



**Investigating Population Growth Issues Coverage in the Ethiopian
Media: In the case of *Addis Zemen* and *Addis Admas* newspapers**

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**Investigating Population Growth Issues Coverage in the Ethiopian
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This is to certify that the thesis prepared by Addis Alemahu G/mareyam, entitled: Investigating Population Growth Issues Coverage in the Ethiopian Media: In the case of *Addis Zemen* and *Addis Admas* newspapers 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

The aim of this study was to investigate the news coverage of rapid population growth issues/stories in Addis Zemen and Addis Admas Newspapers. In light of the study objectives, the researcher bases on four research questions. Agenda setting and framing were employed as theoretical frameworks of the study. To make a description on the quantity and quality of Rapid Population growth news coverage of the two selected media outlets, a total of 730 from Addis Zemen and 102 from Addis Admas publishes were collected, spanning from 2009 E.C to 2010 E.C. 5,639 news/stories were dealing with various issues in both newspapers. From the total number of 5,639 news stories, 4536 were collected from the daily news of Addis Zemen newspaper and the remaining 1,103 news stories from the weekly news of Addis Admas newspaper. The news editions were selected by using census method to avoid zero chance. Content analysis was made on news editions to gather data with reference to the amount and quality of population growth issues coverage. In addition, in-depth interviews were made with senior editors, reporters and experts from family planning centers and central statics agency to gather qualitative data used to back the results found via the quantitative content analysis method. The study discovered that rapid population growth stories were not given priority in their news agenda of both media outlets. The prevalence of population growth stories in comparison with others stories were found to be insignificant or minor. Both newspapers were found to give more coverage to domestic population growth stories than to those foreign ones. Government officials and Experts/scholars were the dominant source of the news stories of the Addis Zemen and Addis Admas newspaper respectively. The natures of stories were informative. The impact news frame was found to be dominant being applied in most of the population growth stories of the media studied. The economic frame was the second dominant news frame used. But, a difference was observed between the two media in making use of the economic frame. Relevant recommendations have been made for the findings.

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TABLE OF CONTENT

| Contents | Page |
|--|-----------|
| ABSTRACT..... | 3 |
| ACKNOWLEDGMENTS | 5 |
| LIST OF TABLES..... | 8 |
| LIST OF ABBREVIATIONS & ACRONYMS..... | 9 |
| LIST OF GRAPHS | 10 |
| 1. INTRODUCTION..... | 11 |
| 1.1. Background | 11 |
| 1.2. Statement of the problem | 13 |
| 1.3. Objectives of the Study | 14 |
| 1.4. Research Questions | 15 |
| 1.5. Significance of the Study | 15 |
| 1.6. Scope of the Study..... | 16 |
| 1.7. Limitation of the study | 16 |
| 1.8. Organization of the paper..... | 17 |
| 1.9. Definition of terms | 16 |
| 2. REVIEW OF RELATED LITERATURE | 18 |
| 2.1. Communication | 18 |
| 2.2. Communication theory..... | 18 |
| 2.2.1. Agenda setting | 19 |
| 2.2.2. Framing theory..... | 20 |
| 2.3. Role of Media..... | 20 |
| 2.4. The History of media in Ethiopia..... | 21 |
| 2.4.1. List of press agencies and printed newspapers | 23 |
| 2.4.2. Addis Admas news Paper | 24 |
| 2.5. World population..... | 24 |
| 2.6. Impacts of Rapid population growth..... | 26 |
| 2.6.1. Environmental Impact..... | 26 |
| 2.6.2. Education | 27 |

| | | |
|-----------|---|-----------|
| 2.6.3. | Unemployment..... | 27 |
| 2.6.4. | Health..... | 27 |
| 2.7. | Population Policy of Ethiopia | 28 |
| 2.8. | Media’s role in addressing the impacts of rapid population growth. | 30 |
| 2.9. | Family planning program and its challenges..... | 31 |
| 3. | RESEARCH METHODOLOGY | 33 |
| 3.1. | Research Design..... | 33 |
| 3.2. | Subjects of the Study..... | 33 |
| 3.3. | Sampling Techniques and Sample Size | 33 |
| 3.4. | Method of Data Collection and Tools | 34 |
| 3.5. | Content coding Categories | 34 |
| 3.6. | Methods of Data Analysis..... | 36 |
| 3.7. | Inter coding reliability..... | 36 |
| 4. | DATA PRESETATION AND DISCUSSION | 38 |
| 4.1. | Issues/stories organization..... | 38 |
| 4.2. | News coverage of rapid population growth issues in comparison with other news | 40 |
| 4.3. | News coverage to various population growth issues | 44 |
| 4.4. | Prominence/ Placement of population growth news stories..... | 46 |
| 4.5. | Origin of Rapid Population growth news stories | 47 |
| 4.6. | News sources of population growth issues/ stories..... | 49 |
| 4.7. | Nature of the environmental news stories..... | 52 |
| 4.8. | News Frames applied for population growth stories..... | 52 |
| 5. | CONCLUSIONS AND RECOMMENDATIONS..... | 55 |
| 5.1. | Summary | 55 |
| 5.2. | Recommendations | 57 |
| | Reference..... | 58 |
| | Annex-- A Interview Questions for Editors and Journalist | 59 |
| | Annex – B Interview Questions for Experts of CSA & Family Planning Center..... | 60 |
| | Annex – C Key informants background | 61 |
| | Annex – D Sample Newspapers Date & Page | 62 |
| | Annex – E Coding Sheet | 63 |

LIST OF TABLES

Table 1- Rapid population growth issues in comparison with other news issues

Table 2- News coverage given to various population growth themes/issues

Table 3- Prominence/Placement of population growth stories

Table 4- Origin of population growth news stories

Table 5- News sources of population growth stories

Table 6 – Nature of the population growth News Stories

Table 7- News frames applied for population growth stories

LIST OF ABBREVIATIONS

AA- Addis Admas Newspaper

AZ - Addis Zemen Newspapers

CSA- Central Statics Agency

EBA- Ethiopian Broadcasting Authority

EPA- Ethiopian Press Agency

FP- Family Planning

MOH- Ministry of Health

NPP -National Population Agency

UNPD- United Nations Population Division

UN - United Nations

USCB - United States Census Bureau

LISTS OF GRAPHS

Graph 1: Population growth Issues news coverage in comparison with other news.

Graph 2: News coverage given to various population growths themes/issues in

Addis Zemen news paper

Graph 3: Various population growths themes in *Addis Admas*

Graph 4: Origin of population News Stories in *Addis Zemen*

Graph 5: Origin of population News Stories in *Addis Admas*

Graph 6: News Sources of population growth Stories in *Addis Zemen*

Graph 7: News Sources of population growth Stories in *Addis Admas*

CHAPTER ONE

1. INTRODUCTION

1.1. Background

Three thousand years before the beginning of ancient civilization to the first century, the population of the world was estimated around five million. This number grew to 200 million at the outbreak of Industrial Revolution.

Since the outbreak of Industrial revolution, the population of world shows rapid growth because of industrial revolution it brought social, political as well as economic changes in Europe and USA. Compared to the era before the Industrial revolution, man's life was radically changed. In the beginning of 19thc the world population reached to one billion; after 130 years in 1930 it reached two billion. In 1960 three billion and four billion in the middle of the Cold war (1974) and the five billion was achieved at the end of the cold war. Now the population of the world reached seven billion (UNPD, 2017)

Under the United Nations Population Division, Department of economic and social affairs calculates, updates and publishes estimates of the world's population in every two years. These population estimates and projections provide the standard and consistent set of population figures that are used throughout the United Nations system.

The population estimates underlines national and sub national census data and data on births, deaths, and migrants available from national sources and publications, and from questionnaires. For all worlds' countries, census and registration data are evaluated and, if necessary, adjusted for incompleteness by the Population Division as part of its preparations of the official United Nations population estimates and projections (UN & USCB, 2017).

In the case of our country, the current population of Ethiopia is 108,389,832 as of Monday, November 5, 2018; this is the latest United Nations estimates, which constitutes 1.41% of the total world population (UNSD, 2018). According to the United Nations Statistics Division Ethiopia ranks number 12 in the list of the world's countries by population. The population density in Ethiopia is 108 per Km². The total land area is 1,000,000 Km² (386,102 sq. miles) 20.6 % of the population is in the urban (22,180,245 people in 2018)

In the country, though technology has not kept pace with the strains for better productivity, ecological damaging and economically counter-productive means of developing land and related natural resource like forests, animal resources, etc. are resorted in order to encounter immediate desires of the people.

Under the condition explained in the previous paragraph, attaining such significant country level objectives as food adequacy, universal primary education, the accessibility of improving health service to the largest likely number in times, growing service chances and reducing unemployment and improving housing circumstances and means for proving to be exceptionally dangerous under a state of ongoing high fertility.

Large number of scholars did not take rapid population growth as negative impacts. Because visible interests and wise use of population growth in the developed nations, like USA, Europe and other countries enabled them to regard the population growth as positive impacts on the nations.

In against of those scholars, some scholars agreed that lack of awareness and information about the impacts of rapid population growth is contributory factor for the appearance of imbalance between the population growth and the economy.

In this regard, media plays paramount role as a tool for disseminating information and knowledge about the impacts of imbalance rapid population growth. Because, it believed that media influences values, attitudes, thoughts and public actions. (EPA, 2007:119)

The media can also play a crucial role in stimulating discussions and source of agenda setting to the public and the government on the impacts of imbalance rapid population growth. In this regard; the *Addis Zemen* Newspaper & *Addis Admas* (subjects of the study) have a national duty to give due concern and news/issue coverage to rapid population growth & its impacts. As media's role in disseminating social issues, another important consideration in the use of newspaper for family planning programs is to relate it to the stage of progress of the campaign.

“*Addis Zemen* and *Addis Admas*” newspapers are government and private owned Amharic newspapers respectively. It was started 1960s and 2006 respectively.

Both gone through a number of changes in its content, size, appearance, circulation rates and price since then. The newspapers are published with pages ranging from ten to twenty and six to ten respectively.

The newspapers have various columns covering range of issues; political, economic, social, entertainment, sport, adverts and so on. The newspapers are published and distributed via distributing centers located within the country. The *Addis Zemen* published daily and *Addis Admas* published once in a week. Both newspapers have been contributing for the overall development of the country. Likewise, the newspapers also played a crucial role in supporting the audiences/people's awareness endeavors as it reaches many and diversified readers.

The content analysis bases on Agenda setting & Framing theory. In addition this content analysis considers principles of journalism and media's role in minimizing the risks or impacts of the imbalance of rapid population growth on economic environment and the public service distribution.

The study deeply examine the selected newspapers, how much the newspapers played their role in implementing the national population policy; creating awareness against the impacts of imbalance of rapid population growth and challenges family planning program. The media should set the agenda because in principle media is the source of agenda to the public. And as it believed by framing theory, well framed stories it influences the government and the public.

1.2. Statement of the problem

In the country like Ethiopia, the impacts of rapid population growth have become a series problem and headache for the country. A research on environment degradation and economy tells us: land scarcity, conflict on resource, deforestation, unemployment and under development are the results of rapid population growth or the imbalance between rapid population growth and the economy growth of the country. (Gezahgn, 2015) People's awareness towards family planning and the impacts of rapid population growth are still not yet satisfactory (source: under ministry of health, family planning section and Ethiopian Family Planning Association) and they believes that there is a gap of knowledge concerning to family planning uses, unplanned life and the impacts of rapid population growth.

The media have limitation in fully addressing the knowledge gap on the amount and quality of coverage. If we take *Addis Zemen* newspaper's 120 days editions (from September 8, 2018 to December 30, 2018) only two population growth issue or stories are listed. This indicates us, how much *Addis Zemen* gives little coverage about the issue. The same is true in *Addis Admas* newspaper. 26 editions (from September 8, 2018 to December 30, 2018) were taken. No population issues are listed within six months editions. The main reasons for both newspapers were their editorial policy and issue prioritization.

