

**ADDIS ABABA UNIVERSITY**  
**GRADUATE STUDIES**  
**SCHOOL OF JOURNALISM AND COMMUNICATIONS**

**A COMPARATIVE ANALYSIS OF STATE AND PRIVATE NEWSPAPERS  
OF NATIONAL NEWS COVERAGE AND REPRESENTATION OF  
NEWSMAKERS-**

***A Case Study on Addis Zemen and Addis Admas Newspapers***

**Advisor: - Dr. Mohammed Hassen**

**By: - Eden Taye**

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A COMPARATIVE ANALYSIS OF STATE AND PRIVATE NEWSPAPERS  
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By

Eden Taye

Approved by the Examining Board

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Chair Person

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Signature

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Advisor

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Signature

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Examiner

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Signature

# Table of Contents

	<b>Page</b>
Acknowledgements	
Table of Contents	
List of Tables	
List of Appendices	
Abstract of the study	
<b>CHAPTER ONE</b>	
<b>1. BACKGROUND OF THE STUDY</b>	
1.1. Introduction.....	1-3
1.2. Statement of the Problem.....	3-5
1.3. Objectives .....	5
1.3.1. General Objective.....	5
1.3.2. Specific Objectives.....	5-6
1.4. Research Questions .....	6
1.5. Application of Results .....	6-7
1.6. Limitation of the Study.....	7
1.7. Scope of the Study.....	7
1.8. Organization of the Study.....	7-8
1.9. Operational Definitions of the study.....	8-9
<b>CHAPTER TWO</b>	
<b>2. LITERATURE REVIEW</b>	
2.1. Introduction.....	
2.2. News.....	10

2.2.1. Definition of News .....	10-11
2.2.2. Theories of News Selection .....	11-12
2.3. National News Coverage .....	12-13
2.4. Sources and Source Consideration of News .....	13
2.4.1. Sources of News.....	13
2.4.2. Source Consideration of News.....	14
2.4.2.1. Past Suitability.....	14
2.4.2.2. Productivity .....	15
2.4.2.3. Reliability.....	15
2.4.2.4. Trustworthiness .....	15
2.4.2.5. Authoritativeness.....	16
2.4.2.6. Articulateness .....	16
2.5. Ethics .....	16
2.5.1. General Background of Ethics .....	16
2.5.2. Definition of Ethics .....	17
2.5.3. Principles of Media Ethics .....	17
2.5.3.1. Balance and Fairness .....	17
2.5.3.1.1. Fairness .....	17-18
2.5.3.1.2. Balance.....	18-19
2.5.3.2. Social Responsibility .....	19-20
2.6. Agenda Setting Theory.....	20-23
2.7. The Gatekeeping Theory .....	23-24
2.7.1. Gatekeepers.....	24
2.7.1.1. Major Source.....	25

2.7.1.2. Other News Organizations .....	25
---	----

2.7.1.3. Journalism Norms and Traditions .....	25
--	----

### CHAPTER THREE

#### 3. HISTORICAL OVERVIEW OF STATE-OWNED AND PRIVATELY-OWNED PRESS IN ETHIOPIA

3.1. General Background.....	26-31
------------------------------	-------

3.2. Addis Zemen Newspaper.....	31-32
---------------------------------	-------

3.3. Addis Admas Newspaper .....	32-33
----------------------------------	-------

### CHAPTER FOUR

#### 4. RESEARCH DESIGN AND METHODOLOGY

4.1. Study Area .....	34
-----------------------	----

4.1.1. Media Sampling .....	34
-----------------------------	----

4.1.2. Time Frame .....	34-35
-------------------------	-------

4.2. Data Gathering Techniques .....	35
--------------------------------------	----

4.2.1. Content Analysis Technique .....	35
---	----

4.2.2. In-depth Interview .....	35
---------------------------------	----

4.3. Data Sources .....	36
-------------------------	----

4.3.1. Newspapers .....	36
-------------------------	----

4.3.2. Key Informants.....	36-37
----------------------------	-------

4.3.3. Documents .....	37
------------------------	----

4.4. Data Analysis .....	37-38
--------------------------	-------

### CAPTER FIVE

#### 5. FINDINGS

5.1. Introduction.....	
------------------------	--

5.2. Content Analysis .....	39
5.2.1. The Coverage of Known and Unknown Newsmakers .....	39-40
5.2.1.1. The Extent of the Coverage of Known Newsmakers .....	40-42
5.2.1.2. The Extent of the Coverage of Unknown Newsmakers .....	42-44
5.2.2. Prominence in the News .....	44
5.2.2.1. Prominence in Addis Zemen Newspaper.....	45
5.2.2.2. Prominence in Addis Admas Newspaper .....	45-46
5.2.3. Topics covered .....	46
5.2.3.1. Topics Covered in Addis Zemen Newspaper	
Considering Newsmakers .....	46-48
5.2.3.2. Topics Covered in Addis Admas Newspaper	
Considering Newsmakers .....	49-51
5.2.4. Roles Given to Newsmakers in	
Addis Zemen and Addis Admas Newspapers.....	51
5.2.5. Tone of coverage and Representations .....	52
5.2.5.1. Favorable Representation.....	52
5.2.5.2. Unfavorable Representation.....	53
5.2.5.3. Mixed Representation .....	53
5.2.5.4. Tone of Coverage in the Same News Stories.....	53-55
5.2.6. Types of News Sources .....	55
5.2.6.1. Types of News Sources Used in	
Addis Zemen Newspaper .....	55-57
5.2.6.2. Types of News Sources Used in	
Addis Admas Newspaper.....	58-60

5.3. Analysis of Interview ..... 60-65

CHAPTER SIX

6. CONCLUSIONS AND RECOMMENDATIONS

6.1. Conclusions..... 66-67

6.2. Recommendations ..... 67-68

Bibliography

Appendix 1

Appendix 2

Appendix 3

## **List of Tables**

Table 1 Private and State Newspapers in Ethiopia

Table 2 General Layout of *Addis Zemen* Newspaper

Table 3 Known Newsmakers in the News

Table 4 Unknown Newsmakers in the News

Table 5 Total Coverage of Newsmakers in Both Newspapers

Table 6 Prominence in News

Table 7a Topics of Known Newsmakers Covered in *Addis Zemen* Newspaper

Table 7A (a) Topics of Unknown Newsmakers Covered in *Addis Zemen* Newspaper

Table 7B Topics of Known Newsmakers Covered in *Addis Admas* Newspaper

Table 7B (a) Topics of Unknown Newsmakers Covered in *Addis Admas* Newspaper

Table 8 Tone of Coverage in News

Table 8A Tone of Coverage within the Same News Stories in *Addis Zemen* and *Addis Admas* newspapers

Table 9A Types of Sources Used in *Addis Zemen* Newspaper

Table 9B Types of Sources Used in *Addis Admas* Newspaper

## **List of Appendices**

Appendix 1 Coding Sheet

Appendix 2 Interview Question in Amharic

Appendix 3 The Amharic Interview Question translated in to English

## **Abstract of the Study**

The main aim of this research was to compare the state owned and private owned newspapers (*Addis Zemen* and *Addis Admas*) extent of coverage and representation of known and unknown newsmakers in the news. Thus, the study has tried to get answer for the above research questions by setting specific objectives:

- ❖ To determine the extent of news coverage the known and unknown newsmakers receive in the news in the newspapers.
- ❖ To assess the types of topics and kind of roles (as criminals, heroes, victims) given to the known and unknown newsmakers in the newspapers.
- ❖ To identify the tone of coverage and representations (negative, positive and mixed) of known and unknown newsmakers in the newspapers.

The analysis of data gathered through content analysis method is made by using a description method and the interview is also analyzed through different categories inferred from the interview questions and answers.

The finding shows that unknown newsmakers-ordinary people and those in official positions are under- represented compared to known newsmakers in both newspapers even if the *Addis Admas* newspaper gives better coverage compared to the *Addis Zemen* newspaper; and for most part, those in official positions. When comparing the newspapers tone of coverage given to newsmakers, they are in the extreme parts; *Addis Zemen* gives favorable representation for both newsmakers while *Addis Admas* gives unfavorable representation for both newsmakers.

This research finding shows that due attention should be given to the unknown newsmakers too in the newspapers coverage because by reading the news which is the actual happening, anyone can infer meaning not only about the newsmaker but also about the society and the nation at large. It would also be good if the tones of coverage and the type of topics and roles given to the newsmakers get special attention because, varying the coverage is sometimes the tool to satisfy readers' interest by entertaining different tones, roles and topics in the news.

# CHAPTER ONE

## 1. BACKGROUND OF THE STUDY

### 1.1. Introduction

There are people in the news that we frequently read about or watch them. In other words, the media give much time and space for these known newsmakers repeatedly. Focusing on the same people, activities and ideas would cause dissatisfaction to the reader. As Dennis and Merrill, (1984) define freedom of the press, it is said to assure satisfaction of society's need for a maximum flow of information and opinion.

According to Pape and Featherstone (2005) quoting Chris Page, editor of the Selby Times state, it is the responsibility of the media to keep its audience fresh by introducing new spins, highlighting a new perspective that suggests to readers a new way of seeing an issue or event, rather than relying on tired old formats. In general, media practitioners who have any part in deciding what is newsworthy need to think about the variety of reader's satisfaction.

The journalists' selection of issues, people and events will pass through different gatekeepers and the result of their decision will affect the audience perception of the news. Moreover, Herbert, (2004) stated that media were failing to give readers a representative account of the day's news. He further explained the American news, in his book called 'Deciding what is News?', that gives the line share to the known newsmakers, and, for the most part, those in official positions. His study shows that up between 70 and 80 percent of all domestic news, while unknown newsmakers occupied about a fifth of the available time or space. On the other side, there are also unknown newsmakers who are ordinary people, including low-level public officials like policemen of rank-and file federal "bureaucrats," in the news.

Two mechanisms forwarded by Sigal, (1986) that contribute to the under-representation of minorities in the media are the decisions of newsworthiness about which issues will and will not be addressed by the media. In most newsrooms, given the expense of news gathering on tight

timelines, the media are often in the position of disseminating information gathered by other news media. This is duplicating information importance and interpretation in similar ways that the other media portrayed. The second issue is the narrative structure of the news. News issues are framed as conflicts between opposing forces with one of the forces often cast in the role of hero and the other of villain. Sometimes the story involves one or more victims. When the news item involves minorities, they more frequently fall into the categories of villain and victim than the category of hero.

Researchers like Bennett, (1990) and Zaller & Chiu, (1996) confirm that higher extent of coverage given to higher officials is because of journalists' need of quoting authoritative sources to speak authoritatively about issues and events for news which will determine the news outputs. Sigal, (1986) further states that the main sources of news in our society are centers of political and economic power in which minorities are significantly under-represented. This is because major corporations and financial institutions are both sources of news and major manufacturers and distributors of news. In other words, reporters will index their coverage to the same kind of opinion other than entertaining divergent views. The researcher enables to find any other research that deals specifically with this research work.

To achieve this, two newspapers (*Addis Zemen* and *Addis Admas*) are selected based on the ministry of information's 2008 report on the circulation rate of Amharic newspapers, representing the state and private ownership. *Addis Zemen* which is state-owned newspaper ranks first having a daily circulation of 18,443, and *Addis Admas* which is privately-owned newspaper ranks second having yearly circulation of 31,000.

Hence, this study analyzed the national news coverage and representation of newsmakers comparing the state (*Addis Zemen*) and private (*Addis Admas*) newspapers. In addition, the study analyzed the extent of news coverage given to the newsmakers, the type of topics and kinds of roles attached to, and tone of coverage and representation of newsmakers.

## **1.2. Statement of the Problem**

The aggregate impact of journalists report on news events and people from sources they observe or interview they conduct and editors' selection of news items can portray the nation. Thus, by reading the news, which is the actual happening, one can infer meaning about the nation whether the news is a proportional representation of the societies or not. Therefore, this study is started with the belief of the researcher in the need to give due attention to the reports of newsmakers that has a strong effect on the representation of the nation.

Unlike the broadcast media which is monopolized by the government, in the print media (in which this study is relying on) there is an opportunity to read different views of newsmakers for the fact that there are representative publications of both state and private media. Even if the print media is a representative of state and private outlook, *Addis Zemen* (state newspaper) is the dominant newspaper by reaching a wide audience across the nation. Because of financial problems, the private newspapers are mostly read in the capital and in other big cities of the country.

In our country, the unknown newsmakers and their activities are in most cases under-represented as compared to the known in the newspapers. In order to ensure that all section of the society is represented, the prominence is given to members of the media and their judgment of which is newsworthy should be considered. In my experiences as of the few dominant news organizations of the country, as it is mentioned above, known and their activities are the one who have got a wide range of coverage in news selection process of the news organizations. Contrary to this, unknown newsmakers are the one who are under- represented (as a news, source tone of coverage and the prominence/emphasis given) in the newspapers.

In addition, unknown newsmakers and their activities are also miss-represented in the newspapers as compared to the known newsmakers. The representation of the newsmakers in news items and the value attached to it is mostly rely on sources, reporters, gatekeepers and the editorial of the news organization.

Therefore, the study raises a question on how the selected representative Ethiopian newspapers (*Addis Zemen and Addis Admas*) report news of known and unknown newsmakers and their activities, the extent of coverage to known and unknown and source consideration. In addition, the challenge of the reporter in news gathering, reporting, source consideration and achieving the journalistic standards; and of the editor in deciding what is newsworthy will be raised. These questions are answered by gathering data from newspapers through content analysis and from key informants through in depth interview.

### **1.3. Objectives**

The research has the following general and specific objectives.

#### **1.3.1. General Objective**

The general objective of this thesis is to compare and analyze the state and private newspapers (*Addis Zemen and Addis Admas*) of national news coverage and representation of newsmakers.

#### **1.3.2. Specific Objectives**

More specifically, the study attempted to achieve the following objectives:

- ❖ To determine the extent of news coverage the known and unknown newsmakers receive in the news in the newspapers.
- ❖ To assess the types of topics and kind of roles (as criminals, heroes, victims) given to the known and unknown newsmakers in the newspapers.
- ❖ To identify the tone of coverage and representations (negative, positive and mixed) of known and unknown newsmakers in the newspapers.

