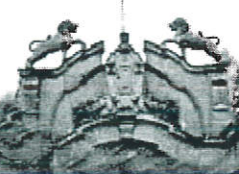


*Addis Ababa*

*University*

*(Since 1950)*



# A STUDY OF FRAMING OF GOOD GOVERNANCE ISSUES IN FANA BROADCASTING CORPORATE

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THESES SUBMITTED TO THE SCHOOL OF  
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**Addis Ababa University**  
**School of Graduate Studies**

This is to certify that the thesis prepared by Debebe Abebe entitled: A Study of Framing of Good governance Issues in Fana Broadcasting Corporate and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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## Abstract

Good governance has been a key concept for democratic development in many countries around the world during the past few decades. Ethiopia is one of those which have embraced the idea and media has indispensable role of toughening public participation on it. To this end media is expected to give adequate coverage to good governance issues.

The purpose of this study was to examine how the Fana Broadcasting Corporate (Fm98.1) news framed good governance issues during the period of six months (Oct1/2013 –March 30/ 2014).

The extent of the coverage, priority offered and sources used in the news were examined. Framing theory was mainly used as a theoretical framework for the study. This study is a descriptive design whereby both quantitative and qualitative methods were applied. Content analysis of the news collected by systematic random sampling technique over the period under consideration was the principal method used. In-depth interviews with journalists involved in framing of good governance news considered were also used to support the content analysis.

The findings of the research revealed that moderate coverage was given to good governance issues as could be observed from proportion of issue specific or exclusive stories identified by the content analysis. The media has made efforts to prioritize good governance issues in the news and to attribute significance and influence public awareness of the issues by offering moderate time coverage and placement.

The leading element of good governance issues of the story during the discussion of good governance in the program was accountability and failed in entertaining the questions and comments of the public through their point of view adequately.

More than half of themes of the news focus on critics of weak performance of government institutions. More than half of the sources quoted in the news analyzed were based on interview with beneficiaries and ordinary people, consultation of experts, observations. The economic frame was dominantly used in the news. Prognostic frame was the second dominantly applied frame in the news. The study concludes that FBC FM 98.1 not failed to play its role in entertaining good governance issues in the news presentation. However, in framing contents the media cannot include all angles rather focus on certain elements of good governance.

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# Chapter One

## Introduction

The introduction part under chapter one contains the background, statement of the problem, objectives, research questions, significance, scope and limitations of the study. Research background provides readers with brief overview of what the study is about. The problem statement describes the knowledge gap the research fills, research question deals with specific issues or questions the research addresses and the objective about the steps the researcher takes to fill the gap or improve the situation. The significance, scope and limitations of the research are also discussed in this chapter.

### 1.1. Research Background

All aspects of good governance are facilitated by a strong and independent media within a society. Only when journalists are free to monitor, investigate and criticize the public administration's policies and actions can good governance take hold. Independent media are like a signal that should be welcomed when there is nothing to hide and much to improve. Indeed, this is the concrete link between the functioning of the media and good governance. The media allow for ongoing checks and assessments of the activities of government and assist in bringing public concerns and voices into the open by providing a platform for discussion. Instead, all too often governments devise laws and informal means of keeping their activities hidden from public view or only available to media favorable to their viewpoint. (Jemes, 2005, p.76).

Media also influence public opinion through structuring issues that will be public agenda. Agenda setting theory states that media guides the attention of audience to certain issues and influence them what to think about. Media sets the most important issues in an attempt to influence public opinion. People think about what they are told but at no level do they think what they are told which shows a correspondence between the order of importance given in the media to issues and the order of significance attached to the same issues by the public and the media. Agenda setting hypothesis is insufficient to show a casual connection between the various issues agendas which needs to know content of the program, opinion change overtime in a given section of the public and content analysis showing media attention to different issues in the relevant period. The way programs is framed by journalists and how the audience frames

programs may be similar or different. Frames activate certain inferences, ideas, judgments and contrasts concerning issues, policies and politicians (McQuail, 2000, p.455).

Good governance issues include participation by almost all section of the population, accountability and transparency and all of these qualities require free, independent and vigorous media (Jemes, 2005, p.15).

This is to imply that good governance, particularly the aspect of accountability and transparency depends on informed and effective citizen participation. This in turn cannot be happen without accessible and independent media that provide broad access to information from varied sources and let people rise and debate issues. Such kind of media enables the people to make informed decision. It also helps to avoid manipulation, and holds their government officials to account, and build people's capacities to engage each other.

From this point of view, privately owned media can fulfill such criteria because it is established and owned by independent private owners.

Nevertheless, it does not mean that they are free totally from government official's direct or indirect indulgence and other politically motivated influence on the format and the content of the message.

The research is concerned with how Fana Broadcasting corporate (FBC (FM98.1), one of the 5 privately owned radio stations (EBA, 2013), addresses the issues of good governance. Its scope is limited to the Amharic language program.

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

In heterogeneous society and/or in country with large territory like Ethiopia, the interest of diverse communities may be addressed by radio. Radio enables diverse community to deal local socio-economic problems as their interest and context. Radio station is more than just a medium for broadcasting information. This is because it creates an opportunity to empower people and advocate for their rights, problems, and other issues particularly from the perspective of good governance. Considering these facts and using the opportunity of a

decentralized system of federalism, more than 22, public, commercial and community radios have established (EBA, 2013). Fana broadcasting corporate is one of these with a relatively long & sustainable experience of operation. As the result of absence of academic study that informs the role of radio for good governance issues in Ethiopia, it is reasonable to assess its role in this regard and proposes ways out for advance good governance issues. Therefore, this work attempts to fill the gap and to examine the role of radio in promoting good governance.

Local research conducted on media's framing is confined to the broadcasting mediaprogram on the issues of good governance. The study conducted by Mekdes (2011) on Analysis of the efficacy of good governance issues coverage on Zami 90.7 Fm radio "Yegazetegnoch Keb Terepeza" program focused on informative themes of addressing the issue of good governance. The results of the study indicated that Zami 90.7 FM radio "Yegazetegnoch Kib Terepeza" program did not intensively entertain good governance issues in the discussion. The allocated time for good governance is too lower that the contribution of the program in facilitating good governance is in its infant stage. The dominant source that was sighted by the producers was different media outlets. From all the findings, Mekdes(2011) conclude that Zami FM 90,7 radio is not effective in promoting good governance issues which are considered being the focal point of the country's development plan.

Having considered the crucial role of media framing in lending salience to good governance issues, the researcher attempted to assess the extent of coverage and how the media framed good governance issues in achieving its role.

### **1.3. Objectives of the Study**

#### ***1.3.1. The general objective***

*The general objective* of the study is assessment of the coverage and framing of stories on good governance issues undergoing by Fana Broadcasting corporate (FBC)

#### ***1.3.2. The specific objectives***

*The specific objectives of the study are to:*

- To assess the extent to which FBC gives coverage to good governance issues.
- Examine how programs on good governance issues are framed in a way that fits to the context of the heterogeneous listeners.
- Examine the contents of programs on good governance issues.
- Identify the challenges, if any, to framing good governance issues.

#### **1.4. Research Questions**

The research is expected to answer the following questions

1. To what extent does FBC's (FM 98.1) covers good governance issues?
2. How is the framing of FBC's (FM 98.1) on good governance issues?
3. What were the main themes employed in the good governance stories?
4. What are the challenges in the framing of programs on good governance issues?

#### **1.5. Significance of the Study**

Despite evident improvements as of few years onwards, Ethiopia is one of the countries in the world where good governance are at low level, so it is demanding integrated campaign towards good governance issues. Provided that good governance has key role to overall development it needs due attention. Media are among the instruments for improving good governance. The Fana Broadcasting Corporate as one of privately owned media is expected to be dedicated for this national goal. The researcher believes that the finding of the research which addresses the coverage given by the media to good governance issues and the way news stories regarding the aforementioned issues were framed would contribute its part by pointing out the existing facts, problems and possible solutions for further application of this strategy by the media institution and others operating in the country.

#### **1.6. Scope of the Study**

The scope of the study was confined to FBC (FM 98.1) regarding good governance issues. The study only assessed the nature of coverage and framing of good governance issues by the FBC Amharic news during the period of (October 2013 – March 2014). Besides, the study only focused on how the media frames issues of good governance.

### **1.7. Limitations of the Study**

This study focuses on the framing of good governance issues in Fana Broadcasting Corporate with reference to content analysis and extensive interview with editors and journalist working in framing the issue. The study is limited in terms of content assessed. It is also limited in the interview journalists sampled. It would have been better to include the entire editors in the study. But given the time, budget and resources constraints, it was not possible to extend the scope.

## **Chapter Two:**

## **Review of Related Literature**

Different theories and related works of scholars were used to support this study. The major theoretical issues and concepts applied in the study are presented as follows.

### **2.1. Good governance**

#### **2.1.1. Concepts and Interpretations of Good governance**

Good governance is a wide concept subjected to different interpretations that there is no single definition to it. Different people have different idea of what good governance is and how to work towards it. Good governance is used both as a means and as an end in itself. It becomes an end in itself if it addresses all its major elements satisfactorily. This implies that society is generally satisfied with the procedures and process of arriving at solutions to problems, even if they may not necessarily agree on the methods and conclusions (Sam Agere, 2008, p.5).

Sam Agere also puts that “Good governance is therefore the highest state of development and management of nation’s affairs. It is good that a democratic form of government in place, that people participate in decision –making processes, that services are delivered efficiently, that human rights are respected, and that the government is transparent, accountable and productive.”(Sam Agere 2008, p.5)

Regarding good governance a means Sam Agere says the concept [Good governance] can also be regarded as a means to an end in that, in general, it contributes to economic growth, human development and social justice. (ibid)

UNECE (2008) basically recognize good governance as a course of action and it states governance is refers to the processes in government actions and how things are done, not just what is done. It covers the quality of institutions and their effectiveness in translating policy into successful implementation. Institutions are in general understood to be the bodies setting formal rules (property rights, rule of law etc.) while taking into account informal constraints (beliefs, traditions and social norms) that shape human interactions.(UNECE,2008, p.13)

As to Peters and Pierre (1998:232), citing in Mekdes Taye (2011,p.18) also puts governance as it is about maintaining public-sector resources under some degree of political control and developing strategies to sustain government's capacity to act.

Joun Graham and etal (2003, p.1) simply interprets governance as it is about how governments and other social organizations interact, how they relate to citizens, and how decisions are taken in a complex world. Thus governance is a process whereby societies or organizations make their important decisions, determine whom they involve in the process and how they render account. Joun Graham and etal.

In the broader sense as McQuail (2000), quoted in Negeri (2010) argue that governance is about power relationships and accountability. It is about who has influence, who decides, and how decision makers are held accountable. It refers to the interactions among structures, processes and traditions that determine how power is exercised, how decision makers are taken on issues of particular importance, how citizens or other stakeholders have their say. However, not all governances are good governances; Negeri, 2010, p. 54)

### **2.1.2. Characteristics of good governance**

There are elements to be included in the process of governance to ensure the practice of good governance in a given society. These include;

Participation: all men and women should have a voice in decision-making, either directly or through legitimate intermediate institutions that represent their interests. Such broad participation is built on freedom of association and speech, as well as capacities to participate constructively.

According to UNESCAP(2009, p.7) "Participation could be either direct or through legitimate intermediate institutions or representatives. It is immense that the concerns of the most vulnerable in society would be taken into consideration in decision making. Participation needs to be informed and organized."

The other element of good governance is rule of law and "[ it] requires fair legal frameworks that are enforced impartially. It also requires full protection of human rights, particularly those of

minorities. Impartial enforcement of laws requires an independent judiciary and an impartial and incorruptible police force.”( ibid)

Transparency is one parameter of good governance. “Transparency is built on the free flow of information. Processes, institutions and information are directly accessible to those concerned with them, and enough information is provided to understand and monitor them. (Internet; <http://www.gdrc.org/u.org/g-attributes.html>.)

UNESCAP also states it as “Transparency means that decisions taken and their enforcement are done in a manner that follows rules and regulations. It also means that information is freely available and affected by such decisions and their enforcement. It also means that enough information is provided and that it is provided in easily understandable forms and media. .” (UNESCAP 2009,p.10)

Also, “good governance requires that institutions and processes try to serve all stakeholders within a reasonable timeframe.” (ibid)

UNESCAP states regarding consensus oriented as one element of good governance There are several actors and as many view points in a given society. Good governance requires mediation of the different interests in society to reach a broad consensus in society on what is in the best interest of the whole community and how this can be achieved. It also requires a broad and long-term perspective on what is needed for sustainable human development and how to achieve the goals of such development. This can only result from an understanding of the historical, cultural and social contexts of a given society or community(UNESCAP 2009,p.11).