In general believe media have a significant role in disseminating information and creating awareness of everything for the development society. For example, in the Ethiopian society perspective 'heaving money children' considered as a source of wealth. The media has duty to fight and change such kind of traditional beliefs which encourage unplanned life.

Although in the developed nations, like USA, Europe and other countries the case is not a big deal because of the presence of balance between the economy & population growth. But in the case of developing nations the case is series for social crises.

As one issue, media could play vital role in implementing the national population policy and advocating the use of family planning. Less coverage or attention could take as contributory factor for the rise of rapid population growth. In addition to their key function as tools for public information and awareness, media have role in influencing public opinion and policy about issues having a significant impact on people's life. As observed in different content analysis researches/papers/ in Addis Ababa University, both private and public newspapers are focusing on the political, economic and other social issues rather than this series problem.

1.3. Objectives of the Study

The study has the following general and specific objectives.

1.3.1. General Objective:

The general objective of this study is to Investigate Population Growth Issues Coverage in *Addis Zemen* and *Addis Admas* newspapers.

1.3.2. Specific Objectives:

The specific objectives of this study are to:

- Identify the frames of the population growth issues/news on *Addis Zemen* and *Addis Admas* Newspapers.
- Identify the dominant population growth issues/news sources used by the Medias under this study.
- Examine what particular issues of population are given more attention or coverage by the selected media.
- Identify the placements of the population growth issues/stories in the newspapers.
- Compare and contrast the population growth issues/news with other news/stories

1.4. Research Questions

In light of the study objectives, the following research questions are formulated.

1. To what extent the issues of population growth were covered in *Addis Zemen* & *Addis Admas* newspapers?
2. How population growth issues/stories were covered in comparison with other issues covered by the media under study?
3. Which population issues/stories were given more attention or coverage by the selected media?
4. What are the major sources of information to report the stories?
5. What are placements of the stories in the newspapers?

1.5. Significance of the Study

It is hoped that the study would have the following significances: It may help to improve the news papers' issues coverage. It can be used as a resource material to design joint (cooperative) work for journalists, editors & stakeholders for harmonious work to give attention. Alert to focus on serious rapid population growth impacts issues. Institutions can also benefit from the findings and recommendations of the study about challenges of journalists in particular and the media in general in communicating rapid population growth impacts issues.

1.6. Scope of the Study

The study is limited to *Addis Zemen* and *Addis Admas* newspaper. The main reason why these newspapers were chosen is to make the study manageable as there would financial and time constraints. And these newspapers have wide range of coverage, relatively continuous, popular & readable as compared to other newspapers. The study is limited to 730 *Addis Zemen* and 102 *Addis Admas* newspapers editions from 2009 E.C To 2010E.C. (September 2016 G.C to August 2018G.C). The main reasons why these years were chosen b/c of its recent nature and volume and color changes existed in the stated years.

1.7. Limitation of the study

This study focuses on examining the quantity and quality of population growth issue/news coverage in *Addis Zemen* and *Addis Admas* news papers' outlets. In doing this research, the researcher had faced some limitations.

First, quantitative content analysis method has shortcomings in telling how the coverage influences the audience. The second limitation was the issue has no its own column in both newspapers these consumes more times in searching each pages of both newspapers. Third, lack of local similar research findings in relation to the topic of the study was another limitation. The other one was lack of voluntariness during the interview time from *Addis Admas* staff.

1.8. Organization of the study

This study has five chapters. The first chapter of the study is introduction: containing the background, statement of the problems, objectives of the research, research questions, significance, and scope of the study, limitation of the study, definition of terms and organization of the study. The second chapter of the study is review of related literature; the review of related literature contains communication theory, media role and impacts of rapid population growth rapid population growth in Ethiopia. The third chapter is theoretical framework of the research methodology, research design, instruments of data collection and data analysis. The fourth chapter is data presentation and analysis and the fifth chapter is the final part of the paper, which contained summary, findings and recommendations.

1.9. Definitions of terms

- **Role:** for this study the researcher used the word/term as the part played by something or somebody in a given social context, with, any characteristic or expected pattern of behavior that it entails.
- **Content analysis:** coverage analysis in terms of framing, text size, or frequency...etc.
- **Population:** for this study the researcher used the word/term as fertility rate or growing number of population...etc.
- **Impact:** for this study the researcher used the word/term as its negative effects or consequences.
- **Growth:** for this study the researcher used the word/term as increment, augmentation, rise..etc.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

This review of related literature deals with the issue of communication theory particularly “Agenda setting” & “Framing theory” which are bases of this study; the Role of Media and the history of media in the Ethiopian context; world population and the current Ethiopian population; Impacts of Rapid population growth on environment, education, unemployment and on service distribution. The other part of this review of related literature focused on population policy of Ethiopia; the reason for a national population policy, Aims and strategies of national population policy; media’s role against the impacts of rapid population growth and Challenges of family planning program.

2.1. Communication

Communication is deep-seated in human behaviors and societies. It is hard to think of social occasions in which communication is absent. Communication applies to shared behaviors and properties of any assembly of things, whether they are human or not. (Wiki books, 2013) More importantly the term has many different meanings and definitions, but the central idea of a process of increased commonality or sharing between participants, on the basis of sending and receiving messages.

Theoretical disagreement exists about whether we should count as communication the transmission or expression of some message, on its own, without evidence of reception or effect or completion of a sequence. The major crucial advantage of communication concern two points: the extent of response or one-way versus interactive process; and the extent to which a communication connection is also a social relationship. In general, modern technologies increase the possibility and likelihood of detaching communication from any social basis. (Bezawit, 2015)

2.2. Communication theory

Deferent studies indicated that communication theory attempts to document types of communication, and to increase communications for the advantage of all.

2.2.1. Agenda setting

Agenda setting is a method of planned or unplanned effect by which the relative advantage of news actions issues or known individuals in the public mind are touched by the order of arrangement in the news reports. Most leaders in the field undertake that the more the emphasis is given to the topic, the greater the attributes to the audiences' attention. The media's influence is seen from its option rather than its direction or on what people think about them. Especially this concept has mainly been seen from its being applicability to political election and campaign. (Mc Quail, 2000)

The main news related to what the main issues of the day is which the public considers as the main event of the day. "The evidence strongly suggests that people think that people think about what they say are told but at no level do they think what they are told." (Ternaman and McQuaiil 1961) The assumption gathered at that time contains information showing a relationship between the sequence of importance in the media and the sequence of importance attached to the same issue by the public.

Dearing and Rogers (1996) define 'agenda setting' the process an ongoing competition among issue characters to get the attention of the public and policy makers.

Content analysis screening media attention to dissimilar issues in the related period. We also need some signal of media by the concerned public. Such information have sometimes, been sourced at the same time in support of the hypothesis of the agenda setting. Some indication of relevant media use by the public concern is needed.

Former agenda setting investigation for abandoning likely effect on what people think regarding who is significant, where important things occur, and why things are essential. According to Rogers and Dearing (1987), we need to differentiate clearly between the altered agendas: the urgencies of the media, those of the public and those of the policy. These may have effects in different directions. In the same book it is also stated that media are different in their trustworthiness; there may be divergence in in the personal experience and media picture. (Davis & Robinson, 1986)

Agenda setting has its own difficulties, but it has attracted mass communication researchers because it seems it offers an attractive to the search for guiding media effects on individual attitudes and behavior modification.

According to Dearing and Rogers (1996), there are several simplifications about agenda setting. Firstly are that different media tending to agree about the relative salience of a set of issues? Secondly, media agenda do not closely match real world indicators. It is not the absolute significance of an issue that counts, of an issue that counts, but the relative strength of forces and people trying to define and promote an issue. Finally, the position of an issue on the media agenda importantly determines that issue's salience in the public agenda (Dearing and Rogers 1996).

It is interesting to note that despite the certainty of agenda setting to political communication effects research, the effect itself is likely to be accounted a principal effect in terms of the model, since it arise from incidence cues of significance given by presentation. This does not make such effects less significant, since they contribute to shaping public perceptions of political and social reality one common condition for agenda setting is that different mass media tend to share the same set of news priorities. This condition is challenged by the availability of much new online news service, plus the greater chance for a new user to seek news according to a personal agenda (Mc Quail, 2006)

2.2.2. Framing theory

Framing is a word with two main meanings. One refers to the way in which news content is typically shaped and contextualized by journalists within some familiar frame of reference and according to some structure of meaning. A second, related meaning concerns the effect of framing on the public. The audience is thought to adopt the frames of reference offered by journalists and to see the world in a similar way. This process is related to priming and agenda setting. (Mc Quail, 2006)

2.3. Role of Media

The media can also play a crucial role in stimulating discussions on the rapid population growth. Whereas the powerful role which mass media can play in changing the behavior of individuals

and groups cannot be denied, and there are many ways to think of taking the family and population education program to the people. The role of mass media in relation to audience categories is vitally important to effectively communicating social, political as well as economic issues. (Eyob, 2011)

As media have role in disseminating social issues, another important consideration in the use of mass media for family planning programs is to relate it to the stage of progress of the campaign. From the angle of media program, a family planning campaign generally proceeds through the following stages: awareness, interest, motivation, trial, and evaluation.

No program of this magnitude can be successful without a proper integration between different types of media. When we ask “What are Media effects or role on the audience’ attitude and belief” the most commonly mentioned intended media effects which were listed as:

- a) the effect of advertising on purchasing
- b) the effect of political campaigns on voting
- c) the effect of public service announcements on personal behavior and social improvement
- d) the effect of propaganda on ideology
- e) the effects of media ritual on social control and the most commonly ones (f) the effect of media violence on aggressive behavior (g) the effect of erotic and sexual material on attitudes and objectionable behavior (1986, cited in Elisabeth M Perse ,p.1).

Media affects many of our daily lives and even contribute to our scene of personnel identity how we dress for work, sometimes the route we take for work, what we plan to do this weekend our general feeling of wellbeing or insecurity, the focus of the world beyond immediate experiences and our concerns about the issue of the day all are influenced by what we see in media. (EPA, 2007)

2.4. The History of media in Ethiopia

The mass media in our country consist of radio, broad cast services and the in internet, which remain under the control of the government, as well as private newspapers. Ten radio broadcast stations are certified to operate in Ethiopia.

The major radio broadcasting stations include Ethiopian radio and Radio Fana a private station, Radio Voice of One Free Ethiopia, and the Voice of the Revolution of Tigray. The only terrestrial broadcast networks are government owned national television (24 hours of broadcast) and regional stations such as Addis TV, Oromiya Television (present known by Oromia Broadcasting network), Amhara TV).

“Satellite television has been very popular in Ethiopia for many years, with people often watching foreign channels in English and Arabic due to the lack of choice in the Ethiopian Television industry. For many years the only private satellite channel in Ethiopia was EBS TV (established in 2008).

However, since 2016 a number of new satellite channels serving the Ethiopian market started broadcasting in the main local language of Amharic. Many of these new channels focused on entertainment, as this type of programming had been for the most part lacking in the past. Most popular of these channels being Kana TV, who focused on providing foreign films, very popular in Ethiopia, to their audiences” (EPA, 2007)

Private newspapers and journals have started and this sector of the media market, despite heavy-handed regulation from the government and the ups and downs of the country’s economy continues to grow. There have been three major forces involved in the development of media in Ethiopia: (1) the need to communicate information about Ethiopia to the external world in order to create an international awareness and build good images of Ethiopia and its leaders, (2) the need for internal communication to deliver information and to develop a sense of national identity and unity (3) the need to address education, development of a healthy and literate works.

