral to the issue. To the contrary, 39 agreed and 12 strongly agreed that the human right and ombudsman offices are promoting awareness of freedom of expression in Tigray.

The human right and ombudsman offices are promoting awareness of freedom of expression in Tigray.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	53	22.8	22.9	22.9
	Disagree	79	34.1	34.2	57.1
	Neutral	48	20.7	20.8	77.9
	Agree	39	16.8	16.9	94.8
	Strongly Agree	12	5.2	5.2	100.0
	Total	231	99.6	100.0	
Missing	System	1	.4		
Total		232	100.0		

Table 21. Human rights and ombudsman’s role in promoting awareness of freedom of expression in Tigray

Accordingly, 56.9% respondents disagreed or strongly disagreed towards the view that the human right and ombudsman offices are promoting awareness of freedom of expression in Tigray. To the contrary, 22% agreed or strongly agreed while 20.7% others remained neutral to it. This implies that majority of the respondents believe that the human right and ombudsman offices have less engagement in promoting awareness of freedom of expression in Tigray.

Above and beyond, the interviewees stated that the institutions are less supportive as per their mission. Therefore, the human right and ombudsman offices have less engagement in promoting awareness of freedom of expression in Tigray.

10) Civil societies’ support towards media independence

The data in the upcoming column describes the reflection of the respondents on whether civil societies are supporting the efforts of the media towards professional independence and creating conducive media environment.

Accordingly, 57 respondents strongly disagreed, 69 others disagreed while 54 others remained neutral. 47 respondents agreed and 5 others strongly agreed that civil societies are supporting the efforts of the media towards professional independence and creating conducive media environment.

Civil societies are supporting the efforts of the media towards professional independence and creating conducive media environment.

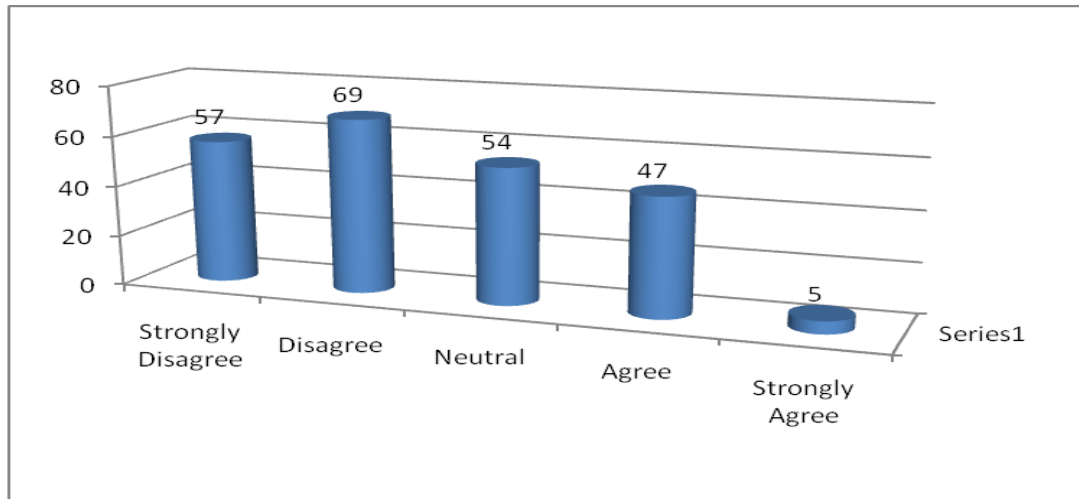


Figure 40: Civil societies' support for creating conducive media environment

Based on the data, 54.3% respondents disagreed or strongly disagreed to the view that civil societies are supporting the efforts of the media towards professional independence and creating conducive media environment. To the reverse, 22.5% others responded that they agree or strongly agree to it. This implies that majority of the respondents believe that civil societies are less supportive of the efforts of the media towards professional independence. The interviewees also explained that civil societies in Tigray have less collaboration with the media. Thus, civil societies are less supportive towards the efforts of professional independence and creating conducive media environment.

4.3.5) Media Infrastructure and Public Access

1) Modern Media Technology Facility

The following table explores whether media organizations have modern technological facilities for news gathering and reporting. Based on the data 25 respondents strongly agreed, 43 disagreed, 66 remained neutral while 74 respondents agreed and 24 others strongly agreed that media organizations have modern technological facilities for news gathering and reporting.

Media organizations in Tigray have modern technological facilities for news gathering and reporting.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	10.8	10.8	10.8
	Disagree	43	18.5	18.5	29.3
	Neutral	66	28.4	28.4	57.8
	Agree	74	31.9	31.9	89.7
	Strongly Agree	24	10.3	10.3	100.0
	Total	232	100.0	100.0	

Table 22. Media technology for news gathering and reporting

Accordingly, 42.2% respondents agreed or strongly agreed that media organizations in Tigray have modern technological facilities for news gathering and reporting. And 28.4% others remained neutral while 29.3% respondents strongly disagreed or disagreed to it. This shows that majority of the respondents believe that media organizations in Tigray have more or less modern technological facilities for news gathering and reporting.

The interviewees to the reverse stated that most of the media in Tigray are challenged by limitations of news gathering and reporting equipments. Therefore, media organizations in Tigray are not equipped with modern technological facilities. Although the media technology facility varies from one medium to other, most of the media in Tigray are operating in limited and manual media technologies.

2) ICT Access

The following bar graph describes whether journalists in Tigray have secure, reliable and affordable access to ICTs. Based on the data 31 responded strongly disagree, 41 others disagreed while 86 remained neutral to it. To the contrary, 58 respondents agreed and 16 others strongly agreed that journalists in Tigray have secure, reliable and affordable access to ICTs.

Journalists, who are working in Tigray, have secure, reliable and affordable access to ICTs.

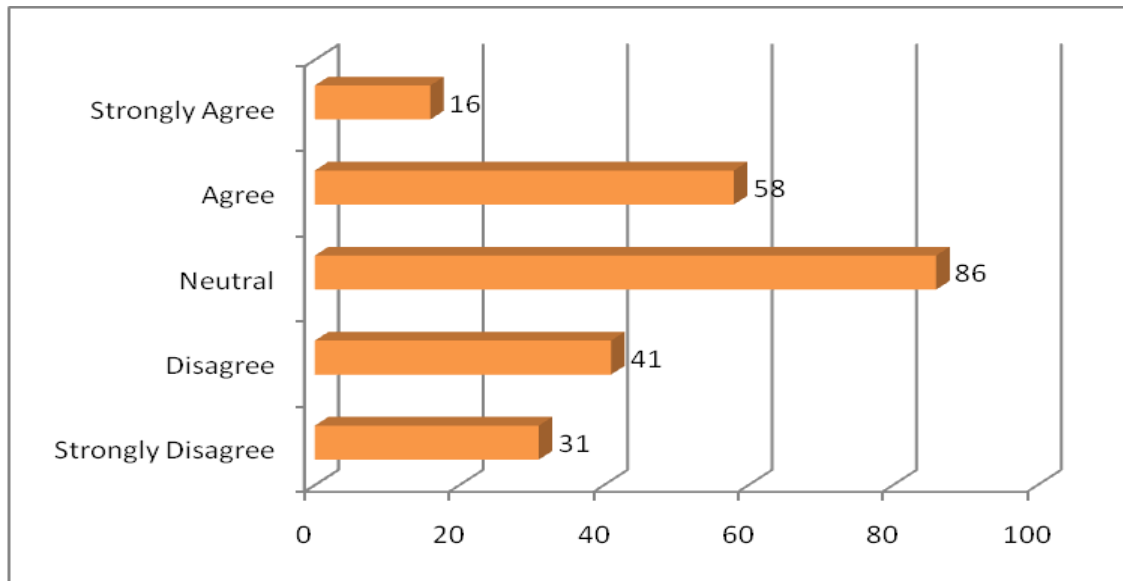


Figure 41: Access to ICTs

Accordingly, 31.9% respondents agreed or strongly agreed that journalists in Tigray have secure, reliable and affordable access to ICTs. 31.1% others disagreed or strongly disagreed while 37.1 remained neutral. This indicates that most of the respondents responded neutral towards the accessibility of ICTs.

