

Addis Ababa University
Graduate School of Journalism and Communication

**Assessing Print Media Coverage in Enhancing Gender Equality: The Case of
Addis Zemen Amharic Daily Newspaper**

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**A Thesis Submitted to the Graduate School of Journalism and
Communication, in Partial Fulfillment of the Requirements for the Degree of
Masters of Arts in Journalism and Communication**

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DECLARATION

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

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This is to certify that the thesis prepared by Saba Gifom entitled “*Assessing Print Media Coverage in Enhancing Gender Equality: The Case of Addis Zemen Amharic Daily Newspaper*” and submitted in Partial Fulfillment of the Requirements for the Degree of Masters of Arts in Journalism and Communication complies with the regulations of the university and notes the accepted standards with respect to originality and quality.

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Abstract

Assessing Print Media Coverage in Enhancing Gender Equality: The Case of *Addis Zemen* Amharic Daily Newspaper

The purpose of this study was to assess the Print Media's Coverage of gender issues and the role it played in Enhancing Gender Equality with especial focus on *Addis Zemen* Amharic Daily Newspaper. Qualitative methodological approach has been employed in order to address the research questions posed like contents of *Addis Zemen* daily newspaper were taken in selection for analysis with a time frame (From February 8,2017 up to February 7,2018) and supplemented by interview and Focused Group Discussion with two groups. Based on the data gathered, the study revealed *Addis Zemen* daily newspaper is not in a position to create public awareness and enhance gender equality. The newspaper which is administered under Ethiopian Press Agency follows traditional and male controlled administration system where females are not allowed to occupy the decision making position and decide on what story they want to create on the newspaper. Media's coverage of women issues with the high politicized manner, presenting the success of business women, mostly in relation to government's Small Scale Entrepreneurship policy, the media's focusing on covering of events which are organized by governmental institutions and lack of an investigative element in the news and feature stories of the newspaper reveal that *Addis Zemen* has poor performance in enhancing gender equality through continuous advocacy agenda. The inconsistent coverage of women and gender issues throughout the year reflects that the media is on the back raw in terms of the role it played in serving as a center of social learning and the building of healthy gender attitudes within the society. Finally, recommendations are given based on the research findings.

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List of Abbreviations

EBA	Ethiopian Broadcasting Authority
ERIS	Electoral Reform International Services
EPA	Ethiopian Press Agency
UN	United Nation

women's lives throughout the world, and shaping global standards on gender equality and the empowerment of women.

Women's representation in politics and decision-making positions has been increasing in the past few years. For instance the Preliminary Gender Profile of Ethiopia (2014) revealed that the level of women's representation in the FDRE House of People's Representatives grew from 1995 elections, where women held 2.83 percent, (13 of out of 547 seats), to 27.9 percent in 2010. Besides, women's representation in the last executive body within the year 2005 women made for 7 percent in Cabinet, and in 2014 with an increase became 13 percent.

Preliminary Gender Profile of Ethiopia (2014) also presented that there is a progressive change on the representation of women in the judiciary. In 2008/9 out of 7706 judges, 2515 were (33 percent) and in 2014 Women's representation in the judiciary reached 30 percent. Moreover, the document (Preliminary Gender Profile of Ethiopia, 2014) revealed that within the selected eight businesses fields (Forest Development and Fisheries, Mining, Manufacturing, Fuel and Water Supply, Construction, Wholesale and retail, Importers and exporters of household furniture, Transport, Storage and Communication services, and Insurance, Real estate and Trade works) more than 80 percent of them are owned by males.

Women's participation in politics and decision-making has increased significantly over the course of four consecutive elections. However the document (Preliminary Gender Profile of Ethiopia, 2014) stated that the majority of women still have limited access to training and education in leadership and they continue to face discrimination in regards to stereotypical attitudes towards women in leadership. Moreover, women face economic and socio-cultural burdens to fully participate as equals in decision-making and leadership processes.

In every corner of the world, media play a pertinent role in empowering women and realizing gender equality next to those internationally delighted institutions. Media even do more by educating the mass, shaping peoples' attitudes and promoting national development. They have long been regarded as central to the pattern of discrimination operating against women in society (Tuchman, 1978). Besides, media is a powerful instrument in shaping the human mind both in the positive and negative senses. The role of media is significant in

creating public awareness regarding on various issues where a number of points of views are disseminated. Mass media are described as both societal and cultural phenomena because every aspect of the production and use of media has an obvious cultural dimension (Gallagher, 1987). Media form part of the structure of society and its technological infrastructure is part of the economic and power base, while the ideas, images, and information disseminated by the media are an important aspect of our culture (Freedman & Owens, 2011).

One of the principles of journalism is giving voice to those who are voiceless thereby empowering them with multipurpose tasks. However, questions are often raised regarding the role of media in empowering women. Traditionally, the world was not in favor of women; many cultural and historical backgrounds did not treat gender issues (Allan, 2005). Magazines, newspapers, and advertisements all contain images of women and men; even songs on the radio (or played in shops and cafes) might feed into or challenge, ideas about gender (David Gauntlett, 2004).

Most researchers who have been engaged in researching media and women related issues agreed that gender issues have not been treated well in the media, particularly in the print media. For instance the Global Media Monitoring Project revealed in its global report that 76 percent of the world population who were represented by the mainstream media are found men whereas only 24 percent of the population who were represented by the media are found women.

In the case of Ethiopia, Gender equality has been a problem for decades but has had an improvement over the past three years (Ethiopian Women's Information Center, 2005). Hence a great deal of complaining coming out of readers and other peoples at large about the poor treatments of gender issues in the local Amharic newspapers in the country.

Among the well known longly existed print media of Ethiopia, *Addis Zemen* Daily newspaper is the first and still existing one. According to the information which is published on the website of the Ethiopian Press Agency, *Addis Zemen* was first published on Saturday, June 7, 1941 with 10,000 copies to commemorate the return of King Haile Selasie from exile. The name was also given to show the beginning of a new era where the state got its

full independence. The 67 years old print media of the state is still in operation with the daily circulation of 13,000 up to 15, 000 copies (ERIS Audience Survey Ethiopia, 2011). Though *Addis Zemen* travelled more than a decade the number of its circulation seem unchanging. Many reasons could be given for the slow growth of print media circulation, but the fact is that there is still the smallest level of print media consumption in which less than 13 percent of the total population uses print media as a source of information (ERIS Audience Survey Ethiopia, 2011).

According to UN Gender Inequality Index of 2017, Ethiopia ranked 116 from 188 countries by exceeding 72 countries. In other words, the composite measure of inequality between women and men in reproductive health, empowerment and the labor market is very low. Universal gender inequality index (GII) made by the United Nations Development Program has been made since 1990.

Given the unfavorable conditions, this study is hoped to have a significant contribution to the print media in addressing the coverage of gender issues by identifying best practices as well as the gaps in enhancing gender equality of the sampled newspaper. This evaluative research could address the media's coverage starting from the governing principle of *Addis Zemen* daily newspaper editorial policy up to detailed content analysis of the medium. The study is expected to be of great value to journalists by helping them to further enhance and improve their coverage and advance agenda-setting role by considering the drawbacks that would be pointed out in the study. Furthermore, the study also points some possible solutions to the stakeholders and women's associations on how to work with the media so that they could empower and enhance women's capacity economically, socially and politically.

1.2. Statement of the Problem

Researchings which have been made by media practitioners on gender issues presentation by the Ethiopian Media's are mostly comparative by their nature. For instance; "A comparative study on the representation of women in *Addis Zemen* and *Reporter* newspapers" by Nardos Kabtamu (2005), "The State of Women and Media in Ethiopia: A Survey of Journalists Working in Newspapers and News Agencies by Mengistu Dargie

(2007), "Representation of Gender and Gender Relations in Newspaper Narratives: the Case of Ethiopian *Addis Zemen*, a state-owned newspaper, and *Addis Admass*, a privately owned newspaper" by Agaredech Jemanesh, a dissertation (2013) are the main ones. In all those researchers, private and government-owned media are placed in parallel for comparison.

However, this research, unlike others, not intended to focus on the comparative study of private and government print media. The study aims to look at the coverage of women's issues in the selected government newspaper which is specifically *Addis Zemen*. This study attempts to evaluate the print media (*Addis Zemen*) coverage of gender issues and the role it played in advancing equality. By thus, it attempts to pinpoint the gaps and draw lessons in relation to the print media coverage of women's issues and reveal the possible recent advancements in the print media in terms of ideology and competency of the professionals themselves. Accordingly, it analyzes the performance of *Addis Zemen* and the contribution the media made in empowering women.

Ethiopian Broadcast Agency (EBA, 2009 E.C) in its yearly report stated that the number of private media and their circulation is getting lower and lower, especially in the past few years due to the high rate price of publication and other unstated reasons. According to the Electoral Reform International Services (ERIS Audience Survey Ethiopia, 2011), Ethiopia's biggest daily newspaper, the government daily *Addis Zemen*, has a normal print run of fewer than 13,000 copies per day. However, all the three daily newspapers that published in Addis Ababa have a small circulation, largely restricted to readers in the city itself. As a result, the researcher thought it would be relevant and worthy to focus on the state-owned print media which reach to many readers. Even though, 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. Hence the study will try at most to question the role *Addis Zemen* daily newspaper has played in serving as a social center of learning and bring enlightenment to the whole community on gender equality.

On the other hand, most of the previous researches were made using a quantitative method as a major instrument and qualitative as a supporting. Thus, those studies lack the quality to

reveal the content of the texts in depth and fail in bringing understanding about the socio-economical backgrounds of the practitioners and predict the outcome of the media texts. Hence, this research is different from the previously made researches for its use of qualitative researching method not only to evaluate the print media performance in coverage of gender issues but also uncover factors that affect the media with in-depth analysis of the socio-economical contexts operating within the media itself.

These days thousands of students are graduating all over Ethiopia in the field of Journalism and communication from universities including the newly opened ones. Thus, many women are joining the profession and the number is rising. Hence, current developments in the field of journalism should be assessed continuously since increment in the professionals would certainly be reflected in the medium too. This research would also try to check if there is an increment in female journalists in *Addis Zemen* Daily Newspaper in relation with the rise of female higher institution attendants.

In general, there seems to be a need to conduct a research which aims at finding out how the government-owned print media cover and present an important social issue like gender equality. State-subsidized print media resisted the fast-rising of publication price and remained constant in their coverage. As a result, this study would do its own contribution in showing better ways of covering gender issues and empowering of the public understandings.

1.3 Research Questions

The main research questions of the paper are the following ones:-

1. How do *Addis Zemen* Amharic Newspaper cover women issues in the news and feature stories? And how far the issues covered in depth by the media?
2. How far *Addis Zemen* enhanced gender equality through its coverage's? And is the media itself committed to set women's agenda in the public mind?
3. How equally gender issues treated in *Addis Zemen*'s and what are the possible weaknesses as well as strong sides of the media in empowering women?

4. Is there any ideological governing principle in reporting gender issues? And what is the real situation that lies behind the practitioners within the media house?

1.4 Objectives

1.4.1 General Objective

The general objective of this research is assessing *Addis Zemen* newspaper's coverage of women's issues and examine the role it played in enhancing gender equality.

1.4.2 Specific Objectives

The specific objectives of this study are:

1. To assess the coverage of women's issues by *Addis Zemen* daily Amharic newspaper to enhance gender equality;
2. To examine the role *Addis Zemen* played in enhancing gender equality and prior setting of the women's agenda
3. To investigate the treatments of gender issues in *Addis Zemen* and list out the possible weaknesses as well as strong sides within the coverage of women issues by the media
4. To examine the presence of any ideological governing principle within the Editorial Policy of the media and uncover the real situation where practitioners of *Addis Zemen* work in reporting gender issues.

1.5 Significance of the Study

The purpose of this study is to provide appropriate information on the practical coverage of women's issues by *Addis Zemen* daily Amharic newspaper, focusing on the role the media played to enhance gender equality. The findings of this study will hopefully be an important input for the media house itself in designing better strategies and play its social responsibility role efficiently as well as effectively. Moreover, the research finding could

also be taken as a resource for media practitioners and scholars who are interested in knowing the recent progress on the media coverage of women's issues.

It may also help government organizations and other stakeholders who involved in women empowerment and enhancing of gender equality. Furthermore, this data could be used to support and guide the concerned international and local institutions to devise strategies of effective communication with the media.

1.6 The Scope of the Study

This study is focused on the print media and it is confined to government-owned newspapers, namely *Addis Zemen* Daily Amharic newspaper. Only 74 selected publications dated from February 8/2017-February 7/2018 are taken into account for the intended study. Hence, it should be noted that the study does not examine coverage of gender issues in other media like television, radio, internet, magazines or pamphlets.

Since the concern of the study is to make a detailed assessment of how women's issues are covered in enhancing gender equality by the chosen government newspapers, all pages of this paper are taken into account. Therefore, the 74 publications are chosen to see the recent media trends. In addition, the study merely looks at how *Addis Zemen* present women issues and the role it played in advancing gender equality without including reception analysis.

1.7 Organization of the Study

This research paper is classified into five chapters engulfed by different parts. These different parts are acknowledgments, table of contents, list of tables, list of appendices, an abstract of the study, which is at the beginning of the paper and references, and three appendices at the end of the paper. The chapters are: chapter one consists the introductory chapter, chapter two consists literature reviewed from different books and internet sites, chapter three gives a clear picture about the methodology and the reasons for the application of research instruments, chapter four analyses the data gathered, and at last chapter five concludes and gives recommendations.

1.8 Concepts and definitions of gender, equality and related terms

Gender: the social attributes and opportunities associated with being male and female and the relationships between women and men. And these attributes, opportunities and relationships are socially constructed and are learned through socialization processes. They are context/ time-specific and changeable (UN Women).

Gender equality: equality between women and men referring to the equal rights, responsibilities and opportunities of women and men and girls and boys. Gender equality implies that the interests, needs and priorities of both women and men are taken into consideration, recognizing the diversity of different groups of women and men (UN Women).

Gender roles: are the particular economic, social roles and responsibilities considered appropriate for women and men in a given society. Gender roles and characteristics do not exist in isolation, but are defined in relation to one another and through the relationship between women and men, girls and boys (UN Women).

Gender Mainstreaming: is a way to make women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies and programs in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetuated. It is a gender perspective is the process of assessing the implications for women and men of any planned action, including legislation, policies or programs, in all areas and at all levels (UN Women).

Empowerment of women: it involves awareness-raising, building self-confidence, expansion of choices, increased access to and control over resources and actions to transform the structures and institutions which reinforce and perpetuate gender discrimination and inequality (UN Women).

Women Issues: Is any issue or concern determined by gender-based differences of women and men. And it is a broad term used to describe issues as they pertain to the status and the

positions women hold in society cross-culturally, in politics, economics, religion and cultural affairs within human society (UN Women).