The first two forces came into play in the late 1920s when it was decided that Ethiopia should have a radio system. *Ras* Tafari Mekonnen was especially interested at this time in the new technology of wireless communication and initiated many radio projects with the object of creating right links both inside and outside Ethiopia.

A more powerful radio station was started by the Italians in 1937 and taken over by the British in 1941. Television was first broadcast in 1962 during the initial meeting of the Organization of African Unity. Ethiopian Educational Television (EET) went on the air in October 1965.

Along with educational radio (EER) in 1968 (EPA, 2007). The topography of Ethiopia was an especially difficult to developing a broadcasting system that could offer programming to the entire population of the country. Not only internal, but also external communications to the rest of the world was difficult because of distance. One last significant element in describing Ethiopian broadcasting is its commitment to the use of media for both formal and non-formal education. Radio had already started in 1935, whereas television began broadcasting in 1962. Radio Ethiopia's main transmissions were broadcast simultaneously on both short and medium wave.

Lack of awareness and information is considered as one of the major factors behind persistent problems in Ethiopia. In this regard, media plays paramount role as a tool for disseminating information and knowledge. Moreover, it influences Values, attitudes, thoughts and public actions. (EPA, 2007)

2.4.1. List of press agencies and printed newspapers

List of newspapers in Ethiopia, Ethiopian Reporter, Ethiopian News Network (Portal), Ethiopian Press Agency, Ethiopian News Agency, Capital Ethiopia, Addis Admas, Addis Fortune, Ethiopian Business Review, Addis Zemen and the Ethiopian Herald. In this regard; the *Addis Zemen* Newspaper & *Addis Admas* (subjects of the study) have a national duty to give due concern and news coverage to the impact of rapid population growth issues. Relatively, both media have also the potential for large audience reach and wide geographical coverage.

2.4.2. Addis Zemen News Paper

The newspaper was launched as a four-page weekly on 7 June 1941. Therefore, the weekly was founded by Emperor Haile Selassie following the liberation of the country. The name of the paper refers to the liberation of Ethiopia from Italian colonial rule. Its first editor-in-chief was Amde Mikael Desalegn. On 5 May 1946 the paper became a broadsheet publication and later, a daily newspaper. *Addis Zemen* is a state-owned Amharic daily newspaper published by the Ethiopian Press Agency (EPA). It has gone through a number of changes in its content, size, appearance, circulation rates and price since then. It was in 2001 that the newspaper became daily newspaper.

The newspaper is published with pages ranging from fourteen to sixteen daily. The newspaper has various daily and weekly columns covering range of issues; political, economic, social, entertainment, sport, adverts and so on. Currently published by Ethiopian Press Agency. On Sundays, the paper provides its readers with extensive news about children in the country in terms of cultural activities.

2.4.3. Addis Admas News Paper

Addis Admas newspaper is a private newspaper. Published once in a week. Relatively this newspaper is popular and long lasting (relatively long lived existing duration). The newspaper most focused on the political and economic agenda rather than other issues.

2.5. World population

Starting from 3000 ago from beginning of ancient civilization in Mesopotamia region up to the first century of Anno Domino, the population of the world was estimated around five million. This number grew to 200 million at the outbreak of Industrial Revolution. Industrial revolution took place in the 1850s and it brought social, political and economic change in Europe and USA.

Compared to the era before the Industrial Revolution, man's life was radically changed. In the beginning of 19th c the world population reached to one billion; after 130 years in 1930 it reached two billion. (United Nations Population Division, 2017)

In 1960 three billion and four billion in the middle of the Cold war (1974) and the fifth billion was achieved at the end of the cold war. Now the population of the world reached seven billion.

Under the United Nations Population Division, Department of economic and social affairs calculates, updates and publishes estimates the world's population in every two years. These population estimates and projections provide the standard and consistent set of population figures that are used throughout the United Nations system.

The 2017 Revised provides the world population prospect. The most recent data available (released on June 21, 2017). Estimated and projected world population and country specific populations are given from 1950 through 2100 and are released every two years. (Source, United Nations Population Division, released on June 21, 2017)

The population estimates underlines national and sub national census data and data on births, deaths, and migrants available from national sources and publications, and from questionnaires. For all worlds' countries, census and registration data are evaluated and, if necessary, adjusted for incompleteness by the Population Division as part of its preparations of the official United Nations population estimates and projections. (United Nations & the U.S. Census Bureau 2018.)

2.5.1. Ethiopian population

In the case of our country, the current population of Ethiopia is 108,389,832 as of Monday, November 5, 2018; this is the latest United Nations estimates, which constitutes 1.41% of the total world population. Ethiopia ranks number 12 in the list of the world's countries by population. The population density in Ethiopia is 108 per Km² (279 people per mi²).

The total land area is 1,000,000 Km² (386,102 sq. miles) 20.6 % of the population is in the urban (22,180,245 people in 2018) Density of population is calculated as permanently settled population of Ethiopia divided by total area of the country. Total area is the sum of land and water areas within international boundaries and coastlines of Ethiopia. (United Nations Statistics Division, 2017)

According to the United Nations Statistics Division the total area of Ethiopia is 1,104,300 km² (426,373 mi²). Population and development experience over the last couple of decades in Ethiopia has shown that as human numbers increased, the population carrying capacity of the environment decreased. In Ethiopia, where technology has not kept pace with the demands for greater productivity, environmentally harmful and economically counter-productive methods of exploiting land and associated resources (forests, animal resources, etc.) are resorted so as to meet immediate needs. As a consequence of this, climatic conditions are becoming erratic and soil quality is declining at an alarming rate. (Sisay & Tesfaye, 2003)

Under the circumstances described in the preceding pages, achieving such important national goals as food sufficiency, universal primary education, improving the accessibility of health services to the largest possible number in times, increasing employment opportunities and reducing underemployment in the labor force and improving housing conditions, among others, are means for proving to be exceedingly difficult under a scenario of continuing high fertility.

Large areas of the country are inhabited by nomadic pastoralists who move over large expanses of land with large herds of livestock on the environment. Environmental degradation in these areas has caused and continues to cause serious hardship to the pastoralist groups.

Non pastoralist groups are also affected by environmental degradations. Thus, conflicts between peoples of differing social organizations of production but of overlapping needs for land come into frequent conflict with each other with serious consequences for peace and stability.

Lack of awareness and information is considered as one of the major factors behind persistent rapid population growth problems in Ethiopia. In this regard, media plays paramount role as a tool for disseminating information and knowledge about the impacts of rapid population growth. Moreover, it influences Values, attitudes, thoughts and public actions.

2.6. Impacts of Rapid population growth

2.6.1. Environmental Impact

Based on the information of the central statistics authority, the population growth of Ethiopia was doubled within fourteen years. As the number of population increasing both in rural and urban area, shortage of land is observing. In the rural parts of Ethiopia, the agricultural lands became subsistent. The rapid population grouped causes shortage of agricultural land and overgrazing. To gain immediate needs excessive exploitation of land and related resources it became common features of the rural parts of Ethiopia. (Gezahegn, 2015)

The country exposed for both man-made and natural disasters. For example around 40% of the countries land covered by forests but know this figure automatically failed to 3%. As stated by environmental protection authority “the annual rate of deforestation is estimated at 80.00 hectares per years while the rate at which this lose is being replaced through afforestation is estimated at 6.00 hectares a year” (Bethelhem , 2006) As deforestation expanded throughout the country or across the country, soil erosion is increasing and the annual soil erosion of Ethiopia estimated to two billion cubic meters soil is being eroded in each year. Society’s lack of awareness in replacing the deforested land and its high demand for fuel and building materials contributed for the spread of desertification. (Bethelhem, 2006)

2.6.2. Education

The effect of rapid population growth has an effect on the expansion and delivering quality of education. Since before twenty years ago the government is focusing in delivering primary education for all citizens but still the process followed by challenges. The rapid population growth and number of schools still not matched. Students/teacher, students per classroom, number of students per text books ratio still seriously deteriorate the quality of education. The problem is series in secondary and higher education. If this rapid population growth is increasing, the school age population (ages 7-18) expected to increase from 12 million in the 2020. (NPP, 1993)

2.6.3. Unemployment

Currently from the total population of Ethiopia 35% of the population is young. Thousands of school leavers are out of jobs. Unemployment is serious problem and even head ach and agendas for political leaders. The country's economy did not fitting with rapid population growth. If this situation is not managed, the country will be faced in dangerous situation. For example unemployment may raise public unrest. This kind of situation was seen in the North African and Middle East states. In generally unmanaged the population growth it results series problem in all aspects of social life.

2.6.4. Health

In 1990, only 46 % the population of Ethiopia existed within a realistic distance from health care facilities - realistic distance is defined as a radius of 10 kilometers from areas of people live. The population/doctor population/nurse ratios were estimated at about 30,700 and 15,000 respectively. Only 18% of the rural and 78% of the urban residents has access to safe water supply. Clearly, even in terms of the basic supplies of life Ethiopian population is harshly under-served and there is a long way to go in meet these needs even in the most elementary custom. There will be no foundation for supposing that significant inroads would be made towards solving these basic health problems if the present high rate of population growth remains. The figures mentioned above exemplify national figures and as such hide a sizeable degree of regional difference.

2.7. Population Policy of Ethiopia

As stated by central statistics agency, the Ethiopian population id doubled with in few decades of posts. As the population rose, the environmental capacity to hold the rapidly raised population will be failed on challenge.

In Ethiopia, the country's economy and technological advances in one hand and the rapid population growth in other hand did not match or not gone in parallel ways. As the population increasing demands for food and other resources also increases. High consumption of resources like forests, animals and other natural resources intensified. The situation reached at an alarming rate. The situation forced the government to take an action in promoting family planning but still the contraceptive method is very low. (NPP, 1993)

Before the adoption of the new national population policy, the previous government or administrative exposed for problems to addresses the family planning service to the people. The main problem were: the family planning service confined in regular health center, shortage of trained man power to deliver family planning service, the none governmental institutions do not participated in delivering family planning services, Problems of delivering facilities and effective joined collaboration between the central medical stores and service delivering agencies. In addition early marriage for girls is one of the factors for high fertility in the regime. Not only contributed for rapid population but also contribute for high maternal, infant and child mortality rate. (NPP, 1993)

2.7.1. The reason for a national population policy

Developmental and demographic variables forced the government to endorse the national population policy. For example rapid population growth, young age structure, density of population in fixed area, unemployment, under development, unwise use of natural resources and its consequence which is mean natural degradation are comment features of Ethiopia. Under development in Ethiopia could explain in the following situations: unemployment, under development, less health, education and housing delivery, food insecurity, maternal and infant deaths.....etc. (NPP, 1993)

So high fertility and rapid population growth believed and made negative influence on development of the country or rapid fertility rate exposed the country's for sever and complex problems.

2.7.2. Aims of national population policy

The current national policy aims “an effective and realistic population policy aims at ensuring that the rate of economic and social development is a head of the rate of population growth. The government believes that this aim will be achieved if the population programs are planned and implemented in the context of integrated and holistic development” (NPP, 1993) Facts tell us the majority of the population of the country has limited services of family planning. This results excessive fertility in this country.