The interviewees also stated that except for the internet interruptions at national level, they have access to online platforms. Therefore, journalists in Tigray have more or less secure, reliable and affordable access to ICTs.

3) Archive

The data in the following line explains whether the media organizations in Tigray have the capacity to archive material for future generations. Accordingly, 25 responded that they strongly disagree, 56 others disagree while 58 respondents remained neutral. Contrastingly, 68 agreed and 25 strongly agreed that the media organizations in Tigray have the capacity to archive material for future generations.

Media organizations in Tigray have the capacity to archive material for future generations.

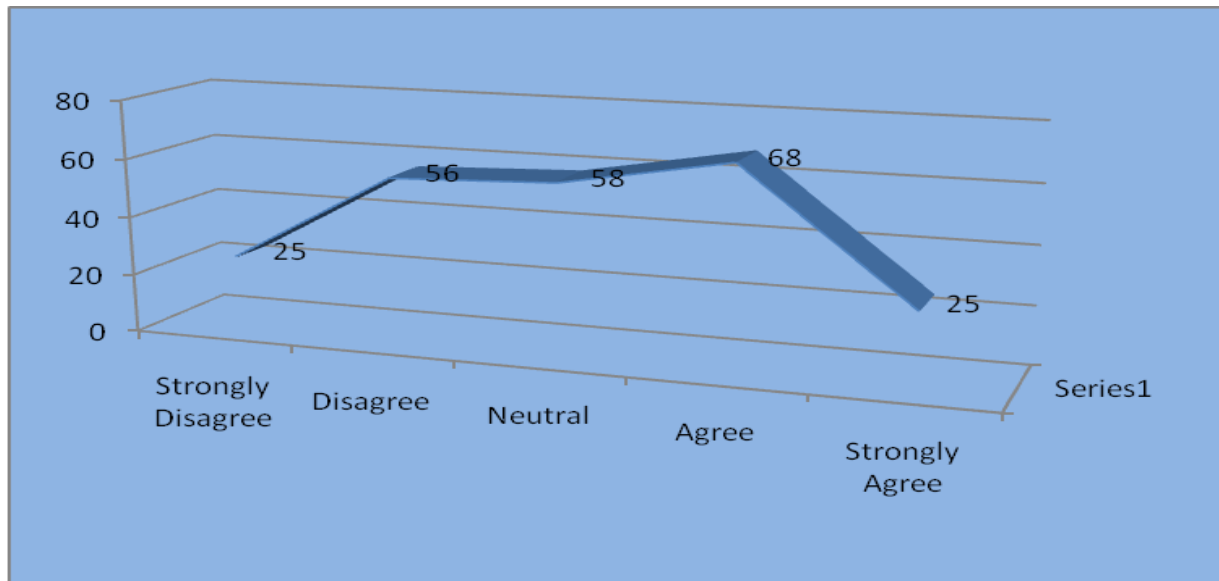


Figure 42: Media capacity to archive materials for future generations

Based on the data in the table above 34.9% responded strongly disagree or disagree while 25% others responded neutral and 40.1% others agreed or strongly agreed that the media organizations in Tigray have the capacity to archive material for future generations. This indicates that majority of the respondents believe that the media organizations in Tigray have the capacity to archive material for future generations. But considerable numbers of other respondents have concerns on the technological capacity of the media organizations in Tigray to archive material.

More to the point, the interviewees stated that the archival system in the media is not modernized. Therefore, the media organizations in Tigray have limited capacity to archive material. Besides, the media are using manual technologies for archival.

4) Online Platform

The following table describes whether media organizations in Tigray are provided in online platforms for making their contents public. Based on the data 18 responded strongly agree, 66 agreed and 73 remained neutral. To the reverse, 48 respondents disagreed and 27 others strongly disagreed to the view that media organizations situated in Tigray are provided in online platforms for making their contents public.

Media organizations situated in Tigray provide their content in online platforms.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	27	11.6	11.6	11.6
	Disagree	48	20.7	20.7	32.3
	Neutral	73	31.5	31.5	63.8
	Agree	66	28.4	28.4	92.2
	Strongly Agree	18	7.8	7.8	100.0
	Total	232	100.0	100.0	

Table 23. Provision of Media products in online platforms in Tigray

Based on the data 36.2% respondents agreed or strongly agreed while 31.5% others remained neutral to the view that media organizations situated in Tigray provide their content in online platforms. Contrastingly, 32.3% disagreed or strongly disagreed to it. Though the variation of the responses is slight, majority of the respondents agreed or strongly agreed. But considerable number of respondents disagreed to it. This indicates that the media organizations situated in Tigray more or less provide their content in online platforms.

But the interviewees stated that except for Dimtsi Weyane Tigray and 104.4 FM Mekelle all other media in Tigray do not have website page. A journalist says “even the dominant state media, Tigray Mass Media Agency do not have website. This challenged public accessibility of the medium” (Personal Interview, 17 April 2019). The interviewees stated that most of the media are accessible in social media platforms. Therefore, the media organizations situated in Tigray more or less provide their content in online platforms, especially in the social media. But most of the media are not accessible via website.

5) Community Media Facility

The following pie graph explains whether community media equipped with appropriate technical facilities. Based on the data 79 respondents strongly disagreed, 59 disagreed, 61 remained neutral while 25 agreed and 8 others strongly agreed that community medium is equipped with appropriate technical facilities.

Community media are equipped with appropriate technical facilities.

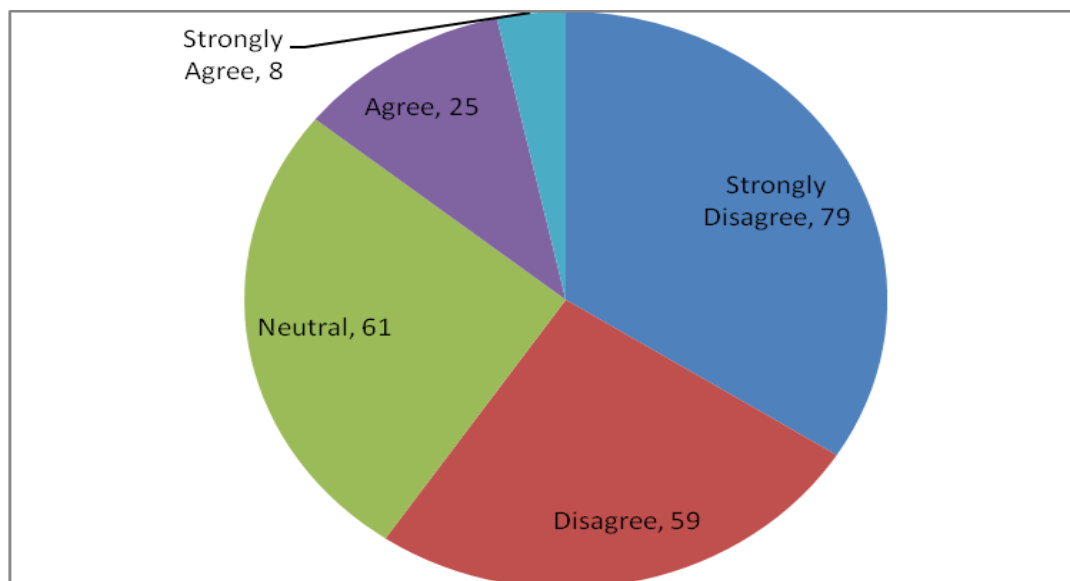


Figure 43: Technical facility in community media

Accordingly, 59.5% responded strongly disagree or disagree to the view that community media are equipped with appropriate technical facilities. 26.3% others remained neutral while 14.2% respondents agreed or strongly agreed to it. This implies that most of the respondents believe community media are not equipped with appropriate technical facilities.