Chapter Two

2. Review Literature

2.1. Conceptual Frame Work

2.1.1 A Brief History of Ethiopian Print Media

Based on the information published by Ethiopian Press Agency through its web site, the history of print media in Ethiopia dates back to 1850's and 1860's. According to the publication manual and hand operated printing machines were introduced to Ethiopia in 1857 and the first foreign (written in Italian language) magazine was published in Ethiopia in 1874 with a name "Kuraille Afetree". There were other foreign language published newspapers, but the first Amharic newspaper is "Amero" and it was published by a Greek merchant in 1962. 'Amero' was a weekly published newspaper with a 200 copies at that time.

Till the coming of Italy for the invasion in the 1930's, there were lots of weekly newspapers like "Ethiopie Commerciale" or «ኢትዮጵ ኮሚርሲያል», "kesete Birhann" or «ክሳቱ ብርሃን», and "Atebbiya Kokeb" or «አጥቢ ኮብ». However, due to the five year prolonged war with the invading Italy government, the flourished print media got dried with the exception of "Bandirrachhen" or ባንዲራችን newspaper. After getting full independence and the returning of king HaileSelasie to Ethiopia Amharic Newspaper was established in 1941 with a name called "Addis Zemen" with a reflection that it is a new start and the beginning of a new era. The newspaper which was established by the King was a weekly published until 1958. After seven year delay, *The Ethiopian Herald* came to publication in English in 1948.

According to Getachew (2003), the historical development of journalism in Ethiopia is divided into four stages. The first stage is from 1902 to 1935 which is taken as inception of newspaper in Ethiopia. The second from 1936 to 1941 is the period of Italian occupation where the development of the newspaper was terminated. The third phase was from 1942 to 2002 called post Italian occupation where the Ethiopian press has gone through better progress with three regimes change. The last stage is the present stage which is from 2003 up to 2018. Based on Tracy (2009) explanation of Ethiopia's mass media and freedom of

information proclamation, some refer to the last stage (years between 2003 up to 2018) as a better development time for the print media in terms of quality and quantity where as some complain that it is a bad time for press due to the harsh controlling of government and passing of strong press laws like the 2008 mass media law.

In Ethiopia, in spite of the very low literacy rate, newspapers serve significant roles serving as a source of information. According to the Electoral Reform International Services (ERIS) Audience Survey of Ethiopia published in 2011, only 13% of respondents cited newspapers as a source of news and information. In addition to the high rate of illiteracy, the existence of Poor distribution networks, high levels of poverty forced the print media to focus on the urban areas mainly Addis Ababa whereby very few newspapers reach rural areas.

2.1.2 Gender Equality and the Ethiopian Constitutions (1931-1995)

The first Ethiopian constitution, which was proclaimed in 1931 July have had seven chapters:- the Ethiopian Empire and the succession of the throne, the powers and prerogatives of the Emperor, the rights recognized by the Emperor, the deliberative Chambers of the Emperor, the Ministers of the Empire, Jurisdiction and the Budget of the Imperial Government. In the first constitution, there is no any article which talks about gender issues and equality rather it stated in a general term, saying ‘All Ethiopians’(Ethiopia Constitution Amharic Version, 1931).

However the revised constitution of Ethiopia (the second Constitution) which was proclaimed on the twenty fifth anniversary of the king Hailesilase Coronation in November, 1955. Among the amendments made by the second constitution, Chapter three is the first one and it states about the ‘Rights and Duties of the People’ on Article 37,38 and 47. The two Articles state that everyone in the Empire has the right to get equal protection of the law and be treated equally. Besides, Article 47 states that every Ethiopian has the right to engage in any occupation and form any kind of occupational associations. Similarly the second constitution of Ethiopia has not included any gender equality concept within the Articles rather like the previous 1931 constitution it used a general term, saying “Everyone in the Empire” (Ethiopia Constitution Amharic Version, 1955).

The 1987 Constitution of Ethiopia which was approved and proclaimed by Dreg (Military rule of the nation) had shown its own progress when compared with the previous constitutions of Hailesilase. The constitution added women issues and gender equality under Chapter seven entitled with Fundamental Freedoms, Rights and Duties of Citizens. In Article 35, 36 and 37, it is clearly stated women issues.

***Article 35** Ethiopians are equal before the law, irrespective of Nationality, sex, religion, occupation, social or other status.*

Equality among all Ethiopians shall be ensured through equal participation in political, economic, social and cultural affairs.

***Article 36** In the People's Democratic Republic of Ethiopia Women and men have equal rights (1987 Ethiopian Constitution, pp.190-192).*

The 1987 constitution had stated that the state has a responsibility to provide special support to women in education, training and employment provision, and health services like adequate rest periods during pregnancy and maternity are the main rights given for women in order to enable them participate in equal basis with men in different socio economical and political affairs.

The fourth and the last constitution is the 1995 which was proclaimed after the coming of EPRDF to power has also placed women issues in a separate article. The Constitution stated in Article 25 (Right to Equality), 34 (Marital, Personal and Family Rights) and Article 35 (Rights of Women) especially Sub Article 6, 7 and 8 that:

Article 6: Women have the right to full consultation in the formulation of national development policies, the designing and execution of projects, and particularly in the case of projects affecting the interests of women.

Article 7: Women have the right to acquire, administer, control, use and transfer property. In particular, they have equal rights with men with respect to use, transfer, administration and control of land. They shall also enjoy equal treatment in the inheritance of property.

Article 8: Women shall have a right to equality in employment, promotion, pay, and the transfer of pension entitlement (Ethiopian Constitution, 1995: P-40).

2.1.3 Editorial Policy of *Addis Zemen Amharic Daily Newspaper* (Ethiopian Press Agency)

According to the 2009 editorial policy of *Addis Zemen* (Ethiopian Press Agency), the media house stated its governing principles in terms of issue selection, assigning of reporters and the whole production system as well as dissemination procedures of the newspapers and other publications. Basically the 133 page document is prepared and implemented with the aim to make *Addis Zemen* (Ethiopian Press Agency) a leading print media from the competitors by gaining acceptance and trust from the general public. The editorial policy could also go through amendments and changes after being evaluated by the Board of the Agency within two years. It also serves the Press Agency as a working manual and it incorporates every step of production in the newspaper including the dissemination strategies of the publications the Agency uses.

Based on the editorial policy and guideline, issues on how to cover women and gender issues are stated in different parts of the document with relation to the various topics the media covers.

አንቀፅ 14.2.3.4 በድርጅቱ የሚተላለፉ ዜናዎችና ዓምዶች የጾታ እኩልነትን ግምት ውስጥ ያስገቡ ይሆናል። ለሴቶች ጉዳይም ተመጣጣኝ ሽፋን ይሰጣል። ሴትን ደካማና ጥገኛ ወይም ለግብረ-ሥጋ ግንኙነት ብቻ የተፈጠረች አስመስሎ በማሳየት የጾታ-አድልዎ የሚያገጥሟቸው ዜናዎች ሆኑ ዓምዶች አይስተናገዱም።

(TRANSLATION; Article 14.2.3.4 it is stated that the news and columns of *Addis Zemen* (Ethiopian Press Agency) take gender equality issues into consideration whenever they give coverage of various subjects. Considerable position is given to the coverage of women's issues.)

The article also adds that the media outlets should not present women as dependent, sexual materials and subject women to bias.

አንቀፅ 14.2.3.5 ድርጅቱ በተለያዩ ዕድሜ ክልል የሚገኙ የህብረተሰብ ክፍሎች ተመጣጣኝ ትኩረት እንዲያገኙ ይጥራል። ጾታአዊና ዕድሜ ተኮር የሆኑ የወጣቶች፣ የሴቶች፣ የህፃናት፣ ወዘተ ግምገማችን ይሠራል። የእነዚህ ግምገማች ይዘቶችም በቀጥታ የሚመለከታቸው የህብረተሰብ ክፍሎች (ታርጌት ኦዲየንስ) እንዲቀረጹ፣ ፍላጎት፣ ችግርና መፍትሔ የሚዳስሱ ይሆናሉ።

(TRANSLATION; Article 14.2.3.5 the media have given a separate column for children, youth and women to cover their issues. These columns should cover the target audience needs, activities, challenges they face, including the possible solutions or remedies.)

Moreover the editorial policy of *Addis Zemen* (Ethiopian Press Agency) clearly stated issues regarding the assigning of reporters to various tasks and the ways to monitor their work.

አንቀፅ 13.1.27 ድርጅቱ በፆታ፣ በዘር፣ በቀለም፣ በዜግነት፣ በሃይማኖት፣ በጾታ፣ በብሔር ብሔረሰብ ወይም በማህበራዊ ቡድን ልዩነት የሚያደርግ የተቋምና የአሠራር መርህ አይከተልም።

(TRANSLATION; Article 13.1.27 the institution never follows procedures and directions in assigning journalists to report news with their gender or sex, race, ethnicity and religious backgrounds they have.)

It also stated that the news coverage of the media house should not only depend on the events organized by the different institutions rather the media should set its own agendas so as to enable citizens actively participate in the building of a sustainable democratic system (Article 13.1.333; page 18). Besides the editorial policy also presented the ways of reporting violence and abuses that happened to women, including the ethical issues that should be considered while covering rape and violence and abuse cases to women and children (Article 13.1.24 and 25; page 16).

2.1.4 Media Gender Issue Coverage and Researches in Print Media

According to the reports of the United Nations Commission on the Status of Women (CSW) (2003), African media culture stays informal and male. The coverage of women's concern is still marginalized in every media outlets. Although there is some movement away from traditional women's sections and programs African women still are not presented except as aberrations or victims in the hard sections of the media. From an initial observation, these media trends documented worldwide also seem to be observed in the Ethiopian media in general. Women's lack of or unequal access to mass communication resources, low level of employment in media, and absence of devoted media outlets to women issue has been identified as critical areas of concern by feminist researchers (FWCW, 1995, Rana, 2005).

Regarding the researchers on Ethiopian newspapers, a number of important issues were identified regarding women. Agaredech (2013) in her dissertations for the Degree of Philosophies Doctor clearly asserted that it is very important to monitor and understand the ongoing developments in the media and the surrounding. In her research, Agaredech found the presence of positive changes and advancements in awareness creation and advocacy of gender-related topics both in private and government-owned print media. She also noted the media's tendency in duplicating misrepresented gender issues and stereotypes that maintain the statuesque of inequality.

Mengistu (2007) made his MA thesis on "The State of Women and Media in Ethiopia" a Survey on Journalists that work in the Newspapers and News Agencies. Mengistu showed in his research that women who joined the journalism profession are very small. Moreover, the road to a higher level of decision making in the media's is irresistible to them. The presence of an inconvenient working environment for women pushes them not to stay in the profession for long which directly affects the media's capacity in covering women and gender issues. Even subjects which are related to women are covered by men, mostly and done unprofessionally with less care. Mengestu also noted that women media practitioners preferred to face work-related difficulties personally rather than raising their issues through a representing strong association.

Nardos (2005) made a comparative study on the representation of women in *Addis Zemen* and Reporter newspapers for his MA thesis. According to Nardos, *Addis Zemen* covers all issues, including women by treating them from the perspective supporting the deeds and policies of the government with less human interest. Focusing on women's issues from the viewpoint of solving the problem of the society were found scarce in the coverage's of *Addis Zemen* daily newspaper.

All in all the role of Ethiopian media played in scaling up the participation of women is blamed too for their poor treatment and are in their infancy stage. As a developing nation, media's role in enhancing women's capacity, exerting continuous efforts on motivating and covering gender-related issues to create awareness among citizens is found inadequate by most scholars. The gender issue is an international agenda that should be covered by nationwide media with emphasis. Magazines and newspapers address the socio-economic activities of a society. However, the number of the newspaper's copy, the printing day of the newspaper and their readability matter the choice of the media. In this case, *Addis Zemen* could be one of the leading print media that full fill the requirements of media choice in addressing the wide community and empowering.

2.2 Theoretical Frame Work

2.2.1 Feminist Theories

The movement for gender equality had finally gained true global recognition in 1985 on World Conference that was held in Nairobi. The Conference was held to Review and Appraise the Achievements of the United Nations Decade for Women. The event was described as “the birth of global feminism” with the participation of 157 governments and 15,000 representatives of non-governmental organizations (UNWOMEN.ORG).

As the international feminist movement began to gain momentum during the 1970s, the General Assembly declared 1975 as the International Women's Year and organized the first World Conference in Mexico on Women and declared the years 1976-1985 as the UN Decade for Women. In the late 1970s and early 1980s, much work was devoted to rediscovering and examining the earlier media representations of women and documenting

patterns of representations as well as gaps (Steeves, 1987). Feminist theories within the field of media and communication cover many areas of inquiry with an emphasis on the examination and explanation of gender and gendered power media outlets and communicative texts. These theories elucidate the display of power, show how patterns of media outlets are connected to relations of gender and power more generally, or offer explanations about possible strategies for the reduction of gendered power. Feminist theories should be focused on making justice to power imbalances in relation to gender through the documentation of underrepresentation of women in the mass media, as well as discovering of patterns of inequality in media practices (Dow and Condit, 2005).

Steeves (1987) reveal the criticism whereby feminist scholarship faced at its early stage. According to Steeves explanation, feminist theories of media did not adequately account for the intersectionals of diverse elements of gender, race, class, and sexuality due to the overabundance of representations of gendered and sexualized violence in mainstream media. Generally, there are three major strands of feminist theories in media and communication that can be traced from early roots in the 1970s to the present. Firstly and most commonly focuses on the inclusion and support of dominant ideologies with mainstream media texts. Secondly, it is based on psychoanalytic theory and focused on the role of desire, sexuality, and visual pleasure within mediated texts. Finally examines the recent evolution of textual representation in relation to feminism and gender (Steeves, 1987).

According to Cuklanz (2016), the historical development of feminist theories is divided into three main sections: gendered content and dominant ideology, objectification and the male gaze, and the third wave and post-feminism based on their difference in insights, concepts, and streams of scholarship. The first feminist theory that focuses gendered content and dominant ideology aimed at the discovery of gendered patterns of representation and the explication of relations of power that existed within the news coverage of the mainstream media (Tuchman, 1978). According to these feminist theorists, it is the cultural devaluation of women that led to many patterns of gender difference. Meaning that underrepresentation of women in mainstream news and other media texts is mostly found in the studies of these scholars.

Tuchman (1978) in her “The Symbolic Annihilation of Women in the Mass Media” examined the underrepresentation of women in the media texts including mainstream news coverage and discovered that women were mostly absent. And this lasting inequality in media's representation is the reflection of women weak power and incapability of creating media topics and products. In other words, news coverage varies based on the gender of the subject whereby women are found in news coverage receive a different type of treatment and coverage than men. Thus, the difference in coverage undermines the legitimacy of women and brought unnecessary gender elements known as "gendered mediation". For instance, women's personal lives including their family and status, personal style as well as clothing choices, and personal tastes receive more coverage than their stances and ideology they had on political, social and economic issues.