2.7.3. The strategies of the national population policy

The following strategies are the national population policy completely taken from the National Population Policy document:

- ❖ *Expanding clinical and community based contraceptive distribution services by mobilizing public and private resources;*
- ❖ *Promoting breastfeeding as a means of dealing with the problem of childhood malnutrition and increasing the time span between earlier and subsequent pregnancies through IEC;*
- ❖ *Raising the minimum age at marriage for girls from the current lower age limit of 15 to, at least, 18 years;*
- ❖ *Planning and implementing counseling services in the educational system with the view to reducing the current high attrition rate of females;*
- ❖ *Providing career counseling services in second and third level institutions to enable students, especially girls, to make appropriate career choices;*
- ❖ *Designing and implementing a coherent long term policy that is likely to create conditions facilitating an increased integration of women in the modern sector of the economy;*

- ❖ *Undertaking feasibility studies and experiments in respect to micro enterprises, and creating a system for providing technical and credit support to men and women who have the aptitude for engaging in small to medium sized private enterprises;*
- ❖ *Making population and family life related education and information widely available via formal and informal media;*
- ❖ *Establishing a system for the production and effective distribution of low cost radio receivers and information materials such as posters, flyers and all kinds of promotional materials;*
- ❖ *Amending all laws impeding, in any way, the access of women to all social, economic and cultural resources and their control over them including the ownership of property and businesses;*
- ❖ *Amending relevant articles and sections of the civil code in order to remove unnecessary restrictions pertaining to the advertisement, propagation and popularization of diverse conception control methods;*
- ❖ *Ensuring and encouraging governmental and non-governmental agencies involved in social and economic development programs that they incorporate gender and population content in their activities by establishing, within their organizations, appropriate units to deal with these issues;*
- ❖ *Establishing teen age and youth counseling centers in reproductive health;*
- ❖ *Facilitating research program development in reproductive health;(NPP, 1993)*

2.8. Media's role in addressing the impacts of rapid population growth.

The mass media in Ethiopia consist of radio, television and the internet, which remain under the control of the Ethiopian government, as well as private newspapers and magazines. Media plays paramount role as a tool for disseminating information and knowledge. Moreover, it influences Values, attitudes, thoughts and public actions. (EPA, 2007)

As a social issue, the media could play a crucial role in stimulating discussions on the impact and consequences of rapid population growth. Because media's role in the society is disseminating information, teaching the society, creating awareness on the issue of social disasters or problems. As discussed in the previous paragraphs rapid population growth has an impact on the environment, economic, employment...etc.

In this regard; the *Addis Zemen* Newspaper & *Addis Admas* (subjects of the study) have a national duty to give due concern and news coverage to social and environmental issues.

Relatively, both media have also the potential for large audience reach and wide geographical coverage. Both newspapers played major role in the building of society in particular and the country in general. For example *Addis Zemen* is a state-owned Amharic daily newspaper and published by the Ethiopian Press Agency (EPA). It started to be published in 1941 and it has gone through a number of changes in its content, size, appearance, circulation rates and price since then.

It was in 2001 that the newspaper became daily newspaper. The newspaper is published with pages ranging from fourteen to sixteen daily. The newspaper has various daily and weekly columns covering range of issues; political, economic, social, entertainment, sport, adverts and so on. And has a power to create awareness regarding to this issues. The same is true in *Addis admas*. Relatively this newspaper is popular as compared to other private newspaper. It believed has a power in changing audiences' attitude in large cities of the country.

2.9. Family planning program and its challenges

The overall objective of the population policy is to harmonize the rate of population growth with economic development and thereby improve the welfare of the people. Within the context of current development strategies National Guideline for Family Planning Services in Ethiopia FMOH 16 in Ethiopia, all the eight set targets set in population policy are directly or indirectly focus on family planning, of which two are most applicable to this document: Reducing the current total fertility rate to approximately 4.0 by the year 2015; and increase the prevalence of contraceptive use to 44.0% by the year 2015. (FDRE Ministry of Health, 2011) The national reproductive health strategy endorsed by federal ministry of health had given due emphasis to family planning. Under this section, the document states the goal of family planning as to reduce unwanted pregnancies and enable individuals to achieve their desired family size. To achieve this overall objective, the strategy sets the following as action points

- Delegate to the lowest service delivery level possible, the provision of all FP methods, especially long-term and permanent methods, without compromising safety or quality of care.

- Increase access and utilization of quality FP services, particularly for married and unmarried young people and those who have reached desired family size.
- Create acceptance and demand for FP, with special emphasis on populations rendered vulnerable by geographic dispersion, gender, and wealth. (FDRE Ministry of Health, 2011)

To minimize the impacts of rapid population growth, the government is taking many actions. But the challenges are still existed. Among the challenges the family planning service widely limited in governmental health institution; Low awareness regarding to the impacts of rapid population growth on the environmental and social structure; wrong images to use contraceptive methods; traditional and religious image regarding to the contraceptive method; others far away from taking the contraceptive methods because of the impacts;

Lack of awareness and information is considered as one of the major factors behind persistent rapid population growth impact problems in Ethiopia; less media for the coverage contribute to the rise of the problem. For example if we count content analysis research on the issue of impacts rapid population growth, we cannot get a single thesis. Most content analysis research circulates around the issues of political and economic issues. On the summary of some papers, in their comparison of issues coverage; political, economic, education, environmental and entertainment are main or big deals in the past three and four years.

The other challenges are delivery of the services to the rural parts of the country; most contraceptive and cure medicine are not manufactured internally; society's wrong thinking mean having many children did regarded as wealth.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Research Design

As it has been stated in the introductory section, the main aim of this study is to investigate and make understanding on the quantitative and qualitative nature of news coverage given by the media studied. So the research approach is mixed type and the specific design is content analysis. Both qualitative and quantitative data were gathered by using interview and content analysis.

3.2. Subjects of the Study

The main purpose of this study is to examine the quantity and quality of rapid population growth impact issues coverage in Ethiopian state media. But it is not feasible to cover all Ethiopian state media in the study due to shortage of time and other resources. For this study *Addis Zemen* & *Addis Admas* newspapers were selected. Relatively, both media have also the potential for large audience reach and wide geographical coverage. *Addis Zemen* is a state-owned Amharic daily newspaper published by the Ethiopian Press Agency (EPA). The selected newspapers are the center of the study.

3.3. Sampling Techniques and Sample Size

Availability sampling technique was employed to select the news editions and purposive sampling was employed to select the time span. Two years editions spanning from September 2016 G.C to August 2018 G.C of the two media were chosen as samples of the study. The time span is purposively selected because to avoid zero chance. The main reasons why these years were chosen b/c of its recent nature and volume and color changes existed in the stated years.

In doing so, quantitative data collection and analysis were carried out on a total of 730 news editions from *Addis Zemen* newspapers. A total of 102 news editions were selected from *Addis Admas* newspapers. The total populations of *Addis Zemen* newspaper within two years are 730. The total populations of *Addis Admas* newspapers within two years are 102. To select key informants such as two editors, two journalists and two experts from family planning section and Central Statics Agency, purposive sampling was used.

3.4. Method of Data Collection and Tools

Newspapers were used as main sources for quantitative data of the study. A coding was prepared to collect relevant data used for the study. The data coding was carried out by the researcher. In addition, in-depth interview was presented for 6 key informants such as the journalist, editors and experts from family planning section under ministry of health and central statistics Agency.

3.5. Content coding Categories

In content analysis, the themes, or subjects or issues to be studied can be categorized into different subcategories. This classification of issues covered within a general area of coverage chosen for analysis is a starting point in a study of media contents (Anders, 1998). In this study the researcher has defined categories so as to analyze significant contents. It is because every unit should not be analyzed unless it has some sort of importance or relevance to the aim of the research. With regarding to content categorization, (Anders, 1998) underscore that we should include only those dimensions or characteristics of texts which can reasonably be expected to yield useful information pertinent to our research questions.

Based on this technical assumption, the researcher has developed a coding sheet consisting of 7 major content categories which were applied for the coding of sample news edition. These content coding categories listed and described as follows:

1. **News Stories Per Issues of Coverage** - This content coding category was meant to gather data needed to compare and evaluate the news coverage given to population growth stories in comparison with that of other stories dealing with other issues categorized as; politics & diplomacy; law, crime & court issues; business & economy; social issues; agriculture; infrastructure development; science & technology; disasters/accidents; metrology/weather; sport & population growth; and other issues.

2. **Population growth Theme** - This content coding category was meant to gather data used to know about the thematic focus of news coverage by the media studied with regard to various rapid population growth issues categorized as:

- **Rapid Population growth impacts** (problems /Challenge)s- news stories talking about Rapid Population growth problems/challenges such as side effect, challenges, economic problem, political problem, etc.
 - **Rapid Population growth Protection/prevention** - news stories about Rapid Population growth protection, controlling method and family planning.
 - **Rapid Population growth Research Findings & solutions**- news stories about new scientific research findings pertinent to the Rapid Population growth.
 - **Population policy implementation, campaign & people and house Census**
3. **Prominence or Placement of Rapid Population growth stories**- This coding category refers to the placement of the Rapid Population growth issues in the news editions. It was meant to gather data about the attention, value or priority given by the media presenting Rapid Population growth stories among their major news stories. The categories are labeled in the coding book as; among major/ front page news stories; among insignificant (common) /inside page news stories.
 4. **Origin of Rapid Population growth News Stories**- This content coding category was intended to collect data used the focus of the studied media's Rapid Population growth coverage depending on the origin of news stories categorizing them either as Local /Domestic or Foreign.
 5. **News sources**- This content coding category was developed to gather data about the most frequently used news sources for Rapid Population growth stories by the media studied. And it refers to persons, institutions, events which the media get information from. It is important to know the dominant or common sources of their news. The news sources are labeled as; Government officials; Experts/scholars; Community members; Family planning Groups; Press Releases; and Research Findings/Reports and unnamed.
 6. **Nature of Rapid Population growth news stories**- This content coding category was applied to gather data about the nature or features of Rapid Population growth news stories covered as they are found to be; either investigative, either solution oriented or problem oriented; and either Advocating or Informative or both Advocating and Informative.

7. Frames Rapid Population growth news stories- This content coding category was applied to gather data about frames rapid population growth news stories.

*** NB – Adopted from a policy frames code book proposed by Boydstun, 2013: 4-5**

3.6. Methods of Data Analysis

Qualitative and quantitative methods were employed to substantiate the study. Hence, the data collected and classified based on their similarities for demonstrating the results and providing interpretation. Each content written in the newspapers were counted and were set in order (frequencies, percentage, graphs). Even other issues coverage was compare and contrast with Rapid Population growth issue. This enables the researcher to rank the issues coverage.

- Framing, grouping, percentage, ranking and graphing were be used to analyze basic information and distribution of contents.
- The data through interview was summarized and analyzed qualitatively to substantiate and validate the quantitative information.

3.7. Inter coding reliability

Three senior editors from *Addis Zemen*, *Addis Admas* and *Walta TV* participated in the coding of items. Adding to their professional experience working for the institution, they were given a detailed orientation prior to their engagement to the coding task. In this regard, the researcher assumes that the involvement of such senior editors adds value on the quality and reliability of coding category. Inter-coder reliability is considered as a decisive part of content analysis method. The three editors observed the seven code (category) frame in detail then they placed their agreement level in giving marks from 1-5 value. (See below the paragraph). The maximum point of mark is 35 (if fully agreed by giving 5 point for each category 1-7 or $5 \times 7 = 35$). The minimum point of mark is 7. Finally the point changed to percentage. On the bases of this an overall inter-coder reliability average 87.6 % gained. This number is believed to be more than adequate because as a rule of thumb most published content analysis typically report a minimum reliability coefficient of .75 or above 75%.