Moreover, the interviewees stated that although it is a basic tool for democratization and development, the initiatives to establish community media is not supported in Tigray. An interviewee says “the only community radio in Tigray, Humera Community Radio, quit its service before eight months because of the only transmitter it had was busted.” The Irob and Kunama communities stated in the focus group discussion that their initiative to establish a community media since before five years is not realized because technical equipments are not purchased.

Therefore, community medium in Tigray is not equipped with appropriate technical facilities. Besides, the initiatives to establish Kunama and Irob community media is awaiting because of lack of technical facilities.

6) Accessibility of Media

The data in the upcoming column describes whether the media in Tigray are accessible to the majority of the public. Accordingly, 39 respondents strongly agreed, 38 agreed, 61 responded

neutral while 74 respondents agree and 20 others strongly agree that the media in Tigray are accessible to the majority of the public.

The media in Tigray are accessible to the majority of the public.

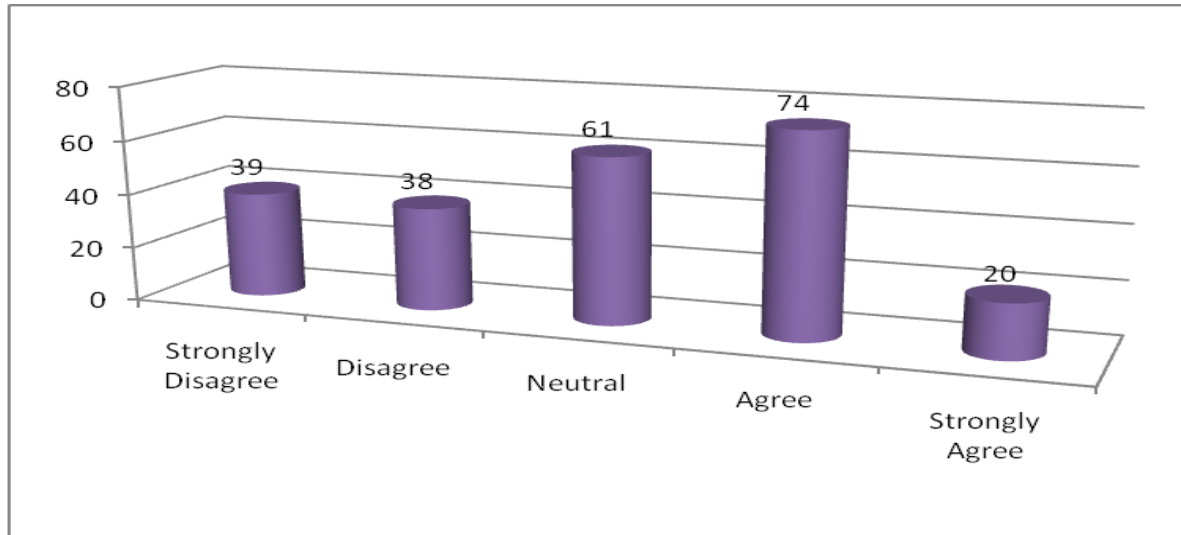


Figure 44: Media accessibility

Based on the data 40.5% of the respondents agreed or strongly agreed, 26.3% responded neutral while 33.2% others strongly disagreed or disagreed to the view that the media in Tigray are accessible to the majority of the public. This indicates that majority of the respondents believe that the media in Tigray are accessible to the majority of the public. But considerable number of respondents reflected their concern that many media are not accessible to the public.

More to the point, the interviewees stated that the financial challenges hindered most of the media to be less accessible in distant areas from the center, Mekelle. The interviewees stated that the only media inclusively accessible all over Tigray is Dimtsi Weyane Tigray, through its national radio. They added that the private presses have 1000-5000 copies circulation explicitly up to zonal administrations. They stated that the television stations are restricted. They reflected that the media in Tigray are concentrated at the center and less concentrated at the remote rural areas. They questioned that although majority of the population resides in the rural area, the media in Tigray are urban centered and elitist. They stated that the rural society has no access to alternative media.

Therefore, some of the media in Tigray are accessible while others are not accessible to the majority of the public. The majority of the population whom resides in rural area is accessed by

only one radio. The majority of the media in Tigray are elite centered and accessible only in the urban areas.

7) Taxation towards media technology

The following table explores whether the taxation system is friendly and empowering to equip the media institutions with modern technologies. From 232 total respondents 231 responded while one didn't respond to the question. Based on the data 92 respondents strongly disagreed, 52 others disagreed, 58 remained neutral while 25 agreed and 4 strongly agreed that the taxation system is friendly and empowering to equip the media institutions with modern technologies.

The taxation system is friendly and empowering to equip the media institutions with modern technologies.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	92	39.7	39.8	39.8
	Disagree	52	22.4	22.5	62.3
	Neutral	58	25.0	25.1	87.4
	Agree	25	10.8	10.8	98.3
	Strongly Agree	4	1.7	1.7	100.0
	Total	231	99.6	100.0	
Missing	System	1	.4		
Total		232	100.0		

Table 24. Friendliness of taxation system towards the media

Accordingly, 62.1% respondents strongly disagreed or disagreed to the view that taxation system is friendly and empowering to equip the media institutions with modern technologies. 25% others responded neutral while 12.5% respondents agreed or strongly agreed that the taxation system is friendly and empowering to equip the media institutions with modern technologies. This implies that majority of the respondents believe that taxation system is not friendly to equip the media institutions with modern technologies.

An interviewee says “the tax system towards media is not only discouraging but also a cut short to freedom of expression” (Personal Interview, 16 May 2019). Therefore, taxation system is not friendly to equip the media institutions with modern technologies.

8) Media accessibility to ethnic co-cultures

The following line describes whether ethnic co-cultures and social groups have an easy access to the existing media in Tigray. Based on the data, 33 responded that they strongly disagree, 56 others replied that they disagree while 74 others are neutral to the view that ethnic co-cultures and social groups have an easy access to the existing media in Tigray.

Ethnic co-cultures and social groups have an easy access to the existing media in Tigray.