## **1.4. Research Questions**

This research asked the following Questions and answered them. The questions are:

- ❖ Do the newspapers give proportional coverage to the known and the unknown newsmakers?
- ❖ What type of topics and kind of roles do the known and unknown newsmakers receive?
- ❖ Which way are the known and unknown newsmakers are portrayed in?

## **1.5. Application of Results**

The result of this study is applicable by the following:

- ❖ The study benefits mostly the media practitioners to pay attention to their practices in selecting and reporting the news, because news is the medium which portray the nation as a whole and the society in particular.
- ❖ It also helps the news media owners to recheck their editorial weather it corresponds with the journalistic ethics (balanced and fair report of news items) of giving proportional news coverage both in extent and value attached to it or not, or if they have no such editorial to think about it.
- ❖ It enables the national and regional policy makers to design a suitable communication policy, which is in agreement with the country's need. It may also provide valuable information for the ministry of information about domestic newspapers extent of coverage of the national news.
- ❖ It indicates media owners, government and sociologists to give special attention to domestic news which can influence citizens' perception of their country as a whole and individuals, groups, issues in particular.

- ❖ It also initiates other researchers to carry out further research in this area of study.

## **1.6. Limitation of the Study**

For the fact that there are many privately-owned and state-owned newspapers in Ethiopia in different languages, the researcher suggested that it would be better to incorporating all the newspapers in the country. Because the research is limited to only two newspapers: *Addis Zemen* (state-owned) and *Addis Admas* (privately-owned) due to time, financial and other constraints. Moreover, the study is restricted to only news items on the cover page and inner page. Thus, it would be better to include other contents of newspaper like- editorial and feature.

## **1.7. Scope of the Study**

The scope of the study is based on the coverage of news on major (in terms of circulation) newspapers of the country which are representative of state (*Addis Zemen*) and private (*Addis Admas*) newspapers.

## **1.8. Organization of the Study**

This research paper is classified in to six chapters engulfed by different parts. These different parts are: acknowledgments, table of contents, list of tables, list of appendices, and abstract of the study which are at beginning of the paper and bibliography, and three appendices at the end of the paper. The chapters are: chapter one consists the introductory chapter, chapter two consists literatures reviewed from different books and internet sites, chapter three gives a clear picture about the state and private print media environment in the country, chapter four is the methodology of the study, chapter five analyses the data gathered, and at last chapter six concludes and gives recommendations. The organization of the six chapters is described as follows:

Chapter one consists: background of the study, statement of the problem, objective of the study: general and specific objectives, research questions, application of results, scope of the study and organization of the study. Chapter two talks about: news, national news coverage, sources and source consideration of news, ethics, agenda setting, and about the gatekeeping theory. Chapter three consists of: the general background of state and private in Ethiopia and about *Addis Zemen* and *Addis Admas* in particular. Chapter four consists of topics like: Sampling: media sampling and time frame, data gathering techniques: content analysis technique and in depth interview technique, data sources: newspapers, key informants and documents, and data analysis method. Chapter five is divided into content analysis and interview method. The content analysis includes: the coverage of newsmakers in *Addis Zemen* and *Addis Admas* newspapers- the extent of the coverage of known and unknown newsmakers, the prominence of known and unknown newsmakers in *Addis Zemen* and *Addis Admas* newspapers- topics covered and roles given to newsmakers in *Addis Zemen* and *Addis Admas* newspapers- topics covered in *Addis Zemen* and *Addis Admas* newspapers, roles given to newsmakers in the two newspapers, tone of coverage and representations- favorable, unfavorable and mixed, and types of news sources in *Addis Zemen* and *Addis Admas* newspapers. In addition, analysis of interview includes: personal questions and newspapers objective, gatekeeping/newsworthiness, principles of media ethics, tone of coverage, source considerations and challenges of domestic news coverage. At last chapter six consists of conclusions and recommendations.

## **CHAPTER TWO**

### **2. LITERATURE REVIEW**

#### **2.1. Introduction**

This chapter is particularly designed to support the topic under study with relevant materials. The following literatures are collected in order to analyze the extent of news coverage and representation of newsmakers. In addition, to compare the results of the analysis of the selected state (*Addis Zemen*) and private (*Addis Admas*) newspapers, the publications are reviewed.

#### **2.2. News**

##### **2.2.1. Definition of News**

Regarding news, different scholars forwarded different definitions. Among them Reah (1998) defined news as information about recent events that could call the interest and also affect the lives of a sufficiently large group. In line with this Wikipedia the free encyclopedia (2009), defines news as the communication of selected information on current events which is presented by print, broadcast, internet, or word of mouth to a third party or mass audience.

Unlike the above definitions of news that it is, or can be, a reflection of the reality, for Ginneken (1998), news is not what actually happened, but what someone says has happened or will happen. Tumber (1999), consolidating the idea of Sigal (1986), define news as a product obtained after a series of selections. The definition of Lippmann (1922) indicates that after series of news selection processes, what is obtained as news may not be the right reflection or version of an issue, event, person, or situation.

From reporters' perspectives, Strentz (1989) news is viewed as information that fulfills the criteria of newsworthiness. News reporting text books list the criteria for deciding if an event or issue qualifies as news. A begging reporting student can recite these criteria quickly, including human interest, timelines, conflict, proximity, consequence, and prominence. However,

experienced reporters may not use these terms but instead may offer working definitions, such as “news is what I say it is” “news is what is reported in the papers,” “news is something that you know today and that you didn’t know yesterday.”

According to the above scholars’ news is something that is about people, events, and issues which is interesting, current and presented by print, broadcast and internet. In addition, even if the aforementioned scholars defined news from their own perspectives, we can also deduce from the definitions that news is not a plain fact in which it is presented as it is. This is because mass media are not just vessels in which information is released without the addition of interpretation of different newsmakers like sources, journalists, and editors. Thus, in terms of interpretation and newsworthiness, news is what the above listed newsmakers say it is.

### **2.2.2. Theories of News Selection**

The idea of which story is newsworthy is not just the job of the reporter; however it is collective work of the media organization. Newsworthiness by Encarta Dictionaries (2009) is defined as the interest, relevance, current interest and contemporaneousness of an information or event. Similarly Wikipedia Encyclopedia (2009) newsworthiness is defined as a subject having sufficient relevance to the public or a special audience to call for press attention or coverage. For the fact that finding stories that are newsworthy is difficult to separate what to cover and what to ignore, especially when there are a lot of issues that call on media coverage. However, most journalists search for some characteristics in the information they collect. These generally are: impact, proximity, timeliness, prominence, importance, conflict, novelty, and human interest. Hence, the assessment of newsworthiness is a matter of ongoing compromise and negotiation among reporters and editors (Meyers, 1997).

Other than the above characteristics of followed by journalist, there exist a number of theories behind news stories selection. Herbert (2000) says that the underlying idea of most theories of news selection reflects the political system of the society in which it is located. However,

Herbert (2004) summarizes three major theories of story selection. These include: journalist-centered, news organization-centered and event-centered.

Journalist-Centered Theory makes news be shaped by the professional news judgment of journalist. While an Organization-Centered Theory focuses on how organizational requirements influence story selection, and an Event-Centered Theory proposes that events determine story selection. This, however, does not mean that all theories will be equally adopted. This is mainly because there are a number of factors deciding the type of theory to be emphasized by the institution. (Ibid: 2004)

However, according to Donsbach (2004) theories of news selections are very complex. Their complexities often lie on how non-fictional media content is created, and on how the pictures in our heads about areas beyond direct experience come out. This, in turn, leads to the understanding that journalists' news decisions are a highly complex and challenging phenomenon. Donsbach's idea of news selection implies that, in the matter of fact not all news are directly experienced by the journalist, the way she/he select the information as news of the particular day will depend on the her/his personal judgment.

Concerning the place of news values in the process of news selection, Campbell (2004) indicates that journalists do not work to a concrete set of values that are universal to news production around the world. Instead, according to him, decision making is rational, such that the same event might be news in one part of the world, but not in another.

### **2.3. National News Coverage**

With experience we can witness many media in the world cover both national and foreign information about people, issues and events which they think is newsworthy. When a person/group, an event or an issue gets news coverage, the implication is that it is, probably, one

of the most significant person/group, events or issues that the media institution has to broadcast to the public at the time (see Agenda Setting Theory in 2.5).

With regard to this, Herbert (2004:19) writes:

Despite the explicit concern with people and their activities, the recurring subjects of the news are nation and society- their persistence, cohesion and the conflicts and divisions threatening their cohesion... the news is principally about the nation ... the nation in turn is operationally defined as the federal government... but it is also includes both nationwide and local institutions.

As Herbert says, news which talks about the particular nation's event, issue or person; the cumulative information or viewpoints are the one which will define the nation and society. Because, for example, we hear that there is a positive thinking towards America and its societies than the Arab world this is because we encounter to the same information repeatedly about this two nations.

In line with this idea, the two newspapers in which the study is focused on, which are national mass media, are expected to give proportional news coverage for known and unknown people and their activities. It is then that, according to Herbert, one can say the national media institutions have successfully accomplished their national and regional duties. For example, Herbert study of American news (2004) shows that the line share of news coverage was given to the 'known', and, for the most part, those in official positions. His study showed that up between 70 and 80 percent of all domestic news are occupied by known, while unknown occupied about a fifth of the available time or space. In general, there is relative lack of attention for unknown in the press in terms of news coverage and values, (Ibid: 2004).

## **2.4. Sources and Source Consideration of News**

### **2.4.1 Sources of News**

The two most common sources of news listed by Pape and Featherstone (2005) are Diary sources and Off-Diary sources. Diary Sources are sources who will be contacted on a regular and predictable basis including: police fire and ambulance personnel. On the other hand, Off-Diary Sources are news sources that produce unexpected and unanticipated news stories. These include: the press release, the media, billboard advertisements and people (experts- university lecturers, doctors, members of the public- readers, relatives, friends, colleagues, people the journalist overhear on a bus, strangers the journalist strike up a conversation with in the pub or on the street or any time while out and about).

### **2.4.2. Source Consideration of News**

Journalists obtain the news from sources they observe or conduct interview. Because most events are not witnessed by journalists, journalists are always in need of searching for sources who tell their stories through (Williams, 2003: 115).

Although the journalist is always in search of news sources, sources are also seeking access to journalists to get their news in the paper. As Herbert (2004: 116) described both sources and journalists can lead, but more often sources do lead in seeking access to the media. However, journalists actively pursue only a small number of regular sources who have been available and suitable in the past, and are passive towards other possible new news sources (Ibid: 2004). Herbert (2004) identifies six major news source considerations. These are past suitability, productivity, reliability, trustworthiness, authoritativeness and articulateness. The brief explanation of Herbert theories of news source considerations are presented as follows:

#### **2.4.2.1. Past Suitability**

If sources have provided information leading to suitable stories in the past, they are likely to be chosen again, until they eventually become regular source. However, regular sources may not be

given a chance to be selected for they tend to bring repetitious information over time. This makes journalists “bored” and results in dropping them from the news “because we have seen them too often lately”. Considering sources according to past suitability might ease the work of reporters in searching new sources but, using similar sources will also make the media unbalanced who do not give proportional access to all. This is also the major objective of this study to examine whether the selected media (*Addis Zemen and Addis Admas*) give proportional access to both known and unknown.

#### **2.4.2.2. Productivity**

The ability to supply a lot of information without undue expenditure of the media’s staff time and effort is considered an important criterion in selecting sources. As a result they try to minimize the number of sources to be consulted. This mainly pertains to the logistics of the news organization. This implies that, for example, if the news organization has no adequate staff they can’t stand the tiresome appointments made by some sources because they are needed to cover more than one news item per publication.

#### **2.4.2.3. Reliability**

Story selectors prefer sources that are reliable, as they then need not spend much time checking facts. However, reporters have a responsibility to get the facts from at least two separate and independent sources if the story is not readily believed. This is meant that reporters should not use one source because it is the authoritative source; they also should give access to the other person’s viewpoint if the story has opposing idea.

#### **2.4.2.4. Trustworthiness**

Reporters may not always check facts easily, but they want to ensure the reliability of the story. Especially in a country like Ethiopia where access to personal information is not available in systematic and open to public service checking facts will take time and for journalists who should meet the deadline will not tolerate this. This ambition leads them to look for trustworthy

sources: those who do not limit themselves to self-serving information, try to be accurate, and, above all, are honest. Therefore, in order to avoid time consuming check on facts, to meet deadlines, and to rely on unquestioned reliable sources reporters keep a continuing check on the honest of sources. This in turn will create giving access to similar sources and particularly to known because journalists are not going to check facts which are already known. Like past suitability, this also lead us to the objective of this paper that finding out whether unknown get proportional coverage compared to known or not.

#### **2.4.2.5. Authoritativeness**

In order to obtain trustworthiness journalists prefer to support their stories by a person in official position of authority and/or responsibility. Journalists are more comfortable with official sources because: they feel that it could avoid possible danger on the truthfulness of the story, and feel more persuasive. However, this top-down coverage has been a concern for many scholars. Herbert, for example, argues that top-down government news will put the media's watchdog role under question, because top-down news is news type which will make the media a tool to transfer government information with no question or without the addition of the public view.

#### **2.4.2.6. Articulateness**

Apart from considering sources which are trustworthy and authoritative, journalists also want sources that are capable of making their points as clearly, concisely, and preferably as dramatically as possible. This means that, even if the sources are authoritative sources to tell the story and/or trustworthy who safeguard the journalist to give reliable information, because of the source's lack of expressive ability, the journalist is forced to seek for another source.

### **2.5. Ethics**

#### **2.5.1. The General Background of Ethics**

According to MacQuail (2000), Social Responsibility Media Theory dates back to the year 1940s when the American Press was being heavily criticized for being sensational and commercial. As

a result, a private commission of inquiry was set up in 1942. He further stated that the report of the commission coined the notion of social responsibility. Then, the theory of social responsibility, 'for a free but responsible press' was recognized as one of the press theories, such as authoritarian, libertarian, soviet press theories. The free but responsible press implies that, mass media should feel responsible for their actions in news making other than only writing/displaying what they get. Taking this under consideration the commission also provides some journalistic standards-ethics in which the media should live up to.