Furthermore, feminist theorists focused on the exposition of male power by diminishing women and present them as disempowered ones. Mainstream media's supporting and displaying of women as powerless known as a dominant ideology (Tuchman 1978). In other words, clothing and hairstyles of women, and their sexualized photos get more coverage in a way that diminishes women's roles, ideas, and contributions. Due to this, theorist suggests the elimination of such patterns as a means to bring change in the representation of women and presented fairly.

Secondly, objectification and the male gaze becomes a feminist theorist. Mulvey (1975) in her “Visual Pleasure and Narrative Cinema” demonstrated the representation of women as sexual objects relying on Freudian psychoanalytical theory. According to Laura Mulvey, the sexualized imagery of female body without any significant alternative style of representation of women in the mediated texts such as film, television programs, and magazine advertisings could be named as objectification and the male gaze. These feminist theorists reveal the presence of sexual objectification in other non-film texts is an indication of the male point of view dominance. Besides, female objectification brings cultural effect. For instance, males are understood as those who look whereby the act of looking is coded as masculine and females are understood to be those who are looked at and the act of being looked at is coded as feminine.

Lastly “third-wave” feminism and post-feminist came to the forefront in the studies of feminist theorists. Unlike the past feminists “third-wave” feminism is less dependent on political and organized activities, rather it depends on individual choices and incorporates sexual freedom and free expression of sexuality by redefining it in the same male-centered way of the past (Cuklanz, 2016). In other words, free expression of sexuality and the willingness to perform this sexual readiness through clothing style, posture, and the dancing's which were formerly understood as objectifying, degrading, are presented as the expression of free choice.

On the contrary to third-wave feminism, Postfeminism is understood as a media construction, not a stage of feminist activism (Cuklanz, 2016). Prime television programs of the 1980's that characterize feminism as irrelevant, outmoded, or outright harmful to women could be taken as post-feminism. According to these theorists, there is positive and negative meaning given to post-feminism. The Positive connotation of post-feminism stated that feminism itself is no longer necessary because all of its goals have been achieved, whereas the negative connotation places the idea of feminism as it was a resounding failure that did not help women but instead made them profoundly unhappy and unsatisfied (Cuklanz, 2016).

In general, media representation of gender has gone through a significant evolution with the struggle of feminists aimed at increasing social and political changes and the empowering of women.

2.2.2 Social Construction Theory

Social constructionism is a theory of knowledge that focuses on how meaning is created (Marecek et.al. 2004). They assume that knowledge is the account of reality produced with the collaboration of social knower's. According to social constructionists, the reality is external that many things people know and take as reality are either partially or fully positioned by the society. Things like money, citizenship, and status are some of the existing categories that are socially constructed for people purposely agreed to act as if they exist (Pinker, 2002). Thus, knowledge is a social product and mind-independent.

Knowledge is the product of a society which is positioned with different versions depending on time and place. Hence, it is essential to know the history of the given reality and contextualize while studying the socially constructed reality (Marecek et.al. 2004).

Based on the explanation of social constructionists, language is a key element in the creation of reality, for it helps to convey meanings and creates a dynamic knowledge system whereby people co-construct, modify and shift their knowledge through the interactions they had with others (Pinker, 2002). Meaning that knowledge is the outcome of social interaction we had with others, thus knowledge is dynamic and individuals knowledge is different based on the power, status, entitlement, and hierarchy they had within the society.

Social Constructionists also believe that individualism and society are bound and mutual. They reason out their argument saying that individuals can create meaning only from the environment they are exposed to and similarly they can co-create the meanings that are available (Marecek et al., 2004).

2.2.3 The Social Construction of Gender

The social construction of gender is a theory that view gender difference between man and women as a socially and culturally constructed reality (Alsop et.al., 2002). Thus gender roles are purposely designed and set by the society as an ideal behavior for a specific sex and they are totally social conventions. In other words, society has its own role in affecting the gender behavior of individuals.

According to Alsop et.al. (2002), there are two streams in the creation of gender behavior. The first one is Materialist theory that focused on highlighting the structure of the environment and the second one is a discursive theory that focused on gender-related meanings which are created through language and culture.

Social constructionists argue that gender is a category where everyone is accountable for its presentation and gender behavior (Garfinkel, Harold, 2016). Meaning that gender is relevant to social life that people always perform with their interactions. Thus, individuals are accountable for their gender behavior by any social institutions or groups they have been

with and it makes gender dynamic which could be changed and reproduced according to the context.

The exposure of gender development to the various influences that came from educational institutions, parenting, media and the outlooks of others is nonstop. Due to this, gender order will be simultaneously constructed and maintained within the individuals through the learning and seeing of what is expected, then after followed by action and reaction in the expected ways (Lorber, Judith, 2013).

Meanwhile, there is also a deconstruction of the gender opposite to the constructed and done gender role in order to minimize and abolish interactions that reinforce inequality of gender and bring change in the institutional and social level (Deutsch, Francine, 2007). And media has a great role in the reconstruction of gender inequality and empower the society within through continuous advocacy agenda. It is also a pertinent tool for educating the mass, shaping peoples' attitudes and promoting national development.

Media is a powerful instrument in shaping the human mind both in positive and negative senses. The role of media is significant in creating public awareness regarding on various issues where a number of points of views are disseminated. Mass media are described as both societal and cultural phenomena because every aspect of the production and use of media has an obvious cultural dimension (Gallagher, 1987). Media form part of the structure of society and its technological infrastructure is part of the economic and power base, while the ideas, images, and information disseminated by the media are an important aspect of our culture.

"Media Portrayal of Women and Media Gender Gap in Africa" Paper prepared by Gender Links for the African Union Specialized Technical Committee (STC- IC, 2017) presented at Gender and Media Checklist for the media industry, governments, and civil society. According to this document, detail list of actions and activities listed in order to enable the concerned institutions to advance women empowerment and bring gender equality. This gender beats checklist has also listed activities and topics that should be done in women's issue coverage:- institutional structures of the media house, language usage of the media

texts, depth and breadth of coverage, story angles, visuals, packaging and use of advertisements are the main ones.

Spears and Seydegart (2000) stated in their report of Global Media Monitoring that women are often missing in the media institutions either they are hardly featured in the news stories or interviewed for opinion than men. Elderly women, women from minority ethnicities and religious groups receive a very low level of attention. Thus the editorial content is guilty of omission if the stories are not presented. According to Prinsloo (1996), women who are entering the media industry are under considerable pressures to adopt male methods of operations and lack of training opportunities even they face the marginalized or side-lined by the managers.

Spears and Seydegart (2000) on their Global Project of Who Makes the News, questioned why is the mainstream media not considered of interest to women? Why is the world's half population not included in the media as they are supposed to? And they gave the answer to the above questions saying that the dominant voices in the society have defined what is newsworthy and what not and those who are taken as newsworthy items (subjects) have seldom been women. Spears and Seydegart (2000) stated that the coverage of women and gender issues tends to be problematic on three counts; *breadth* of coverage, *depth* of coverage (source and context) and *angle* or approach to covering.

On the other hand, if the strength of women is explained or revealed in a certain way "which is the myth of women strength" it is more likely be disrupted. According to Rivers (1996) these cultural myths of distorting women's strength influences women's portrayal by the media. The notion of distortion of women's strength is seen in many media stories where they bring unnecessary and irrelevant characters or mistakes being committed by the owners of the story and the bright victories stories would be covered by shadows of cultural myths. Remembrance of the past which is implanted in the memory of those who knew would certainly create a lasting negative impression on the mind of media consumer.

Patriarchy of women by the media as Paulson (2005) explained is the media's use of popular images as reminders of the supreme social order. Whenever a woman is engaged in a difficult and socially believed to be male's role or task and done it with efficiency, the media reflects the story by relating to the domination of men in the area of that profession. Thus, social patriarchal orders would be reflected by the media.

Chapter Three

3. Methodology and Instruments

In this chapter, the approach the researcher used, including data collection methods, analytical tools applied, sampling strategies and process, and analysis procedures are discussed in detail.

3.1 Qualitative Research

According to Feminists, social scientific knowledge was based on men's experiences of the world but women's experiences were left untouched. Thus, they suggest the more use of qualitative research methodology in order to reveal the male-dominated nature of human experience (Jayaratne, 1991).

According to Pretti (1995), qualitative researchers take reality as a constructed, multiple, diverse and subjective which resides in the minds of the people who construct it. They try to focus on the active human beings who strive to create meaning to their own world assuming that knowledge needs the understanding of meanings and interpretations as very important element than sense experiences. Moreover, qualitative research focuses on processes and structures and capture reality in interaction with other outsiders. As a result, it provides a thick description of the research subject. Meaning that qualitative researchers assume social world as the outcome of human's interaction and they centered their investigation on understanding the logic, explicit and implicit rules, contexts and arrangements of socially constructed realities.

Media provide most of the reality that people know outside their own personal experience, taking this into account; we can say that the studying of media content surely helps us to assess what reality it is that we consume. Especially on gender issues social reformers and special interest group members often assume that media content equals direct effect, and media "monitors" (e.g., Women Journalist Associations, Women and Children Affairs Minister and International Organizations) use content research to support their push for more or less content of gender inequality media representations of women.

The importance of differences between media content and other sources of information about the world lies in the fact that our views of the world, and resulting actions, will be molded by our predominant source of information: the mass media. Thus, qualitative forms of media content analysis enable the researchers to understand how the media produce and reproduce ideas about certain issues by focusing on the narrative aspects of the media contents. Greenberg's *Life on Television* (1980) stated that a study of media content helps us predict its impact on its audience by studying the available media texts to the readers or audiences. Media content is an open and accessible area of study and evaluate media's impact by covering the decisions made by producers, writers, and editors of the media and predict the possible impact those texts could bring on the behaviors of media consumers (Klaus, 1980). Bringing of critical judgment on the construction of issues and reality, how a story is told, how characters are represented with a detailed account of the contexts, are the main areas the research covers. A research which is made on news media whereby the assessment is made of the existence of certain issues or ideas within the selected media text, it would be necessary to use content analysis through interpretation and symbolic experience which is observable (Klaus, 1980).

Since the topic area of this research is to bring understanding about how daily newspaper covered gender issues and the role it played in enhancing women equality in the country, it is reasonable to take qualitative research method. It is not the researcher's aim to measure media's gender coverage numerically and generalize based on the numbers rather it is intended to reveal the contexts, logics, intentions, and depth of ideas raised within the media's coverage of gender issues. The study would cover the emphasis given to gender issue on the editorial policy of the media and its applicability; evaluate the media's role it played in enhancing awareness and the reconstruction of gender inequality practices and look beyond what is presented for the deeper meanings of the media's messages.

In general, the researcher's intention of investigating the contents of certain media outlets and their meanings with an emphasis on subjectivity and covering of contextual conditions, the social, institutional, and environmental conditions within which the research subject (the medium) operates should be done with the use of qualitative methodology.

3.2 Research design

According to Pretti (1995), qualitative research is basically made within natural settings focusing on processes and structural characteristics and capture reality in interaction with intense personal interaction or field contact. Since the aim is to create understanding on the subject study rather than measuring numerically, there is no strict research design and no limit in the scope of the study.

An impression of the context, logic, arrangements, the implicit and explicit rules that lie behind the media coverage of gender issues would be covered in order to bring an understanding of the people who work on the profession and reveal reality from inside. Besides, the paper strives to bring the social world the media created on gender and women issues based on the assumption that reality is the creation of humans interacting in the society and media are a catalyst to such social constructions of reality.

Thus, the study is a case study that it takes a single medium (*Addis Zemen*) from other print media and investigate in-depth about the media and identify the unique features it has in its coverage's of women issues. Unlike the previous researchers, this study takes only one item (*Addis Zenmen*) and investigate its' coverage of gender issues and study the substance, meanings of the news contents and evaluate the ways of coverage, breadth and depths of the issues raised within the different parts of the newspaper from the front page up to the last column of the newspaper which is sport news. The media coverage of gender issues and the role it played in the re-construction gender social realities. This paper tried to give critical judgment on how *Addis Zenmen* newspaper constructed gender equality and its contribution to the enhancement of equality within the reporting's would be inquired through the evaluation of media contents.

3.3 Interviews

Using of an interview, there is an opportunity for the researcher to observe non-verbal behavior which is not available during other methods. It has also high response rate and it is easy to administer where the respondents wouldn't face many challenges with unclear issues and misunderstandings. There is a wide chance for the data collector to control the

environment and go with the orderly questions where the interviewer could get all the questions completed. Besides, interview enables the researcher to cover issues like social and environmental contexts which determine the media contents, style of presentation and storytelling methods of the media where media content analysis couldn't address by itself (Stokes, 2003). Generally, interviews enable the researcher to gather information about the media structure and its production process which is not found through content analysis.

Editor-in-Chief from *Addis Zemen* daily newspaper and board members from Ethiopian women's Journalists Association would be included in the interview part. The primary aim of the interview is to assess the proficiency of practitioners and the role Ethiopian Women Journalists Association played in advancing the role of women in the media. The role the association played in the representation of women issues at the higher level and the influences the association exerted on the media as well as governmental institutions to protect the right of women journalists would be raised within the unstructured interviews.

Hence in-depth unstructured interview technique would be used in this research with the intention of getting detailed and rich data on the subject topic. According to Kothari (1990), unstructured interviews are situations which are very desirable in qualitative data collection and enable the researcher to capture the perception of the respondents with their own words. The clarifications given by the data collector during the unstructured interviews would increase the presence of useful responses to the research questions.

Moreover, this interview method has a number of benefits by which it gives relaxed atmosphere for the interviewer as well as the interviewee and it lets the interviewers use follow-up questions for more explorations of meanings and deeper insight on the topic.

Hence, the researcher would use the unstructured interview method as an additional data gathering technique next to content analysis and focused group discussions. Interviews which are made with the Editors of daily newspaper and board member of Ethiopian Women Journalists Association is designed to get the respondents personal experiences on the subject topic and explore in depth so as to get more information on the media (*Addis Zemen*) contextual aspects of news production as well as reporting. Interview with the Women Journalists Association manager would enable the interviewer to get more

explanation on the media practitioner's enthusiasm to be organized and struggle for more control of the media house and fight for the well being of the majority rural women through the empowerment of women in the community.