In related to Equity and inclusiveness and Effectiveness and efficiency the above mention document asserts that

“A society’s well being depends on ensuring that all its members feel that they have a stake in it and do not feel excluded from the mainstream of society. This requires all groups, but particularly the most vulnerable, have opportunities to improve or maintain their well being.

“Good governance means that processes and institutions produce results that meet the needs of society while making the best use of resources at their disposal. The concept of efficiency in the

context of good governance also covers the sustainable use of natural resources and the protection of the environment.’(ibid)

In the words of McQuail cited in Negeri (2013), accountability as an element of good governance can be understood as holding responsible elected or appointed individuals and organizations charged with a public mandate to account for specific actions, activities or decisions to the public from which they derive their authority. When both transparency and accountability operate interdependently in governance there would be possibility for irresponsible and incompetent leaders to vote out of office for failure in management of the economy and other matters.Negeri (2008),p.6

## **2.2 Good Governance in Ethiopia**

The significance of good governance in achieving social and economic prosperity has recently attracted different literatures on development studies. It has been widely asserted that without good governance structures, poor and developing nations cannot reduce poverty as well as address their multi-faceted social and economic problems.In line with this, the government of the Federal Democratic Republic of Ethiopia (FDRE) clearly recognizes that corruption hinders development, democratization, and good governance endeavors. Hence, it has been striving to prevent and combat this socioeconomic evil by designing various strategies. Accordingly, Draft Media Policy Document, (2008) cited Negeri the media are entrusted the role of promoting development, democracy and good governance and a *development media role* has been embraced (FDRE 1995 Constitution, Draft Media Policy Document, 2008).

The revised proclamation for the establishment of the federal ethics and anti corruption commission asserts in its preamble that corruption and impropriety are to be checked in order to promote and sustain the development and the democratic process in Ethiopia; and to that end it has become necessary to create a society which shall not condone but rather prepared to effectively combat corruption and impropriety (PROCLAMATION NO. 433/2005).

Negeri quoted in the paper presented for journalists in Addis Ababa entitle Democratic Developmental Media in Ethiopia: Relevance and Practices as saying, with a bid to promote good governance, the government also formulated decentralization policy aimed at

devolving power to empower the grassroots to participate in development and democratization process. Different institutions like Ethics and Anti-corruption Commission, Omdurman institution, Human Rights Commission have been established to underpin the practice of democracy.” (Negeri:2013,p5)

The good governance and democratization strategies ,adopted during PASDEP and quoted in GTP aimed’... to build the capacity of the civil service to strengthen key public services that support and enable democratic institutions, Improve public delivery, in the same areas, and continue to strengthen the ongoing democratic process.”GTP2010/11-2014/15:19)

Despite such rhetorical commitment to achieve good governance, the country’s governance suffers from a number of limitations in the last two decades including “...opaque decision making, control over the flows of information, and a lack of open debate have constrained development and governance processes in Ethiopia for decades.” (Janelle Plummer, 2012 p. 18)

### **2.3 Media and Good governance in Ethiopia**

The mass media form an important and influential bridge, a crucial channel, between government and people. Accountability of political leaders to the people; transparency in political, economic and social affairs; recognition of the views and opinions of the public in the formulation of policies; and providing citizens the opportunities to discuss, without fear of intimidation, policies and issues, constitute the measure of good governance.

Through the Millennium Declaration, United Nations member states expressed their strong, unanimous and explicit support of democratic and participatory governance and recognized free and open media as one of the tools necessary to achieve this goal. They called for participation and transparency in decision-making, non-discrimination, empowerment and accountability in the quest for development (Jemes, 2005: 5). This explanation implies that having & accessing proper channel of media has been taking as the right of people and it is taken as the indicator for the existence of democratic and good governance. According to Martin and Feldman (1998: 1) accessibility of information is too curtail to render the processes of government more open and make those in power accountable and to give meaning to freedom of expression. This is because

one can only express meaningful opinion and properly respond on an issue when he or she is duly informed. Both UNDP and World Bank include media among the institutions and mechanisms that can contribute positively to good governance (Maina, 2010: 3). On the same manner, Norris and Dieter (2002: 3) argue that for a certain mass media to be a systematic indicator of good governance and human development, when it has widespread mass access and independence. This is to mean that independent and accessible media environment affecting the means and incentives for the widest participation. It can also have a profound influence on peoples opportunities to access information and services, to understand and be able to exercise their right, to participate in decision that affect their lives and to hold account those in position of power and responsibility.

As a result, a vibrant democracy needs independent and pluralistic media with the necessary investigative capacity to fulfill their Here, the word “independent” refers to independence from governmental, political or economic control, or from control of materials and infrastructure essential for the production and dissemination of media products and programmes. While “pluralistic media” refers to the end of monopolies of any kind and the existence of the greatest possible number of broadcasting stations reflecting the widest possible range of opinions within a community (James. 2005: 5)

As stated in Article 19 of the Universal Declaration of Human Rights.(1948 Art. 19) “Without these rights[ the fundamental rights of freedom of expression and freedom of the press], democracy cannot prevail and have a crucial role to play in the good governance of democratic societies, by ensuring transparency and accountability, promoting participation and the rule of law, and contributing to the fight against poverty.”UNESCO: 2005,p.6)

Article 19 (1999:1) argues that information is more than a necessity for people as it forms an essential part of good governance. Bad government needs secrecy to survive which leads to inefficiency, wastefulness and corruption to thrive. Article 19 further points out that with information people will be empowered to scrutinize the actions of a government. It can be inferred from this that if citizens get adequate amount of information, they can lead their life in a

proper way and contribute their share to the common good of the society.(Gethaun Amogne(2005, p.26)

Free, fair and accurate media is essential to a healthy, functioning democracy. Media are required to enable the public make informed electoral choices; have effective input into public affairs; ensure that the rule of law is upheld; and that the mechanisms designed to check abuses of power can function properly. Overall, Veronique Edwards, (2000, p.39 ) “the media therefore act as facilitators to check dictators, arrogant leaders and political elites that think they can get away with their actions.”

Among the various fields of action for promoting good governance is thus the use of media to sustaining accountability and curbing corruption. The roles that media such as newspapers, radio, television, online and social media can play in promoting good governance as to (BMZ, 2012, p.12) cited in Negeri(2013,p.10-11) can be summarized as under:

- *Free media in democracy serves as an element of check and balances and can help in promoting protection of human rights*
- *By way of freedom of information and free access to information media promotes a culture of political pluralism and social dialogue and forms an informed, empowered and participant citizenry*
- *As watchdog of public interest, by giving publicity to economic and social shortcomings, the media contribute to democracy and good governance*
- *The media can be used as channel of instruction of citizens and the delivery of educational content as they serve as informal schooling in every citizens home.*
- *The media can serve as instrument of exerting political influence that reinforces government accountability and responsiveness.*
- *The media can raise public awareness about corruption, its causes, consequences and possible remedies; investigates possible incidents of corruption*

As indicated earlier, the FDRE government, by embracing the new development journalism model in principle, has encouraged the media to serve as partners in promoting development, democracy and good governance which are all interdependent to realize holistic national development.

Negeri(2013,p 13) noted that

*when we come to the practice, however, studies show that despite the good beginning in giving wide news coverage to socioeconomic development, environmental protection, sustaining peace and national consensus, there exist big gap in promoting good governance, which is central to equitable development. Ethiopian journalistic practices, With regard to promoting good governance, there are indicators of journalistic efforts in tackling good governance problems as part of development journalism. Nevertheless, compared to the widespread corruption and rent-seeking behaviors, journalistic practices in promoting good governance in Ethiopia were found to be insignificant. In the Ethiopian context, issues related to urban land management, whether the people including farmers and the poor in urban areas are getting justice or in the contrary suffering at the hands of rent seeking government officials and corrupt private business elites ought to have been addressed as important content of development journalism. Moreover, the quality of education in Ethiopia and particularly in relation to the expanding government and private higher education institutions in the country appears to be a pressing good governance problem but it has not been given due emphasis by the media.*

## **2.4. Theoretical framework**

### **2.4.1 Theory of Public Sphere**

The central notion of public sphere theory states that the relevance of people's access to an open public forum where they can exchange ideas and find a mutual understanding of problems, they want to address (Biworo, 2010: 43).

Here, the concept of public sphere implies that people can influence the political process by forming a public opinion through open discussion of public issues while deciding which of them are relevant to their lives (Biworo, 2010: 43). This theory implies good governance and will be realized only when the people have public forum where they express their interest, aspiration and problems. Among the proper spaces or forums that enable people to make the action or conduct of their government in light of their interest and aspiration is an independent and accessible media (Swapan, 2005: and Biworo: 2010: 44). It is therefore, the notion of public sphere brings to forefront the importance of a media that accessible and participatory. In light of this argument, media can be taken as providing a public sphere for people at grassroots level, since it primarily focuses the interest and expression of them being as alternative. As far as the people have a space

or forum, they have chance to influence on the action or conduct of their government (James, 2005: 15-25).

Similarly, it also stated in Norris & Dieter (2002: 2) as Mass Media will have a positive impact on good governance and human development if they function as watchdog holding the government to account and as a public forum or space facilitating a diversity of voice in public debate. All these imply that the mere fact of existence of mass media as a public sphere or forum is nothing unless it enable the local people to promote participation and to give respond against maladministration, inefficient and unaccountable conduct of local government.

#### **2.4.2 The Model of Participatory Democracy**

Participatory democracy strives to create opportunities for all members of a population to make meaningful contributions to decision-making, and seeks to broaden the range of people who have access to such opportunities.

Jean Jacques Rousseau's cited in Ken Hacker & Jan van Dijk (2000 p.43) notion of the peoples will is not based upon the measurement of the views of individual citizens, but it aims at the development of citizenship by means of collective discussion and education.

A necessary condition of this model of democracy is the presence of informed citizens. Therefore participatory democracy recognizes the development of media.

#### **2.4.3 Agenda setting theory**

Agenda setting is the process by which the relative attention given to items or issues in news coverage influences the rank order of public awareness of issues and attribution of significance (McQuail, 2000, p.426).

Agenda is a list of things to be considered or acted up on whereby media has the ability to choose and emphasize certain topics thereby causing the public to perceive these issues as important (Dominick, 2002, p.492). According to Dearing and Rogers (1996) an agenda is a set of issues that are communicated in a hierarchy of importance at a point in time. Political scientists Roger Cobb and Charles Elder (1972/ 1983) defined an agenda in political terms as "a general set of political controversies that will be viewed at any point in time as falling within

the range of legitimate concerns meriting the attention of the polity". Although we conceptualize an agenda as existing at a point in time, clearly agendas are the result of a dynamic interplay. As different issues rise and fall in importance over time, agendas provide snapshots of this fluidity (Dearing and Rogers, 1996, p.2).

Mc Combs and Shaw cited in (Griffin, 2006, p.396) believe that mass media have the ability to transfer the salience of items on their news agendas to the public agenda. They articulate the opinion that 'We judge important what media judge as important'. Mc Combs and Shaw (1972, 1993) cited in (McQuail, 2000, p.455) described agenda setting as a phenomenon which had long been noticed and studied in the context of election campaigns. Dearing and Rogers define the process of agenda setting as an ongoing competition among issue protagonists to gain the attention of media professionals, the public and policy elites. Agenda-setting offers an explanation of why information about certain issues, and not other issues, is available to the public in a democracy; how public opinion is shaped; and why certain issues are addressed through policy actions while other issues are not. The study of agenda-setting is the study of social change and of social stability (Dearing and Rogers, 1996, p.1).

Lazarsfeld et al. (1944) in (McQuail, 2000, p.455) referred to agenda setting as the power to structure issues. An example would be a situation in which politicians seek to convince voters as to what from their party standpoint, are the most important ones. This is an essential part of an advocacy and attempts at influencing public opinion. As a hypothesis it seems to have escaped the general conclusion that persuasive campaigns have small or no effects. The evidence strongly suggests that 'people think about what they are told but at no level do they think what they are told.' The evidence collected at that time and since consists of data showing a correspondence between the order of importance given in the media to issues and the order of significance attached to the same issues by the public and politicians (ibid).

Vivian (2003) notes that Sociologist Robert Park in 1920s articulated the agenda setting theory in rejecting the once popular notion that the media tell people what to think. Park saw that the media creates awareness of issues more than they create knowledge or attitudes and hence agenda setting occurs at three levels. These are

1. **Creating awareness:** only if individuals are aware of an issue can they be concerned about it.
2. **Establishing Priorities:** people trust the news media to sort through the events of the day and make order of them. Leadoff stories on newscast or on page one are expected to be the most significant. Not only does how a story is played affects people's agendas but so do the time and space afforded to it. Lavish graphics can propel an item higher.
3. **Perpetuating issues:** Continuing coverage lends importance to an issue. A single story on a bribed senator might soon be forgotten, but day after day follow-ups can fuel ethics reforms. Conversely if gatekeepers are diverted to other stories, a hot issue can cool over night out of sight out of mind (Vivian, 2003, p.387).

