



ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

Assessment of Newspapers' Circulation and Readership in Addis Ababa:

The Case of *Addis Admas* and *Reporter News* papers

By Henok Yohannes

June, 2022

Addis Ababa

ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

**Assessment of Newspapers' Circulation and Readership in Addis Ababa:
The Case of *Addis Admas* and *Reporter* Newspapers**

By Henok Yohannes

A Thesis Submitted to Addis Ababa University, Graduate school of Journalism and communication Presented in partial Fulfilment of the Requirements for the Degree of Master of Arts in Journalism and Communication

Advisor: Mekuriya Mekasha (Assistant Prof.)

June, 2022

Addis Ababa

DECLARATION

I Henok Yohannes declare that this thesis entitled:" Assessment of Newspapers' Circulation and Readership in Addis Ababa: The Case of *Addis Admas* and *Reporter* Newspapers" is my original work submitted in partial fulfilment of the requirements for the Degree of Masters of Arts in Journalism and Communications. It has not been presented for any other university and that all sources of materials used for the thesis have been properly acknowledged.

Name: Henok Yohannes

Signature: _____

June, 2022

Approval of Board of Examiners

Chairman, Department Graduate Committee Signature Date

Advisor Signature Date

Internal examiner (Name) Signature Date

External examiner (Name) Signature Date

Acknowledgments

First I beholden myself to my advisor Mekuriya Mekasha (Asst. Prof.),who has been of an irreplaceable value for the accomplishment of this study. His constructive comments with a paternal character brought me to this stage of fruition.

My deep appreciation also goes to Mr. Amare Aregawi, Mr.Melaku Demissie, Mr Dawit Taye and Mr. Fasil from *Reporter* newspaper. My gratitude is also extended to Miss Guenet Gossaye, Miss Selamawit and Miss. Nafikot from Addis Admas newspaper. I am extremely pleased with the cordial and cooperative character of the staff of these two media organizations.

I am also indebted to Ethiopian National Archive and Libraries Agency Documentation and Record Office staff and Ethiopian Media Authority employees: Mr.Fantahun, Mr. Yibekal and Mr. Ashebir as their contribution in this study was vital.

Mr. Bochera and Mr. Mudi as we have had long years of acquaintance as a client of a newspaper reader; now helped me out by being instrumental in facilitating a successful focus group discussion of vendors . Needless to say there would be no research of this kind without survey questionnaire respondents, therefore I acknowledge all print newspapers readers who have shared their precious time in filling out the questionnaires.

Finally, above all, I want to express my unfailing gratitude to my friend Eskinder Lema who has supported me throughout this process and has constantly encouraged me when the tasks seemed arduous and insurmountable.

Dedication

To all Ethiopian expats in South Africa and my South African friends

Table of Contents

	Page
DECLARATION	i
Acknowledgments.....	ii
Dedication	iii
Table of Contents.....	iv
List of Tables	viii
List of Figures	ix
List of Acronyms	x
Abstract.....	xi
Definitions of Terms	xii
CHAPTER ONE	1
1.1 INTRODUCTION.....	1
1.2 Statements of the Problems	3
1.3. Objectives of the Study	5
1.3.1 General Objectives	5
1.3.2 Specific Objectives	5
1.4 Research Questions	5
1.5 Significance of the Study	6
1.6 Scope of the Study.....	6
1.7 Limitations of the Study.....	6
1.8 Organization of the Thesis	7
CHAPTER TWO	8
REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK.....	8
2.1 Historical Development of Newspapers in Ethiopia	8
2.2 Definition of Newspaper	10
2.3 Advantages of Newspapers	11
2.4 Challenges of Newspapers Circulation	12