### **2.5.2. Definition of Ethics**

As to the theory of social responsibility, the need for journalistic ethics in mass communication is to assist a journalist to be a more moral professional in making moral decisions. Thus, Merill (1982) describes journalistic ethics as a branch of philosophy, which aids journalists in determining what is right to do. It is ultimately concerned with providing moral principles or norms for journalistic actions. That is, ethics is a study of right conduct.

Therefore, according to the social responsibility media theory, society has a moral right to information and an urgent need for it. In line with this, Wright (1975:26) says: "This theory [social responsibility media theory] emphasizes the moral and social responsibilities of persons and institutions that operate the mass media." According to this scholar, providing the public with information and discussion on important social issues and avoiding activities that are harmful to society's welfare are among the responsibilities of the media.

### **2.5.3. Principles of Media Ethics**

Journalists around the world have developed principles with codes of conduct or standards of 'Good journalism'. These are:

### **2.5.3.1. Balance and Fairness**

In search of literatures in fairness and/or balance, the researcher found out that the terms being used interchangeably or sharing the same traits. However, reading different literatures on the topics the researcher tries to provide some differences in between. Thus, the terms are explained in the following sub-topics.

#### **2.5.3.1.1. Fairness**

Newson & Wollert (1985) stated that good journalists are always accurate. But a completely accurate story is not good journalism unless it is fair as well. They added that fairness, because, it is an elusive concept which isn't always easy to decide what's fair there are some guidelines that most journalists should follow which were presented by Bradlee, executive editor of the Washington Post, in (Ibid, 1985). These guidelines are; the first one is, no story is fair if it omits facts of major importance of significance. The second one is, no story is fair if it includes essentially irrelevant information at the expense of significant facts. The last one is, no story is fair if reporters hide their biases or emotions behind such subtly pejorative words as "refused," "admit," and "massive."

In other words, according to the above definition of fairness, even if the news item is provided by the news media getting all facts clearly-accurately such as names and position/title, fairness is only achieved when the journalist avoid her/his bias to present the context of the news item as it happens. However, a mass media which do not possess a good journalism will miss-represent the information whether by changing the positive context into negative or vice versa. Other than Bradlee's principles of fairness, (Ibid, 1985) also list some other principles of fairness in news stories such as: avoiding sexist and otherwise biased language, avoiding editorial comment, and giving all sides of the story.

As it was mentioned earlier (see Balance and Fairness 2.4.3.1), in the above principles of fairness Newsom and Wollert put the principle of balance (giving all sides of the story) as part and parcel of the basics of fairness.

#### **2.5.3.1.2. Balance**

On almost every issue that comes up in the news, there will be several viewpoints. The journalist must make sure that the news medium doesn't become a vehicle for promoting one of them by ignoring the other side of the story. Since all responsible viewpoints must be represented in the same story (Newsom and James 1985).

Among the above listed principle of fairness we can see that giving all sides or adopting the principle of reporting balanced news story is also one of the basics of fairness.

In the same book, He differentiate the terms. Forexample, for him the principle of balance is entertaining different views in a news story. However, fairness is when the journalist gives the accused the right to express his/her view points. In support of Kasomas's idea, Newsom and Wollert (1985) explained that if the reporter can't reach the accused, the story should say that an attempt was made. In general, this idea is intended to say that a balanced story doesn't mean that the story is also fair. For example, if the journalist present the accused view points by the accuser or by someone else, this news story seems representing divergent views, but not the trait of fair report.

#### **2.5.3.2. Social Responsibility**

There are frequent instances where people, for their day-to-day activities, rely on the mass media for information so as to make informed decisions. Thus, mass media need to feel responsible for the information they selected and the value they attached to before making news public.

The social responsibility of mass media lies in the selection of which subjects or events to cover and the way they present it. Negrine (1989:4) says "... They [the media] therefore not only inform us about... events but also the presentation of those events consisting of their explanation and interpretations".

Unless media organization displays its social responsibilities by bringing first-hand information to people's attention, human beings may take steps that can lead them into danger for lack of knowledge of particular issues. The media may therefore have to provide first hand information. Thus, Lloyd (1991:199) says according to social responsibility media theory, media has obligations to provide the society with information, to allow a diversity of views to be presented, to encourage professional journalistic activity, and to pursue truth and knowledge.

Siebert et al (1956) cited in (Negrine, 1989: 30) in agreement with Kasoma and Retief, noted that once the press [the media] assumed obligations to society, there would be greater likelihood that all sides of events would fairly be represented and that sufficient information would be available to the public. Therefore, as the media have influence on people, programs should be entertained with a sense of responsibility in giving first hand information, in interpreting the context without bias and in proportional reporting of views and activities of actors-known and unknown.

## **2.6. Agenda Setting Theory**

Considering agenda setting theory, there are different definitions by different scholars. For instance, Fourie (2004) says that the basic assumption of agenda setting theory is to create a particular image of reality that is important. This importance given by the news media to news items among various issues or realities is further explained by MacQuail, (2000) as, "It is a process by which the relative attention given to items or issues in news coverage influences the rank order of public awareness of issues and attribution of significance." This definition implies that among the enormous amount of news stories out there, the media organization select very few information or events to be news of the day (see Theories of News Selection 2.1.2). Above

all, among the news items selected the media also give a special emphasis to some events or information which formulate the importance of these news items in the mind of the public.

Media agenda are issues discussed in the media, such as newspapers, television, and radio getting special attention in public agenda (are issues discussed among members of the public). As said by Wikipedia encyclopedia, (2009) the two basic assumptions that underlie most research on agenda-setting are that the press and the media do not reflect reality, they filter and shape it, and the media concentration on a few issues and subjects leads the public to perceive those issues as more important than any other issue. This refers to the decision of the news media in determining which information should be written in the newspaper as news of the day which we call it newsworthiness (see Theories of News Selection 2.1.2).

It is indicated by Fourie (2004) that agenda setting is also related to various issues of news coverage. It deals, among others, with how news is framed and constructed. To frame news meant to select some aspects of a perceived reality and make them more salient in the news story.

Nonetheless, according to Wikipedia, the free encyclopedia (2010) framing is not only giving emphasis to only few issues by ignoring others, rather it is also the selective influence over the individual's perception by the meanings attributed to words or phrases. McCombs and Shaw (1972) also agree with the definition of Wikipedia that framing is not just what is said in news reports, but how they are characterized and presented. It is through this unique portrayal of issues, individuals and groups that communicates certain meanings to readers apart from just stating facts and figures.

By framing news, which includes selection, emphasis, exclusion and elaboration/interpretation, the media not only set the agenda for what issues and events, but also transfer the salience of specific attributes belonging to them (media). MacCombs and Show (1972) cited in (Griffin,

2006: 395) define salience transfer is the ability of the news media to transfer issues of importance from their news media agenda to public agenda.

Salience transfers in agenda setting theory are presented by Kiousis (2004). They are: attention, prominence, and valence. The first one is *Attention*: which is a framing technique that the media transfer salience based on the amount of coverage/exposure the news item gets. The second one is *Prominence*: which is a framing technique that the media transfer salience based on context. Kiousis also refers to just the presence of news stories covered by prestigious news organizations(e.g. Washington Post, New York Times, etc...) is a signaling factor to the public that the issue is prominence. And the last one is *Valence*: which is a framing technique that the media transfer salience based on the affective (emotional) elements like: for example, how interesting or appealing they are added. Therefore, affective elements in news can also enhance or reduce the overall salience of objects.

Through the day-to-day news selection process, editors and news directors focus on readers' attention and how to influence their perceptions when determining which issues are the day's most important (Ibid:2006). As Fedler (1978: 49), "almost everything people know about the world beyond their immediate environment...comes from the mass media". Corteau and Hoynes (2003) said that media have the ability of influencing people perception because, when individuals have no choice of getting the information they need, they depend on the media. Therefore, through the media's agenda setting function, which is setting priorities to news items by ignoring others, the media's priority becomes the priority of individuals (media audience). This ability to influence the salience of topics on the public agenda has come to be called the agenda setting role of the news media (Kiousis, 2004).

Semetko and Valkenburg (2000) have identified the different types of news frames, which include conflict, human interest, economic, morality and responsibility frames which set parameter for identifying news stories. This shows that agenda setting theory also describes the process of news making and coverage. So, the media's agenda setting function is crucial in that it

can bring out ignored truths or issues that the public might consider as important, and bring them to public discussion and awareness.

As can be seen above, most scholars agree that news is one of the agendas that media can set for the public. However, according to agenda setting theory, media can emphasize on some issues, persons/group and events by ignoring others. Issues and events that are emphasized, thus, are likely to get more coverage; this in other words means that others get less/no coverage.

Hackett (1984) says that framing is not only a conscious process on the part of journalists but also unconscious assumptions about the social world. Hence, through their unconscious process the framed issue, individual and group can be constructed both in positive and negative terms. Hamilton & Zanna, (1972) states that negative information is weighted more heavily than positive information. Pratto & John (1991) supporting Hamilton's and Zanna's idea, added that negative terms/interpretations are more attention-getting than positive ones.

## **2.7. The Gatekeeping Theory**

According to Wikipedia Encyclopedia (2010), Kurt Lewin coined the phrase gatekeeping; however, it was first applied to the study of news by one of his assistants, David Manning White. In most literatures, gatekeeping theory and newsworthiness (see Theories of News Selection) are interrelated terms because gatekeeping also incorporates the news selection process. The 1950's White's study indicated that news is what the editors/ gatekeepers say it is.

Shoemaker (1991) cited in (Barzilai-Nahon, 2005) defines media gatekeeping as the process by which numerous messages are filtered and reduced to the few the audience get in daily media outlets. It is an essential part of news gathering and dissemination process, because every potential news item cannot be gathered, and from among those items gathered, they all cannot be disseminated. Shoemaker underlines that gatekeeping comprises more than a selection process. According to him gatekeeping is a process of controlling information as it moves through a gate.

Activities of gatekeeping include: selection, addition, withholding, displaying, shaping, manipulating, repeating, timing, localizing, integrating, disregarding, and deletion of information.

The above definitions one way or another illustrate that the media content passes through different levels of organizational processing. In this process the organizational message is filtered in many ways before reaching to the audience. For example, the length may be reduced; the style may be changed, the idea may be censored, and so on. Each step in the process can be considered as a gate through which the data must pass on its way to the consumer. Each gatekeeper will have had an effect on the content and style of the story. Each person will have added to or subtracted from the original data.

### **2.7.1. Gatekeepers**

The concept of gatekeeping attempts to answer the question of ‘who sets the news media agenda’. McCombs and Shaw (1972), states that we need to look at three key elements in order to know who the gatekeeper of the news is. These are: Major Sources, Other News Organizations and Journalism Norms and Traditions. These gatekeepers are clarified as follows:

#### **2.7.1.1. Major Sources**

Major sources include: elected leaders (national/local leaders), organizations, interest groups, public information officers, and public relation professionals.

#### **2.7.1.2. Other News Organizations**

Other news organizations refer to how news organizations feed off of each other, borrowing stories from one another or at times paying for them. McCombs (2004) further mentioned, the *New York Times* is considered as the inter media-agenda setter for most news organizations (i.e., most new organizations take their lead from the times).

### **2.7.1.3. Journalism Norms and Traditions**

Since, journalists compare their work by observing the works of their colleagues, the local newspapers and television stations note the news agenda offered each day by their direct competitors for local attention. Local outlets also note the agenda advanced by news organizations with higher status.

Many times the executive editor/producer in news organizations have to make the final decision with regard to what gets printed/televised and what doesn't. As described by the gatekeeping theory, in the news selection process, editors select news stories they believe that their audience wants. Thus, the weight they attach to a certain topic and their attitude towards it is a big factor in setting media content.

Editor perception of fitness and appropriateness determines news selection and rejection (Okigbo, 1987). In the process the reporters, copy testers, sub-editors, editors and to a lesser extent, media owners are all gatekeepers. This in turn shows that the selection of news items is determined by these all parties.

To sum up, the above mentioned scholars proved that news is not just plain fact that is transmitted through mass media. However, it attaches types of topics, roles and representations to newsmakers by the gatekeepers in the news media. Other works proved that unknown newsmakers who appear in the news are, by most criteria, unrepresentative lot; and most ordinary people and other work, hardly ever make the news. In addition, unknown newsmakers and their activities are also miss-represented in the newspapers as compared to the known newsmakers. However, it is against the social responsibility theory which says that media has obligations to provide the society with information, to allow a diversity of views to be presented, to encourage professional journalistic activity, and to pursue truth and knowledge.

## CHAPTER THREE

### 3. HISTORICAL OVERVIEW OF STATE-OWNED AND PRIVATELY-OWNED PRESS IN ETHIOPIA

#### 3.1 General Background

Historically, the modern press in Ethiopia started during the reign of Emperor Menilik II. Emperor Menilik II, who is a pioneer in introducing modernization in the history of modern Ethiopia, launched communication and education programs that were the nucleus for modern media in the country. *Le Semeur de Ethiopia*, a bilingual weekly (1905-1911) and አእምሮ (Aimro) (1902-1903), are the two Amharic newspapers in Ethiopia which are universally accepted (Sophia, 2006). *Aimro* was only read by the nobles in the royal court aimed in enlightening the nobles about new events about the world.

During the reign of Emperor Haile Selassie's I, a weekly government-owned newspaper; *Berhanena Selam* was established in 1925. After that, such influential and long lasting weekly papers that reach to the wide audience come to the scene. These are ሰንደቅ አላማችን (Sendek Alamachin) (1941), አዲስ ዘመን (Addis Zemen) (1941). Thus, during the imperial regime, these newspapers served as the official press organ of the state and as the main sources of information for literate people because media was exclusively monopolized and operated under the control of the state (Shimelis, 2000).

In the aftermath of the 1974 Ethiopian revolution and during the early times of the Derg regime, there was relative relaxation and the emergence of alternative papers and magazines entertaining various views on issues of public interests such as on land tenure, on the issue of democracy (Maieregu, 2000: 130). However, this was just temporary; after the Derg regime consolidated itself it began to control the media totally and with proclamation NO 26/1967 started censoring any ideas which were incongruent to or critical of the government. Therefore, during the *Derg* regime, the previous newspaper *Addis Zemen* and additional newspapers such as መስከረም

(Meskerem), *ሰርቶ አደር* (Serto ader), and *የሃራይቱ ኢትዮጵያ* (Yezareyitu Ethiopia) again fall under the control of the government.