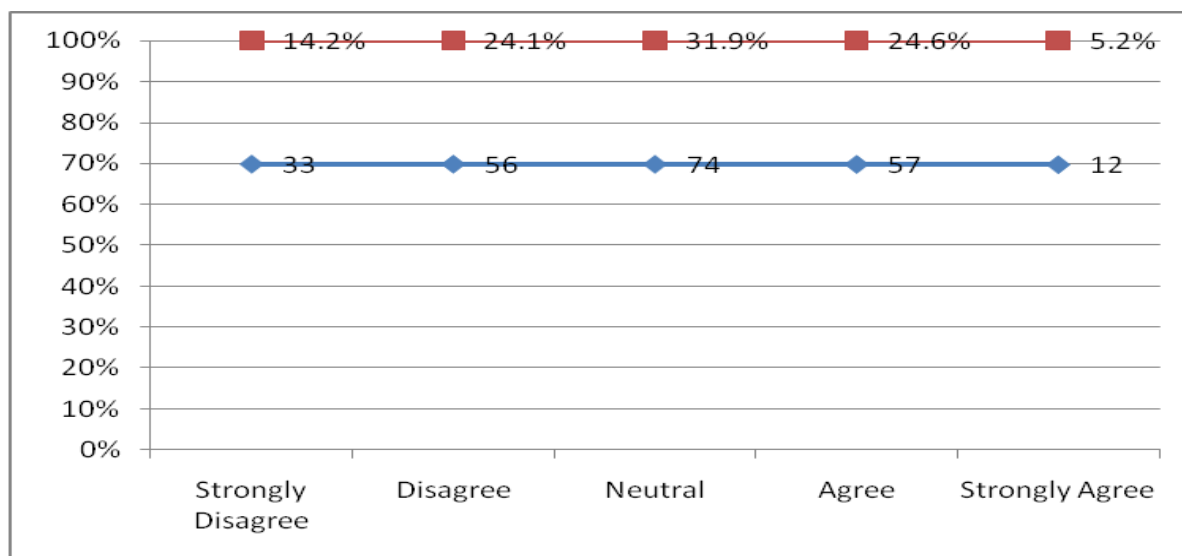


Figure 45: Media access to ethnic co-cultures and social groups

Accordingly, 38.3% of the respondents disagreed or strongly disagreed to the view that ethnic co-cultures and social groups have an easy access to the existing media in Tigray. Besides, 31.9% others remained neutral to it. To the contrast, 29.8% others agreed or strongly agreed that ethnic co-cultures and social groups have an easy access to the existing media in Tigray. This implies that majority of the respondents are against the view that ethnic co-cultures and social groups have an easy access to the existing media in Tigray though considerable number of others responded the reverse.

In the focus group discussion a women says “the community of Kunama is rural based but the program in our language is in the television. We do not have local language broadcasts by the radio.” The Irob community reflected the same concern in the focus group discussion. Both communities have television broadcast in Tigray Mass Media Agency three hours a week. But majority of the community members cannot access the programs because they live in rural areas. One of the participants of the focus group discussion says:

The Irob community has only one hour per week radio program in our local language sponsored by our local administration. But it is too modest to cover the voices in our community (Focus Group Discussion, 10 May 2019).

They stated that they do not have radio access in their own languages. Therefore, although radio is the only accessible medium to the rural based ethnic co-cultures, they do not have access in their own languages, except an hour per week radio broadcast in Saho Language for the Irob community.

9) Manpower on Media Technology

The data in the upcoming table describes whether the media have skilled human power to manipulate the existing media technology. Accordingly, 55 respondents strongly disagreed, 51 disagreed to the view that the media have skilled human power to manipulate the existing media technology. To the reverse, 46 respondents agreed, 16 others strongly agreed while 64 others remained neutral.

The media have skilled human power to manipulate the existing media technology.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	55	23.7	23.7	23.7
	Disagree	51	22.0	22.0	45.7
	Neutral	64	27.6	27.6	73.3
	Agree	46	19.8	19.8	93.1
	Strongly Agree	16	6.9	6.9	100.0
	Total	232	100.0	100.0	

Table 25. Manpower for media technology

Based on the data 45.7% of the respondents strongly disagreed or disagreed to the view that the media have skilled human power to manipulate the existing media technology. 27.6% others remained neutral while 26.7 respondents agreed that the media have skilled human power to manipulate the existing media technology. This implies that majority of the respondents believe the media have less skilled human power to manipulate the existing media technology. According to the demographic data, 54% of the camera and technical experts currently working in the media in Tigray are at Diploma level.

Besides, the interviewees stated that the media in Tigray have skill and capacity gaps in media technology usage. Therefore, the media in Tigray have less skilled human power to manipulate the existing media technology.

10) Audience Engagement

Finally, the doughnut below presents the data whether the media have created interactive opportunity for the audience to comment on their content and are responsive to the audiences' comments. Accordingly, 32 respondents strongly disagreed, 56 disagreed and 63 others remained neutral to it. Contrastingly, 60 respondents agreed and 21 others strongly agreed that the media have created interactive opportunity for the audience to comment on their content and are responsive to the audiences' comments.

The media have created interactive opportunity for the audience to comment on their content and are responsive to the audiences' comments.

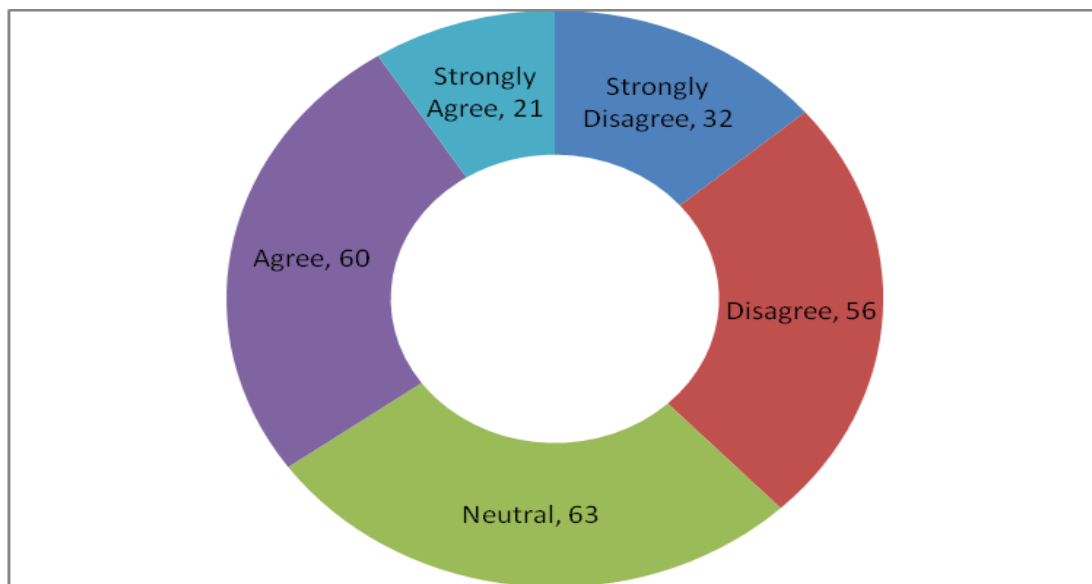


Figure 46: Accessibility of the media for audiences' comments

Based on the data 37.9% of the respondents strongly disagreed or disagreed to the view that the media have created interactive opportunity for the audience to comment on their content and are responsive to the audiences' comments. And 27.2% others responded neutral while 35% agreed or strongly agreed to it. This implies that there are two contrasting views on whether the media have created interactive opportunity for the audience to comment on their content and are responsive to the audiences' comments. Some of the media organizations have created platforms

for audiences' comment while others are not. Focus group discussion participant says “we comment on the content of the broadcast media through phone but it is unlikely to be considered” (Focus Group Interview, 7 May 2019).

The interviewees also stated that the audience engagement platforms are the social media platforms thus, highly elite centered. They added that in-person audience engagement and gratification researches are rare in the media in Tigray.

Therefore, some of the media in Tigray have created interactive opportunity for the audience to comment on their content through phone and social media platforms. But most of the media in Tigray are not responsive to the audiences' comments. But in-person audience engagement researches are not common in the media in Tigray.

4.6) Censorship and Media Content Diversity

The relationship among the indicators of media development is explored through the SPSS statistical measure, binary logistic regression. Binary logistic regression is chosen because it computes the relation between independent and dependent variables from ordinal data. The content of media is not subject to censorship by government executives is independent variable while the media in Tigray are free to express diversified views of the public is the dependent. Accordingly, the relationship between censorship and content diversity is computed as follows.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	The content of media is not subject to censorship by government executives.	.429	.285	2.265	1	.132	1.535	.878	2.683
	Constant	-.916	.187	23.988	1	.000	.400		

a. Variable(s) entered on step 1: Censorship response.