The agreement level measured based on the following points

1. Strongly Agreed (5),
2. Agreed (4),
3. Medium (3),
4. Disagreed (2),
5. Strongly Disagreed (1).

| No | Frame code category | <i>Senior editor -1</i> | <i>Senior editor -2</i> | <i>Senior editor -3</i> |
|-----------------------|-------------------------|--|-----------------------------|-----------------------------|
| 1 | General issue category | 5 | 4 | 4 |
| 2 | Population growth Theme | 4 | 4 | 5 |
| 3 | Prominence or Placement | 5 | 5 | 5 |
| 4 | Origin of News Stories | 5 | 5 | 5 |
| 5 | News sources | 3 | 5 | 3 |
| 6 | Nature of news stories | 4 | 5 | 5 |
| 7 | Frames news stories- | 5 | 3 | 4 |
| Total | | 30 | 31 | 31 |
| Calculation procedure | | $30/35 \times 100 = 85.7\%$ | $31/35 \times 100 = 88.6\%$ | $31/35 \times 100 = 88.6\%$ |
| Result | | Inter-coder reliability average 87.6 % | | |

CHAPTER FOUR

4. DATA PRESENTATION AND DISCUSSION

4.1. Issues/stories organization

To make a description on the quantity and quality of Rapid Population growth news coverage of the two selected media outlets; *Addis Zemen* and *Addis Admas* Newspaper, A total of 730 from *Addis Zemen* and 102 from *Addis Admas* spanning from 2009 E.C to 2010 E.C (September 2016 G.C. to August 2018 G.C.) were collected. And a total of **5,639** news stories dealing with various issues were found from the both newspapers.

From the total number of news stories **4,536** of them were collected from the daily news of *Addis Zemen* and the remaining **1,103** news stories from the weekly news columns of *Addis Admas*. The task of content analysis was started first by categorizing all the news stories found under **18** news issues. Among these “population growth issue” is one. Having finished the segregation task of all the news stories in to the news issues categories, 36 news stories were found to be population growth (i.e. 33 from *Addis Zemen* and 03 from *Addis Admas* Newspaper).

These news stories were also analyzed to gather data used to answer the rest research questions pertinent to the quality or nature of the news coverage that the media studied gave to rapid population growth issues.

The quantitative data (considered as main data of the study) are presented in tables displaying figures of frequency, percentage & graph first. Then, the results are discussed supported by the qualitative data gathered from interviews made with news editors and reporters working for the media studied.

Results of quantitative and qualitative data gathered for the study are presented and discussed under this chapter. The presentation and discussion presented in a way that they correspond with the basic questions that the research was meant to answer.

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| ዓመት | የህዝብ ብዛት (በሺዎች) |
|------|-----------------|
| 1984 | 42 |
| 1994 | 53 |
| 2007 | 73 |
| 2017 | 93 |

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Picture -1 sample of the news paper

4.2. Population growth issues coverage in comparison with others news issues

In order to know about the amount of news coverage given to Rapid Population growth issues by both media studied, every news story found in the sampled daily news editions had to be collected and categorized in to the issues they dealt with. From the total 5,639 news stories collected, 4,536 were from *Addis Zemen* and the remaining 1,103 from *Addis Admas*.

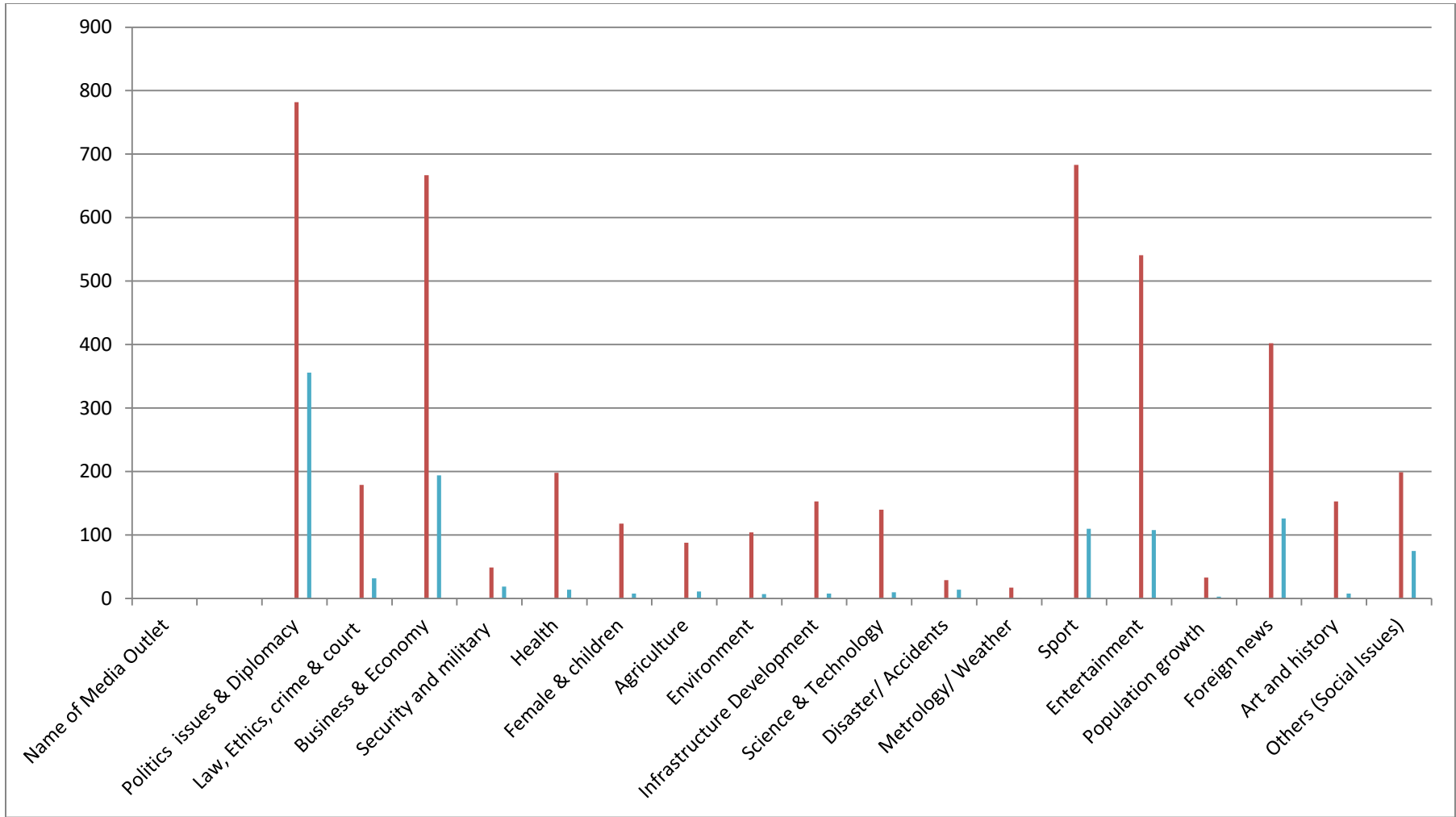
The news/issues are grouped under 18 issues/news category. The issues/news are (1) Politics & Diplomacy (2) Law, Ethics, crime & court (3) Business & Economy (4) Security and Military (5) Health (6) Female & children (7) Agriculture (8) Environment (9) Infrastructure & Development (10) Science & Technology (11) Disaster/ Accidents (12) Metrology/ Weather (13) Sport (14) Entertainment (15) Population growth (16) Foreign news (17) Art and history and (18) Others (Social Issues)

The result of data collected concerning news coverage given to population growth stories in comparison to other issues of news coverage is presented in Table-1 as follows:

| | Addis Admas | | Addis zemen | | |
|--|-------------|--------|-------------|--------|---------------------------------------|
| | % | number | % | Number | |
| | 32.3 % | 356 | 17.2% | 782 | Politics & Diplomacy |
| | 2.9 % | 32 | 4% | 179 | Law, Ethics, crime & court |
| | 17.6 % | 194 | 14.7% | 667 | Business & Economy |
| | 1.7 % | 19 | 1.1% | 49 | Security and military |
| | 1.3 % | 14 | 4.4% | 198 | Health |
| | 0.72% | 8 | 2.6% | 118 | Female & children |
| | 1% | 11 | 1.94% | 88 | Agriculture |
| | 0.6% | 7 | 2.3% | 104 | Environment |
| | 0.72% | 8 | 3.4% | 153 | Infrastructure Development |
| | 0.9% | 10 | 3.1% | 140 | Science & Technology |
| | 1.3% | 14 | 0.64% | 29 | Disaster/ Accidents |
| | 0% | 0 | 0.4% | 17 | Metrology/ Weather |
| | 10% | 110 | 15% | 683 | Sport |
| | 9.8% | 108 | 12% | 541 | Entertainment |
| | 0.3% | 3 | 1% | 33 | Population growth |
| | 11.4% | 126 | 9% | 402 | Foreign news |
| | 0.72% | 8 | 3% | 153 | Art and history |
| | 6.8% | 75 | 4% | 199 | Others (Social Issues) |
| | 100% | 1,103 | 100% | 4,536 | Total |

Table 1-Population growth Issues news coverage in comparison with other news issues

Graph 1- Population growth Issues news coverage in comparison with other news in Addis Zemen & Addis Admas news papers



According to data presented in Table 1, news stories dealing with politics and diplomacy were given more priority and coverage than any other news issues by both media outlets. 17.2 % of the total number of news stories covered by *Addis Zemen (AZ)* and 32.3 % by *Addis Admas (AA)* Newspaper dealt with such issues.

Next to the news stories about ‘politics and diplomacy issues’, ‘sport’ news stories followed by 15%; and stories dealing with ‘business and economy’ issues by 14.5%, got more news coverage in *Addis Zemen (AZ)*. But, news stories of ‘business and economy’ took the next position by a significant percentage difference, which is 17.6 %, in gaining more news coverage in *Addis Admas*. They are followed by those news stories dealing with foreign news issues by 10.4 %.

According to data gathered from the *Addis Zemen (AZ)*, news stories dealing with issues such as the ‘population growth’ (1%); ‘Disasters/accidents’ (0.64%); ‘Metrology & weather’ (0.4%). Whereas according to data gathered from the *Addis Admas (AA)*, Environment (0.6%); population growth (0.3%) and Metrology/weather (0%) were given little coverage in comparison with those news stories with high percentage of frequency.

But when we compare the proportion of news coverage given by *AZ* to population growth issue was insignificant, it was **1%** only. In fact, the population growth issues seems to be better when we compare it with that of news stories dealt with issues such as Disasters/accidents (0.64%) and Metrology & weather (0.4%).

When we compare the proportion of news coverage given by *Addis Admas* to population growth issue also insignificant, it was 0.3% only. In fact, the population growth issue seems to be better when we compare it with that of news story dealt with issue of Metrology (**0%**). According to the quantitative data gathered the news, stories about politics and diplomatic issues found to be given more attention and coverage than any other issue in both *Addis Zemen and Addis Admas* newspaper. Next to these, those stories dealing with business and economy; sport and entertainments; were also given better news coverage. But the prevalence of population growth stories in comparison with that of stories dealing with the aforementioned issues was found to be insignificant or minor.

Interview question was forwarded for both editors & reporters about their focuses. As stated by *Addis zemen's* senior editor & reporter most of the agenda come from the gov't to the public. Their outlet bases the government interest only. It is reciprocal from the logic. Because as agenda setting theory the agenda should come from the public opinion or from the Medias.

The same question was forwarded to the *Addis Admas's* senior editor and reporter. They stated that “our agenda influenced by the owners interest and the peoples felling”. In their additional speech “If issues, out of politics and economy dominated in the newspaper no one buy the newspaper!” From both data we could understand the issue is not their concern or primary agenda.