Unlike the past regimes, EPRDF (Ethiopian People Revolutionary Democratic Front) who took power from the Derg regime in 1991, even if it's not a total freedom, it has initialized opening up media ownership for the private sector for the first time in Ethiopia n history (Shimelis, 2000).

According to the ministry of information, following the government's recognition of the freedom of expression along with its adoption of free market policies, in the past five years (1992-1997 E.C), there has been a significant increase in the number of newspapers. As a result, the number of privately owned newspapers which are published and distributed in the country reached 484 (Ministry of Information, 2005). However, most of the newspapers have moved out of the market and 64 newspapers are remained in April 2008 and 32 newspapers are left in July 2010-December 2011.

From the state-owned media the government publishes four newspapers: two dailies, in Amharic (*Addis Zemen*) and English (The Ethiopian Herald), and two weeklies, in Oromo language (Barressaa) and in Arabic (Al-alem). In addition, four of the 9 regions in Ethiopia's federal system have their own publications. Regarding the state-owned newspapers *Addis Zemen* has the highest circulation amount (see 3.1 *Addis Zemen*) and area coverage of distribution far higher than the rest state newspapers.

All being nationally existent, the majority of these newspapers are weeklies, biweeklies, and monthlies, with only three dailies- *Addis Zemen* (Amharic), The Ethiopian Herald (English) and The Monitor (English). Among the three the Monitor is the only private-owned daily newspaper. *Addis Zemen* is the only daily Amharic newspaper.

According to the 2005, 2008, and 2011 G.C yearly report of ministry of information, **አዲስ አድማስ** (*Addis Admas*) newspaper has higher yearly average circulation (see 3.2 Addis Admas) and also it has longer duration of publication among the private newspapers. Although, **ነጻነት** (Netsanet) had the highest average weekly publication i.e. 50,000 in 2005 G.C. publication year but, it is published only for five months started near the day of the 2005 G.C. national election and shut down by the government along with many other newspapers following the turmoil in the aftermath of the election.

The Ministry of Information gives more illustrative description of the 32 newspapers that are registered between the years July 2010 to December 2011 G.C. These are **ሪፖርተር** (Reporter), The Reporter, **አዲስ አድማስ** (Addis-Admas), **ሰንደቅ** (Sendek), **ጎግል** (Google), and **ኢትዮ ቻናል** (Ethio Channel), **አውራምባ ታይምስ** (Awramba Times), **ነጋድራስ** (Negadras), **መሰናዘሪያ** (Mesenazeria), **አዲስ ፕሬስ** (Addis Press), **አዲስ ዘመን** (Addis Zemen), **ሰነድ** (Sened), **ፍትህ** (Fith), **ዳጉ** (Dagu), **ዲፌንደር** (Defender), **አዲስ ወሬ** (Addis Were), **ወጣትነቴ** (Wetatnete), **አቢሲኒያ ቢዝነስ** (Abessinia Business), **ሜዲካል** (Medical), **መላ** (Mela), **ዘታለንት** (Zetalent), **ቢዝነስ ኮንስትራክሽን** (Business Construction), **ወርልድ ስፖርት** (World Sport), **ሊግ ስፖርት** (League Sport), **ኢትዮ ስፖርት** (Ethio Sport), **ሃትሪክ** (Hatrik), **ኢንተር ስፖርት** (Enter Sport), **ዘገነርስ** (Zegeners), **መድፈኛ ሜዳ** (Medfegna Meda), **አል ቁዱስ** (Al- Kudus), **ስለፊያ** (Slefiya), **ኢትዮ ሙስሊም** (Ethio- Muslim), **ሰውቱል ኢስላም** (Sewutul Islam).

The majority of these newspapers are weeklies (27), two bi-weeklies, one daily and two published every 15 days. Considering circulation rate *Addis Admas* ranks first from the private newspapers distributing 21,250 copies during the year 2010 to 2011. *Addis Zemen* is the only state Amharic newspaper which has a daily circulation rate of 12,000-13,000 copies which is the highest of state and private newspapers.

Covering sport ranks first by having 7 newspapers emphasizing on it in addition there are four religious and three health and psychological newspapers. There is only one newspaper which emphasizes on trade and advertisement.

**Table 1. Amharic Private and State National Newspapers in Ethiopia**

No	Name of the publication	Language	Time Table	Content	Average Circulation Rate
1	<b>አዲስ ዘመን</b> (Addis Zemen)	Amharic	Daily	Political, Economic and Social Affairs	12,000- 13,000
2	<b>ሪፖርተር</b> (Reporter)	“	Bi- weekly	“	9,800
3	<b>ኢትዮ ቻናል</b> (Ethio-Channel)	Amharic	“	“	3,720
4	<b>አዲስ- አድማስ</b> (Addis- Admas)	“	Weekly	“	21,250
5	<b>ሰንደቅ</b> (Sendek)	“	“	“	1,120
6	<b>ጎግል</b> (Google)	“	“	“	1,000
7	<b>አውራምባ ታይምስ</b> (Awramba Times)	“	“	“	7,600

8	<b>ነጋድራስ</b> (Negadras)	“	“	“	1,180
9	<b>መስናዘሪያ</b> (Mesenazeria)	“	“	“	1,660
10	<b>አዲስ ፕሬስ</b> (Addis Press)	Amharic	Weekly	Political Economic and Social Affairs	2,000
11	<b>ሰንደቅ</b> (Sened)	“	“	“	1,000
12	<b>ፍትህ</b> (Fith)	“	“	“	2,086
13	<b>ዳጉ</b> (Dagu)	“	“	“	1,000
14	<b>ዲፌንደር</b> (Defender)	“	“	“	1,000
15	<b>አዲስ ወሬ</b> (Addis Were)	“	“	“	1,750
16	<b>አቢሲኒያ ቢዝነስ</b> (Abyssinia Business)	“	“	“	1,000
17	<b>ሜዲካል</b> (Medical)	“	“	Health and Psychology	3,888
18	<b>ዘታለንት</b> (Zetalent)	“	“	“	1,500
19	<b>ቢዝነስ ኮንስትራክሽን</b> (Business Construction)	“	“	Trade and Advertisement	1,000

20	<b>ወርልድ ስፖርት</b> (World Sport)	“	“	Sport	8,350
21	<b>ሊግ ስፖርት</b> (League Sport)	“	“	“	3,150
22	<b>ኢትዮ ስፖርት</b> (Ethio Sport)	“	“	“	13,000
23	<b>ሃትሪክ</b> (Hatric)	Amharic	Weekly	Sport	3,780
24	<b>ኢንተር ስፖርት</b> (Enter Sport)	“	“	“	9,320
25	<b>ዘገነርስ</b> (Zegeners)	“	“	“	5,325
26	<b>መድፈኛ ሜዳ</b> (Medfegna-Meda)	“	“	“	1,500
27	<b>አል ቁዱስ</b> (Al-Kudus)	“	“	Religious	4,020
28	<b>ሰለፈኛ</b> (Selefia)	“	“	“	1,500
29	<b>ኢትዮ ሙስሊም</b> (Ethio Muslim)	“	“	“	1,000
30	<b>ሰውቱል ኢስላም</b> (Sewtul Islam)	“	“	“	1,000
31	<b>ወታትነቴ</b> (Wetatnete)	“	Every 15 Days	Political, Economic and Social Affairs	1,000
32	<b>መላ</b> (Mela)	“	“	Health and Psychology	10,000

### 3.2 Addis Zemen Newspaper

*Addis Zemen* is the oldest and most known state-owned Amharic daily newspaper that is established in 1941. It was in 2001 that the newspaper became daily. The newspaper has the highest circulation rate both among state and private newspapers having a daily circulation rate of 12,000-13,000 during the 2010-2011 G.C report of the Ministry of Information. It is distributed to every region of the country. Hence, it has a potential to reach many ordinary people, higher officials, and policy makers throughout the country. *Addis Zemen* newspaper covers range of issues on daily and weekly sections covering: Political, Economical, Social, Entertainment, Advertisement and Sport.

**Table 2 General layout of *Addis Zemen* Newspaper**

Date	Daily Issues	Weekly Issues
Monday	Local news, Editorial, Agenda, Advertising, Economy, Politics, International news, Entertainment, Sport	Education
Tuesday	“	Social/health
Wednesday	“	Social/various issues
Thursday	“	Social/health
Friday	“	Education
Saturday	“	Science and Technology women’s Forum
Sunday	“	Children’s Forum Science and Technology This is life, Culture

### **3.3 *Addis Admas* Newspaper**

*Addis Admas* newspaper is a weekly (Saturday) privately-owned newspaper established in 1992 E.C and owned by *Admas* Advertizing. It is one of the few privately owned newspapers with the

highest circulation rate and longer duration. According to the ministry of information the circulation number of this newspaper is 21,250 in 2010-2011. According to a research conducted to investigate “Patterns of internet and newspaper use in Ethiopia among graduate students at *Addis Ababa University*” by Sophia (2006), *Addis Admas* newspaper is the most readable newspaper identified by 35% of the respondents.

The contents covered by *Addis Admas* are: Local News, International News, Readers Opinion, The Present Agenda, Editorial, Society, Culture, Let’s Discuss, For Children, Students and Teachers Stories, Trade and Economy, Health, Advertisement, Science and Technology, Art, Women Issues, The Observers View, Around the World and Sport.

## CHAPTER FOUR

### 3. RESEARCH DESIGN AND METHODOLOGY

#### 3.1. Sampling

##### 3.1.1. Study Area

This research is attempted to analyze the national news coverage and representation of news makers. The topic reveals that the focus of the research is on print media, because there is an opportunity to compare the news media between state and private media. In fact, the electronic media, especially radio, is better to reach to a nationwide audience. However, electronic media is monopolized by the government so that the researcher can't compare the state owned and privately owned media. Therefore, the study analyzed news articles related to newsmakers covered by two Amharic newspapers: *Addis Zemen* and *Addis Admas*.

The sampling method of this study is purposive sampling. The newspapers are selected by considering their circulation rate. The Ministry of Information Monitoring and Regulation Department yearly report on the circulation rate of Amharic newspapers in 2010-2011 G.C shows: among a total of 32 Amharic private newspapers, *Addis Admas* ranks first having the yearly circulation of 21,250 and from the state-owned newspapers, *Addis Zemen* is the only one which has a daily circulation of 12,000-13,000 copies.

##### 3.1.2. Time Frame

The study depends on the time frame of the year 2010 of two months. The selection of the two months of the year 2010 is in purposive sampling method. Thus, the researcher selected one month publication /January 8-February 5/ of five copies and another month publication /February 12- March 5/of four copies. In general nine copies of publication are used. The reason for the selection of these two months is because, the recent months are eventful. To clarify, March and April 2010 publications mostly focused about the coming election (May 7, 2002 E.C), May publications dealt with the election, and June and July publications talked about the aftermath of the election and still August was also busy by the new transformation plan. Therefore, the two

months (January and February) were selected because they are publications of no topical issue which can affect the study.

The edition day of the selected newspapers is Saturday. Saturday's publication is selected to fit the edition days of *Addis Admas* (weekly-on Saturday) with *Addis Zemen* (daily). This is because analyzing similar time of publications helps the researcher to find out how similar topics or issues are treated by the newspapers.

## **3.2. Data Gathering Techniques**

### **3.2.1. Content Analysis Technique**

Neuman, et al (1992) explained that content analysis is a technique to collect and analyze text content where the content mentioned consists of word, meaning, picture, symbol, idea, theme, or any message that could be used in communication. Therefore, through texts the content analysis helps the researcher to find out the media image of a certain individual known or unknown in the news. Thus, in the current research content analysis is decided as the appropriate method to indicate best in what extent the newsmakers are covered and how the news portrays the newsmakers in particular and the nation at large. The study only analyzed texts excluding photographs, cartoons, pictures, symbols etc in the news. The pro-forma sheet is developed to enter information for each of the variables. One sheet is generated per unit of analysis.

### **3.2.2. In- depth Interview**

The main objective of this study is to explore the coverage and representation of newsmakers in national news of the state newspaper-*Addis Zemen* and private newspaper-*Addis Admas*. Hence, content analysis only indicates what news journalists have selected over time, but it does not indicate how they have selected it. Thus, in this study in-depth interview is used to elaborate data concerning respondents' opinions, values, motivations, recollections, experiences, and feelings that cannot be answered by the content analysis method.

### **3.3. Data Sources**

In an attempt to generate data on domestic news coverage and representation of newsmakers in the state and private newspapers, this study gathered data from the copies of newspapers in the time frame and from the representative editors and reporters of the newspapers involved in the study.

#### **3.3.1. Newspapers**

In order to compare and analyze the coverage of newsmakers and their representation in state and private newspapers, the study only used national/domestic news items appeared both in the front and inner pages. The reason behind is because of two major reasons. Firstly, the selection of news is because, in news the actual events are reported about the nation. In addition, because in news events are presented as sentences where there is a subject, a named person or group. Thus, the researcher believes that it is possible to identify the dominant actors and their representation within the national news items. Secondly, besides, news items in the front page and inner pages are used because where the news item appeared shows the kind of prominence attached to it.

The selected newspapers for the study are only Amharic national newspapers which have highest circulation rate. The reason behind considering only Amharic and highest circulation newspapers is because Amharic is an official language so that it can reach a wide audience across the country. In addition, the selection of newspapers with greater number of circulation rate is because, greater number of circulation rate for long period of time indicates readership and or recognition.

#### **3.3.2. Key Informants**

The key informants are one senior editor and one reporter from the representative newspapers- *Addis Zemen and Addis Admas*.

The selection of the key informants is by using the purposive sampling. The senior editors from the two newspapers are interviewed by considering his seniority as a reporter and as an editor too. In addition, by considering his power to answer questions focusing on the objectives of the newspapers, newsworthiness selection processes, the criteria of sources consideration, and the barriers they faced affect journalists decisions. Furthermore, the reporters from the two newspapers are interviewed by considering the amount of news they cover (by counting names in the byline).

Besides, the interview is conducted by the researcher in Amharic; this is because the journalists who are interviewed are Amharic newspaper journalists. Along with all the respondents, interview will be recorded and transcribed.

### **3.3.3. Documents**

Documents which are relevant to the study are considered. Firstly, the representative newspapers of state-owned- *Addis Zemen* and privately-owned- *Addis Admas* are used. Secondly, to substantiate the study results with relevant literatures: books, articles, brochures, and internet browse documents are reviewed.