Based on the data in the table, nonexistence of censorship has positive but non-significant association with diversity of content (P value=0.132 and OR=1.535, 95% Confidence interval 0.878, 2.683). For every single unit decrease of censorship there is 1.535 increases in diversity of content. Thus, the degree of nonexistence of censorship has positive relationship with content diversity.

According to Edward Webb (2012) censorship can be strong influence or full control, it might be extended to form and not only content, and governments are not the only censors. More subtly,

information producers and distributors themselves often censor their own work (Edward Webb, 2012). A censorship regime involves negotiation between producers and censors that result producers wishing their work to be distributed exercise self-censorship, adjusting to the expectations of those wielding political or economic power (Edward Webb, 2012). The finding of Edward Webb’s research (2012) on censorship in Middle East and North Africa shows that the absence of censorship has positive relationship with media content diversity. The same notion in Tigray the presence of censorship and self-censorship resulted in decrease in diversity of media content.

The following table similarly explored the relationship between level of censorship and supportiveness of media content to the government’s position.

Variables in the Equation

		B	S.E.	Wald	Df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1 ^a	The content of media is not subject to censorship by government executives.	-.173	.300	.332	1	.565	.841	.468	1.514
	Constant	1.051	.194	29.478	1	.000	2.861		

a. Variable(s) entered on step 1: Censorship response.

Nonexistence of censorship has negative and non-significant association with supportiveness of the media content towards government’s position (P value=0.565 and OR=0.841, 95% Confidence interval 0.468, 1.514). This indicates that a single unit decreases in censorship yields 0.841 decrease in supportiveness of the content of media towards the government’s view. Based on the finding one of the reasons for being the content of media government advocate is the censorship and self-censorship in the media system.

4.7) Placement of Advertisement and Media Revenue

The table below explains the association between the placement of advertisement and the level of media dependence on government revenue. The placement of advertisement by the state is not in favor of government owned media is the independent variable while the media in Tigray are not directly or indirectly dependent on government revenue sources is the dependent.

Variables in the Equation

		B	S.E.	Wald	Df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	The placement of advertisement by the state is not in favor of government owned media.	.786	.371	4.488	1	.034	2.195	1.061	4.543
	Constant	-1.297	.176	54.171	1	.000	.273		

a. Variable(s) entered on step 1: Advertisement placement.

Based on the finding the placement of advertisement by the state in favor of state media has significantly positive relationship with the dependence of the media on government revenue. When advertisement placement by the state is in favor of the state media; the dependence of media from government revenue increases significantly (P value=0.034, 95% Confidence interval 1.061, 4.543 OR=2.195). A single unit decrease in the advertisement placement by the state towards the state media generates a double decrease in the dependence of media to government revenue (OR=2.195). The finding indicated that the placement of advertisement by the state is in favor of the state media that resulted in the media economic sustainability dependence in government revenue sources.

4.8) Placement of Advertisement and Media Content

The data in the table herewith explains about the association between the placement of state advertisement and supportiveness of the media towards the government's position. The independent variable is the placement of advertisement by the state is not in favor of government owned media while the content of state media in Tigray is supportive to the view of the governing party is dependent variable.

Variables in the Equation

		B	S.E.	Wald	Df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	The placement of advertisement by the state is not in favor of government owned media.	-.306	.376	.663	1	.415	.736	.353	1.538
	Constant	1.037	.165	39.673	1	.000	2.820		

a. Variable(s) entered on step 1: Advertisement placement.

The placement of advertisement by the state is not in favor of government owned media and the content of state media in Tigray is supportive to the view of the governing party have negative

relationship (OR=0.736) though not significant (P value=0.415 95% Confidence Interval 0.353, 1.538). A single unit increase in the advertisement placement by the state not in favor of the state media generates a 0.736 decrease in supportiveness of the media towards the view of governing party (OR=0.736).

Among many others advertisement affects media content diversity (Anderson & Gabszewicz, 2005). The finding of this research also indicates that the placement of advertisement by the state is in favor of government media that lead among many factors to supportiveness of the media content towards government advocates.

4.9) Political Interest and Media Content Diversity

The table hereunder describes the relationship between political interest and media content diversity. The independent variable is political interest of the governing party does not affect the diversity of media content in Tigray while the dependent variable is the media reflect and represent all the perspectives of political spectrum.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	The political interest of the governing party does not affect the diversity of media content in Tigray.	-.240	.310	.599	1	.439	.786	.428	1.445
	Constant	1.056	.184	33.098	1	.000	2.875		

a. Variable(s) entered on step 1: All content of political spectrum.

The finding indicates that the effect of political interest of the governing party has negative relationship with the variety of perspectives of political spectrum reflected by the media (P value=0.439, 95% Confidence interval 0.428, 1.445, OR=0.786). According to Mauro Porto (2005) media content diversity refers to the expectation that the media should represent or reflect the prevailing differences of culture, opinion, and social conditions of the population as a whole. The assumption here is that the content or the structure of media systems should reflect the differences in politics, religion, culture and social conditions in a society in more or less proportional way (Mauro Porto, 2005).

Based on the finding in the above table, as the influence of political interest of the governing party increases, the level of reflection of the media content to different perspectives of the political spectrum decreases. Thus, among other factors, the political interest of the governing

party in Tigray influenced the diversity of media content that resulted in low focus on different views in the political spectrum.

Chapter Five

Conclusion and Recommendation

5.1) Conclusion

The research examined the media development in Tigray. A combination of quantitative (questionnaire survey) and qualitative method (in-depth personal interview and focus group discussion) is employed. The conclusion drawn from the findings is organized based on the media development indicator categories used in the research as follows.

Firstly, the findings in the regulatory system and practice of freedom of expression describes that freedom of expression is guaranteed in the Ethiopian constitution and media related proclamations of the country. But there is no official media policy both at national and regional level. This indicates that media sector is mistreated or given less attention at national and regional level. Although freedom of expression is recognized as one of the fundamental human rights in the international conventions, it is categorized under democratic rights in the Ethiopian constitution. What is the limitation in the Access to Information and Freedom of Media Proclamation 590/2000 is that it is less critical to come-up with accountability measures for the denial or procrastinations of access to information and the trend in the online media are not incorporated in it.

Moreover, there are restrictions in practicing freedom of expression stated in the Ethiopian constitution in broad and general terms such as ‘the protection of the well-being of the youth’. The vagueness of the restrictions in practicing freedom of expression is one of the limitations of the legal provision on information access. Further, journalists’ right to protect confidential sources is not legally guaranteed.

What is more, although the regulatory body has to be an independent democratic institution, it is being manipulated by the political interest of the governing party. The chair persons of the office have been politically nominated personalities and its budget is fully covered by the government. Unlike in other countries, truth is not considered as a defense in the defamation law of Ethiopia. The defamation laws are not set in a way that compliments to the provision of freedom of information in Ethiopia. On top of this, although censorship is prohibited in the constitution censorship and self-censorship are common in the media in Tigray. The government censor

through hiring party affiliated media managers, the journalists themselves self-censor, and the party members in the media censor. Consequently, the content of media is subject to censorship by government executives and party affiliated personalities in Tigray. Although the media have the mandate to serve the public through reflecting diversified interests of it, the censorship and self-censorship channels stood against the professional role of the media. Thus, self-censorship, censorship from within the media and external bodies are challenging media professionalism in Tigray.