Though studies conducted on media's ranking and voters' ranking of issues during election campaigns strongly suggest a relationship between personal agendas and media agendas, they are subjected to critics. McQuail notes that the Agenda setting hypothesis is insufficient to show a casual connection between the various issue agendas that requires knowing content of party programs, evidence of opinion change overtime in a given section of public, content analysis showing media attention to the different issues in the relevant period and some indicators of relevant media use by the public concerned. Davis and Robinson (1986) in McQuail(2000) have also criticized previous agenda setting research for neglecting possible effects on what people think concerning: who is important, where important things happen and why things are important. Dominick (2002) also notes that agenda setting effect depends on the type of media and topic being covered, coverage of concrete issues than abstract issue and person's experience with the topic(Dominick, 2002,p.493).

## **2.5 Media Framing**

Media framing is one of the core theoretical issues expected to inform this study. Therefore in this section the theories of media framing, location of frames in news, the dominant media frames, and factors affecting framing are discussed.

### **2.5.1. Theories of Media Framing**

As the way good governance issues are framed by the FBC FM 98.1 news is expected to have its own influence on how the issue is perceived by the people, this study mainly focused on framing theory. Different research findings suggest that the way issues are presented in media has a significant impact on audience awareness and understanding of public problems or concerns. McQuail(2000) pointed out that a study on improving informative capacity of news has been based on news content and audience. News content research has shown that much news is presented within the framework of meaning which drive from the way news is gathered and processed. News is topically and thematically framed for easier understanding, and it is reasonable to suppose that audience employ some of the same frames in their processing of incoming news. The assumption is that audiences, much as journalists have, tacit theories, to frame their understanding of events in the world and to help in their processing of information (p.453).

Different scholars have proposed different models and views of framing. Some of the models which were supposed to inform the study in addressing the basic research questions and related issues to the arguments were focused in this part. One of the concerns of the study was how the FBC FM 98.1 Amharic news emphasized and included some of the issues and excluded others while framing good governance- stories.

In this regard different viewpoint have been proposed. According to Entman (1993) “to frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation”. That means framing is a process through which some aspects of reality are chosen and become more significant in the text. He also emphasizes the functions of frames that frames define problems-determine what a causal agent is doing and costs and benefits usually measured in terms of cultural values; diagnose causes-identify the forces creating the problem; make moral judgments-evaluate causal agents and their effects; and suggest remedies-offer and justify treatments for the problem and predict their likely effects. A sentence might have all four or none of the functions. Hence framing has four steps: the reporter, the text, the audience, and the society (p.52).

Gamson & Modigliani (1989) cited in Reese, 2001, p.10)) view frame as a “central organizing idea or making sense of relevant events and suggesting what is at issue”. Similarly, Hertog and McLeod (1995) in Reese (2001) state that framing defines the context for an occurrence: “The frame used to interpret an event determines what available information is relevant (and thereby what is irrelevant)”. If a protest march, for instance, is framed as a confrontation between police and marchers, the protesters’ critique of society may not be part of the story-not because there wasn’t room for it, but because it was not defined as relevant. Gitlin (1980 cited in Reese, 2001) views frames as persistent patterns of cognition, interpretation, and presentation, of selection, emphasis, and exclusion, by which symbol-handlers routinely organize discourse. This definition lays the emphasis on the routine organization that transcends any given story and is persistent over time (resistant to change). In dealing with information, frames enable journalists to recognize it as information, to assign it to cognitive categories which gives frames a power, actively to bring otherwise amorphous reality into a meaningful structure, making it more than the simple inclusion or exclusion of information. Thus, frames are active, information generating, as well as screening devices.

McQuail(2000) views framing as the way in which news content is typically shaped and contextualized by journalists with in some familiar frame of reference and according to some latent structure of meaning. Similarly Reese(2010) puts framing as the way interests, communicators, sources, and culture combine to yield coherent ways of understanding the world, which are developed using all of the available verbal and visual symbolic resources. He proposed a working definition that “frames are organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world”(p.11).

The way journalists’ frame story on a particular issue is supposed to be based on journalists’ perception of the issue. Gibbs and Warhover(2002) view framing as the way we picture something in our heads and as an act of imagination that journalists use every day, often unconsciously. Framing allows journalists to give shape and meaning to the stories they write which requires framing decision. Framing decisions influence whether stories are read at all, whether citizens see how the stories affect them and the people who are important to them. Story

framing decisions are influenced by the reporters' and editors' personal preferences and values, their purpose in writing the story as well as by their news organization's policies or norms for reporting various kinds of stories (p.170).

Though Journalists shape and contextualize stories based on preferences of them and their organization they are advised to consider the extent to which the frames are shared by audience/viewers. Reese (2001) view framing as ultimately "an Exercise of power". None the less frames must be consistent with the values of the audience to be effective. Given that frames must be shared in order to be useful and noteworthy organizing devices, we must question the extent to which they are shared. Asking this may help us determine whether they are personal and idiosyncratic, social and shared, or, if broadly and deeply shared, cultural. Frames may be considered as always in the process of gaining or losing organizing value and are adopted or abandoned accordingly. Thus, frames vary at any given time in the number of people who may find them useful and share them. Neuman et al (1992) found that news media used the tactical frames of conflict and powerlessness most of the time, whereas audience members relied on such frames as human impact and moral values. Frame sponsors, thus, must capitalize on shared frames. Frames are never imposed directly on media audiences, the acceptance and sharing of a media frame depends on what understandings the readers/audience/viewers brings to the text/story to produce negotiated meaning. (Entman, 1993, p. 55) also considers frames as indicators of power; he called frames "the imprint of power".

Rural development stories comprise issues of different scopes from individual community members to issues of broader contexts. Hence news is framed based on the scope the issue covers. According to Iyengar(1991) framing is classified into two dimensions. These are episodic and thematic frames. Episodic frames are focusing on certain individuals or specific events. They are references to isolated news events without providing broader context "only a passing parade of specific events". Episodic framings are used to "construct social issues around specific instances and individuals" relying on individual explanations. These frames focus on the personality, disposition, or motivational states of the people involved in the story. It promotes attributions of responsibility both for the creation of problems or situations (causal

responsibility) and for the resolution of these problems or situations (treatment responsibility) to the people featured in the news and is dominant in coverage of violence reports.

Thematic frames provide broader societal context to issues and events and thus present more complete pictures and collective evidence. They place issues and events in general context at the societal or governmental level. Thematic framing rely on social explanations that focus on circumstances and situational forces. Episodic and thematic frames have different effects on the audience. Episodic frames tend to put responsibility on specific groups or individuals whereas thematic frames attribute responsibility to societal/political forces (Iyengar 1991, p.140).

Framing is thought to be related with concepts of agenda setting and priming. McCombs, Shaw and Weaver(1997) in (Scheufele,1999,p.103)suggest that not only does agenda setting and priming related ,framing is in fact an extension of agenda setting. They used the term second level agenda setting to describe the impact of the salience of characteristics of media coverage on audiences' interpretations of the news stories. The media power is not so much about telling people what to think (framing), but rather to tell people what to think about (priming). Agenda setting and priming are based on the same premises, salience-based effects (accessibility effects) but framing is based on the premises, applicability effects.

The conceptual difference of framing from agenda setting and priming is in that framing is based on the assumption that how an issue is characterized in news reports can have an influence on how it is understood by audience. In other words, framing influences how audiences think about issues, not by making aspects of the issue more salient (or accessible), but by invoking interpretive schemas that influence the interpretation of incoming information. In contrast, the effects of agenda setting and priming are based on cognitive processing of semantic information. By receiving and processing information, issues are primed and made more accessible in an individual's memory. The idea of accessibility is the foundation of a memory-based model of information processing, which assumes that judgments and attitude formation are directly correlated with the ease in which instances or associations could be brought in mind. That is, both approaches assume that media can make a certain issue more accessible for people and

thereby influence the standards they use when forming attitudes about the issue (Scheufele, 1999, p.103).

### **2.5.2. Location of Frames in News**

Journalists have to tell a story within a limited time and space. They use certain frames to simplify and give meaning to events, and to maintain audience interest. Entman wrote that journalists who engage in framing select one or more aspects of “perceived reality” and make them more conspicuous in the story, which promotes a specific problem definition, causal interpretation, moral evaluation and/or treatment recommendation in terms of these frames. Frames have at least four locations in the communication process: the communicator, the text, the receiver, and the culture. A single sentence may perform more than one of these four framing functions, although many sentences in a text may perform none of them and a frame in any particular text may not necessarily include all four functions. Entman asserts that frames in the news can be examined and identified by the presence or absence of certain keywords, stock phrases, stereotyped images, and sources of information, and sentences that provide thematically reinforcing clusters of facts or judgments. The frames that guide the receiver’s thinking and conclusion may or may not reflect the frames in the text and the framing intention of the communicator. Framing in all four locations includes similar functions: selection and highlighting, and use of the highlighted elements to construct an argument about problems and their causation, evaluation, and/or solution (Entman, 1993, p.52).

Framing involves, selecting key themes or ideas that are the focus of the message and incorporating a variety of storytelling or narrative techniques that support that theme. According to Neuman et al. (1992) newspapers frame stories in their headlines and leads. Headlines and sub headlines are important places of frames as they provide not only a glimpse of journalist’s treatment but the whole frame of the story. Headline’s capacity of capturing attention springs from its way of framing. De Vreese notes that news frames consist of specific elements, also called framing devices: the headlines, introduction, lead outs etc. Conceptually, we may conceive these elements of a news story as the frame while other elements may be referred to as core news facts for example answer to the questions of when, where and who. In fact most experimental framing studies implicitly apply this conceptual distinction in their operationalizations by

keeping a core part constant and varying, for example, headlines and opening and closing paragraphs to constitute the framing manipulation (De Vreese, 2004, p.37).

### **2.5.3. The Dominant Media Frames**

Journalists can apply a number of ways to frame news and there are different types of news frames. Neuman et al.(1992) identified four types of frames dominantly used: conflict, economic consequences, human impact, and morality frames. Semetko and Valkenburg (2000) later on identified five dominant news frames: attribution of responsibility, conflict, economic, human interest, and morality.

#### ***2.5.3.1. Attribution of responsibility frame***

The responsibility frame is one that presents an issue or problem in a way as to attribute responsibility for causing or solving the issue to either the government or to an individual or group .This frame is employed to present an issue or a problem in such a way as to make possible the identification of agents responsible for its cause or solution. Semetko and Valkenburg (2000) introduced the concept of the responsibility frame. They pointed out that responsibility frame directly relates to shaping of the public's understanding of who is responsible for causing or solving key social problems, such as poverty, and to generating public opinion which permits citizens to exercise political control.News coverage in terms of the attribution of responsibility assists readers and viewers in seeing the link between governmental actions (or inactions) and social problems. It conditions the socially active attitude of a reader/viewer.The attribution of responsibility frame is dominant in the most serious media outlets. Iyengar (1987) cited in (Semetko & Valkenburg, 2000,p. 96) argues that when television news covers an issue or event, or individual (episodically) rather than presenting the larger historical social context (thematically), it promotes individuals' explanations for social problems.

#### ***2.5.3.2. Conflict frame***

The conflict frame is used in such a way as to reflect conflict and disagreement among individuals, groups, or organizations. Neuman et al. (1992) found that conflict frame was commonly used by U.S. news media and stated the conflict frame is used as a means of capturing

audience interest. In using this frame, journalists sometimes reduce complex political issues to oversimplified, two-sided arguments (Neuman et al., 1992, p. 61). (Semetko and Valkenburg 2000, p. 95) in their study found that the conflict frame was the most common frame, and the more serious the newspaper, the more the conflict frame was in evidence.

#### ***2.5.3.3. Economic frame***

Economic consequences frame reports an event, problem, or issue in terms of the consequences it will have economically on an individual, groups, organizations, or countries. Garber in (Semetko & Valkenburg, 2000, p. 95) state that when an issue or event has wide impact, it adds value to the news, and its economical consequences are often vital. Neuman et al. (1992) identified it as a common frame in the news. They conducted a study on the case of Eastern European leaders' millennium addresses, the two salient issues: the millennium threshold and the European Union accession might be approached in terms of costs, gains, and economic expectations from following the international trends, for instance, in a search for integration in the Western political and economic sphere. The wide impact of an event is an important news value, and economic consequences are often considerable.