3.4 Focused Group Discussion

A focused group discussion is an interview, not discussions which allows the researcher to get into the firsthand insights of the respondents' behaviors, attitudes, and reflections on a specific topic (Kothari, 1990). The people who involved in such type of interview should be in between 6-12, and they must within the similar background. This research technique enables to create an interaction among the group of respondents and this advances the data quality. In other words, it enables the researcher to have a consistent response in which shared views of the respondents could be gathered from many people at a time.

Thus the researcher conducted focused group discussion with six journalists (three women and three men) who work in *Addis Zemen* and gather their reflections and attitudes on the media's way of gender coverage as well as trends of production. The availability of any ideological issue or domination principle the media house applies in its operation would be addressed in this technique. As a result, shared views of the practitioners towards the whole operation in the coverage of gender issues would be assessed.

On the other hand, the study tried to incorporate the views of public relation officers of Women and Children Affairs Bureaus of Addis Ababa city. Thus the second focused group discussion includes public relation officers who are seven in number (all of them from Addis Ababa). Relationships those government institutions had with the print media especially and the role the media house played in the advancement of women equality by supporting those government institutions and showing of their faults with critical judgments were raised in the discussion. Both group one and two discussions were made in the office area (In Press Agency café separate room and Addis Ababa Women and Children Affairs bureau) in order to save the working hour of the respondents as well as not to have any further appointments with respondents which are more time-consuming.

Methodological challenges

Media content analysis and its focus on text pave a way for higher criticism that this method of analysis rejects the situational and contextual aspects which determine not only the content but also the style of presentation out of the area of inquiry. Taking James Curran suggestion from his 'Literary Editors' as a guiding principle in research techniques choice whereby media's content analysis and text interpretations should be supplemented by additional techniques of interview in order to explore issues that couldn't be addressed by content study and bring situational factors of socio-economical contexts which affect the content and presentation of style media news (Stokes, 2012). In order to fill the gap as suggested by James Curran (1991), it is advisable to use additional methods (interview and focused group discussion) in conjunction with text analysis and get a new insight or perspective to the point of the study.

However, content analysis has its own drawbacks that it ignores issues which are related to production and consumption. As a result, the employment of the interview and focused group discussions as a means will fill the gap of content analysis and believed to be appropriate by the researcher.

3.5 Sample size and time frame

Qualitative researchers employ a form of non-probability sampling such as accidental or purposive sampling as well as snowball but there is no strict agreed rule for sampling. (Alasuutari, Pretti, 1995). Even sometimes sampling comes after factors and conditions become clear and directive with the flexibility in the adjustment of the numbers of sample size. The study will stop when saturation is achieved and it is not through calculations but the nature of the data determines the sample size. Alasuutari, Pretti (1995), stated some of the factors that determine the sample size such as nature of the study object, availability of time and resource, homogeneity of the target population, and intensity of the study are the main ones.

In this study, the process of choosing the respondents and units of study basically depends on nature of the study object, nature of the data required and purpose of the study. Since the

study intends to assessing *Addis Zemen* coverage of gender issues and conducting an in-depth analysis on the role it played in enhancing gender equality, it would be relevant to take at least one-year publication of daily newspaper and assess the whole year publications by categorizing them by months. As a result, publications of starting from February 07/2017 up to February 08/2018 are taken for media content analysis.

On the other hand, respondents from the media itself (*Addis Zemen*) and women's associations are homogeneous by their nature. In other words, the more similar background the respondents have the less they should be taken. Thus, the Editor-in-Chief from *Addis Zemen* newspaper and Manager from Ethiopian Women Journalist Association is taken as a sample size for an unstructured interview. Moreover, two focused group discussions are held in addition to the previously applied qualitative research methods. The first with women journalists of numbering a total of six and the second one with members of the Addis Ababa City Women and Children Affairs Bureau Public Relation department where they are represented by seven public relations officers.

Since the inclusion of larger sample size in data gathering could not be taken as a certifying for a high degree of accuracy and validity of the research data, it would be worthy to implement more than two techniques of data gathering method. In this study, three qualitative data gathering techniques are implemented with the purpose to give detail understanding of the research subject and triangulate the findings at last.

3.6 Sampling Strategies

As stated earlier, Alasuutari, Pretti (1995) explained in his book of 'Researching Culture: Qualitative methods and Cultural Studies' that most qualitative researchers implement non-probability sampling method of respondent's size determination. Regardless of the media content analysis, the researcher implemented purposive sampling method in taking participants for the focused group discussion held with the Journalists. The list of women journalists is taken from the personnel department and those who are senior to the media house and been covering hard and both news are taken for the discussion. Among the twelve selected journalists, six of them are found positive to cooperate for the discussions.

Similarly, the focused group discussion that is made with the public relation officers of the Addis Ababa Women and Children Affairs Bureau, the sampling size is made by using the non-random sampling technique while seniority is the main criteria for the selection of the interviewees. As it is more likely that detailed information on the subject area, the complexity of contexts and their interrelationships can be obtained from those who serve in the position for a long period of time. This purposeful sampling focus on the informational, not statistical representation of the subject of study.

Besides to the focused group discussions, the researcher conducted an in-depth interview with two groups of data providers or interviewees which are selected with purposive non-random sampling method. The first group includes the Editor-in-chief who works in daily newspaper (*Addis Zemen*) is also purposive that the experience the area of specialization is taken into consideration in order to get detailed information about the media house operating and production process. The second interview is with manager of Ethiopian Women Journalists Association who served the association for more than a decade at the leadership position.

3.7 Sources of data analysis

The subjects and data sources for this study are yearly publications of daily newspaper where the content is analyzed qualitatively. The researcher intends to apply descriptive content analysis by identifying and describing the main content of the media thematically. Counting, listing, categorizing and making evaluation and interpretation are some of the core processes where this research has gone through.

All the interviewees from daily newspaper are either producer of articles or those who have been working as Chief Editors in the publication. And also the interviewees from the Women Journalists Association do have a strong relationship with the media in terms of institutional level. Moreover, all participants of focused group discussions which are held among the public relation officers of Women and Children Affairs of the Addis Ababa Municipal city are the ones who are engaged in the professional work of public relation. They produce different forms of publications within their public relation departments that would raise the awareness of the community in general. Thus the data sources would reveal

the strength of the relationship their institution had with the print media and the efficiency of the print media in covering gender issues through their media monitoring.

3.8 Data coding and analytical categories

Qualitative studies of media content analysis use the construction of the categories on the media outlets (research subjects) based on their theme and value (Deacon, 2005). Those categories are employed by the researcher while studying texts of the media: meaning that information gathered through data collection will be classified into different categories based on their importance to the analysis.

There are five coding processes which are critical in the analysis of qualitative raw data. According to Thomas (2006) list of the process, the first one involves an initial reading of the texts within the media content, secondly identify specific text segments or units of analysis which are related to objectives of the study, thirdly labeling the segments of texts or units of analysis and create categories, fourthly reducing overlap and redundancy among the categories, finally creating a model that incorporates the most important categories (Thomas, 2006). Thus categorizing in qualitative research is just like placing a subset of the different units based on their common characters so this units or segments of analysis would be minimized and become easy for interpretations. On the other hand, units of analysis are words, symbols, items, sentences, messages as well messages and symbols which are going to be assigned within the categories formed by the researcher during the analysis.

As a result, the researcher used the coding principles of Thomas (2006) in the news content analysis. Regarding the interview and focused group discussion data, the researcher applied similar method. Rather it is preferable to use a more general approach to data analysis which includes two basic procedures. They are linking the raw data to the research questions and structuring the data firstly, then secondly searching for patterns in the data and integrating the patterns. Thomas also quoted (Williams and Irurita, 1998) in his explanation for writing a report about the findings of qualitative data and included their model of category by which they designed to show the critical steps that should follow in writing a report and they are 'initiating rapport, developing trust, identifying patient needs and delivering quality nursing care' (Williams and Irurita, 1998 cited by Thomas, 2006). But in general as a principle of

writing a final report of study, it is important to label the categories and name them with proper description of the meaning they have in the report and add or insert a quotation from the raw text to elaborate the meaning of the category and to show the type of text coded into the category (Thomas, 2006).

Accordingly, the researcher has coded the data gathered from daily newspaper publications that cover the whole year from February 2017 up to 2018 and the data gathered from interviews as well as focused group discussions to develop themes for the study. Thus the researcher tried to implement both latent coding and manifest coding together in this research. Counting of the frequency of visible words so as to assess the visible surface text of 's coverage of gender issues is known as manifest coding whereby it is less subjective to personal judgments. On the other side, the researcher's intention of assessing the role of it played in advancing women equality is related with the identification of the frequently occurred semantic units within the texts and it is called Latent coding.

The codes used for categorization of data are based on research objectives and research questions. Therefore, data collected through publications and conducting of an interview as well as focused group discussions are categorized into certain categories to develop themes.

1. Women issues covered: -it is a category used to identify the most presented women issue and coded as (political, social, cultural and economic issues).
2. The theme of the story: - it refers to the thematic content of the story and this was coded as (episodic and thematic)
3. The message of the stories: -it is used to identify messages that existed mostly (protagonist or antagonize women inequality suppression and abuses, women resistance to challenges and their efficiency, warn the public of the dangers and consequences of women inequality and re-construction of social realities of inequalities).
4. Types of framings used in women issues and stories: - It is used to identify the type of framing mostly used and analyze from the central idea of women struggle against inequality and their stories these were coded as (e.g. conflict framing, economic framing, human interest framing, morality framing and attribution framing)

5. Presentation of stories: - it is concerned with the place where women issues placed in the newspaper publication. The coding used was (front page news, editorials, feature stories, inner pages, final pages)
6. The depth of the stories: - this is coded as the (problem definition, analysis, moral judgment and seeking of remedy)
7. The source of the news stories: - this is coded to identify the main source of women stories and was coded as (women associations, government bureaus, international and local nongovernmental institutions, the society itself)
8. The ideological values of the stories: - it is coded as, what and whose ideological interest does daily newspaper tend to portray within its women stories and gender issues.
9. Descriptions and portrayals of women in the newspaper: - it is about how women are presented in the stories and coded as (heroes, victims, dependent and inactive, inefficient for heavy tasks, weak and needy of everyday support, violent and offenders, the stupid victim and lazy victim of abuses and rapes).

Table 1

Checklist for *Addis Zemen* news stories based on the Categories of data gathered

No.	Newspaper item in short	Day of the publication Weekly Saturday publication or others	Kind of news or stories Economical Social Political	Theme of the story and messages	Source of the news or story	Kinds of framings used in the news or stories	Descriptions and wordings used	Depth of the story, analysis and contextualizing

3.9 The process and procedures of analysis

In relation to the data analysis process, the researcher used general inductive analysis approach (based on Thomas, 2006) for the reason that the evaluation of texts of the newspaper and interview as well as focused group discussion was guided by the research objectives which are identified earlier. Thus analysis and interpretation of the research data include the computation of frequencies and analysis of symbols, values and contextual references within the text.

The recorded audio version of the interview and focused group discussions is stored within three groups; media personnel, women associations and government institutions. In addition to storing interviewee's data, transcribing of the interviewee's response will be made within the immediate time of interviews accomplishment. All the recorded interview files went through content analysis by listening every of it using a checklist.

Regarding the media content, all the publications gathered with hard copy are scanned and stored in by their publication months. With the content analysis of the print media texts, the researcher tried to answer issues like kinds of issues mostly covered, dominant sources, the theme of the news and stories, wordings and placing of the stories applied. On the other hand interview data analysis was made separately in order to get an answer to questions related to the contexts of productions and presentation of women issues and stories. At last, interpretation is given based on the major findings of the content analysis and interview as well as focused group discussion data. The interpretation was made and presented by relating with the main research questions and objectives.

3.10 Trustworthiness of the data

Lincoln and Guba (1985) described four general types of trustworthiness in qualitative research: credibility (checking data analytic categories, interpretations and conclusions), transferability (usefulness of the findings to others in similar situations, with similar research questions or questions of practice), dependability (sticking to the research questions, objectives and methods of the study), and conformability (the researcher needs to ask whether the findings of the study could be confirmed by another). Among the procedures they described, those most applicable to performing data analyses include conducting peer debriefings and stakeholder checks as part of

establishing credibility and conducting a research audit (comparing the data with the research findings and interpretations) for dependability. Consistency checks or checks of interpreter reliability are the widely known assessing tool that can be used for evaluating the trustworthiness of the data analysis. Consistency checks or checks of an interpreter are procedural that a variation of the check on the clarity of the categories is to give a second independent coder both the initial categories and some of the text assigned to these categories. The second coder is then given a new set of text that has not been coded and asked to assign sections of the new text into the initial categories. A check can then be made of the extent to which the second coder allocated the same text segments to the initial categories as the first coder (Lincoln and Guba, 1985).

This researcher has implemented a checking on the consistency of coding which is a system used for checking the clarity of categories having another coder take the category descriptions and find the text that belongs in those categories. Also, the researcher tried at most not to depart from the research questions, objectives and methods of the study, which is among the methods suggested to advance the truthfulness of qualitative research dependability.

Chapter Four

4. Data Analysis and Discussion of the Findings

4.1 News content analysis

4.1.1 Issues mostly covered

The study through content analysis of *Addis Zemen* daily newspaper reveals the highest coverage of political issues in relation with women; the role they played in building peace and realization of development in the nation as well as women growing political participation. Among the selected 15 economical issues of women, the media presented more than six of them in a way that highlights and magnifies the successful women in business. The media's (daily newspaper) coverage of women's participation in the economy reveals the media high intention of showing governments policies. Stories of women who became millioners through Small Scale Enterprise are repeatedly covered on the contrary the story of women who got successful business by their own mechanisms is left untouched. Among the 15 items of the media texts, the researcher found nothing that presented the challenges women are facing these days in running their business and by offering concrete evidence that could challenge the working system in the economy. In those articles about women, the stories are presented in a politicized manner as if the current political system transformed women's life and liberated them from the long-lasting socio-economical and cultural oppression.

Women issues are highly covered in the economic column next to political issues. The presentation of success stories in the media relating to microfinance institutions repeatedly reveal the media's blindsiding to the government. Personal files of successful and internationally known people are less presented in the newspaper and most of them are similar faces which are available in the internet and everywhere. Within the full year of publication (February 07, 2017 up to February 08, 2018), the researcher found only seven items that reveal about the life of those people. Publications on Saturday (27/03/2017) and (23/09/2017) as well as Sunday (24/12/2017) are among the articles made on the life of successful and well known women Ethiopians. However, *Addis Zemen* presentation of new faces and touching of unexplored stories of Ethiopian Women is totally unseen. On the contrary, women issues that related to higher

education, entrepreneurship, healthcare system are covered with the very small amount in number. Women in cultural activities and their role in the society, as well as women in art and related activities, are hardly covered by *Addis Zemen*.