There is no official internet content filter attempt but blockage of internet sometimes happens. The media in Tigray are not free to express diversified views of the public. Article 27 (5) of the FDRE Constitution states “any media financed by or under the control of the state shall be operated in a manner ensuring its capacity to entertain diversity in the expression of opinion.” To the reverse, the state media in Tigray are witnessed to favor for government advocacy irrespective of diverse public interest views on the ground. Although the Access to Information and Freedom of Media Proclamation 590/2000 presented it as one of their duties, the government executives in Tigray are less conscientious to provide information to the media.

Free expression and information access is not similar for government owned, private and community media in Tigray. The state media in Tigray have by far better access to government information than the private one. To the contrast, the private media were labeled as an ‘enemy’ until recently. One of the factors for the decline of the private press in Tigray is lack of information.

Secondly, based on the second indicator, which concerns, plurality and diversity of media as well as transparency of ownership, there are 9 private, 2 state owned and 1 community media in Tigray. Quantitatively speaking majority of the media firms in Tigray are privately owned, though numbers sometimes may not reveal the correct context as is shown in this case. This is because except for two broadcast and one online media, the remaining 8 private media are too weak in institutional arrangement which some of them even have only one practitioner serving all the reporter’s, editor’s and manager’s, etc. roles altogether.

Furthermore, the licensing regulation in Ethiopia prohibits media monopoly. But the licensing requirements are not clearly communicated by the regulatory body. Moreover, the media in

Tigray are directly or indirectly dependent on government revenue sources. Let alone the state media, which are fully funded by the government, the private media are restrained by the economic challenges. Thus, the media in Tigray is in a direct or indirect control of the state. More to the point, the efforts to establish local community media are not encouraged by the government. The initiatives (began before five years) to establish community radio in Kunama and Irob (ethnic co-cultures in Tigray) are not still realized for the reason that media equipment are not purchased yet.

Therefore, the development of the community media in Tigray which could have created great opportunity to promote local voices is not realized to date. The heavy tax levied on media restrained freedom of media and the right to free expression in-general. The media sector is ideally said to be an open democratic institution. But the sector is challenged by excessive tax, high cost of paper, government monopoly of printing press and limited access to information. There is no public broadcasting media in Tigray.

Besides, there is no a conducive environment for the establishment of public broadcasting service in the region. The government offices explicitly use the state media not only for advertisements but also for any kind of information dissemination. The placement of advertisement by the state is in favor of government owned media. This is one of the challenges that worsen the private media environment in Tigray.

Moreover, the political interest of the governing party affected the diversity of media content in Tigray. The appointment of party loyal media managers paved a way to allow political interferences in the media. And the 'media committee' (almost all members of the committee are party officials and party affiliated media managers) is the other challenge of media content diversity for the reason that it sets media agenda letting the editorial independence aside. Thus, the efforts made by the media professionals to diversify media contents in Tigray are highly challenged by the centralized agenda setting role of the 'media committee'. In addition to this, although, sponsorship is one of the revenue generation mechanisms in Tigray, it's becoming a big challenge to content diversity and media independence in-general. Furthermore, the economic sustainability of the media in Tigray is highly challenged partly for the reason that the private sector in Tigray is less supportive towards the economic sustainability of the media in Tigray.

Thirdly, based on the finding regarding media as a platform for democratic discourse most of the media in Tigray concentrated in covering issues at the center, Mekelle, and are highly elite centered. Therefore, the media in Tigray are not fairly serving all zonal administrations, cultures, co-cultures and languages. Although gender sensitive issues are prioritized, other diverse social interests in the society are not properly entertained in the media. Thus, the media are less inclusive to reflect and represent all perspectives of the political spectrum as well as a wide spectrum of social interests in Tigray.

Nevertheless, the media in Tigray promotes the production of local contents. But the production of the content concentrates on few dominant views at the expense of the diverse views on the ground. The media in Tigray are serving the interest of the governing party. One indicator for this is that the media agenda setting role is under the strong hold of the governing party by the aforementioned 'media committee'. Consequently, the content of state media in Tigray is supportive to the view of the governing party. Hence, the media in Tigray are not serving the public interest with editorial independence and freedom.

More to the point, most of the private media in Tigray are directly or indirectly dependent on government funding, in the form of sponsorship and advertisement. Because of the economic challenges and political influences the media in Tigray is less critical to the view of the governing party. Evidently, the reasons for the decline of magazines; Sergen and Ruftana as well as Sesina Newspaper are budget constraints, lack of access to information and political influences. Therefore, the private media in Tigray are less critical to the view of the governing party. In addition to this, the media are reluctant to provide alternative ideas on government policies and actions. This is because the media arena in Tigray is highly challenged by political interferences which have drawbacks on the economic sustainability of the media institutions. Thus, most of the media firms in Tigray tend to be government advocate so as to sustain the sponsorship and advertisement offers from government and private sector.

On top of this, the reporting in the media in Tigray is highly event oriented. Media forum and other related media experience sharing platforms are not popular in Tigray. Thus, the media in Tigray are weak in sharing experiences among each other in an institutionalized manner.

Furthermore, the media sector demands formal and informal professional capacity enhancement support from different stakeholders.

Fourthly, based on the measure, professional capacity building and supporting institutions that underpins freedom of expression, 64% of journalists and 77% of media managers currently working in the media institutions in Tigray graduated in courses other than journalism. Three of the four higher education institutions in Tigray have undergraduate journalism classes. Issues of journalism ethics are addressed in the undergraduate courses. But the local context of media law and ethics are not clearly addressed in it. The courses have some human right and democracy related portions. But they are not contextualized into the practice in the local framework.

Moreover, investigative journalism is given as a part of a course together with feature writing namely, Feature Writing and Investigative Journalism. Although it is one of the fundamentals of the profession, investigative journalism is one of the less addressed areas in the journalism training institutions. In addition, journalism training institutions in Tigray did not provide evening and extension classes for the media professionals and managers except for Mekelle University's extension class which was quit after two batches. In 15 years age of formal journalism education in Tigray postgraduate class is about to begin in the next year in Mekelle University. Therefore, the journalism training institutions are less supportive towards the institutionalization of media system in Tigray through research based consultation.

Further, non-governmental institutions are also less supportive towards media capacity building. On top of this, media related associations and trade unions have contribution in capacity enhancement and professional development in-general. The governmental and non-governmental media stakeholders have been less supportive to the efforts aimed at establishing professional associations. In addition to this, the human right, ombudsman offices and civil societies as well as civic societies are less supportive engagement in promoting awareness of freedom of expression in Tigray.

Finally, based on the findings limitations in the infrastructural capacity to support independent and pluralistic media accessible by marginalized groups is the other challenge of the media in Tigray. Most of the media in Tigray are challenged with limitations of news gathering and

reporting equipments. Similarly, the archival system in the media is not modernized. But most of the media are accessible in social media platforms. Although it is a basic tool for democratization and development, the initiatives to establish community media is not properly supported in Tigray. Humera Community Radio is the only community medium in Tigray. It quit its service before eight months because of the only transmitter it had was busted.

In exploring accessibility, the only media inclusively accessible all over Tigray is Dimtsi Weyane Tigray, through its national radio. The private presses have 1000-5000 copies circulation each explicitly up to zonal administrations. The television stations are restricted in the urban areas. The media in Tigray are more accessible at the center and less at remote rural societies. Although majority of the population resides in the rural area, majority of the media in Tigray are elite centered and accessible only in the urban areas.