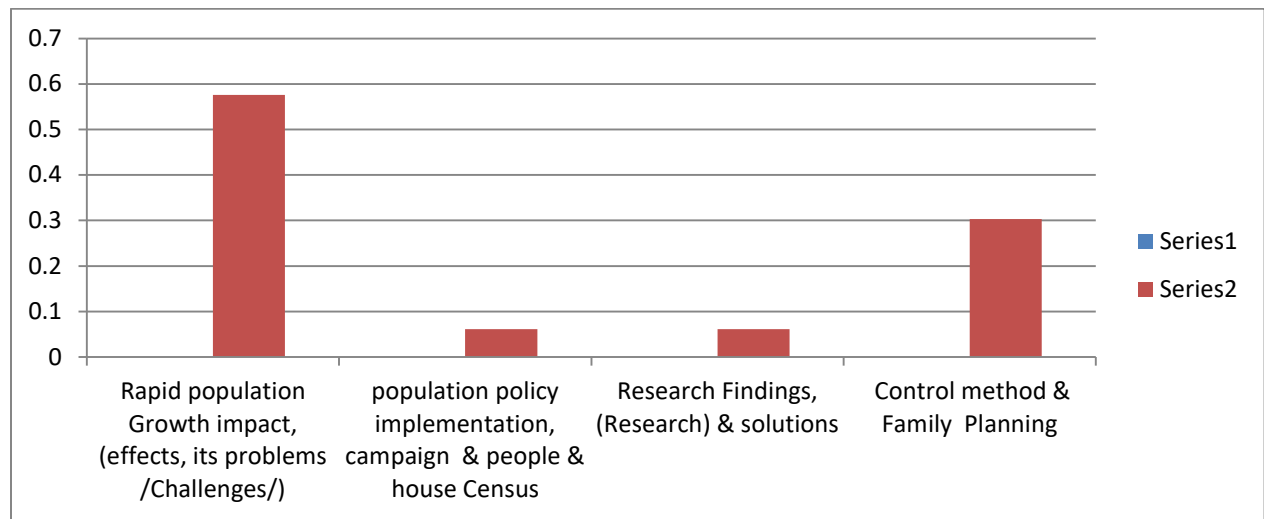
4.3. News coverage to various population growth issues

All of the population growth news stories which were gathered from sampled news holes of the media studied put in to four thematic categories of the population growth issues such as (1) Rapid population Growth impact, (effects, its problems /Challenges/); (2) population policy implementation, campaign & people and house census ; (3) Rapid population growth research findings (Researches) & solutions and (4) Control method & Family Planning (See chapter 3). This was done with the intent to identify those specific population growth issues the media gave more attention and news coverage.

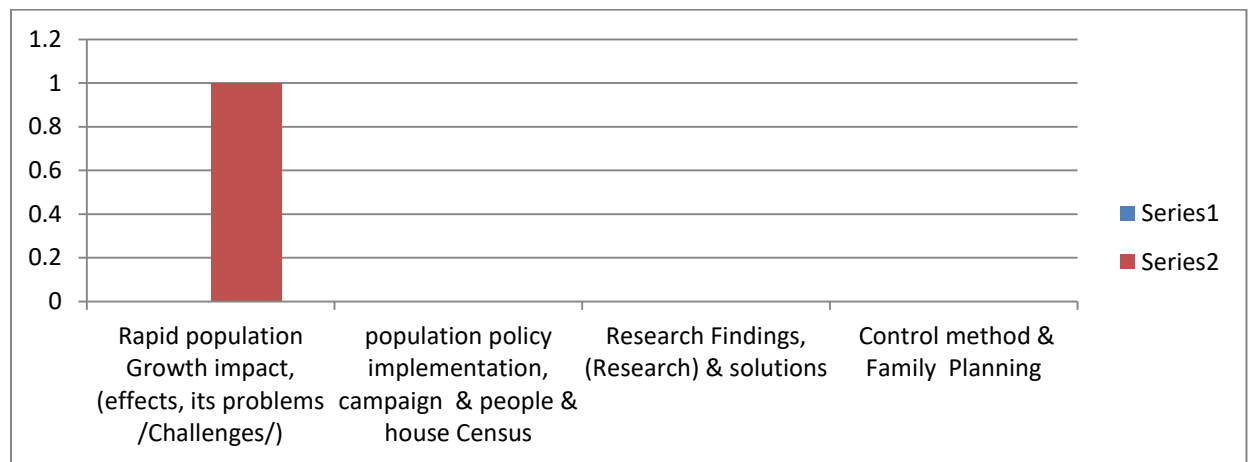
Table 2- News coverage given to various population growth themes/issues

| Name of Media Outlet | News coverage In | population growth Issues of News Coverage | | | | Total |
|----------------------|------------------|--|--|---|---|-------|
| | | impact, (effects, its problems /Challenges/) | population policy implementation, campaign & people & house Census | Research Findings, (Research) & solutions | Protection/ prevention /Control method & Family Planning/ | |
| Addis Zemen | Number | 19 | 2 | 2 | 10 | 33 |
| | percentage | 57.6% | 6.1% | 6.1% | 30.3% | 100% |
| Addis Admas | Number | 3 | 0 | 0 | 0 | 3 |
| | percentage | 100% | 0% | 0% | 0% | 100% |

Graph – 2 News coverage given to various population growths themes/issues in Addis Zemen



Graph – 3 various population growths themes in Addis Admas news paper



According to data presented in table 2, from the total 33 population growth news/stories of *Addis Zemen*, 57.6 % of them were focusing on various Rapid population Growth impact, (effects, and its problems /Challenges/ on the social, political as well as economic life of the country).

The second population growth issues were focusing Rapid Population growth Protection/prevention (control method & Family planning) issue it accounts 30.3%.

The remaining news stories dealt with population policy implementation, campaign & people and house census and rapid population growth research findings & solutions in *Addis Zemen* it accounts equally 6.1% each.

Population growth stories published on the news columns of the *Addis Admas* newspaper, 100% were focusing on Rapid population Growth impact, (effects, and its problems /Challenges/). The rest news stories were it accounts 0%.

Interview question forwarded for both newspapers’ editors and reporters. For second time they stated their first talks again ‘population growth issues are not their primary agenda’. But among the published population issues, which were published in their newspapers in the past two years more focused on various rapid population growth impacts, (effects, and its problems /Challenges/ on the social, political & economic life of the country).

To summarize the quantities & qualitative data gathered about the proportion of news stories among various themes or issues of population, half of the total news stories by *Addis Zemen* were found to be dealing with Rapid population Growth impact, (effects, and its problems /Challenges/ on the social, political & economic life of the country). The other significant number was news stories about control method & family planning. In this regard, the case in *Addis admas* also the same. The reporters and editors also confirms during the interview time about the dominance of impacts, (effects, and its problems /Challenges/ on the social, political & economic life of the country).

4.4. Prominence/ Placement of population growth News Stories

Quantitative data were gathered with the aim of detecting the media’s devotion to population growth stories by looking through the placement main or front page headlines of sampled news editions. The result of data gathered is presented as follows.

Table 3- Prominence / Placement of population growth Stories

| Name of Media | Frequency | Prominence or Placement | | Total |
|-------------------------|------------|--------------------------|-----------------------------|-------|
| | | Main/ Front Page stories | Common/ Inside page stories | |
| Addis Zemen News paper | Number | 7 | 26 | 33 |
| | Percentage | 21% | 79% | 100% |
| Addis Admas News Papers | Number | 3 | 0 | 3 |
| | Percentage | 100% | 0% | 100% |

According to the collected data, 79% of the population growth stories by the *Addis Azemen* were found in Common/ inside page stories. Only 21% of them found in Main/ Front Page stories. According to the result of quantitative data gathered, population growth news stories were not given priority in the daily news agenda of *Addis Zemen*. When we see *Addis Admas*, 100% of the population growth stories by the *Addis Admas* were found in Main/ Front Page stories.

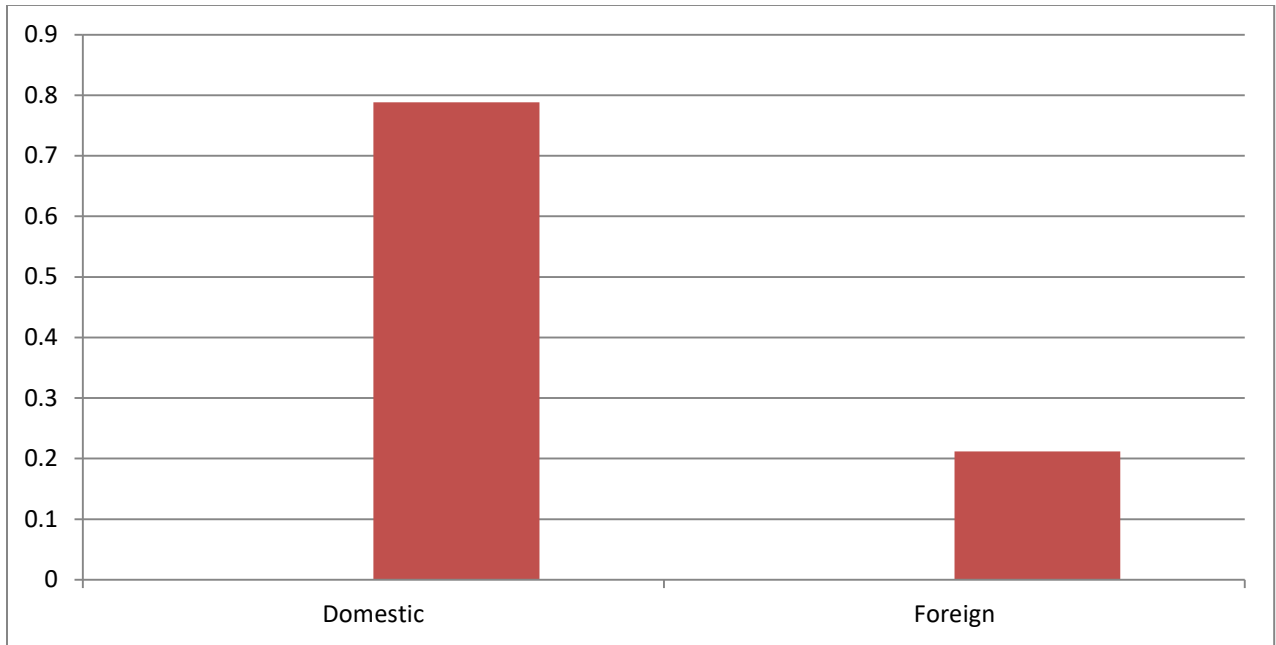
Interview Question was forwarded to editors of both media with the intent to gather data about the treatment and representation of population issues in the editorial policies of the media. Both news papers’ editors & reporters explain that population growth issues are not listed among the top issues of prior concern in their editorial policy. Senior editor of *Addis zemen* newspaper said that “As I believe, rapid population growth has no negative impact & the issues also do not take as big deal!” At the same time the reporter of *Addis admas* repeated the same idea. These indicate us or enable us to understand their responses as the issue is not primary. Treating or representing the issue in the front page is unexpected.