### **3.4. Data Analysis**

The data collected through content analysis and in-depth interview are analyzed qualitatively. The data gathered through the content analysis is coded and the coded categories and classifications are analyzed by using the Statistical Package to Social Sciences (SPSS) method. The coding frame is adopted from Mesay Berhanu (unpublished MA paper) and redesigned by the researcher based on the contents of the newspaper. By having contents available in form of machine readable texts, the input is analyzed for frequencies and percentage and coded into categories for building up inferences.

Two students from the School of Graduate Studies are trained by the researcher to follow a consistent pattern in following the coding frame. To ensure the inter-coder reliability of data, the researcher randomly checked sample newspapers which were coded by the coders. As a result, I found 97% similarities.

Domestic news articles are analyzed if the actor is a person whether the person is known and unknown. The definition of being known and unknown newsmakers is adopted from the book called 'DECIDING WHAT'S NEWS' by Herbert J. Gans (2004). News items reported by the direct experience of the reporter or attributed to news media about an animal and inanimate object are not analyzed. News items which are about the May 7, 2002 E.C election are excluded, because analyzing topical issue like election need a special treatment. For this reason, from *Addis Zemen* newspaper 23 and from *Addis Admas* newspaper 19 election news items were excluded from the two months. In addition, news items about Africa in which both the newspapers under investigation put under domestic news are also excluded. The researcher found out that most African news is about the African Union. The newspapers put news about African Union under domestic news item, because the Headquarter is placed in *Addis Ababa*. In other words, news about the Union is placed not because an Ethiopian actor/s involved in the news. Therefore, from *Addis Zemen* newspaper five and from *Addis Admas* newspaper one African news items were excluded from the two months.

The unit of analysis is one news article. The coding variables/categories consisted of name of the newspaper, the extent of coverage of actors (known and unknown), prominence in the national news coverage (front page and inner page), topics covered in the news, tone of coverage (positive, negative, mixed), and types of news sources (reporter, local news agency, international news agency, and anonymous authors).

In addition, data gathered through the in-depth interview is analyzed qualitatively in different theme categories inferred from the different respondents.

## 1.9. Operational Definitions of the Study

- ❖ **National News-** is a news item which reports only news inside the country.
  
- ❖ **Favorable News -** is a news item which is represented in the newspapers portraying/reporting a bright future of the newsmakers in particular and the nation at large.
  
- ❖ **Unfavorable News -** is a news item which is represented in the newspapers portraying/reporting the gloomy figure of the newsmakers and the nation at large.
  
- ❖ **Mixed News –** is a news item which is represented in the newspapers portraying/reporting the newsmakers and the nation at large in a way that has both the quality of favorable and unfavorable news item.
  
- ❖ **Known Newsmakers-** are well known people who could be political, economic, or cultural figures
  
- ❖ **Unknown Newsmakers-** are ordinary people including low level public officials like police, secretary, mother, shoeshine boy, and etc; exemplary of the groups or aggregates that make up the nation.

# CHAPTER FIVE

## 5. FINDINGS

### 5.1. Introduction

In this chapter the results obtained from the content analysis and interview techniques are presented in tables accompanied by word description. Each table is a stand alone as an information piece. The findings are organized in to two major categories. The results obtained from content analysis and the results obtained from interview technique are treated separately.

In this section of the paper, the data gathered through the content analysis instrument and which is coded in percentage and frequency is analyzed by using a description method. In addition, data collected through an interview method is also analyzed by grouping it in to different categories inferred from the interview questions and answers.

### 5.2. Content Analysis

As it has been explained in the previous chapters, the main objective of this study is to compare and analyze the coverage and type of coverage that the newsmakers (known and unknown) receive in the domestic news by the state newspaper *Addis Zemen* and the private newspaper *Addis Admas*.

Results obtained from the content analysis method are presented in tables and categorized in to different topics and sub topics. There are categories developed from the two newspapers to make the analysis easy to read and understand. These analytic categories are: number of actors (known and unknown), prominence in news (weighing the prominence of the news by looking at where the news appeared: front and inner pages), tone of coverage (favorable, unfavorable, and mixed), topics covered (economic, social and political) and attribution (attributed and anonymous sources).

### **5.2.1. The Coverage of Known versus Unknown Newsmakers**

As it was mentioned in the methodology section of this paper, the category of actors as known and unknown is developed from the book called ‘DECIDING WHAT’S NEWS’ by Herbert, J. (2004) thus, the known and unknown newsmakers were categorized accordingly.

There are ten categories in which known newsmakers are classified and six categories for unknown newsmakers. The categories of known newsmakers are: incumbent presidents, opposition parties, members of the house of people’s representatives (HPR), other federal officials, local officials, alleged and actual violators of laws and mores, business and labor leaders, celebrities and celebrity families, professionals and civil societies. Furthermore, the categories of unknown newsmakers are: victims, Alleged and actual violators of the laws and mores, participants in government meeting, individuals who won government medals in business, program initiators and unusual activities. In addition, the prominence of these known and unknown newsmakers is also weighed in accordance with where they appeared in the newspapers and presented under the sub topic prominence (see table 5).

#### **5.2.1.1. The Extent of the Coverage of Known Newsmakers**

In order to analyze the extent of the coverage of known newsmakers in the two newspapers, 124 news articles are used. Among this total number of news articles, the researcher found out 209 known newsmakers. Out of 209 known actors, 131 are from *Addis Zemen* newspaper and 78 are from *Addis Admas* newspaper. In the following paragraphs the extent of the coverage of known newsmakers in the newspapers is described.

Incumbent presidents and HPR are covered only by *Addis Zemen* newspaper; on the other hand, opposition parties are covered only by *Addis Admas* newspaper. Incumbent Presidents consists 1.5% of the total number of known newsmakers in the newspaper. Like the incumbent officials, HPR also get coverage of 9.9% of known newsmakers. Opposition Parties on the contrary get coverage of 19.2% of the total number of known newsmakers in *Addis Admas* newspaper.

**Table 3 Known Newsmakers in the News**

No	Category of Known	Weight	Addis Zemen		Addis Admas	
			Frequency	%	Frequency	%
1	Incumbent Presidents	F	2	1.5%	0	0.0%
		I	0	0.0%	0	0.0%
2	Opposition Parties	F	0	0.0%	15	19.2%
		I	0	0.0%	0	0.0%
3	Members of the House of People's Representatives (HPR)	F	3	2.3%	0	0.0%
		I	10	7.6%	0	0.0%
4	Federal Officials	F	16	12.2%	16	20.5%
		I	20	15.3%	0	0.0%
5	Local Officials	F	3	2.3%	5	6.4%
		I	26	19.8%	1	1.3%
6	Alleged and Actual Violators of Laws and Mores*	F	2	1.5%	8	10.3%
		I	0	0.0%	0	0.0%
7	Business and Labor Leaders	F	4	3.1%	10	12.8%
		I	6	4.6%	0	0.0%
8	Celebrities-**	F	0	0.0%	13	16.7%
		I	1	0.8%	0	0.0%
9	Professionals	F	3	2.3%	2	2.6%
		I	4	3.1%	0	0.0%
10	Civil Societies	F	12	9.2%	7	9.0%
		I	19	14.5%	1	1.3%
Sum			131	100%	78	100%

\* refers to known people who are government officials, opposition parties, business and labor leaders

\*\*also includes celebrities family

F= Front page Inner page

Federal officials get 27.5% in *Addis Zemen* newspaper and 20.5% in *Addis Admas* newspaper which is the largest number for both newspapers. Civil societies (*Addis Zemen*) and opposition parties (*Addis Admas*) are the second most covered known categories. Civil societies have 23.5% coverage and opposition parties have 19.2% coverage in *Addis Zemen* and *Addis Admas* newspapers respectively.

Local officials (*Addis Zemen*) and celebrities (*Addis Admas*) are the third most covered known categories. In general, local officials consist of 22.1% coverage and celebrities have 16.7% coverage in *Addis Zemen* and *Addis Admas* newspapers respectively.

The least covered known newsmakers in the newspapers are Celebrities in *Addis Zemen* and professionals in *Addis Admas*. Celebrities which were the third kind of known personalities largely covered in *Addis Admas* newspaper get the least coverage in *Addis Zemen* newspaper which is 0.8%. On the other hand, professionals are the least covered known categories in *Addis Admas*- 2.6%.

The rest of the categories of known newsmakers are: alleged and actual violators of laws and mores, and business and labor leaders. Alleged and actual violators of laws and mores get better coverage in *Addis Admas* which is 10.3% where as *Addis Zemen* gives 1.5% coverage. Business and labor leaders also get a better coverage in *Addis Admas* which is 12.8%, where as *Addis Zemen* gives 7.7% coverage.

#### **5.2.1.2. The Extent of the Coverage of Unknown Newsmakers**

As it is mentioned in 4.2.1.1, from the total number of 124 news articles, there are 21 unknown newsmakers in both newspapers. From these 21 articles used in the two newspapers, three articles are from *Addis Zemen* newspaper incorporating six newsmakers and from eight news articles are from *Addis Admas* newspaper incorporating 15 unknown newsmakers.

Victims, alleged and actual violators of laws and mores, program initiators and unusual activities are only covered in *Addis Admas* newspaper; while, individuals who won medals for different activities and participants in a meeting are only covered in *Addis Zemen* newspaper.

Victims (60.0%) get the largest coverage, alleged and actual violators of laws and mores (26.6%) get the second rank and program initiators (6.7%) and unusual activities (6.7%) get equal coverage in the newspaper. Participants in a meeting get 66.7% coverage in the newspaper and individuals who won medals for different activities consist of 33.3%.

**Table 4 Unknown Newsmakers in the News**

NQ	Category of Unknown	Weight	Addis Zemen		Addis Admas	
			Frequency	%	Frequency	%
1	Victims	F	0	0.0%	8	53.3%
		I	0	0.0%	1	6.7%
2	Alleged and Actual Violators of the Laws and Mores	F	0	0.0%	2	13.3%
		I	0	0.0%	2	13.3%
3	Participants in Government Meeting	F	0	0.0%	0	0.0%
		I	4	66.7%	0	0.0%
4	Individuals Who Won Government Medals in Business	F	0	0.0%	0	0.0%
		I	2	33.3%	0	0.0%
5	Program Initiators	F	0	0.0%	1	6.7%
		I	0	0.0%	0	0.0%
6	Unusual activities	F	0	0.0%	1	6.7%
		I	0	0.0%	0	0.0%
Sum			6	100%	15	100%

F= Front I= Inner

In general, from the extent of the coverage of known (209) and unknown (21) newsmakers, one can deduce that known newsmakers are largely covered with 90.9% coverage than unknown newsmakers with 9.1% coverage. Among the total number of known newsmakers, *Addis Zemen* covers known newsmakers more than *Addis Admas* newspaper: *Addis Zemen* (95.6%) and *Addis Admas* (83.9%). The known actors covered by *Addis Zemen* newspaper are firstly, federal officials (27.5%) and secondly civil societies (23.7%). Similarly, federal officials (20.5%) also got the greatest coverage in *Addis Admas* newspaper followed by the opposition parties (19.2%).

**Table 5 Total Coverage of Newsmakers in Both Newspapers**

Actors	Addis Zemen		Addis Admas		Total number of newsmakers	
	Frequency	%	Frequency	%	Frequency	%
Known	131	95.6%	78	83%	209	90.9%
Unknown	6	4.4%	15	16.1%	21	9.1%
Sum	137	100%	93	100%	230	100%

On the other hand, unknown newsmakers are under-covered in both newspapers, constituting only 9.1% of the total number of news actors. Unlike known newsmakers *Addis Zemen* newspaper under-covers unknown newsmakers i.e. 4.4% while 16.1% is covered by *Addis Admas* newspaper. The unknown actors covered by *Addis Zemen* newspaper are only individuals who are participants in government meeting (66.7%) and those who won government medals in business (33.3%). In addition, victims (60.0%) got the greatest coverage in *Addis Admas* newspaper and secondly alleged and actual violators of the laws and mores (26.6%).

### 5.2.2. Prominence in News

Known newsmakers get more emphasis than unknown newsmakers in both newspapers. The prominence of newsmakers is determined by the location of the news items (front page or inner page). If the newspaper put the news in front page, where everyone can read the headline or the lead paragraph, it is considered as the most important news item or actor of the day by the newspaper.

**Table 6 Prominence in News**

Actors	Addis Zemen			Addis Admas	
Known	PL	Frequency	%	Frequency	%
	F	45	34.4%	76	97.4%
	I	86	65.6%	2	2.6%
Sum		131	100%	78	100%
Unknown	F	0	0.0%	12	80.0%
	I	6	100.0%	3	20.0%
Sum		6	100%	15	100%

PL= Page Location    F = Front Page    I= Inner Page

#### 5.2.2.1. Prominence in Addis Zemen Newspaper

The newspaper put 34.4% of known actors in front page while no coverage is given for unknown newsmakers in front pages. However, not all known actors get the front page coverage: in front pages (34.4%) and inner page (65.6%). The kinds of actors covered in the newspaper by getting emphasis (front page coverage) are: incumbent presidents and alleged individuals who are put in front pages whenever they come in the news (see. Table3). Thus, the newspaper defines them more important than the others. On the other hand, the newspaper put all unknown newsmakers in inner pages.

### **5.2.2.2. Prominence in *Addis Admas* Newspaper**

Unlike *Addis Zemen* newspaper, both actors get emphasis in *Addis Admas* newspaper whether they are known or unknown newsmakers. When comparing known and unknown newsmakers; the newspaper gives more coverage for known (97.4%) than unknown (80.0%). The newsmakers that get emphasis in the newspaper are: victims and program initiators and unusual activities. However, alleged individuals are put equally in the front (13.3%) and inner pages (13.3%) of the newspaper (see. Table3).

In general, prominence is given mostly for known newsmakers in both newspapers. In *Addis Zemen* newspaper, unknown newsmakers are not totally covered at front page while known newsmakers get 34.4% of the front page coverage. On the contrary, unknown newsmakers get better coverage by *Addis Admas* newspaper; 80.0% of unknown actors and 97.4% of known newsmakers get the front page.