2.5 Newspaper Readership.....	12
2.6 Newspaper Reading Habits	14
2.7 Marketing Mix.....	15
2.8 Technological Factors on Print Newspapers	16
2.9 Diffusion of Ethiopian Newspapers	17
2.10 Theoretical Frameworks.....	17
2.10.1 Uses and Gratification Theory (UGT).....	18
2.10.2 Disruptive Innovation Theory (DIT)	19
2.10.3 Social Responsibility Theory (SRT).....	21
CHAPTER THREE	22
RESEARCH METHODOLOGY AND DATA ANALYSIS	23
3.1. Introduction	23
3.2. Research Design.....	23
3.3. Research Approach	23
3.3.1. Qualitative Research Methods.....	23
3.3.2. Quantitative Research Methods.....	24
3.4 Subjects of the Study.....	24
3.5 Data Sources.....	24
3.6. Data Collection Instruments.....	25
3.6.1 Survey Questionnaire	25
3.6.2. Interview	26
3.6.2.1. Individual In-Depth Interview	26
3.6.2.2. Focus Group Discussion	27
3.6.3 Participant Observation	27
3.7. Data Collection Procedures.....	28
3.8. Population and Sampling Techniques	29
3.8.1. Purposive Sampling.....	29

3.8.1.1 Sample size determination for the survey questionnaire respondents, In-depth interviewees and Focussed Group Discussants.....	30
3.9. Data Presentation and Analysis.....	31
3.10. Reliability.....	32
3.11 Validation.....	32
3.12 Ethical Considerations.....	32
CHAPTER FOUR.....	33
ANALYSIS, DATA PRESENTATION AND FINDINGS.....	33
4.1 Introduction.....	33
4.2 Demography of Respondents	34
4.2.1 Respondents Gender.....	34
4.2.2 Respondents' Age.....	35
4.2.3 Respondents' Educational Status.....	36
4.2.4 Respondents' Occupation.....	37
4.3 Print Newspapers Readers' Preference and Experience of Reading.....	38
4.3.1 Favourite Print Newspaper.....	38
4.3.2 Reading Experience of Print Newspapers	39
4.3.3 Source of Access of Print Newspapers.....	40
4.3.4 Reading Habits of Print Newspapers.....	41
4.3.5 Reasons behind Print Newspapers Selection.....	42
4.4 Determining Factors of Readership, Circulation and Distribution of Print Newspapers.	44
4.4.1 Decline of Print Newspaper Readership.....	44
4.4.2 Print Newspapers Readers' Content Satisfaction.....	46
4.4.3 Increasing Number of Print Newspapers Readers.....	48
4.4.4. Social Media and Digital Media Expansion Impacts on Print Newspapers	49
4.4.5 Lack of Skilled Reading Habit Impacts on Print Newspapers	51
4.4.6 Government Assistance of Print Newspapers Publishers.....	52

4.4.7 Affordability of Print Newspapers	54
4.4.8 Growth of Print Newspaper Circulation	56
4.4.9 Availability of Print Newspapers	58
4.4.10 Journalistic Ethics and Practices of Print Newspapers.....	60
4.5 Existing Trend of Readers, Vendors and Publishers of Print Newspaper.....	62
4.5.1 Readers and Readership of Print Newspapers	62
4.5.2 Circulation and Distribution of Print Newspapers	64
4.5.3 Major Problems on Print Newspaper Publishers and Readers	65
4.6 Summary of Findings	67
CHAPTER FIVE	71
CONCLUSIONS AND RECOMMENDATIONS	71
5.1 Conclusions	71
5.2 Recommendations	72
References.....	73
Appendix I	84
Questionnaire	84
Appendix II.....	88
In Depth Interview Questions	88
Appendix III.....	89
Focus Group Discussion Questions	89

List of Tables

Table 1. Respondents' Gender	34
Table 2. Respondents Source of Print Newspapers	40
Table 3. Frequency of Reading Print Newspapers.....	42
Table 4.Reasons for Reading Print Newspapers.....	43
Table 5 Respondents' reaction on the decline of Print Newspaper Readership	44
Table 6. Respondents' reaction on Print Newspapers Readers' Content Satisfaction.....	46
Table 7. Respondents' reaction on increasing Number of Print Newspapers Readers.....	48
Table 8. Respondents' reaction on Social Media and Digital Media Expansion Impacts on Print Newspapers.....	49
Table 9. Respondents' reaction on Lack of Skilled Reading Habit Impacts on Print Newspapers	51
Table 10. Respondents' reaction on Government's Assistance of Print Newspapers Publishers	52
Table 11. Respondents' reaction on the Affordability of Print Newspapers	54
Table 12. Respondents' reaction on the Growth of Print Newspaper Circulation.....	57
Table 13. Respondents' reaction on the Availability of Print Newspapers	58
Table 14. Respondents' reaction on the Journalistic Ethics and Practices of Print Newspapers	61
Table 15. Respondents' reaction on the existence of problems of Readers and Readership of Print Newspapers.....	63
Table 16. Respondents' reaction to the existence of problems with Print Newspapers Circulation and Distribution?	64
Table 17. Respondents' reaction to the existence of Print Newspapers' Publishers and Readers Problems?	65