#### ***2.5.3.4. Human interest frame***

Human interest frame brings a human face or an emotional angle to the presentation of an event, issue, or problem. It personalizes the news, dramatize or emotionalize the stories as a means to capture and retain audience interest. It is also known as human impact frame, and is considered the second common frame in the news next to conflict frame. The human interest frame appears more often in television news as compared to print media. Due to the increasing competition in the market for news, journalists and editors exert greater effort to produce stories that capture the public's interest (Semetko & Valkenburg, 2000, p. 95). In crisis situations, the frame stimulates the psychological pulse of people, which ultimately leads them to a more negative attitude toward the crisis showed that the human interest frame influenced participants' emotional response, and that it was a significant predictor of blame and responsibility in a transgression crisis.

#### **2.5.3.5. Morality frame**

Morality frame puts the event, problem, or issue in the context of morals, social prescriptions, and religious tenets. Neuman et al. (1992) found that the morality frame was commonly used by journalists indirectly through quotations or inference, rather than directly because of the journalistic norm of objectivity. Neuman et al. stated that moral frame is to be more dominant in the minds of the audiences than in the content of news though it is among the common frames of news (Semetko and Valkenburg 2000, p.96).

Other frames such as diagnostic, prognostic and educational/advocacy frames are applied by journalists in framing of news

**Diagnostic Frame** – identifies and provides causes of different problem/issue under consideration(Scheufele, 1999, p.114).

**Prognostic Frame** - provides prediction of the effects of issue under consideration or what needs to be done. It is also referred to as solution frame (Scheufele, 1999, p.114).

**Educative/advocacy frame** – provides information on procedures and techniques of dealing with issues/problems.

#### **2.5.4. Factors affecting framing**

The ways journalists and media organizations frame news are affected by a number of internal and external factors. According to Shoemaker and Reese (1996) & Tuchman (1978) cited in Scheufele (1999), though many researchers have examined extrinsic and intrinsic factors influencing the production and selection of news, no evidence has yet been systematically collected about how various factors impact the structural qualities of news in terms of framing. Based on previous research, they identified five factors that may potentially influence how journalists frame a given issue: social norms and values, organizational pressures and constraints, pressure of interest groups, journalistic routines, and journalists' ideological or political orientations.

The formation of frames can be explained by interaction of journalists' norms and practices and the influence of interest groups. McLeod, Kosicki, and McLeod cited in Shen (2004, p. 125) point out that framing social and political issues and events can be affected by journalists'

individual values, ideological constraints, and market forces. Gans (1979 in Scheufele, 1999, p.115) notes that the type and political orientation of the medium what he called “organizational routines” can also influence news framing. Apart from that external factors can influence news framing. The external sources of influence on news in the selection of frames include political actors, authorities, interest groups and other elites. According to this model, news events are covered by “journalists simply holding a mirror to them and reflecting their image to the audience”. Thus frames suggested by interest groups or political actors as sound bites are adopted by journalists and incorporated in their coverage of an issue or event.

## **Chapter Three**

### **Research Methodology**

#### **3.1. Research Methods**

In this research both quantitative and qualitative methods were applied. The research applied quantitative method for analyzing the contents and framing of news stories as the main research method. According to Berger (1998) content analysis is an approach that aims at measuring the extent of an issue in a representative sampling of some mass-mediated popular art form. Most of the data required for the study was gathered in quantitative form. Hence quantitative approach was the principal method applied in analyzing FBC 98.1 FM's Amharic news coverage to good governance issues and the way the issues were framed and sources used.

Qualitative method was also applied to interpret opinions of reporters and editor involved in reporting of good governance issues and to support the quantitative approach in addressing different aspects of the problem or issue at hand. In-depth interviews help to get better and deeper understanding of how stories of good governance are framed, how the media gives salience to the issues. Qualitative techniques can increase researcher's depth of understanding of the phenomenon under investigation (Wimmer & Dominick, 2010, p.48). Berger (1998) also notes that you often obtain unexpected information that other forms of research might not discover by using in-depth interview.

#### **3.2. Data Sources (Subjects) of the research**

The study was conducted on Fana Broadcasting Corporate(FBC) 98.1FM. Fana Broadcasting Corporate(FBC) 98.1FM was intentionally selected for the study for it covers broadest geography, largest population and operating within good governance orientation.

Appropriate data to conduct the study were obtained mainly from two sources. One of the sources was Amharic news stories aired by Fana Broadcasting Corporate (FBC) 98.1FM.

Amharic news samples were the principal data source to the study as the analysis of coverage and framing of good governance issues, the main questions which the study is about to answer were mostly based on this source. Data sources to the study were confined to the

private/commercial media, Fana Broadcasting Corporate(FBC) 98.1FM and did not consider another broadcast or print media in the country.

Other sources of data to the study were journalists and editors who had been involved in the Fana Broadcasting Corporate (FBC) 98.1FM Amharic news reporting of the issues. To strengthen the information gathered from the news through content analysis, two reporters and one editor who took part in reporting of the stories of good governance issues were interviewed.

### **3.3. Sampling Frame**

As discussed in the data sources of the research Amharic news stories aired by Fana Broadcasting Corporate(FBC) 98.1FM and journalists who were involved in reporting of good governance issues were subjects of the study.Fana Broadcasting Corporate(FBC) 98.1FM prime time (7p.m.) Amharic news hours of six months (Oct1/2013 –March 30/ 2014) were focus of the research. The evening 7 p.m. news hour was purposely selected for it is one of the prime time news presented at a convenient time for most of the media’s listners to attend. The sample can also represent other news hours as the time coverage is the highest of other daily news hours and as there are repetitions of news contents. To ensure enough representation of news samples, from a total of 30 news hours in a month and 180 news hours in six months interval one third or 10 from a month and 60 from six months were considered. The samples of news hours collected were analyzed of their extent of coverage to good governance issues and the way they were framed.

Though there was no special reason for choosing the time frame under consideration it was based on the assumption that the issue of good governance is not a one occasion duty and for it remains a core agenda until the country meets its sustainable development goals.

In conducting in-depth interviews with practicing journalists who participated in reporting of good governance issues content analyzed were interviewed. To avoid redundancy only two reporters and one editor were interviewed on how they frame rural development issues. Their

selection was based on their involvement in good governance reporting from contents being analyzed where journalists mostly involved were interviewed.

### **3.4. Sampling Techniques & Procedures**

To date there are fourteen private/commercial FM radio outlets in Ethiopia among which ten channels: Fana (Addis Ababa FM98.1, Jima FM 98.1, Gonder FM 98.1, Haromaya FM 98.1, Dese FM 96.0, Mekele FM 94.8, Welayeta Sodo FM 99.9, Shashemene 103.4, Neqemte FM 96.1, Asela FM 90.0) are owned by Fana Broadcasting Corporate. The rest four are three in Addis Ababa Afro FM 105.3 (Addis Ababa), Sheger Fm 102.1 And Zami FM 90.7 and one in Tigray regional state Mekele (Demtsi Weyane Tigray FM 102.2 (Mekele)). Though it has been licensed to have its own FM station, Edasse FM 102.9 is still not operational. Among the fourteen channels of FM, Fana Broadcasting Corporate (FBC) covers broadest geographical areas and population. Except FBC, the existing FM media are confined to some region and city administration in which they were established. In view of the fact that applying content analyses of FBC 98.1 FM was intentionally selected for the study of the extent of coverage and framing of good governance issues.

To ensure the representativeness of FBC FM 98.1 Amharic news samples the study applied systematic random sampling technique in selection of the samples by dividing 180 days by 60 days (180/60) from six months whereby every 3<sup>rd</sup> day prime time (7 p.m.) Amharic news hours were selected randomly starting from 3<sup>rd</sup> day of a month. Accordingly 10 from each month and a total of 60 news hours from six months period under consideration were selected for the study. As other issues out of good governance were also included in the samples of news collected for content analysis, only those news stories dealing particularly with good governance issues were considered for the analysis of framing. However stories out of good governance were also considered for comparison of the coverage given to good governance in relation to other issues in the news contents analyzed.

In selecting the journalists and editor for in-depth interview on how they frame good governance issues, two reporters and one editor from the FBC 98.1 FM Amharic news were selected by

purposive sampling technique. That means journalists who have produced most of the analyzed news stories were interviewed. In identifying journalists who produced most of the stories, the researcher counted the number of stories a reporter produced. Then, those who produced most of the analyzed stories were included in the interview based on the frequency of their involvement in good governance reporting. One editor of the news stories was included for the interview based on purposive sampling.

### **3.5. Data Collection Tools**

Content analysis and in-depth interviews were applied as data collection tools in attaining the goals of the study. The application of both tools was expected to fill the gaps and limitations of the other data collection method.

#### **3.5.1. Selection of News**

As mentioned above Fana Broadcasting Corporate FM 98.1 Amharic news stories were principal sources of data to the study. To this end sample of Amharic news stories aired by Fana Broadcasting Corporate FM 98.1 in the six months interval (Oct1/2013 –March 30/ 2014) were collected based on systematic random sampling methods. Evening news hours of 7 p.m. were selected by considering the time coverage and repetition of issues at different news hours in a day. Accordingly one third of evening news hours was collected and analyzed. The collected news contents were inclusive of all stories other than good governance which also enable to compare coverage given to good governance issues in relation to others in addition to analyzing how they were framed.

#### **3.5.2. In-Depth Interview**

In-depth interview is important way of understanding values, emotions and opinions. Berger (1998) emphasizes the importance of in-depth interview in that it often helps to obtain unexpected information that other forms of research might not discover by using in-depth interview. Qualitative techniques can increase researcher's depth of understanding of the phenomenon under investigation (Wimmer & Dominick, 2010, p.48). Silverman (2004) also notes that interviewing is undoubtedly the most widely used technique for conducting systematic

social inquiry. It provides a way of generating empirical data about the social world by asking people to talk about their lives and interviews are special forms of conversation (Silverman, 2004, p.40). Qualitative interviews gather broader, more in-depth information from fewer respondents. Flexibility, high response rate, check on questions, probes, clarification, confirmation, prompts, connecting, non verbal communication and timing of interview are among the major advantages of interview.

In-depth interviews were conducted to get deeper understanding of how stories of good governance are framed and how the journalists give salience to the issues and to support the data gathered through content analysis. To conduct the interview, an interview guide was prepared. The guide contained different questions on journalists' roles on the coverage and framing of good governance issues during the period of Oct1/2013 –March 30/ 2014. The questions were stated in the interview guide. Two reporters and an editor from Fana Broadcasting Corporate 98.1 FM Amharic news were selected for the interview based on purposive sampling. Journalists who had written most of the analyzed articles were included in the interview. In identifying journalists who produced most of the stories, the researcher counted the number of stories a reporter produced. Then, those who produced most of the analyzed stories were interviewed based on the frequency of their involvement. Similarly one editor of the news stories was included for the interview based on involvement in editing of such news as identified by news room managers. To avoid redundancy in data analysis the names of informants were placed in codes from 01 – 03 in the order of their placement on the list of informants in appendix C.

### **3.6. Method of Data Organization and Analysis**

Content analysis was the principal data analysis method applied in the study. According to Krippendorff (2004) content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use. Content analysis is potentially one of the most important research techniques in the social sciences. The content analyst views data as representations not of physical events but of texts, images, and expressions that are created to be seen, read, interpreted, and acted on for their meanings, and must therefore be analyzed with such uses in mind. Analyzing texts in the contexts of their uses distinguishes

content analysis from other methods of inquiry (Krippendorff, 2004, p.18). Zito, cited in (Berger, 1998) also describes content analysis as a methodology by which the researcher seeks to determine the manifest content of written, spoken, or published communications by systematic, objective, and quantitative analysis.

Content analysis of Fana Broadcasting Corporate 98.1 FM Amharic news conducted in this study was mostly based on quantitative analysis. Quantitative content analysis is the systematic and replicable examination of symbols of communication, which have been assigned numeric values according to valid measurement rules and the analysis of relationships involving those values using statistical methods, to describe the communication, draw inferences about its meaning, or infer from the communication to its context, both of production and consumption (Riffe, Lacy&Fico, 2005, p.25). In-depth interviews with practicing journalists and editor were qualitatively interpreted to support the findings of quantitative content analysis of the stories.

In conducting quantitative content analysis of the news stories, coding sheets with a series of questions to which the coders had to answer 'yes' or 'no', were adopted to the context of the study having considered procedures of content analysis from prior research (Semetko and Valkenburg, 2000, Riffe, Lacy&Fico, 2005,p.133,Chyi & Mc Combs,2004,p.25) to analyze the themes, sources, dominant frames, and different sectors and areas, extent of coverage and location of the good governance stories. To analyze whether the dominant frames of attribution of responsibility, human interest, moral, conflict and economic frames were available in the stories as well as the existence of frames of diagnostic, prognostic and educative frames, questions were developed whereby the existence of these frames was determined by dividing the number of 'yes' to the total number of questions under that frame.