### **5.2.3. Topics Covered**

In order to further explain how news actors (known and unknown) are covered by the newspapers and what kinds of topics and roles are attached to them, the study described different topics.

#### **5.2.3.1. Topics Covered in *Addis Zemen* Newspaper Considering Newsmakers**

There are different topics covered by the newspaper considering both newsmakers. Most topics covered by *Addis Zemen* newspaper are construction, trade, health and development. These issues are covered by the newspaper most frequently than the rest of the topics listed in table 7a. Among these topics listed below, different kinds of construction are the once that took 13.1% of the topics. The types of constructions which are covered by the newspaper are: road, school, hospital, condominium houses and hydroelectric plant.

**Table 7a Topics of Known Newsmakers Covered in *Addis Zemen* Newspaper**

No	Topics	Addis Zemen Newspaper	
		Frequency	%
1	Accident	3	3.6%
2	Celebrities	1	1.2%
3	Ceremony	3	3.6%
4	Construction-road, school, condominium house, hospital, and hydroelectric power	11	13.1%
5	Contraband	1	1.2%
6	Corruption	1	1.2%
7	Culture	1	1.2%
8	Death	1	1.2%
9	Development- energy and electricity, air port, water dam project, university, health, food security and women	9	10.7%
10	Economy	3	3.6%
11	Education	3	3.6%
12	Environment	4	4.8%
13	Festival	1	1.2%
14	Government Service	4	4.8%
15	Health- eye, HIV/AIDS, genital mutilation, mother, voluntary health service, prevention,	8	9.5%
16	Human Right	3	3.6%
17	Investment	4	4.8%
18	Loan	2	2.4%
19	Media	1	1.2%
20	Government Meeting	1	1.2%
21	Proclamation	2	2.4%
22	Religion	1	1.2%
23	Science	2	2.4%

24	Technology	1	1.2%
25	Terrorism	1	1.2%
26	Trade- fuel, leather, honey, gold, cement, cattle, coffee, and seed crops	9	10.7%
27	Trial	2	2.4%
28	Youth	1	1.2%
		<b>84</b>	<b>10</b>

Trade, health and development are the other types of topics which are the second most covered by the newspaper. Trade and development are covered equally i.e. 10.7%. Health took 9.5% of the topics covered by the newspaper. The types of trade covered are: coffee, fuel, leather, honey, gold, cement, cattle and seed crops. In addition, the types of development issues are: energy and electricity, air port, project tour, university, food security, women, health and development plans. Furthermore, health issues are: eye, HIV/AIDS, female genital mutilation, mother, voluntary service and prevention.

The rest of the topics that took the remaining percent of the total topics are: environment, government service, investment, accident, ceremony, economy, human right, education, proclamation, science, loan, trial, festival, media, religion, corruption, terrorism, contraband, technology, culture, youth, celebrity, government meeting, and death.

As the following table shows, unknown newsmakers are also the one having different issues attached to them. These issues are categorized as development in food security, health about HIV/AIDS and religious issue about the celebration of birth of Mohammed which all took 33.3% of the total percentage.

**Table 7A (a) Topics of Unknown Newsmakers Covered in *Addis Zemen* Newspaper**

No	Topics	Addis Zemen Newspaper	
		Frequency	%
1	Development- food security	1	33.3%
2	Health Prevention development- HIV/AIDS	1	33.3%
3	Religion- celebration of the birth of Mohammed	1	33.3%
Sum		3	

### **5.2.3.2. Topics Covered in *Addis Admas* Newspaper Considering Newsmakers**

*Addis Admas* newspaper also covers various issues considering known and unknown newsmakers. In the following table known newsmakers are attached to various topics; among them accident took the largest part of the news items. Accident is the most frequently covered topic by the newspaper by having 17.2% coverage. The types of accidents are: hydro electric plant, air plane, car and fire. Government service is the second most covered topic by having 10.3% coverage in the newspaper. The types of services are: hospital, telecommunication and transportation.

The rest of the topics that are not frequently covered took the remaining percent of the total topics. These are: art, ceremony, construction, (which was the greatest coverage by *Addis Zemen* newspaper) opinion, government proclamations all constitute 2%, and the other call for fund raising, corruption, death, exhibition, health, human right, political parties, terrorism, theft, trade, transport (which was the second most covered topic by *Addis Zemen* newspaper) and trial having 1%.

**Table 7B Topics of Known Newsmakers Covered in *Addis Admas* Newspaper**

No	Topics	Addis Admas Newspaper	
		Frequency	%
1	Accident- hydro electric plant crash, air plane crash,	5	17.2%
2	Art	2	6.9%
3	Call for fund raising	1	3.4%
4	Ceremony	2	6.9%
5	Construction	2	6.9%
6	Corruption	1	3.4%
7	Death	1	3.4%
8	Exhibition	1	3.4%
9	Government service- hospital, telecommunication, and transport,	3	10.3%
10	Health- Free health service (eye)	1	3.4%
11	Human right Critic on Government	1	3.4%
12	Opinion	2	6.9%
13	Political parties- disintegration	1	3.4%
14	Government Proclamations	2	6.9%
15	Terrorism	1	3.4%
16	Theft	1	3.4%
17	Trade	1	3.4%
18	Trial	1	3.4%
	Sum	29	100%

Unknown newsmakers are also the one having different issues attached to them. The following table shows that topics attached to unknown newsmakers are categorized as: trial, accident, death and exhibition. The coverage of trial and accident are equal i.e. 37.5% which is the largest coverage in the newspaper. The types of trials are on superstitious crime by ‘Tamrat Geleta, on passengers who need compensation in the Ethiopian plane crash in Beirut and on illegal land rent

**Table 7B (a) Topics of Unknown Newsmakers Covered in *Addis Admas* Newspaper**

No	Topics	Addis Admas Newspaper	
		Frequency	%
1	Accident- car crash, fire and hyena attacks on students and the society around the school	3	37.5%
2	Death-	1	12.5%
3	Exhibition	1	12.5%
4	Trial- on superstition (Tamrat Geleta), on passengers who need compensation in the Ethiopian air plane crash in Beirut, on illegal land rent	3	37.5%
Sum		8	100%

and the types of accidents are: car crash, fire and hyena attacks on students and the society around the school. In addition, death and exhibition are the rest of the topics constituting 12.5% of the total coverage of unknown newsmakers.

In general, most known newsmakers covered in *Addis Zemen* newspaper are under the topic - construction (13.1%) category but, in *Addis Admas* newspaper under accident (17.2%) category. On the other hand, most unknown newsmakers in *Addis Admas* newspaper are covered under the topics- trial and accident which is an equal coverage of 37.5%; however, in *Addis Zemen* newspaper all newsmakers get 33.3% appearing only once in the newspaper. To list the categories of these unknown newsmakers: development, health prevention development and under religious ceremonies.

#### **5.2.4. Roles Given to Newsmakers in *Addis Zemen* and *Addis Admas* Newspaper**

The roles given to known and unknown newsmakers are different in *Addis Zemen* newspaper. As the known newsmakers who receive greater amount of coverage are federal officials (27.5%), civil societies (23.7%) and local officials (22.1%) in order of importance, the type of role

attached to them is mostly when they are making speeches, declaring proclamations, give loan, and when making voluntary services. Unlike known newsmakers, unknown actors' role is not a kind having a say on what they have. For example, they are covered when they have a role of a participant in government meeting (66.7%) and when they receive government medals in business (33.3%).

However, the role given to known and unknown newsmakers in *Addis Admas* newspaper is not different. The largest share of coverage for both actors is given when they are victims or alleged of mores and laws. Even if these are the major types of roles given to the known newsmakers, the principal allocate is given to victims. The same is true when unknown newsmakers are covered. This is because the main topic attached to unknown newsmakers is equally represented by trial and accident by having 37.5% of the total coverage of unknown newsmakers.

### **5.2.5. Tone of Coverage and Representations**

In order to clarify the representations given to the main variables of the study which are known and unknown newsmakers, the researcher considers tone of coverage to be the main data which can feed in the analysis. As you can see in table 8 below, the news items are classified as favorable, unfavorable and mixed.

#### **5.2.5.1. Favorable Representation**

The representation of newsmakers is different in the two newspapers. In *Addis Zemen* newspaper known newsmakers (79.8%) and unknown newsmakers (100%) are represented in favorable representations. However, in *Addis Admas* newspaper favorable news type is the second one in representing known (34.5%) and unknown (25.0%) newsmakers.

**Table 8 Tone of Coverage in News**

Actors		Addis Zemen		Addis Admas	
Known	Tone	Frequency	%	Frequency	%
	F	67	79.8%	10	34.5%
	UF	8	9.5%	14	48.3%
	M	9	10.7%	5	17.2%
Sum		84	100%	29	100%
Unknown	F	3	100.0%	2	25.0%
	UF	0	0.0%	6	75.0%
	M	0	0.0%	0	0.0%
	Sum		3	100%	8

F= Favorable News Item    UF= Unfavorable News Item    M= Mixed News Item

### **5.2.5.2. Unfavorable Representation**

Unlike *Addis Zemen* that represents most known and all unknown newsmakers in favorable way, *Addis Admas* represent most newsmakers in an unfavorable way. *Addis Admas* represent 48.3% of known actors and 75.0% of unknown newsmakers unfavorably.

### **5.2.5.3. Mixed Representation**

Mixed representation is the third type to represent known newsmakers in both newspapers. They constitute 10.7% in *Addis Zemen* newspaper and 17.2% in *Addis Admas* newspaper. Unknown newsmakers are not represented in this kind of category in both newspapers.

In general, the representation of newsmakers in both newspapers is different. *Addis Zemen* represents most of the news actors in favorable representation; however, *Addis Admas* newspaper represents most of the newsmakers in unfavorable representation. The mixed representation is

the third category in which both newspapers adopt to represent known newsmakers but, unknown newsmakers are not represented in this category.

#### **5.2.5.4. Tone of Coverage in the Same News Stories**

The difference between the two newspapers in giving emphasis or the agenda is visible when looking at table 8a below. The same stories are covered in different tones of coverage. As table 8 shows that *Addis Zemen* covers most of the news stories and newsmakers favorably and in *Addis Admas* most of the news items and newsmakers are represented unfavorably; the following table also verifies the emphasis difference employed by the two newspapers under the study.

Most of the news items show that *Addis Zemen's* agenda is to write the favorable news even if the story has unfavorable news, while *Addis Admas* write the unfavorable angle of the story even if the story has favorable news. For example, publication numbers: 2, 4, 5 and 7 are written from the favorable angle of the stories in *Addis Zemen* newspaper, while *Addis Admas* newspaper writes the unfavorable angle of the stories. On the other hand, in publication number 3 the story is about the press release made by OLF leaders. Thus, *Addis Zemen* gives a special emphasis on what the leaders say, however, *Addis Admas* write the news by giving the primal emphasis only to the press release. At last, publication number 1, 6 and 8 are represented in the same tone of coverage by both newspapers; publication number 1 represented unfavorably, and 6 and 8 represented favorably.

**Table 8A Tone of Coverage within the Same News Stories in *Addis Zemen* and *Addis Admas* Newspapers**

No	Date of publication	Addis Zemen Newspaper		Addis Admas Newspaper	
		Tone	News Articles	Tone	News Articles
1	Jan 8	UF	Four people passed away in car accident	UF	Grief in Christmas: friends in Assela town never get back home
2	Jan 22	F	Ethiopia advocates free press	UF	Journalists' suffering increases alarmingly
3	Jan 22	F	The surrendered OLF leaders announces the deterioration of its military capacity	M	The surrendered OLF leaders make press release
4	Jan 29	F	Pray in 'Anwar' mosque for departed citizens in plane crash	UF	The mourning families heard official announcement of death yesterday
5	Feb 5	M	The right of mass media not to disclosing sources fails in the anti-terrorism decree	UF	"Media should avoid rumor on the anti-terrorism decree" Ato Shimelis Kemal –the government communication office deputy manager
6	Feb 5	F	The festival benefits the country's to build its feature	F	Nations and nationalities Food and drinks festival held on
7	Feb 12	F	<u>'Gilgel Gibe' 2 hydro electric power plant faces permeation of the plant-</u> It works after minor maintenance	UF	'Gilgel Gibe' 2 faces accident
8	Feb 19	F	"The government will support ophthalmological care run by the foundation" President Girma W/giorgis	F	Saudi ophthalmological foundation gives free medical service for 366 patients

## **5.2.6. Types of News Sources**

Looking at the sources used by the newspapers can make the study examine different factors for what the newsmakers receive. Because, by looking at the source which is being used determine the representation of the news actors. For example, when a reporter is a source, it is his/hers choice that bring such differences and/or similarities between the actors representation and role attached to it. Thus, in order to make such inferences, table 9a and table 9b are used below. In these tables the stories which are attributed to different sources and stories that have anonymous authors are listed briefly.

### **5.2.6.1. Types of News Sources Used in *Addis Zemen* Newspaper**

In *Addis Zemen* newspaper, there are no news stories which are covered by anonymous authors and international news agencies (INA). The total frequency number of news items attributed in the newspaper for known newsmakers is 84 or 100%. This frequency/percentage is shared with the different types of news tone of representations. Sources represented favorably took 81.0%, unfavorable representation 7.1% and mixed representations 11.9%.

Known newsmakers are largely attributed by the local news agencies (LNA) which are the Ethiopian news agency (ENA) and Walta information center (WIC), especially ENA. LNA constitute 62 news items; ENA took 78% and WIC has 6% of the total news stories. In addition, the representation of the news items is mostly favorable in both news sources. ENA represents 56.0% of coverage and WIC represents 4.8% of coverage in favorable news. News stories of known newsmakers are also attributed to the reporter other than the LNA explained above. The news stories attributed to the reporter are the second most covered by having a frequency number of 22 next to LNA. The reporters represent much of the stories favorably taking 20.2%. There are no known newsmakers in the newspaper which are attributed to INA.

All unknown newsmakers (100%) are attributed and represented only by favorable representation. Again like known newsmakers, unknown newsmakers are also largely attributed

by LNA which is the ENA excluding WIC. ENA constitute 66.7% with only favorable representation. News stories of unknown newsmakers are also attributed to the reporter other than ENA in only favorable representation. These news stories attributed to the reporter are 33.3% which is the representation of favorable tone.