List of Figures

Figure 1. Respondents' age category	35
Figure 2. Respondents' educational levels.....	36
Figure 3 Respondents' occupation.....	37
Figure 4. Respondent's most preferred print newspaper	38
Figure 5. Respondents' experience of print newspapers reading	39

List of Acronyms

BSPE – Birhanena Selam Printing Enterprise

DIT – Disruptive Innovation Theory

EBA- Ethiopian Broadcast Authority

EMA – Ethiopian Media Authority

FGD – Focus Group Discussion

SRT – Social Responsibility Theory

UGT – Use and Gratification Theory

Abstract

The print newspaper industry in Ethiopia faces many difficulties; mainly its circulation, readership, cost of printing and consumers' habits. The prime purpose of this study was to Assess Print Newspapers Circulation and Readership: the Case of Addis Admas and Reporter Newspapers. Data was collected using quantitative and qualitative methods. Questionnaire, In-depth Interview, Focus Group Discussion and Observations were employed in the study. For the survey questionnaire, sixty Addis Admas and Reporter newspaper readers were purposely chosen from six areas of Addis Ababa city. Based on purposive sampling again, in-depth interviews were conducted to collect data from managing editors and senior editors of Adiss Admas and Reporter newspapers. Focus Group Discussion sessions were also held with newspaper vendors who work in different corners of the city. Findings of the study primarily indicated that there was a decline of print newspaper circulation and readership. According to the study, social media and digital media expansion have altered the information gathering paradigm which has a consequence on print newspapers existence and performance. New media technology has disrupted all sides of print newspapers including subscriptions, readership, circulation, and advertising. Due to the high cost of printing and lack of advertisement the study exposes that the prices of newspapers still remain high and unaffordable for its readers. As a result, according to the study, the majority of respondents read newspapers by renting from vendors. It was disclosed also long time governments' disenfranchisement with the print press kept the industry incapacitated. The finding further exposed that Print newspaper circulation was going down from time to time and its distribution was only limited to certain areas of the city. It was suggested that, therefore, for its sustenance and competence the print newspaper industry demands considerable attention, assistance and guidance from different actors including government policy makers, publishers, journalists, researchers, media experts and educational institutions .

Key words: Newspapers Circulation, Readership, Readers, Distribution

Definitions of Terms

The following terms in the study are defined as follows:

Newspaper - a periodical that carries news, articles and advertisements on print paper and generally issue at least once in a week.

Publisher - an organization that publishes a print newspaper as a commercial publisher

Reader - Someone who reads and evaluates newspapers for personal benefit.

Vendor - a person who sell newspapers on different places getting a commission from sales.

CHAPTER ONE

1.1 INTRODUCTION

The Ethiopian printing press began at the beginning of the 20th century when the weekly "Aemero" appeared in 24 handwritten copies in 1902 (Pankrust, 1992). One century later, private commercial newspapers were born and grew in number after the government change happened in 1991. The proclamation of the Press Law in 1992 has marked a new era for the emergence and proliferation of a number of private newspapers. (Ibid)

Newspapers are sources of local, national, and international news made available to readers wherever they are, and paid for primarily by revenue from advertisers attracted by access to a mass audience. Recent study shows that newspapers in Ethiopia have a very limited number of copies. All are printed by the state owned Berhanena Selam Printing Enterprise (BSPE) and its distribution is only limited to Addis Ababa and a few large cities (FOJO , 2019).

Publishers are currently at a crisis due to the high cost of printing and are struggling to make their print newspaper circulation and distribution profitable in this digital era. The escalation of the cost of printing coupled with the lack of advertisement revenue has gradually affected the financial strength of the publishers, and eventually pushed them to go out of market (Ellene et. al, 2003).