4.1.2 The theme of stories and articles

The content analysis indicates that almost all the news and stories of *Addis Zemen* daily newspaper followed episodic approach and they are more of informative. In other word, almost all stories focused on describing events organized by the different institutions and explaining the activities in an informative way.

On the contrary, a thematic approach of explaining the socio-economic contextual issues as well as factors that lie behind every action of the media targeted story of women is not widely perceived in the content analysis of the media. Especially in presenting success stories of business and political women, the publication lacks the quality to add new information to the reader by uncovering the hidden driving forces and contexts that lie behind the story or incident. Moreover, the majority of the publication and news items are not made with planned investigations rather they are an event focused and limit themselves from going further. Thus, the depth of the stories and articles fall under the question by the reader.

The focus of daily newspaper on episodic approach with a focus on giving information to the readers rather than giving detailed and in-depth analysis on every issue of women reflects either the media's less interest in serving as a center of learning and advocate public awareness or don't have the capacity to do more than giving the raw data of what happened.

4.1.3 Event -oriented stories and sourcing

The content analysis of news, editorials, feature stories and others are highly linked with events, speeches, researchers and press releases organized by the concerned governmental as well as international associations who work on women and gender issues. Events like world anti-violence day (White Rabin day), women day (March 8) as well as national public holidays like Constitution day (December, 08) and Genbot 20 (May, 28) are taken as rainy season where many institutions and organizations launch campaigns, give press releases and organize panel discussions on various areas but mostly relating to women's role. Thus print media uses such

events and present their news, features, articles to their readers. Though journalists try to present their stories differently and add their creativity to the writings, the main source of their outlets are those event organizer institutions. For instance publication of 22/12/2017, 23/12/2017, 16/12/2017 whereby the three of them are written by Lidiya Tesfaye and presented with a unique style but the source of the stories are educational panels, presentation of researchers to the public and campaigns launched by the government institutions.

With such excellent writing skills of the journalists, we could have more chance to read more interesting and lesson providing stories if the media house created a conducive environment for journalists by offering continuous training and force them to add at least some elements of investigation in their reporting's or stories.

4.1.4 Frequently used framings and wordings

The content analysis of the study reveals that the majority of the stories are presented with the use of economic and political conflict framing. Accordingly, the majority of the stories and articles are constructed to show the economic benefits women are getting with their involvement in Associations and small-scale enterprises. Besides, the majority of the stories, especially political issues are presented in using conflict framing where they present their stories revealing the contradiction and suppressing of women in the previous systems and the liberations they are having these days could be taken as a conflict framing.

However, there are some stories in the newspaper that are framed as human interest and conflict framings. Stories which are related to women violence and seeking of justice are presented in a touching and expressive language that could touch the feeling of someone who read the text. For instance, March 8/2017 special publication of presented a brief story on the imbalance between justice and the abuses happening to women taking the case of one female householder. The story was presented by Mahlet Abdul with narrations of what happened to her in a very descriptive manner.

Moral judgment on women violations and children abuse is mostly seen in the articles and stories. The condemnations on women degradations and suppressions and the media's urging of the concerned bodies to act accordingly could be taken as an attribution of responsibility and remedy

solutions. And this attribution of responsibility is seen in most outlets of daily newspapers. However, remedy seeking is not seen in the articles and stories of the media. Remedy seeking basically needs to follow up coverage of the progress and being part of the solution. Hence content analysis in this study revealed that there is no any news item which shows follow up coverage on women's issues, it would be difficult to take the media as a remedy seeking applicant on gender-sensitive issues of women.

4.2 Analysis of Interview Data

4.2.1 Interview with Editor in Chief of *Addis Zemen* Daily Newspaper

In order to substantiate the data gathered through content analysis technique, an interview session has been held with Chief Editor of daily newspaper and Assistant Manager of the Ethiopian Women Journalists Association. The interview with Editor in Chief of *Addis Zemen* Daily newspaper was carried out effectively. It was the researcher's intention to interview women editors and coordinators of the newspaper. However, among the 323 total workers of press agency only 11 female journalists are found working as a reporter and no single female found in the position of Editor as well as head of the newsrooms. Thus the researcher took the option of making Focused Group Discussion (FGD) with female journalists of and conduct along detailed discussion with them.

Stating the names of the data sources on FGD would cause trouble on the workers. Since the interview questions focused on the operational and structural issues of media coverage about gender issues and checking of any presence of ideological issues in the coverage of news and allocation of women for reporting. On the other hand, stating the name of the Assistant Manager of Ethiopian Women Journalists Association wouldn't cause any trouble since the interview raised issues which are related with the general activities as well as accomplishments of the Association in supporting and empowering women journalists with training organize panels and symposiums for experience sharing and advancing women practitioners' competency.

All interviews the researcher planned to make at the very beginning of the study were successful except female Editors where the researcher found female journalists unavailable in the institution. Thus the only unstructured interview was held with Ato Fekadu Molla about the

number of female journalists and the structural issues in relation to the participation of women in decision making positions. According to Ato Fekadu (Editor in Chief), the number of female journalists is not more than ten and no female editors at all in the media. The presence of a small number of female journalists which is exceeded by three-time with male journalists is the reflection of females preference of the electronics media and taking print media as a challenging place with heavy tasks. Ato Fekadu also noted in the interview that most of the practitioners of the media say "print media is for men not for women".

According to the interview response of the chief editor, men are also assigned to cover women and gender issues in order to fill the gap of sex imbalance in the media. Ato Fekadu also noted that "the media doesn't apply any working procedure in assigning women for reporting task based on their sex" instead "it is their interest and willing that is taken priority in assigning reporters rather than any unwritten procedures. The chief editor also asserted in his wordings saying "Most of the time women are assigned to work on investigative issues and cover hard news'.

Though the Editor-in Chief preferred to leave the question which is related to the detailed content of the editorial policy and how far the editorial policy supports the coverage of women and gender issues, he generally commented the positivity of the editorial policy of *Addis Zemen*. However, issues, whether the editorial policy of *Addis Zemen* is consistent to international agreements made on women rights or the media, should be taken into the refinement of the editorial policy are unanswered.

Ato Fekadu also explained the positive trends within the staff members that men don't complain whenever they are assigned to cover gender issues and similarly women journalists prefer to cover hard news just like the men do and also work on gender issues at the same time. However, the editor accepted the presence of a small number of female journalists and no female editor is found in *Addis Zemen*. The assigning of women in the decision making position could be taken as the weakness of the media and its governance by the old male dominant management system. Moreover, it is taken as a reflection of the institution's ignorance of women issues by itself.

Addis Zemen daily newspaper has eight basic columns which are taken from pillars of the publication. According to Ato Fekadu's explanation, *Addis Zemen* has given a national

responsibility to enhance and support peace and democracy building processes. As a result, the order of columns in the newspaper relies on this responsibility whereby the newspaper front page is covered by government campaigns in assuring good governance, the accomplishment of government-run mega projects and development activities. The inside pages are covered by columns with priority to the government agenda. Sport, entertainment, and social issues came later based on their importance to the realization of the Nation's political and economic development.

Ato Fekadu also stated that " is the only publication which assigned a separate column for covering women and gender issues" and noted that "there is no any other media who has a separate column for women issues". However, the Editor-in Chief accepted the idea that the media by itself might be blamed by others for not covering women issues as much as they do now. Daily newspaper raises women and gender issues with a separate column once in a week on its Saturday publication. "Since it is a national as well as Federal government media it is supposed to give more coverage about gender issues and women issues of the majority rural situated women" Ato Fekadu also gave a reasoning for the media's focusing of city women and ignorance of majority rural women saying "the high rate of rural illiteracy and poor circulation of the publication at regions are the main reasons for the media to focus on city issues and covering of the Federal institutions activities within their news.

Editor-in Chief also noted that most of women and gender issues that are covered by the media are event-based ones. He confirmed his idea giving March 8 as an example. "We give coverage to March 8, 2017 events at most even last year we prepared a separate publication by women journalists entirely focusing on gender issues and it has a motto of "--For women by women--- ".

The Editor-in Chief also commented on the media's poor relationship it has with women-focused institutions and organizations. Thus journalists get shortage in information sources and they mostly receive a call from those institutions whenever there is a certain event. However, when journalists go to these institutions to give media coverage on those women focused institutions and organizations about their activities, accomplishments, and challenges they mostly reject the media's urging.

Lastly, the Editor-in Chief gave a confirmation on the idea that the editorial policy of is so not restrictive and doesn't impose any limitation on women and gender issues coverage. However, the editor added that the media house lacks the trend in offering various training for both men and women journalists on how to cover gender issues efficiently and enhance the understanding of the community. "Though there is no any complain about the coverage to women's by anyone, it shouldn't be taken into consideration that the media covers women agenda efficiently and effectively" he said. At his closing speech in the interview, the editor noted that the print media not only but also others should build the trend to conduct timely research on their performances as well as measure their acceptance. By thus they can achieve their mission and play a better role in the advancement of the society. " That is also the missing element in our house" pointing his finger towards himself, the chief editor took the blame on the first hand.

4.2.2 Interview with Assistant Manager of Ethiopian Women Journalists Association

W/ro Tekabech Assefa who is an Assistant manager of the Ethiopian Women Journalist Association. She started the interview by explaining the initial purpose that causes the establishment of the Association. "Empowering women journalists through long term and short term training and make them leaders of the Ethiopian media" was the mission of the association at its start according to W/ro Tekabech response.

The assistant manager of the Association explained that in the early years of its establishment, Ethiopian Women Journalists Association was able to give lots of training opportunities to many women journalists in foreign countries like Uganda, South Africa etc. However, with the opening of regular journalism training in Ethiopian universities, the association lost its interest of serving as a center of excellence for women media practitioners that regular university trainees of journalism progressively filled medias positions and make it more of professional, unlike the old days that was done by any field graduate.

Though offering of short-term training gets lowered in number, the association was occupied with organizing local events for regional media organizations. "Currently, we are having more than 10 new joining members from Somali, Afar, Benishangul and Gambella regional states"

said the Assistant manager of the Association in her explanation about their current status. She also added that the association couldn't go further due to structural factors and legal factors.

W/ro Tekabech explained in her interview that the 2001 legislation on Non-Governmental Institutions had imposed a big limitation on the association not to represent any journalism professional's right and stand for them. Thus the association lost its focus.

"I have been working in for many years and I know how the print media works', W/ro Tekabech also added that she has been fighting with managers of her time by raising the issue of why women not assigned in decision making places at least at the editors level. She added more saying "you can go there and check, still, they don't have any female editor".

Regarding the role their association played in the advancement of women journalists' competency and represent them as a national association, the assistant manager responded that at the moment their association is waiting for the renewal of their license which took a long and complicated process. "We are still working and we are on the move may be the pace is weak or slow" she added that three years before the association got a fund from Robert Stiftung and made a campaign on 6 Ethiopian universities (Dilla, Hawassa, Mekelle, Bahirdar, Jigjiga and Addis Ababa) to create awareness within the graduating students of journalism and register them as a member of the association. "Though it was a successful campaign, we failed to continue with our move and increase our members".

Issues concerning the association's plan or project they designed to advance the membership of the professionals and increase their role in the Ethiopian media as a whole and creating strong ties with print media like are left unanswered by the assistant manager with a saying "we will see in the future but now we are in the middle of continuity and dissolution".

4.3 Analysis of Focused Group Discussion

4.3.1 Analysis of Focused Group discussion with group one

In this research, Focused Group Discussion was held as a third qualitative data gathering technique. There are two groups of Focused Group Discussions made by the researcher. The first groups are journalists or reporters from daily Newspaper who are six in number (three women

and three men). The second group is from Addis Ababa Women and Children Affairs Bureau's public relation officers from the communication directorates of the institutions. The first group of journalists from had equal number of three women and men speakers where all of them are in a position of a reporter with the senior reporters to the lower level Junior level reporters. Issues like the presence of any influence or pressure from the outside or inside on what to include and what not, by whom it should be covered and other operations, as well as competency topics, are raised in detail for discussion.

To start with the allocation of journalists to cover hard and soft news, the discussion participants were asked to tell is there is some sort of rule whether written or unwritten used by the coordinators and editors whenever they assign reporters. Almost all of the participants agreed on the absence of any governing rule regarding the assigning of reporters based on their sex and gender. Respondent three of group one forwarded an inclusive response saying

As far as I know, there is no such thing in this institution, we cover hard news and soft news based on our interests and willing. I remember there were times the weekly women column on Saturday was prepared and organized by men. And nowadays I am covering daily hot news and also preparing some articles on women by my own interest.

Respondent two of group one also agreed to the previous idea and added that there might be some cases that journalists are assigned without their interest and shortage of manpower is the only reason for it. But the occurrence of such things is rare and it would be difficult to give judgment taking these rare events into account.

Regarding the absence of female editors and top-ranking officers in the media, speaker six of the first group gave a critical response that governs the whole points raised by her associates.

It is the media own weakness that it relays difficult even to think such a huge, long-established media to have no female editor and coordinator at all. Even there is no any female directorate within the structure of the media organization itself where we could raise our own issues and ask for justifications and more. 'Who watches the watchdog' works in our case that we take ourselves as the fourth estate and monitor big government institutions and report to the public but when it comes to us we prefer to be silent.

On the other hand, a fourth member of this group (Respondent four) explained to the group that he stayed in for more than five years and he has never seen any training given purposely

designed to advance journalists competency in their work where they learn by doing. However, in such national and widely circulated media, it would be very difficult to assign a man to cover women and gender issues and expect a perfect report from that person. And the same to women for being female by itself may not be sufficient. Knowing the science of awareness creation and mobilization of the public through our reporting's need some serious training'.

The coverage of women and gender issues when compared to other topics assigned in different columns (politics, news, economy) and the concern is given to women in the media's governing editorial policy was raised in the discussion for group one. The first speaker of this group noted that

For me, is a model for other government as well as private media because it allocated a permanent and separate column for women and gender issues to be covered in the newspapers Saturday publication. I have been working on this column and me and my associates used to raise and present very critical issues in the publication. Still, the same thing is going on because even journalists from the electronic media use our column as a guide and make their own production taking our text as it is.

Others also stood on the side of the first Respondent that is unique in its provision of women's issues with a special column. However, some of them commented on its coverage of women issue, saying it would be very difficult to give judgment on whether it is sufficient or not. Speaker four of this group also raised this argument and presented her idea that it is essential to take notice to the case of our society where there is a high rate of illiteracy and the majority of the population situated in rural areas living an agrarian life, how could print media like could create awareness and bring change in weak social behaviors.

Respondent six of this group also commented on the media's coverage of women's issues with wider scope or width.

One day in a week is very small even if we try to consider the frequency of the issues in comparison with other economic and political issues. Besides, most of our coverage is event-based and we with the prime inclusion of myself think that women are everywhere in the politics, economy, and society.