4.5. Origin of Rapid Population growth news stories

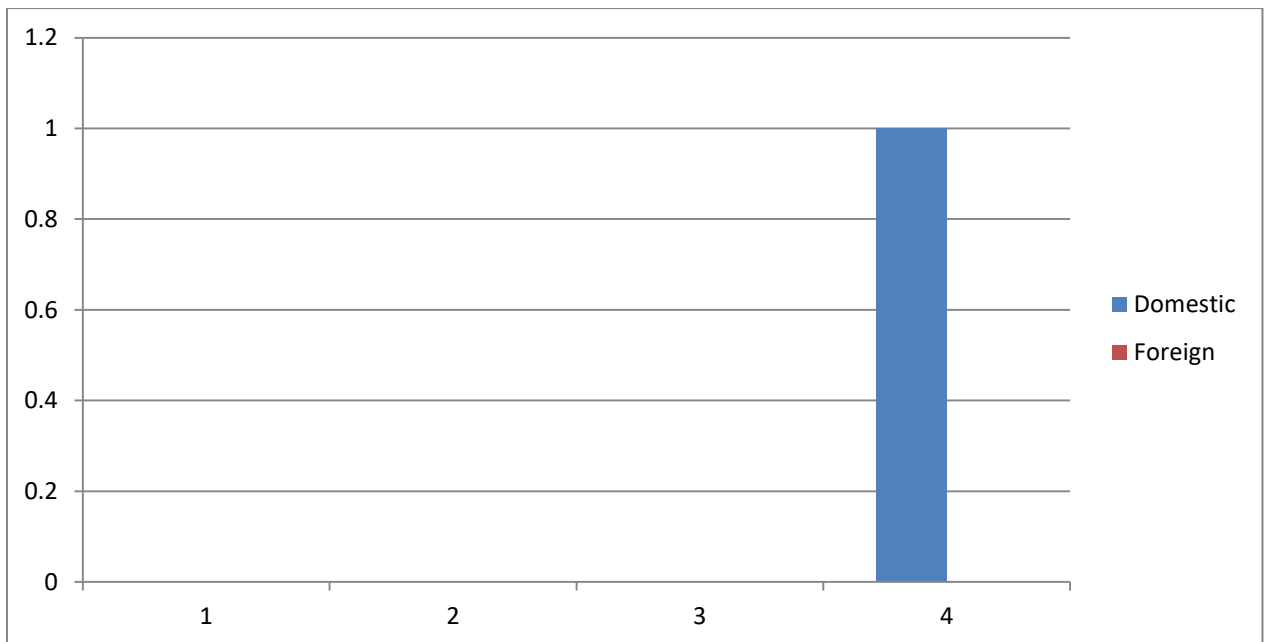
Table 4 - Origin of population News Stories

| Name of Media Outlet | Frequency | Origin of population growth News Stories | | Total |
|----------------------|------------|--|---------|-------------|
| | | Domestic | Foreign | |
| Addis Zemen | Number | 26 | 7 | 33 |
| | percentage | 78.8% | 21.2% | 100% |
| Addis Admas | Number | 3 | 0 | 3 |
| | Percentage | 100% | 0% | 100% |

Graph - 4 Origin of population News Stories in Addis Zemen newspaper



Graph 5 - Origin of population News Stories in Addis Admas newspaper



As we perceived from data presented in Table 4, majority of the news stories, it accounts (78.8%) were domestic news stories. The foreign population growth news stories were limited to 21.2% in *Addis Zemen* newspaper. In *Addis Admas* newspaper, all of the population stories (100 %) published on the news columns of the newspaper were dealing with domestic population growth issues.

Interview Question was forwarded to editors & reporters to both media with the intent about the origin of population growth issue. Both editors & journalists argued most of the time news stories having both geographical and psychological relevance and proximity could appeal to audience. It is right as we are a part of the global community we have to inculcate and provide news information about major population concerns of the world.

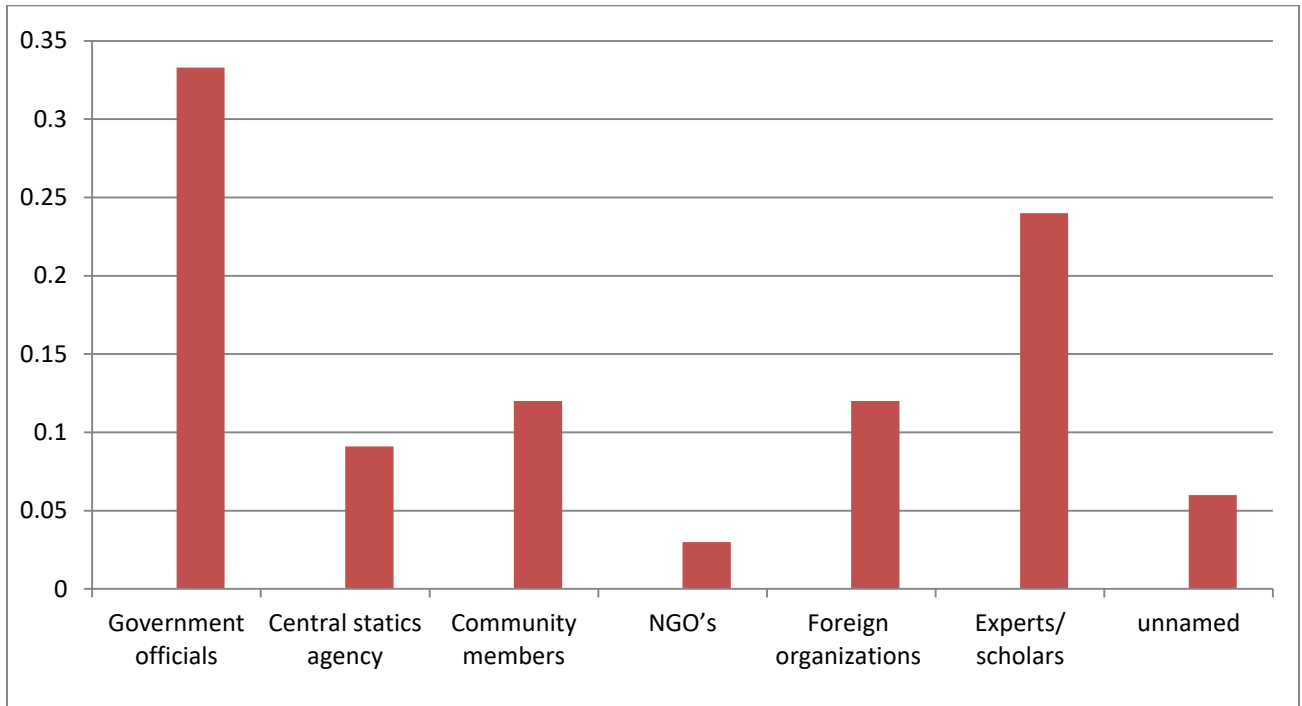
Therefore, we can deduce from quantitative and qualitative data results, both newspapers gave full coverage to domestic population growth stories than those foreign ones. And most of these domestic stories found to be dealing with population issue were impacts, (effects, and its problems /Challenges/). Giving more attention and news coverage to domestic or local population growth issues is not bad by itself. Even it is supported by the principle of proximity.

4.6. News sources of population growth issues/ stories

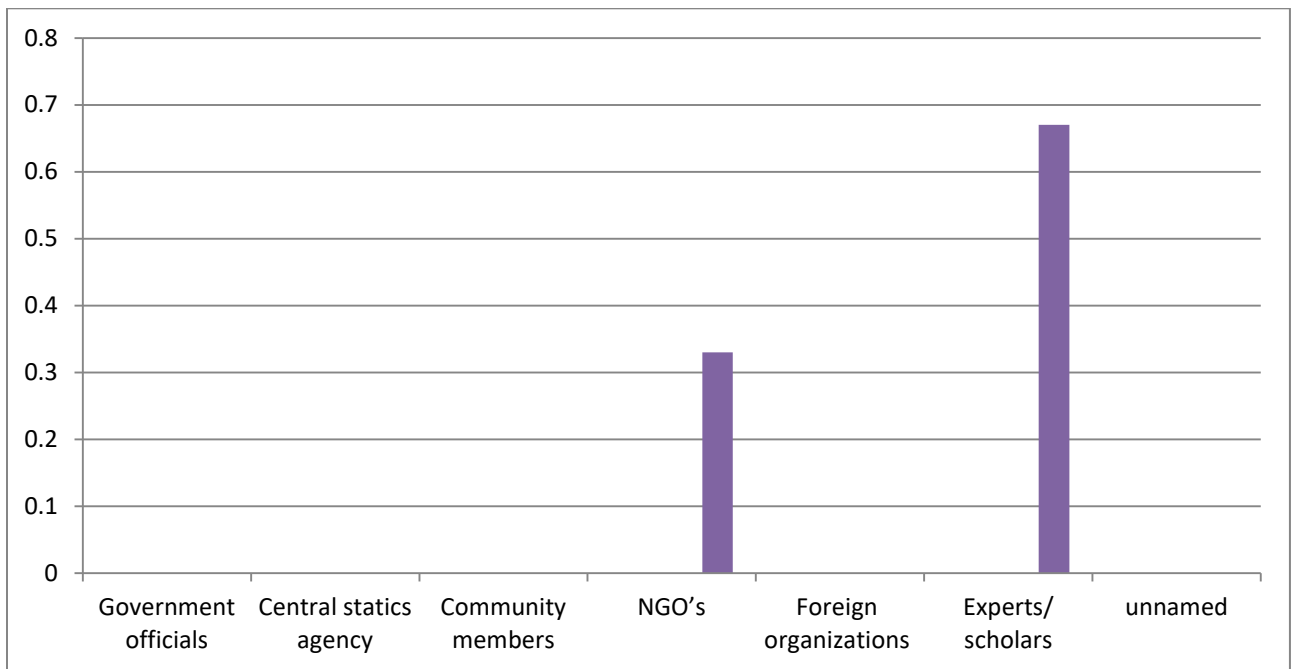
Table 5- News Sources of population growth Stories

| | frequency | News Sources of Environmental Stories | | | | | | | Total |
|------------------------|-----------|---------------------------------------|------------------------|-------------------|-------|------------------|-------------------|---------|-------|
| Addis Zemen News paper | No | Gov't officials | Central statics agency | Community members | NGO's | Foreign organ'ns | Experts/ scholars | unnamed | Total |
| | No | 11 | 3 | 4 | 1 | 4 | 8 | 2 | 33 |
| | % | 33.3% | 9.1% | 12% | 3% | 12% | 24% | 6% | 100% |
| Addis Admas | No | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 3 |
| | % | 0 | 0 | 0 | 33% | 0 | 67 | 0% | 100 |

Graph – 6 News Sources of population growth Stories in Addis Zemen



Graph – 7 News Sources of population growth Stories in Addis Admas



According to the result of quantitative data presented in Table 5, 33.3% of the population growth stories in *Addis Zemen* newspaper, government officials were referred as source of information.

Expert and scholars were also found 24% to be news sources for of population growth stories of same media. And in 12 % of the stories community members and the same percent (12%) of source belong from foreign organizations. The rest 9.1 % and 6% news source belongs from central statics agency and unnamed sources respectively.

Whereas experts and scholars were found to be the news sources in *Addis Admas* newspapers, it accounts 67% and the rest (33%) population growth stories of *Addis Admas* newspaper belong from NGO's.

The result of quantitative data tells that government officials were found to be the dominant sources of information in the news stories of *Addis Zemen* newspaper. Experts/ scholars were also found to be the second major sources of information in a significant number of stories by *Addis Zemen*. In *Addis Admas* almost 67 % of the news stories belong from experts and scholars.

From the in-depth interviews made with editors and reporters, it could be detected that in most of their rapid population growth stories source are government officials. During interviews made, they were complaining about the challenge they face to find cooperative experts and up to date information in the sector.

Interview questions also for warded to experts of central statics agency and family planning center. The researcher asked them their reports or ways of giving information to those media. Both stated that our mandate is to report such kinds of statics issue to the stakeholders only.

As we understand from both data, government officials were found to be the dominant sources of information in the news stories of *Addis Zemen* newspaper. Experts and scholars were found to be the dominant sources of information in the news stories of *Addis Admas* newspaper.

4.7. Nature of the environmental news stories

It is obvious that informing the public is one the principal roles of the news media. They discharge this key duty mainly through news stories they produce and disseminate to the public. On top of that, Ethiopian state media are expected to shape the public thinking and create national consensus by means of their news

| News papers | Number | Nature of the population growth News Stories | | | | |
|-------------|------------|--|-------------------|-------------|------------|------|
| | | Investigative | solution oriented | Informative | Advocating | |
| Addis Zemen | Number | 3 | 11 | 19 | 0 | 33 |
| | Percentage | 9% | 33.3% | 57.6% | 0% | 100% |
| Addis Admas | Number | 0 | 0 | 3 | 0 | 3 |
| | Percentage | 0% | 0% | 100% | 0% | 100% |

As the result of data gathered about some nature of population growth issue, 57.6 % of the examined news stories in *Addis Zemen* were found to be informative. 100% of the news stories were found to be informative in *Addis Admas*. Solution oriented and Investigative it accounts 33.3% and 9% in *Addis Zemen*.