### **3.6.1. Categories of items in the coding sheet**

In conducting content analysis each category in the content analysis procedure must relate unambiguously to the actual coding sheet used to record the content attributes of each unit of content in the study. The coding sheet has the status of a questionnaire in a random sample survey, and the same rules for clarity of presentation apply. Just as a survey instrument can be

respondent friendly, a coding sheet can and should be coder friendly (Riffe, Lacy&Fico, 2005, p.131)

Accordingly a coding sheet with relevant category of questions was prepared. Questions on the sheet were arranged into different categories. These categories include:

1. **Location of the story** – which refers to where in the news casting the story was placed and the priority/salience given to the good governance issues. It examines whether the story was aired as news leadoff, detail news (news presented in detail according to style of the media under consideration), short news and business news. This part also contains space dimension of the scope of issues covered by the news. Scope of news coverage ranges from micro (individual) to macro (international) levels (Chyi and Mc Combs, 2004, p.25). These levels include individual, community, regional, national or societal and international levels.
2. **Theme** - is the main idea of the story. Berelson (1952) defines a theme as an assertion about a subject matter and Holsti (1969) states a theme is a single assertion about some subject (Riffe, Lacy&Fico, 2005, p.80).

Themes of the analysis include policies and strategies, plans and forecasts, constraints/obstructions, successes /achievements, new innovations/technology, education and discussions. This category also includes different aspects of good governance issues addressed by the news such as public service delivery, corruption, democracy and governance.

3. **Sources** – refer to the name of individual, group or organizations which are quoted directly or indirectly in the story were third category.
4. **Dominant frames** – are the different kinds of frames used in the media. They are attribution of responsibility, morality, human interest, economic, conflict, educative, diagnostic and prognostic frames.
5. **Media function** – examines the role of FBC 98.1 FM news in defining the problem, stating causes, providing moral evaluation and suggesting treatments on the issues of good governance.

### 3.6.2. Coding process

After the coding sheets were prepared, two post graduate students were selected to carry out the coding process. The students were first trained on how to go about the coding. The coders were provided with coding sheet along with coding guides. They were also provided with soft copies of samples of 60 FBC 98.1 FM Amharic news hours selected for content analysis. The coders then responded to series of questions on the coding sheet by replying 'yes' or 'no'. Questions on the coding sheet were developed based on literature and from the context of good governance.

### 3.6.3. Reliability and validity

Reliability and validity are crucial to content analysis as the study should be reliable and valid. Reliability can be assured when repeated measurement of the same material results in similar decisions or conclusions. Inter- coder reliability refers to levels of agreement among independent coders who code the same content using the same coding instrument (Wimmer & Dominick, 2010, p.170). Krippendorff (2004) also defines inter- coder reliability as agreement among coders about categorizing content. Hence reliable data are data that remain constant throughout variations in the measuring process (Krippendorff, 2004, p.211). Inter-coder reliability can be calculated by using Holsti's formula for determining the reliability of nominal data in terms of percentage of agreement:

$$\text{Reliability} = \frac{2m}{N1 + N2}$$

Where  $M$  is the number of coding decisions on which two coders agree, and  $N1$  and  $N2$  are the total number of coding decisions by the first and second coder respectively (Wimmer & Dominick, 2010, p.172). Achieving reliability in content analysis begins with defining the categories and subcategories that are relevant to the study goals. After defining categories and sub categories in the coding sheet, coders were trained to apply those definitions to the content of interest and framing of the news. Then inter-coder reliability was tested by using Holsti's formula where it ranges from 0.9 to 0.95.

Validity is the degree to which an instrument actually measures what it sets out to measure. It is intimately connected with the procedures used in the analysis. If the sampling design is faulty, or

categories overlap, or reliability is low, the results of the study probably possess little validity. In addition, the adequacy of the definitions used in a content analysis bears directly on the question of validity (Wimmer & Dominick, 2010, p. 176). Accordingly categorizations of the issues and procedures of analysis were carefully conducted on the basis of literature and the context of the issue under consideration.

## Chapter Four

### Presentation of Findings and Data analysis

With an objective to address the basic research questions, samples of FBC Amharic news were collected and content analyzed. The views of journalists who were involved in framing of good governance issues were also included. Presentation of the findings is based on the basic questions of the research: extent of coverage, priority given to good governance issues in the news, themes and different categories of good governance, sources quoted, the dominant frames used in the stories and media's roles concerning good governance. Hence the analysis and interpretation of the findings are presented as follows.

#### 4.1. Coverage of Good governance Issues

In identifying good governance issues from other issues in the news hours those stories which deal with issues other than good governance were excluded. In other words only good governance specific news stories were considered as stated in chapter three. Accordingly from samples of news analyzed for the six months period under consideration (October 1/2013 - March 30/2014) 71 out of 426 of the news aired by the FBC (FM98.1) Amharic news were found to be specific to good governance concerns. The time allocated to good governance specific stories was 23.3 % (7/30 hours) of the total time of news samples considered. Informants have the position of the coverage was enough. Informant FE03 explains that 'the coverage is adequate but the quality of coverage is somewhat low' which means boring to listeners.

As Vivian (2003) notes the time or space given to an issue makes it the most important one. Griffin (2006) and other agenda setting theorists consistently argued, if an issue receives a frequent and large coverage in the media, listeners will give due attention to it. McLeish (2005) also commented that people will discuss what they hear on the radio and be less likely to be concerned with topics not already given to the issues and the retention of the listeners to the issues. With this regard the coverage given by the media was encouraging as the computation of amount of coverage was confined to good governance specific news.

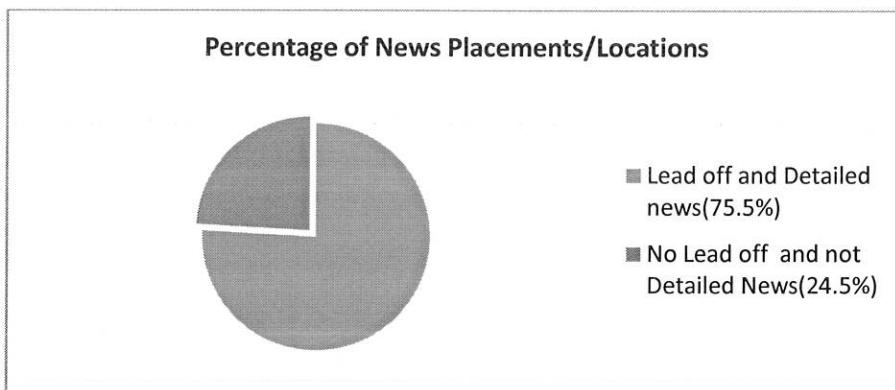
According to McCombs and Shaw (1977) the length of the story can be taken as a criterion for being an important topic on the public agenda. They said if the media gave large coverage in

terms of time, it is believed that it sets agenda purposely in order to promote some important issues of the country. From the findings and the scholars' point of views it is possible to say that FBC(FM98.1) gives moderate time for good governance issues in the news. In that out of 30 hours news magazine 6.99(~7h news) for good governance issues is moderate.

#### 4.2. Location/Placement of Good governance Stories in the News

The order of prime time news presentation by the FBC (FM 98.1) is categorized in to news lead off, detail news, and short news. News stories presented as lead off are those which were given priority and most often presented as detail news. Other news presented as detail news even if not stated as lead off is also priority news. An editor of the media (FE01) explains that the priority of a story determines its position in news hours whereby an issue with wide scope and impact gets priority and good governance issues which have such nature are treated on such basis. A significant proportion of news stories with 91% were presented as detail news. 75.5% of the news stories were presented as lead of and detail news. The remaining 9% and 24.5% were presented as short and not lead off/not detail in respect order. Percentage of good governance news presented as detail and short is illustrated in the following table.

Figure 1: Percentage of News Placements / Locations



The position or location of the story in the news has an influence on listeners' perception of the issue as the most important one. "The relative attention given to items or issues in news coverage influences the rank order of public awareness of issues and attribution of significance" (McQuail, 2000, p.426). Vivian also (2003) notes that media sets agenda by establishing priorities through sorting events of the day and making order of them as leadoff stories in the news cast are expected to be the most important ones. According to Barzilai (2008), quoted in Mekdes

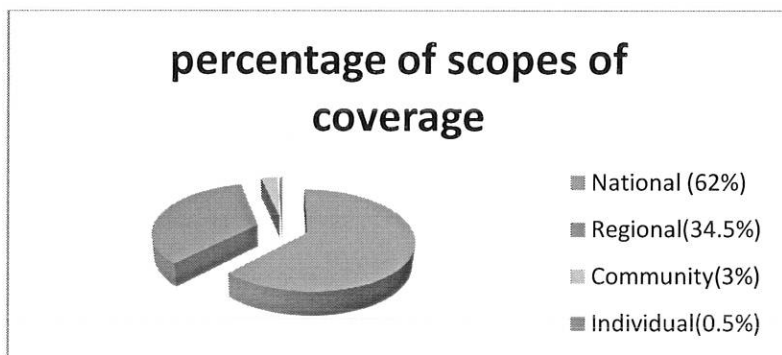
Taye(2011,pp 69-70) journalists can change the public through bringing certain issues and emphasizing them in their order of presentation. According to the scholar, placing issues in the eye or ear catching order is one means for grasping the attention of the public. This practice makes easy for the influence of targeted public to certain goals of the media.

The findings of the study indicated that a significant proportion of news regarding the issue under consideration was presented as lead off & detail news. One of the editor FE002, said that the news sequence for presentation and presented as lead off is done based on its content value,ear catching of the story, timeliness and relevance to the public.This shows that good governance issues were relatively given priority by the media as stated in its editorial policy and it is seen that the degree of emphasizing issues through placing them in different order is observed in the news presentation. This sort of placement has emphasized some issues from others. On top of this McCombs and Shaw (1977) suggested that media agenda establishes the position and the length of the story as the primary criteria of prominence. This meant that placing certain issues at the very beginning of the news or programs of broadcast media is the way to show the prominence of the story in that news. As to the scholars, issues presented in the very start have greater influence than those coming later.

### 4.3. Scope of Coverage

The scope of good governance news covered by the FBC(FM98.1) revealed that more than half of the news stories were framed at national scope which accounted for 62% of the whole news considered. The rest were framed by 34.5% at regional ,3% at community, and 0.5% at individual scopes as revealed in graph below.

Figure 2: Percentage of Scopes of Coverage

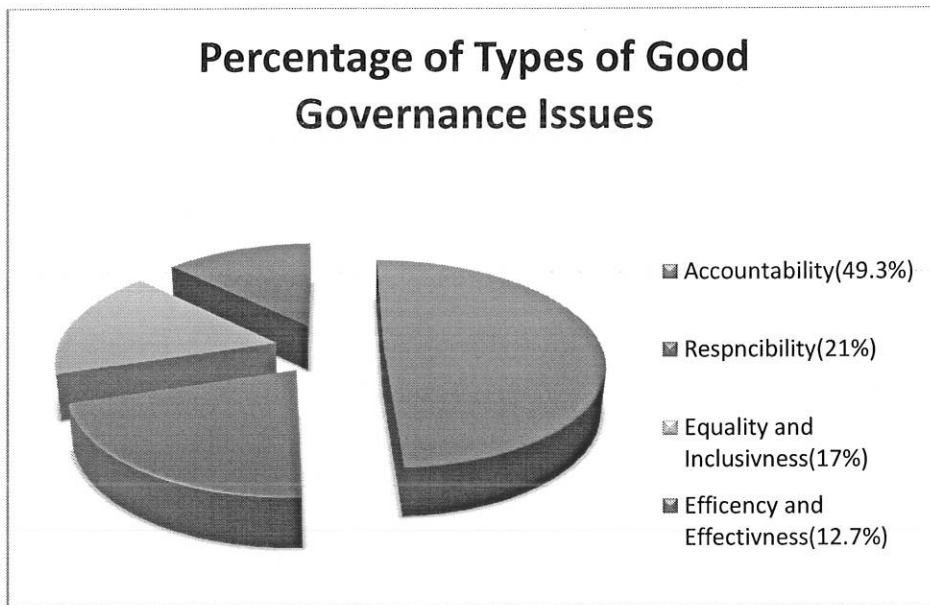


As illustrated by figure 2 above more than half of the news stories were framed at national level. Most of the good governance issues were presented in the wider national context. However, the proportion of news framed at community and individual level was as low as expected of the media to mobilize the key agents or main actors of good governance at the grass root level. People can also learn from experiences of individuals whereas 0.5% news framed at individual level was found in the samples considered.