However, reporting with a different angle like using human interest framing and showing not only the successes but also the challenges women are going through is really different from the ordinary informative article in the newspaper. Thus little is done accordingly.

In relation to the variety of the issues covered by the women columns more than half of the participants of the group discussion agreed on the weak variety of their stories. They mostly raised the poor contact they had with institutions and information sources as a reason that hinders them not to raise new issues every time. Besides, women themselves are not even willing to give information to the media. Thus they obliged to present always the success story of the prominent ones.

On the other hand, Respondent three of this group raised one unique issue as a response to this question saying that it is the institution self-problem that caused the sources of stories get drained. The media's intention to focus on urban agenda and rejection of rural women life is due to problems in assigning reporters for the double task rather than letting them prioritize their cover their planned work.

I know never send a reporter to cover a story of one rural woman to along field traveling. But the media send reporters to regional states and cities to cover political and economic issues and we reporters are asked to bring new thing on the way as an additional task. How many of us were successful in bringing a unique and untouched story of rural women on the way to our field reports of the political or economic issue.

Group one finalized its discussion by forwarding one point that women in science and technology, and big financial companies and decision makers are not presented sufficiently. They give two reasoning's on this point. First, the presence of few numbers of women in science, technology, and financial institutions leadership as a factor and secondly journalists themselves are not active and vibrant in making contact with the new faces and present them in their articles and columns. Connection matters in the field of reporting and it really works on women and gender issues.

4.3.2 Analysis of Focused Group Discussion with group two

This is the second group of focused group discussion in this research. A total number of seven participants were involved in the discussion. All these seven public relation officers are from

Addis Ababa Women and Children Affairs Bureau. The researcher basically raised issues concerning the relationship their institution had with the media especially the print media and how the media are presenting their concerns about the media coverage. Since media monitoring is one of the public relations tasks, the researcher also asked the participants to give their judgment on the coverage of daily newspaper on gender issues and breadth as well as the depth of the stories based on their monitoring trends.

Regarding the relationship media are having with the concerned bureaus of the government seven of them agreed on the point that they made media choice for communication and awareness creation campaigns on women. According to their argument, their bureaus work for the majority rural based women and aspire to reach every householder and get their target audience where ever they are whatever they do.

Respondent one from group two also gave her idea that her bureau has some issues regarding its readability and influential that it centered its circulation as well as issue selection on media coverage focused on city areas.

I don't personally believe daily newspaper is influential in creating change on social behaviors since its target is the elite part of the society constituting less than 20 percent of the total population.

On the other hand, the fourth respondent of group two added that most of the time they call media whenever they have events and campaigns. And they also send a request for media coverage to just like others. However, the fourth speaker touched a point that as a communication officer they prefer to work with the electronics media that they could reach millions at a time.

All of the participants of the discussion agreed that they mostly engaged on brusher and leaflet preparations rather than preparing articles and stories to be published in newspaper. They pointed that there is a two-sided problem in building strong ties with the media that their institutions don't create a conducive environment for journalists to gather any information regarding the activities and challenges of their bureaus. Women and Children Affairs Bureaus preference to act as a guardian to their bureau and the media itself abstinence from giving media coverage by

going further from event-based stories is a two-sided problem which lasted longer and seems unchangeable.

One Respondent (particularly respondent five) noted that one day women and gender issues coverage from the daily published print media could be its one unique character but it should not be taken as a sufficient coverage. She also stated that her bureau has also done very little to increase the media's coverage of women and gender issues and have more columns regularly. Awareness creation and mobilization on any issue should primarily focus on reaching the majority of the population and create an impact on them through a meaningful, consistent and continuous message. And speaker five of group two closed her argument saying "it is this element of the media that we lost from ".

4.4 Discussion of the findings

From the very beginning of this study, four questions were set to be answered by the end of its findings. The first research question was *How do Addis Zemen Amharic newspaper cover women issues in the news and feature stories and how far the issues covered in depth by the media?*. Based on the content analysis of newspaper women issues are mostly covered in highly politicized manner and present them as if they are emancipated from the mental and physical impositions totally. However, women issues in relation to science and technology and entrepreneurship are not seen widely covered like the politics. Thus empowering women with education and supporting the economic independence of women is not seen in the coverage's. Even women issues in relation with the economy are mostly presented with the success stories of few women in a way to magnify the righteousness of government's "Small Scale Enterprise" policy. Like " ...a women who became hotel owner stating from selling street foods...". But challenges women are facing in the business are not presented with a depth-full analysis of the situations. However, *Addis Zemen* coverage of women issues by assigning a regular weekly column to women issues is one unique feature of the media which is not seen in other media.

The second question of this study was *how far Addis Zemen enhanced gender equality through its coverage's? And is the media itself committed to set women's agenda in the public mind?* Data gathered from the interviews and focused group discussions with *Addis Zamen* journalists, public relation officers of the Addis Ababa Women and Children Affair Bureau revealed that the media

could be taken as a role model for other print media in giving priority for women issues giving weekly column. However, due to the limitations the print medium it has, governmental as well as non-governmental bodies do not prefer the print media as the best means to create public awareness and mobilize the public. They just use the media as a means to release their report to the public what they have done but when it comes to the women issues that need investigation and assessment governmental institutions won't show cooperation. Thus with the reports of event-based stories, it would be difficult to assume the media is enhancing women's gender equality. Content analysis on the presentation of women issues, the researcher has found variety in the number of women's coverage. In relation to March 8 months of February and March, women issues get more coverage whereas months like May have less coverage of women issues. Such a variety in the coverage of women issues led as to question the commitment of the media in enhancing equality and empower the majority of the public.

This study tried to provide an answer to the question *how equally gender issues treated in Addis Zemen daily newspaper and what are the possible weaknesses as well as strong sides of the media in empowering women?* Based on the findings of the content analysis of the study, the media lacks the interest to empower women and the society. However, the media is unique from other print media for its allocation of weekly column for women issues to be covered. Hence *Addis Zemen* gives a special place for women issues to be raised in the publications, majority of the stories are event based and episodic in their themes. Thus they lack depth and investigative element. The researcher found journalists of having a positive attitude in covering women issues with interest and women journalists also engaged in covering hard news and involve in investigative areas. In other words, there is a good trend in the media house that there is no any discrimination based on sex in assigning reporters to cover news. The weakness the study brought in to light is that reporters are not supported with timely training including a briefing on the editorial policy of the media.

Whenever a journalist is assigned to cover certain issue he or she should refer first the editorial policy of the media and know everything well. However, the researcher found journalists and editor's knowledge to the editorial policy of *Addis Zemen* is not adequate. Thus not only journalists but also the media house, in general, should create a strong relationship with institutions who work on women and gender issues. Hence the media could enforce the

concerned government institutions, international as well as local nongovernmental institutions to give and release information whenever they are asked by the media practitioners. Moreover the coverage of news items should also focus on going further to cover regional and rural areas whereby the story of a woman who lives in a remote area could be raised.

Lastly, *Is there any ideological governing principle in reporting gender issues? and what is the real situation that lie behind the practitioners within the media house?* Based on the data gathered in this study, the researcher found that there is no limitation and ideological interest within the media house. However, the media is still ruling the practitioners in the old tradition of male dominance. In all interviews and focused group discussions, the researcher proved that the media lacks the willingness to train its own journalists and advance their competency.

Thus not only journalists but also the media house, in general, should create a strong relationship with institutions who work on women and gender issues. Gender-based journalists and generally set journalists associations should be in close contact by the media itself that those associations could help in bridging the skill and knowledge of the practitioners where the media house (*Addis Zemen*) couldn't cover by itself.

Chapter Five

5. Conclusions and Recommendations

5.1 Conclusions

The study was conducted to assess how *Addis Zemen* daily newspaper cover women issues and evaluate the media role it played in enhancing gender equality. *Addis zemen* daily newspaper has a separate column for women issues to be covered in its weekly special publication of Saturday. The daily newspaper has around eight permanent columns which are taken as pillars of the publication. Besides, there are weekly topics which are covered by *Addis Zemen* like Social Education on Monday, Social Health on Tuesday, Social Various Issues on Wednesday, Social Youth on Thursday, Science and Technology on Friday, Social Women on Saturday and This is Life on Sunday are the main ones. Women issues of Saturday cover different issues that are related with the daily life of women including their social, political, economical and cultural activities are addressed with this special column and it only focuses on women issues. Moreover, women issues may also be covered within the other topics like Science and Technology or Social Health, Culture. Thus can be raised in any of the above mentioned columns with intention like the March 8/2017 special publication in which the whole newspaper is about women issues.

Thus the paper has focused on the coverage of women issues in the daily newspaper *Addis Zemen* by taking the yearly publications of the newspaper starting from February, 2017 to February, 2018 and examine the articles written on women that are presented on the daily columns as well as the weekly special edition of women column.

The paper examined the presentation and storytelling techniques as well as framings implemented by journalists of *Addis Zemen* and explore the messages within the stories. The production processes and structural issues in relation with the coverage of women issues are also addressed by this study. Qualitative research method was employed on the bases of news content analysis taken from *Addis Zemen* daily publications that covers the whole year February, 2017 to February, 2018. Besides, unstructured interview and focused group discussion techniques were used to support the interpretations of information gathered from the newspapers content analysis. Hence a total of 13 informants were involved in the Focused group discussion by grouping them

into two, the first focused group of six members from journalists of *Addis Zemen*, and the second focused group seven people from the public relations department of Women and Children Affairs Bureau of Addis Ababa City Administration. In addition in-depth interview was also held with the Editor in chief of *Addis Zemen* daily newspaper and Manager of the Ethiopian Women Journalists Association. Analytical categories were applied on news, features and articles of the daily newspaper through content analysis including types of women stories mostly covered, the themes of the stories, messages and narration and storytelling techniques of the stories.

Gender role and its development has been exposed to nonstop various influences of educational institutions, parenting, the outlooks of others and the media. Since gender role and order is a simultaneously constructed, maintained, modified and reconstructed social reality which is attained through the learning and seeing of what is expected, the media role is large in terms of its value (Lorber, Judith, 2013). Based on the findings of the study, *Addis Zemen* daily newspaper seems that it has given recognition to the role it should play in the realization of women rights and enhancing their political, social and economical advancements of the society. Women issues are specially covered once in a week by *Addis Zemen* daily newspaper on Saturday and this makes *Addis Zemen* newspaper unique from other government as well as private print media. However content analysis of the media reveals that there is a high level of inconsistency in the coverage of women issues whereby some months have a high coverage of women issues and some not. Designing creative messages that could create awareness and covering women issues by going beyond the organized events, are some of the best means to empower women as well as the whole society. On the contrary, *Addis Zemen* daily newspaper hardly used investigative elements in its coverage of women issues and design powerful messages once in a year when March 8 approaches and the after month. It is factual that media has great role in the reconstruction of gender inequality and empowering of the society through continuous advocacy. However, *Addis Zemen* has limited circulation of the newspaper and also has limited story coverage that focus on city women issues and excluding the life of rural women. Thus, it would be hard to say *Addis Zemen* is working to enhance the equality of women and create public awareness. In other words, *Addis Zemen* is playing a small role in the reconstruction and modification of wrong social realities and ritual practices of our societies.

According to the explanation of Tuchman (1978), the underrepresentation of women in mainstream news media texts is mostly the reflection of the cultural devaluation of women where they have weak power and incapability of creating media topics and products. Tuchman also indicated that news coverage varies based on the gender of the subject whereby women are found in news coverage receive a different type of treatment and coverage than men. All the data gathered from the focused group discussion of *Addis Zemen* daily newspaper reveal that journalists are assigned to cover news items based on their interest and will not with some criteria of sex and gender. Men are assigned to work for the weekly women column and women are assigned to work on hard news and investigative tasks. The presence of positive attitude within the staff members in covering any topic they are assigned to and editors maintaining of the reporter's interest in work classification reflects the absence of any ideological influence (dominant ideology) within the media house. However, the absence of female Chief Editors and coordinators in the media house shows that women journalists lack power in deciding what to include and what not. In addition to the hardly presence women in power, the media house itself does not have any department assigned to support women and struggle for their right. In other word, *Addis Zemen* gave recognition to women equality on the paper that there is no classification and judgment on the practitioners with their sex and gender, but when it comes to practical implementation the media is not interested to assign women in decision making positions. Thus, structural issues that could enhance women's power in the media itself have been left untouched for long.

In relation to the coverage of women issues by the Medias, there are different views and arguments. Touchman (1978) explanation of media coverage and representation of women issues reveal that most media display women as powerless and focus on their clothing as well as lifestyles. Thus magnifying the sexuality and objectification of women are the widely seen elements in the mainstream media. Rejection of women's role, idea and contribution in every aspect of their social interaction seems common everywhere in the media. According to the content analysis of *Addis Zemen* daily newspaper, women issues are mostly covered in a highly politicized manner that magnifies the rightness of government's policies and they are presented as if women are liberated from the long lasting sociopolitical suppressions with the implementation of government policies. The news paper mostly present women as if they are free to do anything they want and every socio-political make up of the current state is suitable

more than ever for women to act upon. Even with the economical columns women stories are presented mostly from the success side and intentionally the stories are narrated in a way to show the rightness of government's Small Scale Enterprise policies where women organize themselves in group to do business. However, successful business women who got their own position by their own mechanism, not in the micro finance way of government, are not covered in *Addis Zemen* daily newspaper at all. The only way to success in the business world is not Small Scale Enterprise and the media should present all success stories from different backgrounds. Data of this study reveals that *Addis Zemen* coverage of women issues on economic column has a high intention of showing the positive side of government's Small Scale Enterprise policies. Moreover, *Addis Zemen* coverage of women issues in relation to the challenges women are facing at work, school and home by adding some element of investigation is not seen even once in a year publication. On the contrary, Science and Technology, Health, and Higher education are weekly columns where women get very small coverage. With this and other reasons, it is difficult to take *Addis Zemen* as a center of social learning where women even themselves find lesson provision and motivating stories from the media.

Data gathered from interview as well as focused group discussion reveal that the media's obsession with governments campaigns on good governance, infrastructure issues and the activities made to stabilize the rising of political instability which has been occurred in most regions of the country since 2016, forced all the media staffs to turn their face towards routine preparation of informative news which have less impact on educating the society and empower the community for change. *Addis Zemen* repeated coverage of event oriented stories and the poor relationship it has with the information sources of government and international organizations loosen the media's coverage of critical women issues continuously in a way that shakes the entire community.

Regarding the framings used in *Addis Zemen* newspaper coverage of women and gender issues it is found in the content analysis that conflict framing and economical framings are mostly used. Whereas few human interest framings are used in a few cases of violations against women and morality framing is also seen in a few cases. However remedy seeking and attribution framing are not used in the news, stories and features of *Addis Zemen*. Thus, it is taken as a reflection to

the media's being more of informative and avoidance of concrete analytical as well as investigative approaches.