What is more, in this line, ethnic co-cultures and social groups do not have an easy access to the existing media in Tigray. Both Irob and Kunama ethnic communities have television broadcast in Tigray Mass Media Agency three hours a week per each. But majority of the community members cannot access the programs because they live in rural areas. Although radio is the only accessible medium to the rural based ethnic co-cultures, they do not have access in their own languages, except a weekly an hour radio broadcast in Saho Language for the Irob community.

In addition to this, 54% of the camera and technical experts currently working in the media in Tigray are at Diploma level. The media in Tigray have skill and knowledge gaps in media technology usage. Besides, audiences' comment and feedback is one of the inputs of media content adjustment. Many of the media in Tigray have created interactive opportunity for the audience to comment on their content through phone and social media platforms; while few others do not create platforms for audiences' feedbacks.

Finally, based on the finding regarding the relationship among the indicators, the nonexistence of censorship has negative and non-significant association with supportiveness of the media content towards government's position. This indicates that a single unit decrease in censorship yields 0.841 decrease in supportiveness of the content of media towards the government's view. Based on the finding, one of the reasons for the content of media more or less being government

advocate is the censorship and self-censorship in the media system. In addition, the degree of presence of censorship has negative relationship with content diversity. The presence of censorship and self-censorship resulted in decrease in diversity of media content in Tigray. Further, the placement of advertisement by the state not in favor of state media has significantly positive relationship with the independence of the media on government revenue. When advertisement placement by the state is not in favor of the state media; the independence of media from government revenue increases significantly (P value=0.034, 95% Confidence interval 1.061, 4.543 OR=2.195). The finding indicated that the placement of advertisement by the state is in favor of the state media that resulted significant increase in the media economic dependence in government revenue sources. Moreover, the finding also indicates that the placement of advertisement by the state is in favor of government media that lead among many factors to media government advocates. And finally, the influence of political interest of the governing party has negative relationship with the variety of perspectives of political spectrum reflected by the media. As the influence of political interest of the governing party increases, the level of reflection of the media content to different perspectives of the political spectrum decreases. Thus, among other factors, the political interest of the governing party in Tigray influenced the diversity of media content that resulted in low focus on different views in the political spectrum.

5.2) Recommendations

Based on the above stated findings and conclusions, the researcher would like to forward the below listed recommendations.

- ✓ There is no official media policy that guides the practice of media in Ethiopia. Hence, the government has to develop a standard media policy in consultation with media stakeholders.
- ✓ The legal framework of the media has to provide guarantee for journalists to protect their respective confidential sources. In addition, the broad and general terms in the exceptions in practicing freedom of expression need to be clearly communicated in specific, concrete and measurable descriptions. Besides, freedom of expression has to be categorized under

the fundamental human rights in the Ethiopian constitution as is in the international standards.

- ✓ The Access to information Proclamation 590/2000 needs to be revised in a way that incorporates a clear accountability measures for denial of access to information. And the Freedom of Media section of the Access to Information Proclamation 590/2000 has to be set out independently in a way that encourages independent existence of media for serving public interest.
- ✓ The defamation law shall be explicitly revised in a way that compliments the international standards of access to information and freedom of expression.
- ✓ The chairperson of the regulatory body has to be selected based their professional expertise. Further, the regulatory body together with media stakeholders needs to set clear licensing and regulation standards in a way that promotes media diversity.
- ✓ Albeit constitutionally prohibited, censorship cannot be abolished in a context that the government is the sponsor, information source, license provider and after all it is the government who assigns political affiliated high and middle level media managers. The direct and indirect censorship attempt by political and economic actors has to be abolished through strengthening media editorial independence. The media reporting in Tigray shall strive in search of sources with variety of perspectives instead of looking for government advocates.
- ✓ As per the constitution, the media in Tigray need to be free to reflect the diverse political and social interests in the public. Besides, the media in Tigray shall set standards to protect the editorial independence and content diversity from the interests of politicians, sponsors, advertisement and other funders.
- ✓ The government executives shall provide information equally accessible for state, private and community media in Tigray.
- ✓ The initiatives to establish community media by the ethnic co-cultures in Tigray to promote local voices in one's own language has to be supported by the government.

- ✓ The federal government shall minimize the strict tax system towards media and media products in a way that promotes the development of media.
- ✓ The government of Tigray Regional State shall encourage new private investments in the almost ignored media industry through providing infrastructure and loan facilities. And the private sector shall engage in the media sector as an investment and public service.
- ✓ The media in Tigray need to broaden their accessibility to the public in the peripheries. More to the point, the rural societies shall be provided with alternative radio stations that manifest their interests.
- ✓ Ethnicities and other social groups need to be provided with sufficient coverage in the media in Tigray.
- ✓ The media in Tigray shall promote critical and alternative views in the trends that hinder the development and democratization efforts in the region. The media in Tigray shall protect their editorial independence and work free of externalities (such as the ‘media committee’) in all stages of media production; agenda setting up to dissemination.
- ✓ The media shall have different collaborative forums that promote capacity enhancement, institutional support and professional development.
- ✓ According to the finding, 64% of journalists and 77% of media managers currently working in the media institutions in Tigray graduated in courses other than journalism. This demands rigorous capacity building efforts. The higher education institutions in Tigray shall provide extension, evening and on-job capacity enhancement opportunities for journalists, media technology professionals and media managers. Besides, the higher education institutions in Tigray shall set investigative journalism as an independent course and contextualize course materials based on the local framework. The higher education institutions shall continuously research the challenges of the media sector in Tigray and consult recommendations for adjustment.
- ✓ Media professionals need to establish their own professional associations so as to defend their interests and enhance their capacities. In addition, the governmental and non-

governmental institutions need to support the media capacity building efforts and media development engagements in-general.

- ✓ The democratic institutions like civil societies, civic societies, human right and ombudsman offices shall promote the awareness of freedom of expression and access to information.
- ✓ The media technology infrastructure in Tigray shall be revisited in a way that provides content of media in online platforms, a system for modern archive, creates conducive environment for audience engagement.

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Appendix

Appendix 1)

List of in-depth personal interviewees

No	Responsibility of the Interviewee	Organization	Sex	Date of Interview
1	Reporter	Dimtsi Weyane Tigray	Female	10 April 2019
2	Senior Producer	104.4 Radio FM Mekelle	Female	11 April 2019
3	Producer of Kunamigna language programs	Tigray Mass Media Agency	Male	16 April 2019
4	Director of Saho Language Programs	Tigray Mass Media Agency	Male	17 April 2019
5	Manager	Humera Community Radio	Female	8 May 2019
6	Manager	104.4 Radio FM Mekelle	Male	09 April 2019
7	Senior Reporter	Dimtsi Weyane Tigray	Male	16 April 2019
8	Manager	Tigray Mass Media Agency	Male	10 April 2019
9	Owner and Managing Editor	Awramba Times (Online)	Male	16 May 2019
10	Managing Editor	Hadush Business Newspaper	Male	15 May 2019
11	Owner and Managing Editor	Ruftana Magazine	Male	15 May 2019
12	Owner and Director	Laza Tigrigna (Online)	Male	15 May 2019
13	Owner and Managing Editor	Finote Semen Magazine	Male	18 April 2019
14	Editor In-Chief of Sergen Magazine and Lecturer in Mekelle University Journalism and Communication Department	Sergen Magazine and Mekelle University	Male	18 April 2019
15	Board Chair	Alliance for Civil Societies of Tigray	Male	16 April 2019
16	Directorate Director of Access to Information	Ethiopia Ombudsman Commission Mekelle Branch	Male	8 April 2019
17	Head Department of	Mekelle University	Female	15 April 2019