**Table 9A Types of Sources Used in Addis Zemen Newspaper**

Actors	Tone of news	Number of stories				Non-attributed				Attributed authors							
		Attributed stories		Non-attributed		Anonymous authors		Attributed to the paper		Attributed to the reporter		Local News Agency				International News Agency	
												Ethiopian News Agency		Walta Information Center			
		F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Known	F	68	81.0%	0	0.0%	0	0.0%	0	0.0%	17	20.2%	47	56.0%	4	4.8%	0	0.0%
	UF	6	7.1%	0	0.0%	0	0.0%	0	0.0%	1	1.2%	5	6.0%	0	0.0%	0	0.0%
	M	10	11.9%	0	0.0%	0	0.0%	0	0.0%	4	4.8%	5	6.0%	1	1.2%	0	0.0%
Sum		84	100%	0	0.0%	0	0.0%	0	0.0%	22	100%	57	100%	5	100%	0	0.0%
Unknown	F	3	100%	0	0.0%	0	0.0%	0	0.0%	1	33.3%	2	66.7%	0	0.0%	0	0.0%
	UF	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	M	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sum		3	100%	0	0.0%	0	0.0%	0	0.0%	1	100%	2	100%	0	0.0%	0	0.0%

F= Frequency

### **5.2.6.2. Types of News Sources Used in *Addis Admas* Newspaper**

Unlike *Addis Zemen* newspaper, in *Addis Admas* much of news items are attributed to anonymous authors. LNA are not used as source to attribute both known and unknown newsmakers. From the general number of non-attributed sources for known newsmakers (12): anonymous sources have covered 9 and attribution to the paper is 3. The representation of anonymous sources is equally covered in favorable and unfavorable representation which is 33.3%. However, attribution to the paper is inclined to unfavorable representation which is 16.7%. In addition, from the general number of non-attributed unknown newsmakers, 100% or are all attributed to anonymous authors.

The total frequency number of attributed sources for known newsmakers in the newspaper is 24; this number is shared with the different types of tones of representations. These sources are represented favorably (29.2%), unfavorably (58.3%) and mixed representations (12.5%). This shows that known news actors are mostly represented in unfavorable representation. From this attributed sources 21 news items are attributed to the reporter. Out of this total number of sources, unfavorable representation took the main percent i.e. 45.8%. In addition, source from INA covers only 12.5% which are represented unfavorably. In attributing known newsmakers, there are no news stories in the newspaper which are attributed to the paper, LNA and to INA. The frequency number of news items attributed in the newspaper for unknown newsmakers is 6; this number is referred to favorable representation (33.3%) and unfavorable representation (66.7%). Like the known actors unfavorable tone of news is much greater than the favorable once in attributing unknown actors.

**Table 9B Types of Sources Used in Addis Admas Newspaper**

Actors	Tone of news	Number of stories				Non-attributed				Attributed authors							
		Attributed stories		Non-attributed		Anonymous authors		Attributed to the paper		Attributed to the reporter		Local News Agency				International News Agency	
		F	%	F	%	F	%	F	%	F	%	Ethiopian News Agency		Walta Information Center		F	%
Known	F	7	24.1%	3	10.5.7%	0	0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	UF	14	48.3%	2	6.9%	1	3.4%	0	0.0%	2	6.9%	0	0.0%	0	0.0%	3	12.5%
	M	3	10.3%	0	0.0%	0	0.0%	0	0.0%	2	6.9%	0	0.0%	0	0.0%	0	0.0%
Sum		24	100%	5	100%	9	100%	0	0%	4	100%	0	0%	0	0%	3	100%
Unknown	F	2	25.0%	0	0.0%	0	0.0%	0	0.0%	2	25.0%	0	0.0%	0	0.0%	0	0.0%
	UF	4	50.0%	2	25.0%	2	25.0%	0	0.0%	4	50.0%	0	0.0%	0	0.0%	0	0.0%
	M	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sum		6	100%	2	100%	2	100%	0	0%	6	100%	0	0%	0	0%	0	0%

F= Frequency

In general, comparing the two newspapers under the study- *Addis Zemen* and *Addis Admas*, there is a great difference between them. In *Addis Zemen* newspaper, both stories of known and unknown newsmakers are attributed; however, in *Addis Admas* newspaper 12 news stories of known newsmakers and 2 news stories of unknown newsmakers are not attributed. In addition, the representation in *Addis Zemen* newspaper for both stories of known and unknown newsmakers is favorable. However, in *Addis Admas* newspaper known and unknown newsmakers are represented unfavorably whether they are attributed or not. On the other hand, unknown newsmakers are also represented favorably when attributed, but they receive only unfavorable representation when they are not attributed.

### **5.3. Analysis of Interview**

In order to substantiate the data gathered through content analysis technique, the interview is made with the reporters and editors of the respective newspapers. One reporter and one editor of the news room are interviewed. Among the two newspapers used in this study, the interview with the editor of the *Addis Admas* newspaper was not successful despite repeated requests made. Consequently, the analysis of the *Addis Admas* newspaper interview excluded the editor's interview and focused only on the reporter's interview. The interview incorporates personal questions, objectives/editorial of the newspapers, news selection process, newsmakers, source consideration, and barriers they faced in covering domestic news.

The reporters of both the newspaper are women, but the editors of both the newspaper are men. The personal background of *Addis Zemen* newspaper's reporter is a news reporter for 2 and half years. One and a half in *Addis Zemen* and one year in *Radio Fana* prior to *Addis Zemen*. In addition the editor of *Addis Zemen* newspaper has 12 years of experience as a reporter in *Addis Zemen* newspaper and editor of the *Zemen magazine* for 13 years. The reporter of the *Addis Admas* newspaper is a senior reporter for *Addis Admas* and was a reporter for *Iftin* newspaper for two years and half. For the fact that the national news coverage of the newspapers is based on the editorial policy, the journalists of both newspapers said that the editorial policy gives prior consideration to domestic news. The second choice is for African news and world news is the

third choice of the newspapers when they think it can affect the lives of the people or the country directly or indirectly.

As it was mentioned in the literature review, to determine newsworthiness there are different gatekeepers. The gatekeeper can be the reporter when reporting what he/she wants, the editor by using his/hers power to exclude or include the news brought by the reporter and the organization through the editorial. The study through the content analysis technique finds out that the extent of the coverage of the known newsmakers is much larger than the unknown newsmakers. However, the reporters including the editor confirm that there is no editorial policy which directs the reporter or the editor to give more coverage to known newsmakers than unknown newsmakers. Though, all the journalists agree about known newsmakers make big news than the unknown and they are covered when they made something unusual or something that has human interest or when it can educate the public.

Particularly, the *Addis Admas* senior reporter said that they don't think that people like to read about unknown actors. In addition, the *Addis Zemen* editor said that the newspaper covers only if the event has an impact on the larger public and he doesn't think that the unknown has that capacity to come in the news index other than other columns. The editor's contribution in deciding what is news is also agreed by the two reporters of the respective newspapers, that the editor excludes news by comparing the news items brought by different news reporters and that he make them believe why he discarded their news. On the other hand, the editor of the *Addis Zemen* newspaper said that the tendency in the newspaper is not on discarding news but, shape the angle or the emphasis given to the news item.

Considering the principles of media ethics both the newspapers reporters said that their newspaper is not balanced in covering the two newsmakers but it is fair. The *Addis Admas* senior reporter said that especially when attempts made to balance the news about government critic by international media, the government is not willing to give their answer/opinion on the issue or they will say that they do not know the information. In this situation in order to meet the

deadline, she said that they will print the news without making it balanced. She confirms that because of this and other reasons the news can't be balanced. The reporter and editor of *Addis Zemen* said that the newspaper is not balanced, but they balance the news by covering unknown actors in News Analysis Index other than in front news index. But, the editor of *Addis Zemen* newspaper said that the newspaper is balanced if we consider balance as giving space to speak whatever length it is given.

However, both newspapers journalists said that the news items are fair in relation to the language they use and in allowing specially the unknown actor to speak his/her own news. Both the newspapers have editorial in order to protect the reporter from writing biased words against newsmakers. The *Addis Admas* senior reporter said despite most news items are free of such words/writings, but there are situations in which they search for that pejorative word from the news actor. However, when they cover such an issue she told the researcher that they always try to make the story balanced. She also added that the word/statement might be the headline of the news item. On the contrary, the editor of *Addis Zemen* said that they strictly protect newsmakers not to be reported by biased words. However, fairness in respect to allowing the unknown actor to speak his/her own news is applied specially when they cover vox pop. The *Addis Zemen* reporter said that even if the news items are fair, when it come out it is not in the way that the reporter wants. She said most of the news are in the way the editor desires; if the reporter writes the full story of the unknown actor actor, the editor cuts many of the parts and remains the least.

As the study through the content analysis reveals that most of the time both newspapers have different tone of coverage of domestic news items; the *Addis Zemen* newspaper covers the favorable news items on the contrary the *Addis Admas* newspaper covers unfavorable news items. From the eight news topics which are covered by both newspapers, in four news items the *Addis Zemen* gives emphasis to the favorable representation when *Addis Admas* gives the priority to unfavorable representation. The journalists of the newspapers are also acknowledged that they have the tone of coverage mentioned above.

The editor of the *Addis Zemen* newspaper said that this happens because, when the reporters went with problems they usually found the favorable tone or the solution prominent than the problem. However, the reporter of the newspaper said that there is an unwritten law which guides the newsroom to cover news items in favorable representation as much as possible. As she said the thinking behind the newsroom is the frequent coverage of favorable news items or unfavorable items as favorable would change the picture of the nation. The study also noticed that in almost all the news items the unfavorable news items are grounded in *Addis Zemen*. On the other hand, the *Addis Admas* senior reporter said that the reason for the newspaper to cover most news items in unfavorable representations is because the news items are not covered by any news media. She also thinks because the favorable news stories are covered by the state news media *Addis Admas* is filling the gap to the people.

This topic is also one factor which can affect tone of the coverage of known and unknown newsmakers. This is because, the representations and the roles given to the newsmakers can be adopted from the sources used. The editor of *Addis Zemen* newspaper said they get their sources from the interviewing, press release call, and anticipated news by the newsroom, also from the unknown news actors who come to the newsroom to get their complains printed; however, most of them failed to be reported after checking the facts and from regular source like meteorology. In addition, from local news sources like ENA and WIC and international sources are used by the newspaper. He also said the reports of the local news agencies are used as they are except changing the format in to the frame of the newspaper and the time change like ‘today’ into ‘yesterday’ because the news does not reach to them at the time. However, the reporter’s news item is checked by the editor to discard or to shape the emphasis. News items from international sources are used in different angle. The reporter on this issue said that they do not use international sources mostly but if it is favorable news about the country it will be covered in the news index.

The *Addis Admas* newspaper senior reporter said she gets the sources for her news from interviewing the appropriate person, press release, from the unknown actors who come to the newsroom with their complains; however, most of them failed to be reported for one thing

because they proved to be false and on the other the issues are not newsworthy, from regular source which she prefers is the *Addis Ababa* Police and from international sources. She said that if the person is not comfortable with the interview she tried to get other possible source on the issue. On the other hand, the news from international sources is written in the newspaper if they do not harm the public in any way and if they are supported by enough evidence. Thus, the newspaper will print the news as per the editorial policy of the newspaper.

This last topic is also a factor for the under representation and miss representation of unknown newsmakers compared to known newsmakers. The barriers that journalists face in covering national news in general and about the newsmakers in particular are raised in the interview question. The reporters and editor of the two newspapers give their answers on the issue.

The general challenge in covering national news is the reporters' willingness in accomplishing the planned projects as the *Addis Zemen* editor said. The reporter on her part said that the public is the major challenge for covering domestic news she said that, "especially when we collect vox pop immediately after we mentioned who we are from they don't told us what they wish to talk but what they think we want". On the contrary for *Addis Admas* newspaper senior reporter the challenge is the government. Especially government officials who are at the sub-city and district positions are not cooperative for them because as she said they don't think private newspapers are really newspapers and there are also officials who do not wish to give the press release they call if the ETV (Ethiopian Television) does not appear.

In covering the newsmakers especially the unknown newsmakers the major challenge for both newspapers is checking facts. When unknown newsmakers bring their news to the newspapers checking facts is the major problem of the reporters. Facts about the unknown newsmakers need to be checked carefully than the known actor so as to protect the credibility of the newspaper. The *Addis Zemen* reporter said that "for example, when you are covering a crime the neighbors told you that they know somebody killed the victim but you can't print what they told you when police is under investigation. This people (neighbors) are not willing to tell the police what they

know about the crime but at the end when they know that the story is not printed, they consider that the reporter is corrupt that she took money from the murderer.

In general, the objectives of the newspapers participated in the study give prominence to national/domestic particularly the known newsmakers. In addition, if the news from African countries and from other parts of the world is important to the public they will get coverage as a second and third agenda consequently. The reason given for the under representation of unknown newsmakers in both newspapers is the time taking process of checking facts about those personalities and their activities. However, their recommendation about the balance coverage of both newsmakers in the future is different. For *Addis Zemen* newspaper they have a planned to give more coverage about the ordinary society of the country in the near future, but, for *Addis Admas* newspaper even if they agree about the principle of covering the society as a whole, there believed that there is no need to give much coverage because what the larger public need is to read about known personalities.

On the other hand, the miss representation of most unknown newsmakers and even if not balanced the miss representation of known newsmakers too in the *Addis Admas* newspaper (because all unknown news items and almost all news items of known actors in *Addis Zemen* newspaper are written in a favorable tone) is the process of selecting newsworthy events by the reporters and the editors judgment of newsworthiness. This is because, they do not use any source in the country and the source they used from international sources (3%) is also almost none. Thus, the reporters' judgment of newsworthiness in gathering news and the editor's decision in including or excluding the news is the reason for the miss representation of unknown actors.

## CHAPTER SIX

### 6. CONCLUSIONS AND RECOMMENDATIONS

#### 6.1. Conclusions

From the findings obtained the following interpretations are made by putting it in context of the literatures. The interpretations are also made in relation to the objective of the study.

- ❖ Known newsmakers got the greatest coverage which is 90.9% and the line share is given for federal officials in both newspapers when unknown newsmakers are under-represented having 9.1% in addition the low level officials are not covered in both newspapers. In addition prominence is also given to known newsmakers.

This result proves that what literatures reviewed and journalists interviewed said about the under representative coverage of unknown newsmakers.