Media's social construction of reality is related to the role it plays in the distribution of social knowledge and act as a platform for reactions and reconstructions on the existing uncomfortable systems of the social reality (Cohen, 2014). *Addis Zemen's* ignorance and abstinences from covering women and gender issues which are highly bothering the society at the most and mobilizing the society with a call for change on the social practices reveals the media's weak agenda setting role.

Perceptions that media can create about a certain issue or social subject in the public's mind as well as the ways they reflect their information sources are interrelated. Interview and focused group discussion participants reveals that print media are not mostly preferred as a best means to create awareness in our society. With the reaching capacity of millions at a time most institutions prefer to turn their face to electronic media rather than the print ones.

Even *Addis Zemen* media practitioners themselves are not sure of what perception the media has created on the public's mind, especially the perceptions they created on the public about women and gender issues. The staff members also revealed that the media house itself has never made a research for the past five years and nothing is known about the readability and influence of the media.

Gender imbalance in the society reflects on the institution of the media (Morna, 2002). And this research proved that *Addis Zemen* daily newspaper which is one of the Federal states media lacks the interest as well as the power to bring gender balance in the institution as well as editorial content. Though there are some good starts like giving weekly column, *Addis Zemen* is too far from serving as an instrument of women empowerment. The angle of the news and feature stories presented in the newspaper is mostly to create an understanding on the policies and strategies of the government and the beneficiary of women through those implementations. Regarding the depth and breadth of the issues, contextualizing women's issues with different social, political and economical situations and giving critical judgment on subjects that are covered is not seen at all in the yearly content analysis of *Addis Zemen* daily newspaper. Thus, *Addis Zemen* lacks better representation of women and weak in enhancing equality.

5.2 Recommendations

This study was conducted to assess the overall coverage of women and gender issues and their role in enhancing gender equality through the daily publications of *Addis Zemen* newspaper. The study also attempted to examine the social constructions of the media on empowering women and gender equality. Thus *Addis Zemen's* news, stories and features fall under the inquiry through news content analysis, in-depth interviews and focused group discussions. Thus, the researcher provided the following suggestions for media practitioners, owners of the media (*Addis Zemen*) and concerned institutions that are the main actors in building empowered society with healthy gender roles and order.

- The media should focus on empowering women journalists first and assign them in decision making positions and offer regularly organized training on the editorial policy of *Addis Zemen* and it should be at the very beginning of every year. Encouraging women journalists and offering trainings are essential in advancing the reporter's competency. Hence, bringing women leaders in the media should be the task of not only *Addis Zemen* but also other mainstream media.
- *Addis Zemen* should turn its focus from quantity of coverage to quality and breadth. Thus, contextualizing women issues from different angles and giving critical judgements on the topics covered have to be a typical identity of *Addis Zemen women* column as well as news and feature stories.
- The media should shift from its approach from the sole information provision of events and announcement research panels to covering critical issues of women and gender issues with investigation using colorful narration and language use. The media should move out from the traditional trends of focusing on reports and press releases given from institutions and move to revealing the social and economical challenges women are facing within its stories. Framing approaches in story composition like using human interest, attribution and remedy seeking should be also applied.
- Not only *Addis Zemen* but also other media platforms should be encouraged to address similar issues in their news and other programs to promote in-depth coverage of the issue and introduce new insights of media approach. They should focus on creating alternative media for women.

- Government bodies like Federal Communication Affairs Bureau and Broadcast Authority as well as others should give more priority in organizing and supporting Associations and Communities like Ethiopian Women Journalists Associations so that they could work in strengthening the capacity of women which the state couldn't handle as its regular task. Extraordinary focus in organizing media forums and panels on media practitioner's challenges and difficulties has to be a priority task of concerned Government Bureaus including Addis Ababa University Journalism Department. Hence, the media professional could raise issues for the more organized movement in empowering themselves first by then they could certainly work for the change of the wider community and fight for social imbalances. The segmented associations of the profession like the Ethiopian journalists Association (EJA), Ethiopian National Journalists Union (ENJU), and Ethiopian Free Journalists Association (EFJA) and Ethiopian Journalists Forum (EJF) should come to one and advocate women's agenda in the media.
- Reservations from information sources and institutions should be narrowed by establishing a strong communication bridge between the institutions and the media. Thus the media house (*Addis Zemen*) should design different approaches in communicating with the institutions.
- The creation of legal framework that governs the information release by the institutions. Especially Women and Children Affairs Bureaus and sharing of substantial information whenever there is a case to be covered by. Those institutions should work with the media by advancing the involvement of active citizens and societies in enhancing gender equality.
- Stories in the newspaper should bring the reality objectively and reflect the real situation of women issues by adding more to the depth and breadth of the stories.
- The presentation of the stories and news in the newspaper should focus on uncovering the contextual situations behind women challenges, success and the terror acts. Besides the media should change its approach by legalizing the role of the society has in empowering women attitude positively. *Addis Zemen* coverage should encourage the "collective consciousness" by incorporating internal social control mechanisms and building of good social norms, morals and values towards women equality in the stories.

- *Addis Zemen* should advance its coverage of women's issues and strengthen its approaches so as to bring change and amendment on the weak social systems by serving as a platform for public discussions and debates to cause impacts on gender equality. The media should use its reputation to bring change.
- Using approaches that advance the participation of the society in enhancing women equality and incorporating lesson providing stories should be presented in a feature news format so that other additional voices could be heard from the society and the public.
- *Addis Zemen* should assign gender mainstreaming and gender department within its structural organization and create strong links with other governmental gender focused departments and expand its link.
- *Addis Zemen* should conduct its own assessment how other media prepared their editorial policies in relation to women issues and make amendments so as to advance its reach as well as acceptance by uncovering hidden stories within the society.

The researcher also recommends further researches to investigate;

- How television stations in Ethiopia are covering women and gender issues in their news and programs?
- Comparative study on the coverage of women and gender issues in the news and programs of the dominant state owned and private broadcasting media.

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Appendix 1

ለአዲስ ዘመን ዋና አዘጋጅ የቀረቡ የቃለ መጠይቅ ጥያቄዎች

1. አዲስ ዘመን የሴቶችን ተሳትፎ ከፍ ለማድረግ ምን ያህል ድርሻውን እየተወጣ ነው ብለው ያምናሉ?
2. የሴቶችን በኢኮኖሚ፣ በፖለቲካ እና በማህበራዊ ተሳትፎ ከፍ ለማድረግ የአዲስ ዘመን ሚና ምን መሆን አለበት ይላሉ?
3. አዲስ ዘመን በአጠቃላይ በስርአተ ፆታ በተለይ ደግሞ በሴቶች ጉዳይ ላይ ምን ያህል ስኬታማ ስራ ሰርተዋል ብለው ያምናሉ?
4. የሴቶችን እኩል ተጠቃሚነት ጉዳይ የሚዘግበው በየትኛው አምድ ላይ ነው? በፖለቲካ፣ በኢኮኖሚ ወይስ በማህበራዊ? ለምን?
5. የሴቶች ጉዳይ የተሻለ ሽፋን እንዲኖረው ለማድረግ ምን መስራት አለበት ይላሉ?
6. የሴቶችን ፍትሃዊ ተጠቃሚነትና እኩልነትን ከማረጋገጥ አኳያ አዲስ ዘመን ከባለድርሻ አካላት ጋር ያለው ትስስር ምን ይመስላል?
7. አዲስ ዘመን ሽፋን የሚሰጠው ከተማ ውስጥ ለሚኖሩ ሴቶች ብቻ ነውን? ወይስ የገጠር ሴቶችን ያካትታል?
8. የአምድ ድልድሉ ፆታን መሰረት ያደረገ ነው ወይ?

Appendix 2

ለሴት ጋዜጠኞች ማህበር አመራር የተዘጋጀ ቃለመጠይቅ

1. የኢትዮጵያ ሴቶች ጋዜጠኞች ማህበር አላማው ምንድን ነው?
2. ሴት ጋዜጠኞችን ከማብቃት እና ከማበረታታት ምን እየሰራ ነው? ለምሳሌ የትምህርት እድል ወዘተ.
3. ሴት ጋዜጠኞች አሁን ያሉበት ሁኔታ እንዴት ያየዋል?
4. በአገራችን ካሉ ሚዲያዎች የሴት ጋዜጠኞች ድርሻ ምን ይመስላል?
5. ማህበሩ ከህትመት ሚዲያው በተለይ ደግሞ ከአዲስ ዘመን ጋዜጠኞች ጋር በመሆን የሴቶችን ተጠቃሚነት ከማረጋገጥ አኳይ ማህበሩ ምን ስራዎችን እየሰራ ይገኛል?
6. አገሪቱ በምትከተላቸው ፖሊሲዎችና ስትራቴጂዎች ላይ የሴቶች ድርሻ ከፍተኛ መሆኑ ይታወቃል ይህ ምን ያህል የሚዲያ ሽፋን አግኝተዋል ብለው ያምናሉ?
7. በተለያዩ መልኩ ስኬታማ የሆኑ ሴቶችን ከማስተዋወቅና ሚናቸውን ለሌሎች ከማሳወቅ አንፃር የህትመት ሚዲያው (አዲስ ዘመን) ምን ያህል እየሰራ ነው?
8. ሴት ጋዜጠኞች በማህበር ታቅፈው ለመንቀሳቀስ ያላቸው ተነሳሽነትና ቁርጠኝነት ምን ይመስላል?
9. አገራችን ውስጥ ያሉ የህትመት ሚዲያዎች የሴቶችን እኩልነት ለማሳደግ ምን ማድረግ አለባቸው ብለው ያምናሉ?

Appendix 3

ሊጋዜጠኞች የቡድን ውይይት የተዘጋጁ ጥያቄዎች

1. የህብረተሰቡን የግንዛቤ አቅም ለማሳደግ አዲስ ዘመን ምን ያህል ሰርተዋል ብለው ያምናሉ?
2. የሴቶችን ተሳትፎና እኩልነት ለማረጋገጥ የአዲስ ዘመን ሚና ምን መምሰል አለበት?
3. ሊጋዜጠኞችስ ሚና ምን መሆን አለበት?
4. የሴቶችን ተሳትፎ መረጋገጥ ያለው ፋይዳ ቢገልጹ?
5. ስለ ሴቶች ጉዳይ የሚወጡ ጽሁፎች ምንጫቸው ከየት እንደሆነ ቢገለጽ?
6. ስለ ሴቶች ጉዳይ የሚወጡ ዜናዎች ማርች 8 እና በአላትን ብቻ መሰረት ያደረጉ ናቸው፤ ለምን?
7. ሴቶችን በሚመለከት ብዙውን ጊዜ በሴት ጋዜጠኞች ይዘገባል ለምን?
8. ጋዜጠኞች የሚይዙት አምድ በምርጫ ነው ወይስ በድልድል?
9. ወንዶች የሴቶችን ጉዳይ ለመዘገብ ምን ያህል ተነሳሽነት አላቸው?
10. አዲስ ዘመን የሴቶችን ተሳትፎ ከፍ ለማድረግ እየሰራ ያለውን አስተዋጽኦ በቂ ነው ይላሉ?
11. አዲስ ዘመን በኤዲቶሪያል ገጹ ፣ በፖለቲካ፣ በኢኮኖሚ ፣ በማኅበራዊ ፣ በመዝናኛ እና በስፖርት አምዶቹ ላይ የሴቶች ጉዳይ በቂ ሽፋን አግኝተዋል ብለው ያስባሉ? ለምን?

Appendix 4

ለአዲስ አበባ ሴቶችና ህፃናት ጉዳይ የህዝብ ግንኙነት ባለሙያዎች የቡድን ውይይት የተዘጋጁ ጥያቄዎች

1. በሃገራችን የሴቶች ተሳትፎ በኢኮኖሚ፣ በፖለቲካ እና በማህበራዊ የሚፈለገው ደረጃ ላይ ደርሶታል ብለው ያምናሉ ? ለምን?
2. የሀገራችን ሚዲያዎች በተለይ የሕትመት ሚዲያዎች የሴቶችን ተሳትፎ ከፍ ለማድረግ ምን ያህል ድርሻቸውን እየተወጡ ነው ብለው ያምናሉ?
3. የሴቶችን በኢኮኖሚ፣ በፖለቲካ እና በማህበራዊ ተሳትፎ ከፍ ለማድረግ የሚዲያው ሚና ምን መሆን አለበት ይላሉ?
4. ከሚዲያው ባሻገር በሀገራችን የሴቶችን ተሳትፎ ወደሚፈለገው ደረጃ ለማድረስ ምን መሰራት አለበት ይላሉ?
5. ሴቶችን የማብቃት ድርሻስ የማን ነው ይላሉ? ዘርዘር አድርገው ይግለጹ፡፡
6. ጋዜጣ የማንበብ ልምድ አለዎት? ስለ ሴቶች ጉዳይ ያነበቡት ካለ?
7. የሴቶችን ፍትሃዊ ተጠቃሚነትና እኩልነትን ለማረጋገጥ የሚዲያ
8. ሴቶች በኢኮኖሚ፣ በፖለቲካም ይሁን በማህበራዊ ጉዳዮች እኩል ከወንዶች ጋር ያልተመጣጠኑበት ምክንያቶችን ቢጠቅሱ?
9. አዲስ ዘመን በአጠቃላይ በስርአተ ፆታ በተለይ ደግሞ በሴቶች ጉዳይ ላይ ምን ያህል ስኬታማ ስራ ሰርተዋል ብለው ያምናሉ?
10. የሴቶችን እኩል ተጠቃሚነት ጉዳይ የሚዘግበው በየትኛው አምድ ላይ ነው? በፖለቲካ፣ በኢኮኖሚ ወይስ በማህበራዊ? ለምን?
11. የሴቶች ጉዳይ የተሻለ ሽፋን እንዲኖረው ለማድረግ ምን መሰራት አለበት ይላሉ?
12. የሴቶችን ፍትሃዊ ተጠቃሚነትና እኩልነትን ከማረጋገጥ አኳያ የሚዲያ ሚና ከፍተኛ እንደመሆኑ ሚዲያው ከሚመለከታቸው ሲቪክ ማህበራት ጋር አብሮ ከመስራት ጋር ያለው ግንኙነት ምን ይመስላል?
13. የአዲስ ዘመን ተደራሽነት የት ድረስ ነው? ለከተማ ሴቶች ወይስ ለገጠር ሴቶች?