	Journalism and Communication			
18	Director of Media and Communication Research and Capacity Building	Tigray Public Relations Bureau	Male	05 April 2019
19	Vice Chair of Social Affairs Committee	Tigray House of People's Representatives	Male	08 April 2019
20	Former Head of Tigray Public Relations Bureau	General Director of Tigray Public Resource Organization for Grand Ethiopian Renaissance Dam	Male	16 May 2019
21	Managing Editor of Horn Affairs (Online)	Horn Affairs	Male	22 May 2019
22	Managing Director of Wurayna Magazine	Wurayna Magazine	Male	18 May 2019
23	Producer	104.4 Radio FM Mekelle	Male	15 April 2019
24	Executive	Seb-Hidri Civil Society	Male	16 April 2019
25	Program Director	104.4 Radio FM Mekelle	Male	09 April 2019
26	Manager	FM Fana 94.8 Mekelle	Male	09 April 2019

Appendix 2

List of Focus Group Discussion

No.	Community	Place	Date of FGD
1	Kunama Ethnicity	Tahtay Adyabo	7 May 2019
2	Irob Ethnicity	Dewhan	10 May 2019
3	Humera Community	Setit Humera	8 May 2019

	Constitution.					
2	The constitution clearly states the exceptions in practicing freedom of expression.					
3	Journalists' right to protect confidential sources is legally guaranteed.					
4	The regulatory body (EBA) is autonomous and independent of political and economic influences.					
5	The practice of the regulatory body (EBA) has contributed to freedom of expression, diversity, accuracy, impartiality and free flow of information.					
6	Defamation laws are explicitly set in a way that empowers access and freedom of information based on the international standards.					
7	The content of media is not subject to censorship by government executives.					
8	The federal government doesn't block and filter internet content.					
9	The media in Tigray are free to express diversified views of the public.					
10	The legal guarantee of freedom of expression and information access is similar for government owned, private and community media in Tigray.					
11	The government practices licensing regulations to prevent monopoly of media.					

12	The media in Tigray are not directly or indirectly dependent on government revenue sources.					
13	The development of community media in Tigray is adequate to promote local voices.					
14	The government followed tax minimization schemes to support the development of media.					
15	There is conducive environment for the establishment of public broadcasting service in Tigray.					
16	The placement of advertisement by the state is not in favor of government owned media.					
17	The advertisers' interests have does not affect the diversity of media content.					
18	The political interest of the governing party does not affect the diversity of media content in Tigray.					
19	The handling of sponsored programs promotes the content diversity by balancing positive and negative tone reporting.					
20	The private sector is supportive towards the economic sustainability of the media in Tigray.					
21	The media in Tigray are serving all zonal administrations, cultures, co-cultures and languages.					
22	The media reflect and represent all the perspectives of political spectrum.					
23	The media reflect and represent a wide spectrum of social interests in Tigray.					

24	Gender sensitive issues are prioritized in reporting.					
25	The media in Tigray promotes the production of local contents.					
26	The media in Tigray serve the public interest with editorial independence and freedom.					
27	The content of state media in Tigray is supportive to the view of the governing party.					
28	The content of private media in Tigray is critical of the view of the governing party.					
29	The media in Tigray provide alternative ideas on government policies and actions.					
30	The media in Tigray share experiences among each other in an institutionalized manner.					
31	The journalism and communication training schemes cover issues of journalism ethics and professional reporting inclusive of the concerns of the marginalized people and voiceless.					
32	The trainings provided for media professionals empower human rights and democracy.					
33	The journalism and communication training schemes equip journalists with investigative journalism skills.					
34	Media managers have access to media business management training.					
35	The journalism and communication training institutions are supporting the institutionalization of media in Tigray					

	through research based consultations.					
36	Non-government institutions do support the media through capacity building.					
37	The capacity gaps in the media industry in Tigray require the establishment of media center that institutionalizes the professional capacity building efforts.					
38	Government and non-governmental media stakeholders are welcoming the efforts aimed at establishing professional associations.					
39	The human right and ombudsman offices are promoting awareness of freedom of expression in Tigray.					
40	Civil society associations are supporting the efforts of the media towards professional independence and creating conducive media environment.					
41	Media organizations have modern technological facilities for news gathering and reporting.					
42	Journalists, who are working in Tigray, have secure, reliable and affordable access to ICTs.					
43	Media organizations in Tigray have the capacity to archive material for future generations.					
44	Media organizations situated in Tigray are provided online platforms for making their contents public.					
45	Community media are equipped with appropriate technical facilities.					

46	The media in Tigray are accessible to the majority of the public.					
47	The taxation system is friendly and empowering to equip the media institutions with modern technologies.					
48	Ethnic co-cultures and social groups have an easy access to the existing media in Tigray.					
49	The media have skilled human power to manipulate the existing media technology.					
50	The media have created interactive opportunity for the audience to comment on their content and are responsive to the audiences' comments.					

###Thank You###

Appendix 4

Interview Questions

- 1) System of regulation and practice in relation to freedom of expression
 - 1.1) Legal and policy framework
 - 1.2) Freedom of expression on the ground
 - 1.3) Regulatory system for the media
 - 1.4) Defamation laws and other restrictions on journalists
 - 1.5) Censorship
- 2) Plurality and diversity of media and transparency of ownership
 - 2.1) Media concentration
 - 2.2) A diverse mix of public, private and community media
 - 2.3) Licensing and spectrum allocation
 - 2.4) Taxation and business regulation
 - 2.5) Advertising
- 3) Media as a platform for democratic discourse
 - 3.1) Media's reflection of diversity of society
 - 3.2) Public service broadcasting
 - 3.3) Media self-regulation
 - 3.3) Fairness and impartiality in reporting
 - 3.4) Level of public trust and confidence in the media
 - 3.5) Safety of journalists
- 4) Professional capacity building and supporting institutions
 - 4.1) Professional media training in relation to the demand of the industry
 - 4.2) Availability of academic courses in media practice
 - 4.3) Presence of trade unions and professional organizations

4.4) Presence of civic society organizations

5) Capacity of media infrastructure

5.1) Access

5.2) Availability and use of technical resources by the media

5.3) Press, broadcasting and ICT penetration

Appendix 5

FGD Questions

- 1) How do you explain the legal provision and practicability of freedom of expression in Tigray?
- 2) Explain whether you feel safe to express your views without influence.
- 3) What tendency have you observed the way journalists edit your voice for broadcasting after they interviewed you? Preferring the positive or critical views or what else?
- 4) Which media genre is the most accessible for you? Print, broadcast and or online.
- 5) Do you feel that government block or filter the internet? If so how many times a week, a month or a year?
- 6) Do you have community media in your locality? If so how do you evaluate its role in promoting diverse voice of your community?
- 7) Do the media consider linguistic diversity of the community? If so which media do consider? List
- 8) How do you evaluate the state, private and community media in serving all the zones, cultures and linguistic groups?
- 9) How do you explain the state, private and community media in reflecting and representing the views of the entire political spectrum?
- 10) How do you explain the state, private and community media in reflecting and representing the wide spectrum of social interests?
- 11) How are women portrayed in the media?
- 12) Do you think the information presented by the media is accessible to women and marginalized people? How?
- 13) What is your view on media's responsiveness to their audience?
- 14) Do the media provide you with enough space, or airtime to comment on their programming? If yes, do they implement the comments timely?
- 15) How do you feel about the trust and credibility of media in Tigray?
- 16) What kind of program do you trust the most of which media: news, entertainment, documentary, debate or what else?
- 17) How do you explain the balance of local and external contents in the media?

- 18) How do you feel about the integrity of journalists and the media in general?
- 19) Have the media created a platform that you, as an audience, can access media contents after their broadcasting?
- 20) How do you evaluate the ethnic co-cultures' media access on their own language?