Readership is the main way of gauging achievement in the newspaper business. As the readership increases, advertisers view the paper as an increasingly attractive spot and it increases the revenue of the paper. Mekuria (2005) describes "in the past some newspapers have lost readership and gone out of market and the ones that are circulating currently have very low circulation and readership".

There are diverse grounds for the low newspaper readership in Ethiopia. Poor reading habits, low literacy rates and distribution problems outside the capital for the private press can be considered the main ones (Gebremedhin,2006). Internet access, lack of advertising, corporate ownership, and social media are considered as a huge contributors to the decline in newspaper production along with decline in readership (Greer & Mensing, 2003).

On the other hand print Journalism as a professional training which is a very recent phenomenon in Ethiopia is considered to be a factor for the decline of print media. The absence of trained and ethical journalists is the main problem of both the state and private print media. (Shimelis, 2000).

Long-time governments' disenfranchisement with the print press kept the industry incapacitated. Numerous reports from national and international organizations document that Ethiopian journalists fear fines and imprisonment as a result of their journalism.(Fojo,2019) The blurred line between terrorism and journalism, or criticism of the state and criminal defamation has made journalism and media management unattractive. (Nørby, Mekuria and Theodros, 2018)

Social media influences the practice of professional journalism. Singer (2006) asserts that there is a significant effect on the adoption of social media as sources of news. Media organizations in particular, newspaper organizations, had flourished in a pre-social-media world. This was a time when newspapers were a de-facto standard source of written or printed news (Sloan, 1993). These situations are changing the media landscape as well as the ways information is gathered, stored, organized and disseminated by the mainstream media (Alejandro, 2010).

Newspaper organizations now find themselves struggling to resolve the underlying strategic dilemmas relating to: editorial control; audience and advertiser's preferences; ownership of intellectual property; and the blurring of boundaries between the professional and personal spheres of influence (Gottfried & Shearer, 2016).

Globally the newspaper is passing through its hardest time ever, especially since the Internet came to provide online functionalities and possibilities far beyond what the newspaper could offer: instant and free news, interactive and multimedia features, and easy accessibility through very simple handheld technologies like mobile phones and personal computers (Ashong& Henry, 2017).

1.2 Statements of the Problems

Newspapers are regular publications that contain a collection of news from all over the world which keeps us up to date concerning current events. However circulation and distribution of print newspapers face many obstacles. Newspaper circulation is in steady decline and fewer papers are now serving a much bigger population (Kamarck and Gabriele, 2015).

The Ethiopian print newspaper industry is believed to be troubled by many constraints: technological change, lack of capital for establishing newspapers, long time governments' disenfranchisement with the print press, low number of the readership are few just along the log list that affect both the publishers and the readers.

Availability and affordability of the newspapers considered to affect the consumers' newspapers reading habit. The cost of print newspapers is increasing from time to time, coupled with high cost of distribution to the different regions; most regional cities do not receive any private newspapers mainly, because there is an undeclared restriction imposed by the government. (Ellene et al, 2003)

On the other hand, lack of advertisement revenue is another weakening factor. Most newspapers have been given little or no attention by the advertisers that gradually affected the financial strength of the publishers, which eventually led to the demise of a number of newspapers. (Nørby, Mekuria, & Theodros,2018) There is a notion that to attract commercial advertising it has, certainly until now, been necessary to have editorial content that advertisers felt was government approved – as they otherwise could be penalized by the government.(Ibid)

It is understood that digital media has fundamentally impacted the circulation and the readership of print newspapers. In Ethiopia due to the interactivity of social media people migrate from reading print newspapers to using social media news. Birhane (2017) describes that in Ethiopia reading habits are changing; people are getting their news more online than from a print newspaper.

Some writers pinpoint some of the challenges that are associated with the circulation and readership of print newspapers. Birhane (2017) studied new media influence on newspaper reading habits. RecentlyHailemariam (2018) wrote on the readability problems of government public relations magazines and tried to show the relationship of reading abilities

of targeted readers. These show that print newspapers' circulation and readership has the attention of many academicians and media professionals.