Selected newspaper items of *Addis Zemen*



Selected newspaper items of *Addis Zemen*



Appendix 7 Sample of Content Analysis of *Addis Zemen* Newspaper

No	Newspaper item in short	Day of the publication Weekly Saturday publication or others	Kind of news or stories Economical Social Political	Theme of the story and messages	Source of the news or story	Kinds of framings used in the news or stories	Descriptions and wordings used	Depth of the story, analysis and contextualizing	Additional remarks
1	Behind the Campaign	Saturday weekly September, 2/2017	Political	Episodic	Ministry of Women and Children Affairs	Conflict framing	Victim of abuses and needy of protection and support	Problem definition	
2	Another Chapter for Change	Saturday weekly September, 9/2017	Political	Episodic	Ministry of Women and Children Affairs	Conflict framing	Victim of abuses and needy of protection and support	Problem definition	
3	Women beneficiary and the constitution	Thursday March, 9/2017	Political	Episodic based on March 8	House of Peoples Representatives Bureaus	Conflict framing	Victim of abuses and needy of protection and support	Analysis	
4	Women right and beneficiary	Sunday September, 3/2017	Political	Episodic	House of Peoples Representatives Bureaus (Parliament)	Conflict framing	Needy of protection and support	Problem definition	
5	Women and Peace	Thursday November, 9/2017	Political	Episodic based on the National Flag day	House of Peoples Representatives Bureaus	Conflict framing	Victim of abuses and needy of protection and support	Problem definition	
6	Voice of the Fighters (TPLF)	Wednesday, March 8/2017	Political	Episodic based on March 8	EPRDF head office	Conflict framing and human interest	Heros and independent	Storytelling	
7	Mother of Honey and Milk	Saturday, April 8/2017	Economical	Thematicsuccess through Small Scale Enterprise	Federal Small Scale Enterprise 72	Conflict framing and Economic framing	Dependent and needs help to become strong	Problem definition	

8	From Beggary to Hotel Ownership	Sunday July, 9/2017	Economical	Thematicsuccess through Small Scale Enterprise	Federal Small Scale Enterprise	Conflict framing and Economic framing	Dependent and needs help to become strong	Story telling	
9	From Etfruit to Hotel ownership	Friday August, 18/2017	Economical	Thematicsuccess through Small Scale Enterprise	Federal Small Scale Enterprise	Conflict framing and Economic framing	Dependent and needs help to become strong	Story telling	
10	Rural land Ownership Certificate	Saturday weekly January,20/2018	Economical	Episodic focusing on the Campaign made by the Ministry of Agriculture	Ministry of Agriculture	Conflict framing and Economic framing	Dependent and needs help to become strong	Story telling	
11	Alcohol Maker from Fruits	Friday August, 18/2017	Economical	Thematic...covers a story of one business woman	Federal Small Scale Enterprise	Economic framing	Dependent and needs help to become strong	Story telling	
12	Saving for Women	Saturday weekly July, 8/2018	Economical	Episodic based on an event organized by Small Scale Enterprise Of Addis Ababa Office	Small Scale Enterprise Of Addis Ababa Office	Economic framing	Dependent and needs help to become strong	Story telling	
13	Mother of all Mothers	Saturday weekly December,23/2017	Social ...profile	Episodic based on an event organized by Festula Hospital for International Guests	Festual Hospital	Human interest framing	Victim of abuses and needy of protection and support	Storytelling and Problem definition	
14	Stop Women, Violence	Saturday weekly December,2/2017	Social	Episodic based on an event organized on White Ribbon Day	Addis Ababa Women and Children Affairs Bureau	Conflict framing	Victim of abuses and needy of protection and support from others	Problem definition	

15	How was the Campaign	Saturday weekly December, 16/2017	Social	Episodic focusing on the Campaign made for 15 days in Ethiopia	Ministry of Women and Children Affairs	Conflict framing	Victim of abuses and needy of protection and support from others	Problem definition	
16	The teacher's research and the outputs	Friday March 17, 2017	Science and Technology	Thematicresearch story of a teacher	Ministry of Science and Technology	Human Interest	Strong and Independent	Problem definition and Remedy Seeking	
17	Purchasing through Internet	Friday June,9/2017	Science and Technology	Thematic ...research story of a women	Ministry of Science and Technology	Human Interest and economic framing	Strong and Independent	Problem definition and Remedy Seeking	
18	Women and Education	Saturday Weekly March,4/2017	Education	Thematic	Ministry of Education	Conflict Framing	Needy of protection and support	Problem definition	
19	Director of High schools by Woman	Saturday Weekly June, 10/2017	Education	Thematic	Ministry of Education	Conflict Framing	Needy of protection and support	Story telling	
20	Never say you can't	Wednesday March , 8/2017	Editorial	Episodic	Ministry of Women and Children Affairs	Conflict framing	Victim of abuses and needy of protection and support	Problem definition	
21	Women's abuse and justice are too far	Wednesday March , 8/2017	Front page News	Thematic	Ministry of Justice	Conflict framing	Victim of abuses and needy of protection and support	analysis	
22	Hero Women	Wednesday March , 8/2017	Editorial	Episodic based on March 8	House of Peoples Representatives Bureaus	Human interest framing	Victim of abuses and needy of protection and support	Story telling	
23	Activities in empowering women	Monday February,13/2017	Editorial	Episodic	Ministry of Women and Children Affairs)	Conflict framing	Needy of protection and support	Problem definition	

24	Women in Athletics	Tuesday March, 7/2017	Sport	Episodic	Sport federation	Human interest framing	Hero and independent	Story telling	
25	Victories of women Athletics	Tuesday March, 21/2017	Sport	Episodic	Sport federation	Human interest framing	Hero and independent	Story telling	
26	Back bones of Ethiopian Athletics Federation	Thursday March, 23/2017	Sport	Episodic	Sport federation	Human interest framing	Hero and independent	Story telling	
27	Roza Abera.....Football Icon	Friday October, 13/2017	Sport	Episodic	Sport federation	Human interest framing	Hero and independent	Story telling	
28	Dr. Asmeret	Sunday December, 24/2017	Profile	Thematicsuccess of a university lecturer	Adigrat University	Human interest	independent , strong and hero	Story telling	
29	Our Hero " Talitu"	Saturday weekly March, 25/2018	Profile	Thematic	Historical books	Human interest	independent , strong and hero	analysis	
30	Icons	Saturday weekly September, 23/2017	Profile	Episodic....less investigative	Internet.....very similar faces	Human interest	independent , strong and hero	Story telling	
31	Mother of the patriots	Friday January,12/2018	Profile	Episodic and more of political revealing the patriotic actions of TPLF women	Internet.....very similar faces	conflict framing	independent , strong and hero	Story telling	
32	Victory	Saturday weekly September, 30/2017	Profile	Episodic....less investigative	Internet.....very similar faces	Human interest	independent , strong and hero	Story telling	

33	Promise and action	Sunday November, 12/2017	Profile	Episodic and more of political revealing the patriotic actions of TPLF women	Internet.....very similar faces	conflict framing	independent , strong and hero	Story telling	
34	Marernity leave 4 or 6 month	Sunday November, 12/2017	News in detail	Thematic and investigative	Ministry of Justice	Conflict framing and remedy seeking	Needy of support from others	Problem definition and remedy seeking	
35	Women's voice	Saturday Weekly December, 2/2017	News in detail	Episodic	Ministry of Women and Children Affairs)	Conflict framing	Needy of support from others	Problem definition	
36	Women in Industry	Saturday Weekly January, 20/2018	Entrepreneurship	Thematicrese arch story of a women	Ministry of Science and Technology	Human Interest and economic framing	Strong and Independent	Problem definition and Remedy Seeking	
37	Supporting each other	Saturday Weekly October, 28/2017	Entrepreneurship	Thematic	Ministry of Women and Children Affairs)	Economic framing	Strong and Independent	Story telling	
38	Women with plastic bags	Wednesday january,31/2018	Entrepreneurship	Thematic	Ministry of Women and Children Affairs)	Economic framing	Strong and Independent	Story telling	
39	Women and their dressings	Saturday weekly February, 3/2018	Social youth	Thematicobs ervation and interview	journalist	Human interest	Victim of abuses	Problem definition	
40	My mother at that time	Wednesday July,5/2017	Social health	Episodic	Ministry of Health	Conflict and human interest framing	Needy of protection and support from others	Story telling	
41	Bad traditional practices	Thursday January,18/2018	Social health	Episodic	Ministry of Health	Conflict and human interest	Needy of protection and support from others	Problem definition	

						framing			
42	Journey of Wisdom	Saturday weekly March, 11/2017	Culture	Episodic	National Theatre	Human interest and Conflict framing	Needy of protection and support	Moral Judgment	
43	Time saving technology in kitchen	Saturday weekly May, 13/2017	Science and Technology	Thematic ...rese arch story of a women	Ministry of Science and Technology	Human Interest and economic framing	Strong and Independent	Problem definition and Remedy Seeking	
44	House made creativity	Friday August, 11/2017	Science and Technology	Thematic	Ministry of Science and Technology	Human Interest and economic framing	Strong and Independent	Problem definition and Remedy Seeking	
45	Women wisdom or justice	Saturday weekly March, 31/2018	Social Justice	Episodic based on March 8	Ministry of Justice	Conflict framing	Needy of protection and support	Problem definition and Remedy Seeking	
46	Voice of the Jobless women	Saturday December, 9/2017	Social Justice	Thematic	Addis Ababa Women and Children Affairs Bureau and Federal Small Scale Enterprise	Conflict framing	Needy of protection and support	Problem definition and Remedy Seeking	
47	Justice for all women	Saturday June, 17/2017	Social Justice	Thematic	Ministry of Justice	Conflict framing	Needy of protection and support	analysis	
48	Women and associations	Saturday December, 23/2017	Social Justice	Episodic	Ministry of Justice	Conflict and economic framing	Needy of protection and support	Problem definition	
49	Women and Tourism	Friday March, 21/2017	Economical	Episodic focusing on the Campaign made by the Ministry	Ministry of Culture and tourism	Economic framing	Independent	Problem definition	

				of Tourism					
50	Unions and women life	Friday January, 19/2018	Economical	Episodic based on Addis Ababa Small Scale Enterprise event	Addis Ababa Small Scale Enterprise	Economic framing	Dependent and needs help to become strong	Story telling	
51	Saving for Women	Saturday weekly July, 8/2018	Economical	Episodic based on an event organized by Small Scale Enterprise Of Addis Ababa Office	Small Scale Enterprise Of Addis Ababa Office	Economic framing	Dependent and needs help to become strong	Story telling	
52	Ambassadors of Summer season	Saturday weekly August, 26 /2017	Economical	Thematic	Small Scale Enterprise Of Addis Ababa Office	Economic framing	Dependent and needs help to become strong	Story telling	
53	Proves of women beneficiaries	Sunday July, 16/2017	Economical	Episodic based on Addis Ababa Small Scale Enterprise report	Addis Ababa Small Scale Enterprise	Economic framing	Dependent and needs help to become strong	Analysis	
54	Supporting women for Development	Wednesday March,22/2017	Economical	Episodic based on an event organized by Small Scale Enterprise Of Addis Ababa Office	Small Scale Enterprise Of Addis Ababa Office	Economic framing	Dependent and needs help to become strong	Problem definition	
55	Home management	Sunday January, 14/2017	Social youth	Thematicobs ervation and interview	journalist	Human interest	Victim of abuses	Problem definition	

56	Women and justice	Saturday weekly June, 17/2017	Social justice	Episodic	Ministry of Justice	Conflict framing and remedy seeking	Needy of support from others	Problem definition and remedy seeking	
57	Making a history	Saturday weekly December, 9/2017	Social youth	Episodic	Ministry of Education	Human interest	Victim of abuses	Telling story	
58	Women challenge	Monday February,13/2017	Social youth	Thematic	Ministry of Women and Children Affairs	Conflict and Human interest	Victim of abuses and needy of support from others	Analysis	
59	"Ruth Nega" her accomplishments	Monday February,13/2017	Social culture	Episodic based on March 8	Journalist itself and internet	Human interest	Dependent	Telling stories	
60	Special publication	Wednesday March. 8/2017	Opposition of the law and women	Episodic based on March 8	Ministry of Justice	Conflict and Human interest	Dependent and needs help to become strong	Problem definition	
61			Violence on women	Episodic based on March 8	Ministry of Justice	Conflict and Human interest	Dependent and needs help to become strong	Problem definition	
62			TPLF and it's women life	Episodic based on March 8	TPLF head office	Conflict and Human interest	Independent	Telling stories	
63	Stop women abuse	Saturday weekly December, 2/2017	Agenda	Episodic based on white ribbon day	Addis Ababa Women and Children Affairs bureau	Human interest	Dependent and needs help to become strong	Problem definition	
64	Conference on education and women participation	Saturday weekly April, 22/2017	Social Education	Episodic	Ministry of Women and Children Affairs	Human interest	Dependent and needs help to become strong	Problem definition	

65	Women day for fighting violence	Monday December, 11/2017	Social youth	Episodic based on white ribbon day	Ministry of Women and Children Affairs	Conflict framing	Dependent and needs help to become strong	Problem definition	
66	Disabled women and their associations	Monday December, 18/2017	Social justice	Thematic	Disabled women Association	Conflict framing	Dependent and needs help to become strong	Analysis and remedy seeking	
67	Proves of women beneficiary	Sunday July, 16/2017	Economical	Episodic based on Addis Ababa Small Scale Enterprise report	Addis Ababa Small Scale Enterprise	Economic framing	Dependent and needs help to become strong	Problem definition	
68	Supporting women for Development	Monday February,13/2017	Economical	Episodic based on an event organized by Small Scale Enterprise Of Addis Ababa Office	Small Scale Enterprise Of Addis Ababa Office	Economic framing	Dependent and needs help to become strong	Problem definition	
69	Women's voice in peace building process of the nation	Friday Weekly March, 10/2017	News in detail	Episodic	House of Peoples and Representatives	Conflict framing	Needy of support from others	Problem definition	
70	Proves of women beneficiary	Saturday weekly March, 11/2017	Economical	Episodic based on Addis Ababa Small Scale Enterprise report	Addis Ababa Small Scale Enterprise	Economic framing	Dependent and needs help to become strong	Problem definition	
71	Lets work to make tomorrow better for the new comers	Monday February,13/2017	Editorial	Episodic	Ministry of Women and Children Affairs)	Conflict framing	Needy of protection and support	Problem definition and analysis	
72	Rising women's beneficiary	Sunday November, 19/2017	Economical	Episodic based on Addis Ababa Small Scale Enterprise	Addis Ababa Small Scale Enterprise	Economic framing	Dependent and needs help to become strong	Analysis	

				report					
73	Icons of the business world	Sunday March, 26/2017	Economical	Thematic.....less investigative	Internet.....very similar faces	Human interest	independent , strong and hero	Story telling	
74	For whom the Unions stand for?	Friday January, 19/2018	Economical	Thematic	Associations and unions and Ministry of Social Affairs	Economic and conflict framing	Dependent and needs help to become strong	Analysis	