#### 4.4 Elements of Good Governance Issues

During the sample time, 71 issues about good governance were aired. Among these, (49.3%) issues were about accountability of different individuals and government institutions. Responsibility and equality and inclusiveness oriented news story covers 21% and 17% covers from the total issue respectively. Efficiency and effectiveness also 12.7% transparency and consensus oriented were not rose in the news story.

Figure 3 Types of Good Governance Issues



The leading element of good governance issues of the story during the discussion of good governance in the program was accountability. Stories with such theme count 49.3% from a total of 71 stories but the dominant number of news stories did not contribute for bringing about accountability on certain officials to the public. These themes were also reflected in the interview with the editors in different intensity.

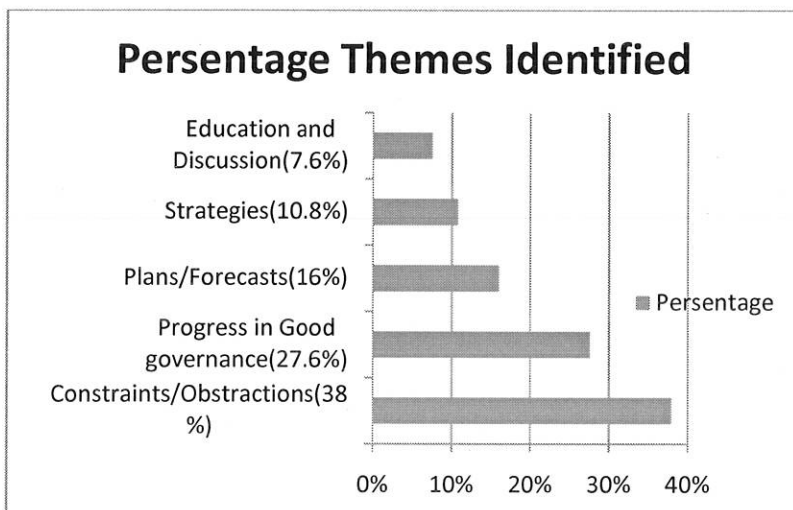
McQuail (2008) as quoted in Negeri(2013) underlines that accountability can be understood as holding responsible elected or appointed individuals and organizations charged with a public mandate to account for specific actions, activities or decisions to the public from which they derive their authority. Maxwell (1972:36)says: “The power of the news media to set a nations agenda, to focus public attention on a few key public issues, is an immense and well documented influence.” Wilcox, et al, (2003) also added that the things that are seen in newspapers and the things that are heard on the radio are things that people all over the country are talking about.

In the second level, according to the analysis, two elements (Responsibility and Equality and Inclusiveness) were entertained. In that each of the 21% of messages on good governance issues were dealing with Responsibility, and 17% dealing with Equality and Inclusiveness. These elements of good governance are far lower in amount than that of accountability. Efficiency and Effectiveness (12.7%) were also raised in the program. Transparency was not got coverage.

#### 4.5. Themes of Good governance stories

As far as themes of good governance news considered 38% of the stories found to be conveying good governance constraints/obstructions, 27.6% of the stories were about progresses in good governance and successes or achievements of government institutions followed by plans /forecasts and strategies by 16% and 10.8% respectively. Education and discussion appear in the news by 7.6%.

Figure 4 Percentage of Themes Identified



In framing media cannot include all angles rather focus on certain elements of the story. Accordingly FBC(FM 98.1) Amharic news on good governance issues focused on some elements of the issue. The major themes applied in the stories as illustrated in figure 4 were constraints/obstructions, progress in good governance, plans/forecasts, strategies and Education and discussion in respect order of their appearance in the samples of news analyzed. Informants agree that most of the stories of the media were based on constraints, and due attention also given to successes, and performances of government institutions. Informant FR01 explained “We more focus on constraints/obstructions and also give due attention to promote success/achievements of government institutions in the news; there are other programs such as ‘teguaze neqash’ and ‘Weyeyete’ which is more focus on good governance issues which deep rooted problems such as corruption and maladministration are exposed.

Informant FR02 also acknowledges high frequency of success/achievements focused stories in the FBC(FM98.1) Amharic news though he believes that lessons can be learnt from failures too. He said “I don’t think that the government wants successes only to be reported but reporters hesitate to do that. Even high government officials while offering trainings tell us to act professionally in covering good governance issues not only in promotion of performances and achievements but also by criticizing weak performances and mal administrations.”

Informant FR03 stated the reason behind high dependence of the news on constraints/obstructions that “The media operates mostly following pre planned activities. It is operating by setting agenda on the basis of public interest. Even if the media is setting agenda by itself but works following events arranged by the government that is why some of our news are based on achievements.”

Though the media is supporting good governance efforts by reporting good governance issues, there seem deficiencies in pointing out the prevailing failures and weak sides of the all strategic point rather it is short term outlook. In fact the operation of the media is not entirely based on events. Sometimes process based issues are also being reported. However such stories which were preplanned and gathered from the community concerned and beneficiaries are also collected and presented in a way they can promote government efforts. To this end reporters are

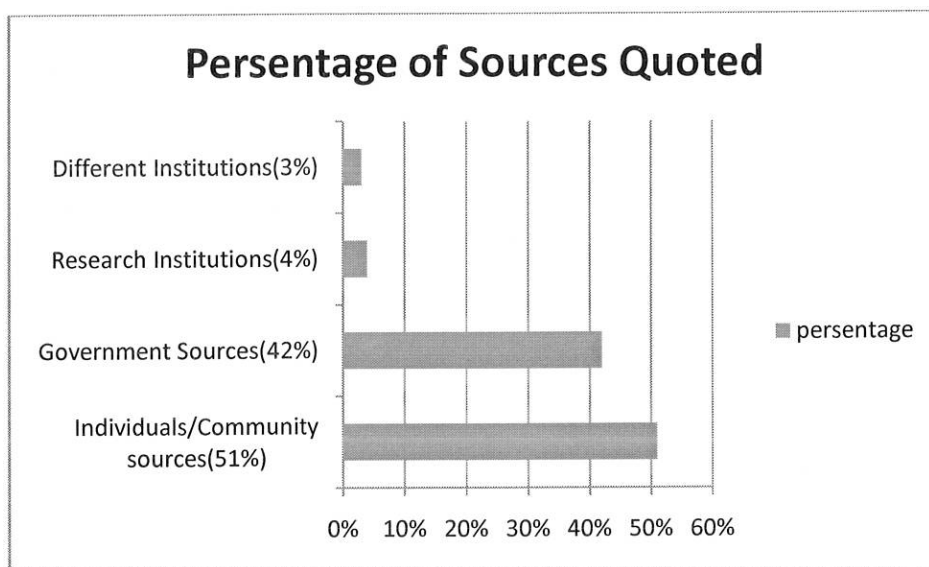
given directions on how to collect and present the stories ahead of time. The story also passes through the stages of gate keeping process in the news room after reporters gather and present in line with the direction given to them and the requirements of the editorial policy. Indeed the informants believe that there is no any editorial policy article, directives and orientation that compels a journalist to depend only on the strong sides of an issue.

Allan (2010) notes that coverage of recent events should be replaced by reporting long term, structural process underlying vital issues in people's lives. In contrast the findings of content analysis and interview with journalists reveal that even if FBC(FM98.1) news mostly focus on critics of weak performance, most news stories focus on promotion of best performances and achievements. Such strong presentational reports on the strengths and positive sides of good governance activities may devalue media's efforts and damage its public trust.

#### **4.6. News Sources**

Different sources were used in the sample of Amharic news aired by the FBC(FM98.1) in the period under consideration. Nearly all of the news (97%) used more than two sources while 2% used two sources and only 1% used one source. The dominant source used was government whereby government officials at structures from federal to kebele level had been quoted. Individuals/community(IC) members who involved in or concerned for good governance issues mentioned accounted 51% in the news followed by government sources 42% of sources used. Research institutions were quoted as sources by 4%. The remaining 3% of source in the news were different institutions.

Figure 4: Percentage of Sources Quoted



Individual/Community sources were the most dominantly used sources in good governance reports analyzed. Government sources were 42% next to individual/Community sources such reliance on individual/Community sources was due to the fact that most of the reports were based on events occurred among the community at different levels where they wereresponsible for the information and used as principal sources. It was also believed to influence framing of most of the stories by constraints.

To this regard reflection of the informants is worth considering. For instance Informant FR01 said “In case of planned news we take care of credibility of sources while in the case of events arranged by government institutions aimed at publicizing their performances and achievements, we are not directly receive the information in the way they framed without verification and crosschecks for credibility of the information.”

The findings of this study reveal that community members were used as sources and they would be used in view of the fact that they are the key agents or main actors of good governance issues. Allan (2010) notes that focus on ordinary people should be prioritized over elite information. Government sources were dominantly used as they are assumed to be credible sources to the events reported particularly government institutions which are concerned with the issues reported were mostly used. Informants also agreed that the reason to highly depend on

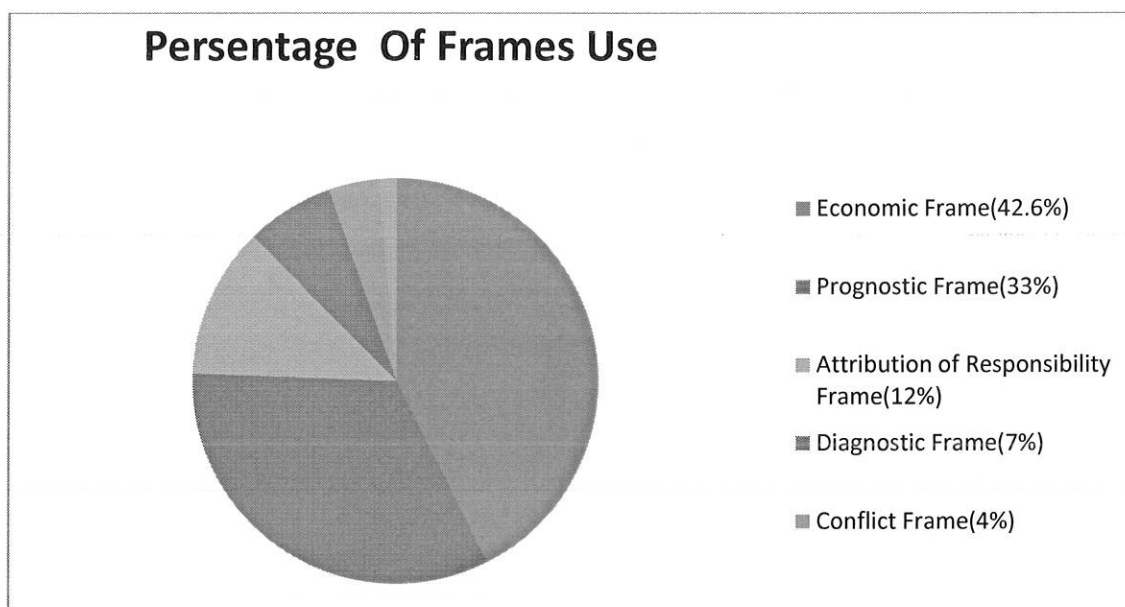
government sources(42%) next to individual/community sources is to minimize costs and man power for gathering information from different sources in different areas.

Other sources were insignificantly used in the news. This is one indicator for limitations in use of different sources to entertain different views.

#### 4.7. Frames

Different frames were used by the media to shape and contextualize the news. The economic frame was dominantly used in the news by 42.6%. Prognostic frame was secondly used in the news by 33%. Attribution of responsibility frame was used by 12 % followed by diagnostic frame with 7%. Conflict frame was applied by 4%. 1.4% could not identify. Though human interest frame is assumed to grab listeners’ attention it was not found to be applied frames in this case.

Figure 5: Percentage of Frames use



Journalists have to focus on some aspects of an issue to convey the required message with in the limited air time or space. Certain frames are used to simplify, contextualize events and maintain audience/listeners interests. The findings indicate that the FBC (FM98.1) Amharic news on good governance issues employed some of the dominant news frames. Economic frame (42%) was the

most frequently employed frame which was used to emphasize the economic impacts/consequences and outputs achieved and expected to be achieved in qualitative terms from good governance issues mentioned. Informants also admitted that economic frame most frequently appears in their reports as they target the economic advantage of the issue under consideration.

“In framing of good governance issues constraints needs due attention I try to point out the main problems with details of economic and financial loss and then describe procedures and the ways to solve the problem” said informant FE03.

Another reason for the dominance of economic frame in the news as acknowledged by informant FE01 was due to the fact that most of the stories were based on government officials and they always give information based on financial plan and their accomplishments and which were most often described in terms of their economic values achieved or anticipated to be achieved.

And the station boldly indicated in its editorial policy that the news story should focus on the overall development strategy of the country.