- ❖ The tone of coverage is different in both newspapers because *Addis Zemen* newspaper represented both newsmakers mainly in favorable way, however, *Addis Admas* newspaper represent both newsmakers mainly in unfavorable way. Even if *Addis Admas* newspaper represents both newsmakers mainly in unfavorable way, however, the newspaper represents unknown newsmakers unfavorably (75%)

In the case of tone of coverage, there is a great difference between the state and the privately owned newspapers. This is because the state newspaper (*Addis Zemen*) gives greater percentage for favorable representation when the private newspaper (*Addis Admas*) gives greater percentage for unfavorable representation. But, in according to the literatures reviewed, it is in *Addis Admas* newspaper that unknown newsmakers are miss-represented.

- ❖ Ownership is not a factor for the difference in extent and representation of newsmakers. As the interview revealed the reasons are the reporters and the editors; for example, *Addis Zemen* editor considers unknown newsmakers do not usually make news and Addis Admas senior reporter think that people don't have interest to read news about unknown newsmakers, in addition, the representation of most newsmakers favorable in *Addis Zemen* is related to the editor while the *Addis Admas* representation of most newsmakers unfavorably is related to the reporters and editors in considering the newspapers as covering the news items not covered by state media.
  
- ❖ *Addis Zemen* newspaper attributed all news items but, *Addis Admas* newspaper does not attribute 24 news items. In addition, in *Addis Admas* newspaper 2 news items of unknown newsmakers which are represented to unfavorable tone are attributed to anonymous sources.

In this result the interesting point is not the representation of unknown newsmakers in unfavorable tone but not attributing all news items that are represented in unfavorable tone. As the interview with representative journalists confirmed the variation of the extent and representation of the known and unknown newsmakers has happened: one, from the personal perspectives of the editors and reporters, second, from sources they used (especially Addis Zemen the source is ENA).

- ❖ The role given to the newsmakers is also different in the two newspapers. In *Addis Zemen* newspaper known newsmakers are covered when they have the role of making speeches, declaring proclamations, making voluntary service and giving loan while unknown newsmakers are covered when they are participants of government meetings. However, in *Addis Admas* newspaper known newsmakers are covered primarily when they have the role of victims of accidents and unknown newsmaker primarily when they are on trial and also like known newsmakers when they are victims of accidents.

As Herbert said in his study of the American news that unknown newsmakers are given the role of victims, alleged on different crimes ... Similarly, the two newspapers are under study also present the known newsmakers as powerful and who makes decisions and speeches while unknown newsmakers are presented as victims, alleged in crimes and when they involve in unusual activities.

## 6.2. Recommendations

From the above conclusions, the following recommendations are made.

- ❖ It would be good if due attention is given to the unknown newsmakers too in the newspapers coverage. This is because, by reading the news which is the actual happening, anyone can infer meaning not only about the newsmaker but also about the society and the nation at large.
- ❖ It would also be good if the tone of coverage given to the newsmakers get special attention because the tone of coverage is sometimes the tool to satisfy readers' interest by entertaining different tones in the news. For example, it shouldn't be like *Addis Zemen* which represents both newsmakers mainly in favorable way and it should not be like *Addis Admas* newspaper which represents both newsmakers mainly in unfavorable way.
- ❖ It is recommendable if the newspapers attribute all the news items they write if possible like *Addis Zemen* newspaper. However, even if not revealing sources is part of journalism practice and the right of the media, not attributing almost half of the unknown newsmakers news items like what *Addis Adams* newspaper done may reduce the credibility of the newspaper.
- ❖ It might is suggested that the process of deciding newsworthiness get due attention because the frequent coverage of the same kind of topic may define the kind of role given to the

newsmakers. For example, the *Addis Zemen* newspaper's coverage of known newsmakers as important to the public (by giving the role of making speeches, declaring proclamations, making voluntary service and giving loan) while unknown newsmakers as receivers of what been offered by known newsmakers (by giving the role of a participant in government meetings) is not suggested. On the contrary, *Addis Admas* newspaper's coverage is different that it covers both newsmakers by giving the role of victims of accidents and especially unknown newsmaker when they are on trial.

- ❖ Lastly it is recommended that national newspapers of state owned or privately owned should give the primary objective in giving a worth mentioning extent of coverage and representation regular society or unknown newsmakers too because it is the combined effect which portrays the nation.

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**APPENDIX 1**  
**CODING SHEETS**

**Table 3 Known Newsmakers in the News**

No	Category of Known	Weight	Addis Zemen		Addis Admas	
			Frequency	%	Frequency	%
1	Incumbent Presidents	F				
		I				
2	Opposition Parties	F				
		I				
3	Members of the House of People's Representatives (HPR)	F				
		I				
4	Federal Officials	F				
		I				
5	Local Officials	F				
		I				
6	Alleged and Actual Violators of Laws and Mores*	F				
		I				
7	Business and Labor Leaders	F				
		I				
8	Celebrities-**	F				
		I				
9	Professionals	F				
		I				
10	Civil Societies	F				
		I				

\* refers to known people who are government officials, opposition parties, business and labor leaders

\*\*also includes celebrities family

F= Front page I= Inner page

**Table 4 Unknown Newsmakers in the News**

N <sub>0</sub>	Category of Unknown	Weight	Addis Zemen		Addis Admas	
			Frequency	%	Frequency	%
1	Victims	F				
		I				
2	Alleged and Actual Violators of the Laws and Mores	F				
		I				
3	Participants in Government Meeting	F				
		I				
4	Individuals Who Won Government Medals in Business	F				
		I				
5	Program Initiators	F				
		I				
6	Unusual activities	F				
		I				

F= Front I= Inner

**Table 5 Total Coverage of Newsmakers in Both Newspapers**

Actors	Addis Zemen		Addis Admas		Total number of newsmakers	
	Frequency	%	Frequency	%	Frequency	%
Known						
Unknown						
Sum						

**Table 6 Prominence in News**

Actors	Addis Zemen			Addis Admas	
Known	PL	Frequency	%	Frequency	%
	F				
	I				
Sum					
Unknown	F				
	I				
Sum					

PL= Page Location    F = Front Page    I= Inner Page

**Table 7A Topics of Known Newsmakers Covered in Addis Zemen Newspaper**

No	Topics	Addis Zemen Newspaper	
		Frequency	%
1	Accident		
2	Celebrities		
3	Ceremony		
4	Construction-road, school, condominium house, hospital, and hydroelectric power		
5	Contraband		
6	Corruption		
7	Culture		
8	Death		
9	Development- energy and electricity, air port, project tour, university, health, food security, women, general development and plan		

10	Economy		
11	Education		
12	Environment		
13	Festival		
14	Government Service		
15	Health- eye, HIV/AIDS, genital mutilation, mother, voluntary service, prevention,		
16	Human Right		
17	Investment		
18	Loan		
19	Media		
20	Government Meeting		
21	Proclamation		
22	Religion		
23	Science		
24	Technology		
25	Terrorism		
26	Trade- fuel, leather, honey, gold, cement, cattle, coffee, and seed crops		
27	Trial		
28	Youth		

**Table 7A (a) Topics of Unknown Newsmakers Covered in *Addis Zemen* Newspaper**

No	Topics	Addis Zemen Newspaper	
		Frequency	%
1	Development- food security		
2	Health Prevention development- HIV/AIDS		
3	Religion- celebration of the birth of Mohammed		

**Table 7B Topics of Known Newsmakers Covered in *Addis Admas* Newspaper**

No	Topics	Addis Admas Newspaper	
		Frequency	%
1	Accident- hydro electric plant crash, air plane crash, car crash, and fire		
2	Art		
3	Call for fund raising		
4	Ceremony		
5	Construction		
6	Corruption		
7	Death		
8	Exhibition		
9	Government service- hospital, telecommunication, and transport,		
10	Health- Free health service (eye)		
11	Human right Critic on Government		
12	Opinion		
13	Political parties disintegrated		
14	Government Proclamations		
15	Terrorism		
16	Theft		
17	Trade		
18	Trial		

**Table 7B (a) Topics of Unknown Newsmakers Covered in *Addis Admas* Newspaper**

No	Topics	Addis Admas Newspaper	
		Frequency	%
1	Accident- car crash and fire		
2	Death-		
3	Exhibition		
4	Trial- on superstition (Tamrat Geleta), on passengers who need compensation in the Ethiopian air plane crash in Beirut, on unlawful land rent		
5	Hyena attacks on students and the society around the school		

**Table 8 Tone of Coverage in News**

Actors		Addis Zemen		Addis Admas	
Known	Tone	F	%	Frequency	%
	F				
	UF				
	M				
Sum					
Unknown	F				
	UF				
	M				
Sum					

F= Favorable News Item    UF= Unfavorable News Item    M= Mixed News Item

**Table 8A Tone of Coverage within the Same News Stories in *Addis Zemen* and *Addis Admas* Newspapers**

No	Date of publication	Addis Zemen Newspaper		Addis Admas Newspaper	
		Tone	News Articles	Tone	News Articles
1					
2					
3					
4					
5					
6					
7					
8					

**Table 8a Types of Sources Used in Addis Zemen Newspaper**

Actors	Tone of news	Number of stories				Non-attributed				Attributed authors							
		Attributed stories		Non-attributed		Non-attributed		Attributed to the paper		Attributed to the reporter		LNA				INA	
												ENA		WIC			
		f	%	f	%	F	%	F	%	f	%	f	%	f	%	F	%
Known	F																
	UF																
	M																
Unknown	F																
	UF																
	M																

**LNA=local news agency ENA=Ethiopian news agency WIC=walta information centre INC=international news agency**

**Table 8a Types of Sources Used in Addis Admas Newspaper**

Actors	Tone of news	Number of stories				Non-attributed				Attributed authors							
		Attributed stories		Non-attributed		Non-attributed		Attributed to the paper		Attributed to the reporter		LNA				INA	
												ENA		WIC			
		f	%	f	%	F	%	F	%	f	%	f	%	f	%	F	%
Known	F																
	UF																
	M																
Unknown	F																
	UF																
	M																

**LNA=local news agency ENA=Ethiopian news agency WIC=walta information centre INC=international news agency**

## APPENDIX 2

### የቃለ-መጠይቅ ጥያቄዎች

#### INTERVIEW QUESTIONS IN AMHARIC

፩ የስራ ድርሻሽ/ህ ምንድነው? አሁን ባለሽበት/ባለሀብት የስራ ድርሻ ለምን ያህል ጊዜ ስራሽ/ህ?

፪ የጋዜጣዎ አጠቃላይ ግብ ምንድነው? የአገር ውስጥ ዜና ዘገባን ብቻ የተመለከተ ግብ አላችሁ? ይህ ጥያቄ ለኤዲተሩ የታሰበ ነው።

፫ አንድ ክስተት ዜና ሆኖ የጋዜጣዎን ሽፋን የሚያገኝበት መለኪያ ምንድን ነው?

፬ በጋዜጣችሁ አንድ ክስተት ዜና ነው ወይም አይደለም የሚለው አካል ማንነው?

፭ ዜና ይሆናል ብለሽ/ህ ያመጣሽው/ኸው አይሆንም ተብሎ ተጥሎሽ/ብህ ያውቃል? ለምን? (ይህ ጥያቄ ለሪፖርተሩ የታሰበ ነው።)

፮ ብዙ ጊዜ በዜናችሁ ላይ ተሰምሮባቸው/ቅድሚያ ሽፋን አግኝተው የሚዘገቡት ታዋቂ ወይስ የማይታወቁ ሰዎችና ስራዎቻቸው? ለምን?

፯ ጋዜጣችሁ ተመጣጣኝ የዜና ሽፋን ይሰጣል ብለሽ/ህ ታስቢያለሽ/ታስባለህ?

፰ ጋዜጣችሁ ለማይታወቁ ሰዎች በቂ የሆነ የዜና ሽፋን ሰቷል ብለሽ/ህ ታስቢያለሽ/ታስባለህ?

፱ ሁሉም በዜና ዘገባ ላይ የማይታወቁ ሰዎች ዜናቸውን እራሳቸው እንዲናገሩ ታደርጋለህ/ታደርጊያለሽ? መልሱ አዎ ካልሆነ ለምን?

፲ ምን አይነት ምንጭ ነው ብዙ ጊዜ የምትጠቀሙ/የምትጠቀሙት?

፲፩ ወደናንተ ጋዜጣ የሚመጡ ምንጮችን ትቀበላላችሁ? መልሱ አልቀበልም ከሆነ ለምን?

፲፪ ቀድሞ በሌላ የዜና ማሰራጨ ጣቢያ የተሰራጨ ዜናን እንዴት ነው የምትጠቀሙት?

፲፫ የአገር ውስጥ ዜና ስትሰራ/ራ ያጋጠመሽ/ህ ችግር አለ?

፲፬ የማይታወቁ ሰዎችን ዜና በምትዘግቧለሁ/በምትዘግብበት ጊዜ የተለየ ችግር አጋጥሞሻል/አጋጥሞሃል?

## **APPENDIX 3**

### **THE AMHARIC INTERVIEW QUESTIONS TRANSLATED IN TO ENGLISH**

1. What is your work position in the organization? How long have you worked in this capacity?
2. What is the general objective of your newspaper? Do you have any specific objectives regarding domestic news coverage? This question is meant for the editor.
3. How do you select news items or measure their newsworthiness?
4. Who is responsible for the selection of news items to be covered in your newspaper?
5. Is there any time that what you gather as news been rejected? Why? (This question is meant for the reporter.)
6. What kind of newsmakers (known and unknown) and their activities get prominence or news coverage in your newspaper? Why?
7. Do you think your newspaper gives a proportional/balanced coverage of known and unknown?
8. Do you think your newspaper gives a fair coverage to the unknown?
9. Do you always get the story of the unknown told by the story teller? If no why?

10. What sources do you frequently use for your domestic news coverage? Why?
  
11. Do you accept sources coming to you to get their news printed in your newspaper? If no why?
  
12. How do you use news item which is already delivered by other news media (local or international)?
  
13. What barriers do you face while covering domestic news items?
  
14. What are special challenges in covering news items related to unknown newsmakers?

## **Statement of Declaration**

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

Name

EDEN TAYE

Signature

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Date of Submission

May 6, 2011

Place of Submission

Addis Ababa University