The results of quantitative data gathered about the nature of the news stories tell that most of them were informative and the rest were solution oriented and investigative nature. They were reported depending on government officials and scholars.

4.8. News Frames applied for population growth stories

How an issue is characterized in news reports can have an influence on how it is understood by audiences (Scheufele & Tewksbury, 2007). This is also one of the principal purposes attached to the making use of news frames. One of the basic research questions of this study focuses on the identification of the dominant news frames applied in the population stories of the media studied.

Table 6 -News frames applied for population growth stories

| Name of the media | frequency | News frame applied | | | | | | |
|-------------------|-----------|--------------------|----------------------------------|---|-----------|----------|----------------|----------------------|
| | | Episodic frame | Thematic frame | | | | | |
| | | | Policy Prescription & Evaluation | Health & Safety Birth control (Family planning) | Political | economic | Public Opinion | Impacts on resources |
| Addis Zemen | No | 0 | 1 | 12 | 2 | 5 | 3 | 15 |
| | % | 0% | 3% | 36.3% | 6% | 15% | 9% | 45.4% |
| Addis admas | No | 0 | 0 | 0 | 0 | 0 | 1 | 2 |
| | % | 0% | 0% | 0% | 0% | 0% | 33.3% | 66.7% |

According to data presented in table 6, 45.4 % population growth news stories by *Addis Zemen* and 66.7% news stories by *Addis admas* newspaper were framed using the impacts on resource frame. This news frame was found to be the most frequently used news frame in the rapid population growth stories of both media. When we come to the prevalence of other news frames, the health and safety frame was applied in 36.3% of population stories by the *Addis Zemen* newspaper . But it was applied in 0 % of the news stories by *Addis Admas Newspaper*.

While the economic frame was found to be applied in 15% of rapid population growth stories by *Addis Zemen* newspaper, it was also used in 0% in *Addis Admas* newspaper. Each of the public opinion frames was applied in 9% news stories of AZ. But in the case of AA, when the public opinion frame was applied in 33.3%.

Frame such as policy prescription & evaluation were also applied in 1% and 0% in AZ and AA respectively. But only the political frame found applied in 6. % population stories of AZ. But the rest were not.

From the result of quantitative data presented in Table 6, we can deduce that the impact frame was found to be the dominant news frame used in both AZ and AA. Because, there is no large deference between the frequency percentages of its application in both media. The second dominant frame used next to the impact was health and safety frame in *Addis Zemen* but not in *Addis Admas*. The second dominant frame in *Addis admas* was public opinion frame. This news frame was applied only in 33.3% (in one news story only)

The impact frame were narrating the rapid population growth problems attributed to concerning unemployment, land scarcity, resource scarcity, environmental degradation due to rapid population growth...etc

The last signify the effectiveness of development policies and the cooperation and commitment of government and local farmers to adopt new policy of population and so on. The making use of these frames is not bad by itself. The limitation of the private media on this matter is the neglecting of other frames considered crucial for the issue well to be communicated. Along with the providing the public with more rapid population growth impact information it is very important also to frame or present the information using diversified news frames.

CHAPTER FIVE

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Summary

To summarize the research, study aimed to investigate the news coverage of rapid population growth issues/stories in *Addis Zemen* and *Addis Admas* newspapers. In light of the study objectives, the researcher bases on four research questions already mentioned in chapter one. Agenda setting and framing were employed as theoretical frameworks of the study.

Regarding to the method, the researcher followed content analysis. Though these research methods were used in combination, quantitative content analysis applied as a major method, in-depth interview served as a supportive method to gather qualitative data used to supplement the discussion made on the findings of qualitative data.

In order to select the samples, the time span and the number of news editions of this study, a availability sampling technique was employed. Accordingly, year's editions spanning from September 2016 G.C to August 2018 G.C of the two media were chosen as samples of the study. The time span is purposively selected because to avoid zero chance.

In doing so, quantitative data collection and analysis were carried out on a total of 730 news editions from *Addis Zemen* newspapers. A total of 102 news editions were selected from *Addis Admas* newspapers. The selection of process conducted by availability sampling method. To select key informants such as editors, journalists and experts in family planning section and central statics agency, purposive sampling was used.

Based on this technical assumption, the researcher has developed a coding sheet consisting of seven major content categories which were applied for the coding of sample news edition. These content coding categories listed and described as news stories per issues of coverage; population growth themes; prominence or placement of rapid population growth stories;

Origin of rapid population growth news stories; News sources; Nature of rapid population growth news stories and the framing themes.

Content analysis was made on news editions to gather quantitative data with reference to the amount and quality of population growth issues coverage by the media studied. In addition, in-depth interviews were made with editors, reporters and experts from family planning centers and central statistics agency to gather qualitative data used to back the results found via the quantitative content analysis method.

The collected data analyzed as the rule of Content Analysis which includes framing, grouping, percentage, and ranking. The data through interview was summarized and analyzed qualitatively to substantiate and validate the quantitative information. The results of both qualitative and quantitative data of the study indicated that:

- Rapid population growth issues are relatively given little news coverage.
- More attention and news coverage was found to be given to issues such as politics and diplomacy; business and economy; sport and entertainments; and social matters.
- Most of rapid population growth news stories covered by both *Addis Zemen* & *Addis Admas* were found to be dealing with the impacts of rapid population growth (its effect, challenges & problems).
- Both newspapers were found give coverage to domestic stories.
- In *Addis Zemen* most news inside/common page But in *Addis Admas* all population growth issues were written in front pages
- Most of population growth stories of studied media were problem oriented.
- Regarding to the sources, government officials were found to be the dominant source of rapid population growth stories in both newspapers.
- The rapid population growth impacts on country's development were found to be the dominant news frame applied in most population growth stories of the media studied. Health and safety frame was found to be the second dominant frame used. But, a difference was observed between the two media in the making use of the economic frame. This frame was the second dominant frame used in many of news stories of *Addis Admas*.

5.2. Recommendations

Based on the findings of the study, the following recommendations are made by the researcher to be taken as remedies to improve population growth issue coverage of the media:

- The rapid population growth issues should be national issues in both government and the media is very important.
- The media are also expected to give due concern and news coverage to rapid population impacts issues since these issues have a great deal of impact in every aspect of human life, be it political, economic as well as social aspects.
- In addition to giving more attention and coverage, they should increase the amount and visibility of population growth stories.
- The media should present the rapid population growth information using diversified news sources and frames.
- The two print media should play their role in addressing the impacts of rapid population growth or imbalance growth b/n population and economy of the country in providing the public with sufficient, accessible, well framed information.
- The concerned body should take regular portion/paper (its own column) from the newspapers to address the public about the issue.
- Scholars should be encouraged to do researches on the impacts of rapid population growth. This would enable the media to get information & research findings.

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Appendix A

Interview questions for Editors and Journalist

1. What are the major issues you usually give coverage?
2. How do you explain the representation of population growth issues on the Editorial policy of your media institution?
3. What are the sources you commonly used for population growth issues you cover?
4. What are the professional and institutional challenges you face while reporting /covering population growth issues?
5. In your opinion, what should be done to improve media coverage of population growth issues?

Annex – B

Interview Questions for Experts of Central Statics Agency and Family Planning Center

1. How do you explain the representation of population growth issues on the media?
2. How do you see the rapid population growth and its impact?
3. What are the institutional works & plans to address the issues to newspapers or other media?

Annex – C

Key informants background

| No | Name | Position | Academic qualification | News Paper | Date | Time |
|----|-----------------|--------------------|-------------------------------------|---|------------------|-------------|
| 1 | Habtamu Setotaw | Senior Editor | MA in Language | Addis Zemen | April 12/2019G.C | 3:00 -4:30 |
| 2 | Worku Maru | Senior Editor | MA in Literature | Addis Zemen | April 12/2019G.C | 4:30 -6:00 |
| 3 | Not mentioned | Senior Editor | MA in Literature | Addis Admas | April 13/2019G.C | 8:00 – 8:30 |
| 4 | Not mentioned | Reporter | BA in language | Addis Admas | April 13/2019G.C | 8:30 – 9:30 |
| 5 | Habtamu knde | expert | BSC in statics | Central statics agency | April 14/2019G.C | 8:00 – 9:00 |
| 6 | Alemitu Figea | Section manager | Master’s Degree in Public Health | Ethiopian family planning association | April 11/2019G.C | 4:00 – 5:00 |
| 7 | Melkamu Abdeta | Senior Editor | BA in language | Walta TV | April 11/2019G.C | 3;30 -4:20 |

Annex – D

Sample Newspapers date & page

| No | ርዕስ | የወጣበት ቀን |
|----|--|-------------------|
| 1 | የህዝብ ቁጥር ከኢኮኖሚው እድገት ጋር ተጣጥሟል | መስከረም 17 2009 |
| 2 | የቤተሰብ ምጣኔ አገልግሎት | ጥር 2 2009 |
| 3 | የአለም ሀብትና የህዝብ መጨመር | ጥር 17 2009 |
| 4 | የቤተሰብ ምጣኔን ማዘመን | ሐምሌ 18 2009 |
| 5 | የቤተሰብ ምጣኔን የሚያስፋፉ ፕሮጀክቶች | ግንቦት 15 2009 |
| 6 | የኢትዮጵያ ህዝብ ቆጠራ | ነሀሴ 18 2009 ገፅ 1 |
| 7 | የህዝብ መብዛት በባጆት ይካተታል | ሐምሌ 24 2009 ገፅ 1 |
| 8 | የወጣቱ ቁጥር መጨመር | ታህሳስ 30 2010 ገፅ 1 |
| 9 | የህዝብ ብዛት መጨመር በውሃ አቅርቦቱ ላይ ተፅዕኖ እያደረሰ ነው። (አዲስ አድማስ) | ነሀሴ 6 2009 |
| 10 | ኢትዮጵያ የህዝብ ቁጥር መጨመር ማኔጅ ማድረግ ካልቻለች የሚሊኒየሙን ግብ ማሳካት ፈተና ይሆንባታል። | ሐምሌ 8 2009 |
| 11 | የቤተሰብ ምጣኔ አገልግሎት በ2020 55% ታደርሳለች | ሐምሌ 1 2009 |

Annex – E

Coding Sheet

| No | Coding Categories | Coding Description and frequency | | | | | | |
|----|---|--|--|--------------------------------------|---|--------------------|----------------|-------------------------------|
| 1 | Population growth theme (s) the news story deals with | Population growth problems /Challenges | Population growth Protection /conservation | Population growth Events & Campaigns | Population growth Research Findings, Innovations & solutions | Others | | |
| | | | | | | | | |
| 2 | Prominence or Placement of Population growth stories | among major/ front page news stories | | | Common /inside page news stories presented in a given news edition. | | | |
| | | | | | | | | |
| 3 | Origen of Population growth News Stories | Local /Domestic | | | Foreign | | | |
| | | | | | | | | |
| 4 | News sources | Government officials | Experts/ scholars | Community members | NGO's | Private companies, | press releases | new research findings/reports |
| | | | | | | | | |
| 5 | Nature of Population growth news stories | investigative | Event Oriented | solution oriented | problem oriented | Advocating | Informative | |
| | | | | | | | | |
| 6 | News Frames Applied for the Population growth stories | 7.1. EPISODIC | | | | | | |
| | | 7.2. THEMATHIC FRAMES | | | | | | |
| | | Economic | Policy prescription & evaluation | impact | Health & safety | Public opinion | Political | Other frames |