This indicates that the news were framed with in frame work of their sources as McQuail(2000) points out that much news is presented with in the frame work of meaning which drive from the way the news is gathered and processed. And the other driving force of framing is the editorial policy of the station.

Prognostic frame (33%) which focused on suggestion of what need be done to solve some good governance constraints mentioned was the second dominantly applied frame in the news. In addition to suggesting solutions some of the stories attributed accountability to different institutions. This frame was also employed to predict the likely effects /outputs planned to be achieved based on current performance of the issue under consideration. Diagnostic frame which provided causes to different good governance constraints raised in the stories was employed by 7%. As mentioned in graph 6 conflict frame was also applied in the news by 4 %.

Human interest, morality and educative frames were not applied frame in the news stories. For the researcher questioned the key informants the reason behind limited application of media frames supposed to be shared by large number of people particularly the human interest frame Informant FR01 on his side said “Even if we try to frame some of our stories on the basis of people’s problems, feelings, angers, emotions etc but not adequately use this style of presentation for all news reporting.” He admitted that the media has to produce some of the stories with human frames to attract its listeners.

The fact that the media is criticized of attractiveness as also admitted by the key informants as ‘the coverage given is adequate but the quality’ emanates from limited application of such shared frames. Therefore the media should strive to include some of such stories to catch public attention and compete in the market economy as Semetko & Valkenburg (2000) remind that journalists and editors exert greater effort to produce stories that capture the public’s interest in the increasing competition of the market for news.

The finding of this study to this regard is consistent with earlier studies findings on Ethiopian media which revealed that there are limitations in attracting the public due to low professional competence of journalists in the country.

#### **4.8. Factors affecting journalists’ framing of news**

Journalists framing of news can be affected by different internal and external factors. Key informants the researcher interviewed acknowledged that organizational and other external factors influence their framing of news. Informant FE01 said “Financial constraints,the editorial policy of our media influences us on how we frame issues particularly in selecting the news angle. External factors such as sources can also influence our framing of news in cases where events are arranged by government institutions and the stories are directly taken in the context they were framed by the sources.” Similarly informant FE02 replied “Our framing of news is performed within the frame work of the editorial policy. Sources can also influence our framing of news.”

Informant FE03 replied “A reporter has monthly plan and editorial directions before going to gather information for the news and frames the story according to the directions/angles given to him/her that is based on the editorial policy.

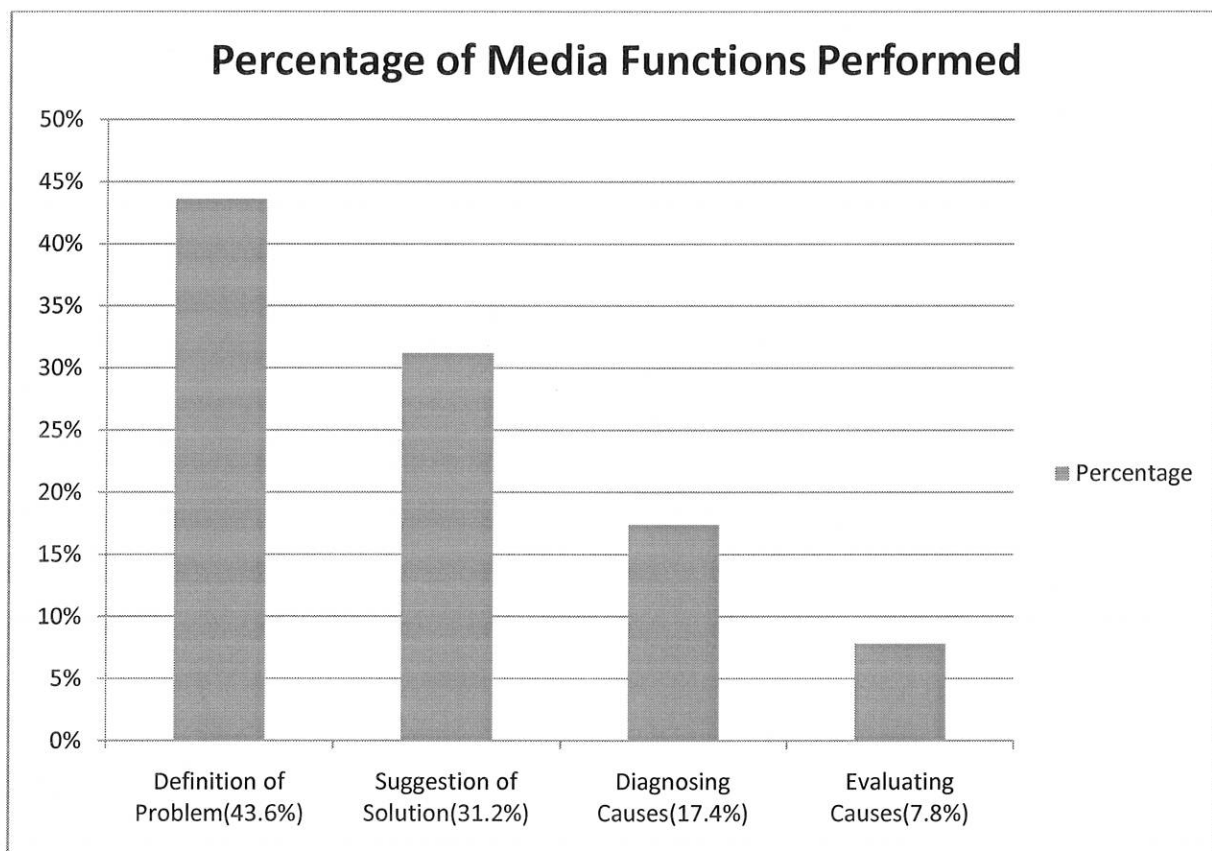
The editorial policy and political orientation of media is one of the dominant influencing factors as to the reflections of all informants as Gans (1979) in (Scheufele, 1999:115) notes that the type and political orientation of the medium what he called “organizational routines” can also influence news framing.

External factors were also found to influence news framing in the media. One of these external factors were sources of the news that arrange events to promote/publicize their performances who require their stories covered by “journalists simply holding a mirror to them and reflecting their image to the audience” as Gans (1979) notes in (Scheufele, 1999). Hence the findings of the study indicate that journalists adopt and incorporate frames suggested by sources in their coverage of events though the degree of influence vary among journalists.

#### **4.9. Media Roles**

The results of content analysis of FBC(FM 98.1) Amharic news reveal that the media performed all the four functions of defining problems, diagnosing causes, evaluating causes and suggestion of remedies though the extent to which each function performed differs .Definition of problem was performed by 43.6% followed by suggestion of solution with 31.2%.Diagnosing causes and evaluating causes were performed by 17.4% and 7% respectively.

Figure 6: Percentage of Media functions performed



Approximately 44% of the media's function was devoted to definition of problems and 31.2% suggestion of solutions which was aimed at anticipation of likely effects and what need be done to endorse current achievements of government good governance plans. Diagnosing causes and evaluating causes were the least performed functions by the media.

## Chapter Five

### Summary, Conclusion and Recommendations

#### 5.1. Summary

The research was conducted with the purpose of investigating how the Fana Broadcasting Corporate FBC (FM98.1) Amharic news frame good governance issues. The study examined the coverage and priorities being offered to good governance issues. Apart from that the way of presentation of messages in the stories (framing) which is key for the intended messages to transfer was central question of the research. Thus how FBC (FM98.1) news framed good governance issues, the dominant media frames used and factors influencing the framing process were examined. In addition the major themes applied elements of good governance entertained, sources used in the stories and roles performed by the media were explored. Framing was used as a principal theoretical frame work. Agenda setting theory were applied to support the study.

The study was conducted on the FBC (FM98.1) Amharic news during the period from October 1/2013- March 31/2014 whereby prime time news was selected by systematic random sampling techniques. The research employed both quantitative and qualitative methods where content analysis was used as a principal method to analyze the contents of the news samples considered. In-depth interviews with journalists involved in framing of the news were also used to support the content analysis through interpretations of views of the informants to address different aspects and deeply investigate the issue at hand.

The findings of the research revealed that moderate coverage was given to good governance issues as could be observed from proportion of issue specific or exclusive stories identified by the content analysis. The allocated time for good governance is so good that the contribution of the news program in facilitating good governance is in its better stage.

The media has made efforts to prioritize good governance issues in the news and to attribute significance and influence public awareness of the issues by offering adequate time coverage and placement. The media in most cases was functioning the role of choosing and emphasizing the issues by extracting people's agendas or problems and putting in to context by itself also operates following agendas chosen and emphasized by the government. Though a media oriented

in good governance approach has to critically observe and report on the processes including planning, implementation, impact and shortcomings, the results of this study indicate that most of the news stories were found to be not event based.

The leading element of good governance issues of the story during the discussion of good governance in the program was accountability. Stories with such theme count 49.3% from a total of 71 stories but the dominant number of news stories were not effectively explained to help the public get significant information that could help them to be aware of the issues. Many of the news stories that are related to good governance (accountability, transparency, efficiency and effectiveness, equality and inclusiveness, consensus oriented, and responsibility) also failed in entertaining the questions and comments of the public through their point of view.

More than half of themes of the news focus on critics of weak performance of government institutions and most of the programs focused on land grabbing issues, electric power fluctuations, environment protection, corruption, etc and evaluation of actual performance of the planned project by measuring the difference between plans and their actual implementation as well as the difference between projects actual impacts on people and the impacts claimed by government. Such reports on the weak and negative sides of good governance activities may recognize media's efforts and build its public trust.

More than half of the sources quoted in the news analyzed were based on interview with beneficiaries and ordinary people, consultation of experts, observations. Alternative sources of information from and documents examination that enable reporters obtain as much information about the issue as possible were used to a limited extent. Particularly the extent to which community members used as sources was to the extent they would be used in view of the fact that they are key agents or main actors of good governance. Event news in most cases not used multiple sources most often officials responsible for the issue covered release information intended to obtain favorable publicity of their institution focusing on effective performing and strengths where the existing limitations were overlooked. Failure to use different sources as much as possible also limited entertainment of various viewpoints of parties, organizations, groups & individuals whose concerns were raised by the stories and credibility of the facts

provided by official sources.

Different media frames were employed in the good governance stories considered. As results indicated economic frame (42.6%) was the most frequently applied frame followed by prognostic frame (33%). Economic frame was employed to emphasize the economic impacts/consequences and benefit achieved and expected to be achieved in monetary and quantitative terms from good governance issues mentioned. Economic frame was most frequently applied as also acknowledged by the informants due to the fact that most of the stories were based on ineffective functioning and achievements which were most often described in terms of their economic values . Prognostic frame focused on suggestion of what need be done to solve constraints and anticipation of likely outputs of the good governance issues mentioned.

Apart from influencing people's awareness and understanding, the way of issues presentation (framing) significantly determines possibility of the issues to be shared by the intended audience. Some frames such as human interest and morality frames are expected to have capacity to capture and shared by as large number of people as possible. However such frames were not employed.. The reason behind not application of these frames particularly the human interest frame was lack of journalistic profession and skill among reporters and the nature of event based good governance reports that demand hard news.

Journalists framing of news can be affected by a number of internal and external factors .The results of the study revealed that both factors were found to exert influence. Internal factors identified to exert influence on reporters were the editorial policy and political orientation of the media. Every news story is framed in a way it can meet the purpose of supporting government efforts of attaining good governance and the wellbeing of the society and programs as stated in the editorial policy. These external factors that influence news framing in the media were sources that arrange events to promote/publicize their effective functioning who require their stories to be covered by the media by directly echoing their sayings to the public and influencing journalists to adopt and incorporate frames suggested by them in coverage of events though the degree of influence vary among journalists.

## **5.2 Conclusion**

From the findings of this study it can be concluded that FBC FM 98.1 entertain good governance issues moderately in the news presentation. The allocated time for good governance is encouraging that the contribution of the news program in facilitating good governance is in its good stage. The analysis also shows that a significant proportion of news regarding the issue under consideration was presented as lead off & detail news. In framing the media cannot include all angles rather focus on certain elements of good governance. The producers said in their interview “We more focus on constraints/obstructions and also give due attention to promote success/achievements of government institutions in the news; there are other programs such as ‘teguaze neqash’ and ‘Weyeyete’ which is more focus on good governance issues which deep rooted problems such as corruption and maladministration are exposed. The dominant source that was sighted by the study was government officials. In addition to these sources, community members and in some occasions experts in related field also included. Organizational and external factors influence FBC framing of news. Informants for the study point out that the editorial policy of the media influences us on how we frame issues particularly in selecting the news angle. External factors such as sources can also influence framing of news in cases where events are arranged by government institutions and the stories are directly taken in the context they were framed by the sources.

From all the findings, it is possible to conclude that FBC FM 98.1 radio is moderately effective in promoting good governance issues.

## **5.3. Recommendation**

- Good governance has been a key concept for democratic development in many countries around the world during the past few decades. Ethiopia is one of those which have embraced the idea and media has indispensable role of toughening public participation on it. To this end media is expected to give adequate coverage to good governance issues. As the findings of this study indicate the FBC (FM98.1) Amharic news had given moderate coverage to the issues of good governance in terms of time and prioritizing the issues by entertaining most of the stories in leadoff and detail parts of the news casting as well as presenting stories of different scopes of coverage. However there seem limitations in covering different elements of good governance where transparency and consensus

oriented were not rose in the news story and efficiency and effectiveness issues were less focused in so far as their effect in the overall good governance considered. Thus the media had better make further efforts in guiding the attention of the public and the government in a way transparency, consensus oriented and efficiency and effectiveness issues devised to realize good governance.

- It is evident that media attribute salience and influence the rank order of public awareness of an issue by choosing and emphasizing the issue as the most important one by extracting people's agendas or problems and putting in to context. However, even if the media setting its own agenda based on the media politics and its editorial policy, the media under consideration operates following agendas chosen and emphasized by the government where 42% the news stories were found to be arranged by different institutions mostly government. Therefore the media should perform agenda setting function to properly guide public attention towards the proposed good governance initiatives.
- Obviously the way of issues presentation (framing) significantly influence people's awareness and understanding of the issues that also determines possibility of the issues to be shared by the intended audience. In the increasing market competition for news, media is expected to focus on some of the shared frames that have a capacity to capture as large number of people as possible. However frames which are expected to be demanded and shared by people such as human interest and morality frames were employed with no frequency. The reason behind least application of these frames particularly the human interest frame was lack of journalistic profession and skill among reporters as also partially admitted by the informants. Hence the media has to work on improving the profession and skills of journalists to enable them produce stories that can attract people by applying some of the shared frames to effectively communicate the intended message.
- A number of internal and external factors are expected to influence journalists' framing of news. Editorial policy and political orientation of the media are the major internally influencing factors on journalists. Major external factors identified by this study that influence news framing in the media were sources particularly government sources (42%) that arrange events to publicize their effective functioning in request of their stories being covered by the media by directly echoing their sayings to the public and influencing

journalists to adopt and incorporate their statements and frames suggested by them in coverage of events. These internal and external factors were found to exert influence though the degree varies among journalists. Therefore the media has to strive to minimize the effects of such factors by devising different mechanisms such as building the capacity of journalists on media profession and skills and adapt protection of journalists from internal and external pressure.

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**Appendix A**  
**Coding Sheet**

Name of coder \_\_\_\_\_

Name of broadcast media \_\_\_\_\_

Date of broadcast \_\_\_\_\_ Time \_\_\_\_\_

Total news casting time in min \_\_\_\_\_

Time allocated for the story \_\_\_\_\_

Headline of the story \_\_\_\_\_

---

**1. Story description**

**1.1 Format/Genre**

News

**1.2. Location/ Priority of the story in the news**

- Leadoff \_\_\_\_\_
- Detail news \_\_\_\_\_
- Short news \_\_\_\_\_
- Business news \_\_\_\_\_
- other (specify if any) \_\_\_\_\_

**1.3. Scope of coverage**

- Individual level \_\_\_\_\_
- Community level \_\_\_\_\_
- Regional level \_\_\_\_\_
- National/Societal level \_\_\_\_\_
- International level \_\_\_\_\_

**2. Theme of the story**

**2.1 Themes**

- Policies and strategies \_\_\_\_\_
- Plans and forecasts \_\_\_\_\_
- Good governance constraints /obstructions \_\_\_\_\_
- Successes /achievements \_\_\_\_\_

- Education and discussions \_\_\_\_\_
- other (specify if any) \_\_\_\_\_

### 3. Sources

- ☞ Government institutions \_\_\_\_\_
- ☞ Non-government organizations \_\_\_\_\_
- ☞ Business institutions \_\_\_\_\_
- ☞ International organizations \_\_\_\_\_
- ☞ Domestic media \_\_\_\_\_
- ☞ Foreign media \_\_\_\_\_
- ☞ Members of communities/individuals \_\_\_\_\_
- ☞ Research institutions \_\_\_\_\_
- ☞ No specified source \_\_\_\_\_
- ☞ Others( specify if any) \_\_\_\_\_

### 4. Frames

#### 4.1. Attribution of responsibility frame

- Does the story suggest that a certain level of government/organization/individual has the ability to alleviate maladministration and bring about good governance?
- Does the story suggest that a certain level of the government/organization/individual is responsible for the issue?
- Does the story suggest urgent actions to alleviate maladministration and bring about good governance?
- others ( specify if any) \_\_\_\_\_

#### 4.2. Conflict Frame

- Does the story reflect opposing views from two or more than two sides?
- Does the story reflect disagreement between parties, individuals, and/or groups?

- Does the story reflect Party, individual, or group reproaching one another?

- others ( specify if any) \_\_\_\_\_

#### **4.3. Economic frame**

- Does the story mention economic impacts of the issue?
- Does the story mention financial losses or gains now or in the future?
- Does the story mention the costs or degree of expense involved?
- Does the story have a reference to economic consequences of pursuing or not pursuing a course of action?

- others ( specify if any) \_\_\_\_\_

#### **4.4. Human interest frame**

- Does the story provide a human example or “human face” while reporting the issue?
- Does the story emphasize how individuals and/or groups are affected by the issue?
- Does the story go into the private or personal lives of the actors?

- others ( specify if any) \_\_\_\_\_

#### **4.5. Morality frame**

- Does the story contain moral message?
- Does the story makes references to morality, God, and other religious tenets?
- Does the story request listeners to do something about good governance?
- Does the story present that maladministration undermines human dignity?

- others ( specify if any) \_\_\_\_\_

#### 4.6. Diagnostic frames

- Does the story provide information on causes of problem/issue under consideration?
- Does the story explain peoples' culture, government policy etc as causes of the problem?
- others ( specify if any) \_\_\_\_\_

#### 4.7. Prognostic Frames

- Does the story provide information on what need to be done?
- Does the story state effects of issue under consideration on good governance?
- Does the story give information on the effects of good governance issue on overall national development?
- others ( specify if any) \_\_\_\_\_

#### 4.8. Educative/advocacy frame

- Does the story give information on good governance issues?
- Does the story give information on procedures of applying new practices of good governance?
- others ( specify if any) \_\_\_\_\_

#### 5. Media Role in good governance reporting

- ☞ Is the issue of good governance in the media?
- ☞ Does the story emphasize good governance as important issue?
- ☞ Does the story define the problem?

☞ Does the story diagnose (identify forces creating the problem)?

☞ Does the story make moral judgments or evaluate casual agents & their likely effects?

☞ Does the story suggest remedies (offer and justify treatments and predict likely effects)?

☞ others ( specify if any) \_\_\_\_\_

## **Appendix B**

### **Coding Guide**

#### **1. Article description**

**(Inter-coder reliability 0.95)**

##### **1.1. Location/Priority**

Refers to where in the news casting the story was placed and the priority/salience given to the rural development issues. It examines whether the story was aired as news leadoff /detail news, short news and business news.

1.2. Scope of coverage indicates the scope of issues covered by the news that ranges from micro (individual) to macro (international) levels.

- Individual level-when a news event is framed with in a scope limited to the individual involved in an event.
- Community level- when a news event is framed as relevant to (in relation to) a particular community.
- Regional level- when a news event is framed as relevant to (in relation to) a more general population, such as residents of a metropolitan area or a state/region.
- National/Societal level- when a news event is framed in terms of social or national significance.
- International level- when a news event is framed from an international perspective and the events are those happened abroad.

#### **1. Theme**

**(Inter-coder reliability 0.92)**

##### **2.1. Themes of stories**

- Policies and strategies –refer to the story that deals with highlights of the different policies and strategies on rural development.
- Plans and forecasts –It is story about different rural development activities planned by stakeholders and forecasts of future consequences on the basis of current performances.
- Constraints/obstructions – Refer to story that deals with different challenges/constraints in rural development.
- Successes/achievements - refer to story which deals with performances/ achievements at individuals, community, organizations, and region or country levels.

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#### **1. Theme**

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##### **2.1. Themes of stories**

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- Constraints/obstructions – Refer to story that deals with different challenges/constraints in rural development.
- Successes/achievements - refer to story which deals with performances/ achievements at individuals, community, organizations, and region or country levels.

- New innovation/technology – refers to story that deals with issues of new innovations or technologies that need to be disseminated.
- Education and discussions – a story that provides knowledge, gives advices and instructions on rural development practices like extension services and discussions and experience sharing made among stakeholders on the issues of rural development.

## **2.2 Types of rural development issues mentioned**

- Agriculture –includes production of crops, animal husbandry, environmental protection etc.
- Industry -Refers to industrial activities in rural areas.
- Service sector – includes infrastructure, education, health, water, transport, administrative services etc.
- Democracy & good governance - Refers to issues of building up of democracy and good governance in rural areas.

## **3. Sources**

Sources are names of a person, group or organization such as government officials, NGOs, individuals, community etc which are quoted directly or indirectly in the story.

## **4. Frames**

**(Inter-coder reliability 0.90)**

- Attribution of responsibility frame – when the story suggests that individuals or an organization should take actions on the issue.
- Conflict frame – when the story provides two or more opposing views or statements.
- Economic frame-when the story refers to the economic impacts/consequences/of the issue.
- Human interest frame- when the story involves people and their testimonies in presenting rural development issues.
- Morality frame - when the story tells the viewers to do or not to do something; or when the story involves religious or human right perspectives.
- Diagnostic frame – when the story provides cause(s) to problem(s) of rural development issue under consideration.
- Prognostic frame – when the story provides the effects of rural development issue/s under consideration or the effects the issues have on rural development.
- Educative/advocacy frame – when the story provides information on existing policies and strategies and procedures and techniques of dealing with rural development activities.

### Appendix C

No	Name of informant	Name of media Org.	Position
1.	Abrham Tekiste	FBC	Editor in chief, news and current affairs
2.	Elias Teklewolde	FBC	News Editor, news and current affairs
3.	xxx	FBC	Reporter, news and current affairs

## **Appendix D**

### **Interview Guide with journalists**

#### **1. Background**

- What do you think is good governance?  
Is it a series problem in Ethiopia?
- Do you think that good governance is decisive to overall development of the country?  
Why decisive it is?
- How do you report about the issue to influence your listeners?

#### **2. Coverage of good governance stories**

- Do you think that good governance stories should get priority in news? How?
- How frequent do good governance issues presented as news lead offs/headlines?
- Which levels (scope) of good governance issues do you most often report?

#### **3. Themes**

- How do you construct the central ideas or issues in your stories?
- Why were telling the story to listeners by making central ideas (themes) important?
- Which aspects of good governance reports are common in your reports?
- Is it that you prefer or what is the reason?

#### **4. Sources**

- Who were the dominant sources in your reports about good governance?
- Do you use different sources to entertain different views?

#### **5. Frames**

- How do you construct your reports on good governance?
- Did you purposefully shape or organize the stories in certain ways?
- Are there ethical principles or editorial guidelines you should follow in reporting the stories?  
If so what are these?
- Do you think these principles and your organization's editorial policy impact the way you frame good governance stories?
- Are there other factors such as sources which affect how you frame the stories?

### **Attribution of responsibility**

- Who do you think is responsible for bringing good governance?
- Why?

### **Morality frame**

- Do you consider cultural or social values when you write the stories?
- Do you tell the listeners what is good or bad with your stories?

### **Human interest frame**

- Do you think using human face in the stories is important to attract viewers?
- Do you try to use them in most of your stories?
- If your response is no, why?

### **Economic frame**

- Do you think that good governance and lack of it has impact on the country's economic development?
- Do you focus on economic consequences of events in reporting good governance

### **Conflict frame**

- Do you entertain conflicted ideas and opinions from different groups (for instance political parties on policy issues, successes and failures etc) while reporting?

### **Educative frame**

- Do you think it is important to inform the listeners on existing policies, strategies and programs on good governance?
- Do you provide information on procedures and techniques of dealing with good governance activities?

### **Diagnostic frame**

- Do most of the stories you report have interpretation of causes? If no, why?
- Do you provide information on the causes of some failures encountering in good governance processes? If your response is no, why? If yes, how?

### **Prognostic frame**

- What do you think are the effects of good governance on overall development?
- Do you focus on the effects good governance activities you report have on overall development?

## **6. Media functions**

- What do you think are media's roles in good governance?
- What way do you think should media report to contribute its part to good governance?