In Ethiopia Newspapers are struggling to sustain themselves in the middle of financial difficulties, strong government pressures and consumers' growing demands. This is a worrying trend for newspaper organizations and requires an immediate strategy as well as concrete actions.

A visit to a newsstand in Addis Ababa will shock anyone who cares for freedom of expression. It is very saddening that there are only 8 weeklies, according to EMA data, 2021, and there are no dailies for a population that is double of neighbouring Kenya, which enjoys at least 10 dailies and dozens of weeklies. (Kenya, 2016)

The nascent Ethiopia's print media has been fading away through time and now reach at the brink of total collapse. The remaining handful of newspaper circulation and readership has been dwindling significantly? What happens to the print media?

Did new media push aside the traditional/print media? Or is it slowly fading away because internally, it is suffering from lack of professionalism, vision, and financial stability? Or is it due to external pressure of the fear of the political environment which is averse to critical coverage and of fear of harmful ramifications like jail and harassment and closure of the media outlet? Or are there some unforeseen root grounds?

In line with that this research will try to analyze circulation and readership related hiccups. And through this, the paper will meticulously scrutinize the circulation and readership problems of print media outlets in Ethiopia.

The study assesses the circulation and readership problems of two prominent private print newspapers *Reporter* and *Addis Admas* newspapers. It selects these two newspapers because of their wider readership and circulation they have had across the nation. On the other hand they are among the few private newspapers that have been in the newspaper market for long years.

According to the data of Ethiopian Broadcast Authority (EBA) (2009), cited on Zewge (2010) *Reporter* Amharic newspaper had one time average circulation of Sunday edition was 11,900, and The *Reporter* English counterpart was 2,500; while *Addis Admas* newspaper had 23,000 copies of one time average circulation.

Few years' later Melisew (2013) showed that *ReporterAmharic* Sunday edition had 10,500 one issue average copies; while Addis Admas had 8,900. Recently, according to the Fojo Media Institute (2019) report, that Reporter newspaper had 6,000 copies in normal weekly circulations and it is the largest circulation among the private newspapers.

According to the researcher's document observation in the National Archive of Ethiopia, a responsible body that archives and documents the circulation of print out lets; *the Reporter* newspaper had an average circulation (count of copies) of 7,000-7,500 copies of one issue; while the *Reporter* English newspaper had an average of 2,500 copies of one issue on average in April 2022. On the other hand, *Addis Admas* newspaper had a circulation of 2,400 -2,500 copies of newspapers on average in the same month.

After two decades of services in the market, *Reporter* and *Addis Admas* newspapers; still publishing news and other contents using multiple platforms such as online newspapers, and are struggling to survive in the print medium.

1.3. Objectives of the Study

The objectives of this study were divided into the general and specific objectives

1.3.1 General Objectives

The general objective of this study is to assess the circulation and readership of *Reporter* and *Addis Admas* print newspapers as well as the challenges the print newspapers face at this time.

1.3.2 Specific Objectives

1. To assess the problems of circulation of *Reporter* and *Addis Admas* print newspapers.
2. To analyze readership problems of *Reporter* and *Addis Admas* print newspapers.
3. To find out the causes of the problems that the print newspaper publishing industry encountered.

1.4 Research Questions

1. What are the problems of the circulation of print newspapers *Reporter* and *Addis Admas* newspapers?

2. What are the troubles of the readership of print newspapers especially *Reporter* and *Addis Admas* newspapers?
3. What are the causes of the problems in the print publishing industry?

1.5 Significance of the Study

As there is only scanty research conducted in the area of private print newspapers circulation and readerships; the study will help the publishers to forge a strategy by indicating the basic problems of circulation and readership of print newspapers. Moreover it helps to show and manage the foreseeable problems and solutions for anyone who envisages or plans to join the print newspaper industry. However the researcher is concerned, there was no comprehensive research work done on the practice and challenges that the print newspaper circulation and readership are facing in Ethiopia. Therefore, it is a merit taking to conduct a study on this area of print newspaper. Finally this study could serve as a springboard, for those who have an interest to conduct study in a related area.

1.6 Scope of the Study

The study is limited to the horizon of the two privately owned selected newspapers *Addis Admas* and *Reporter* newspapers. Therefore this study only focuses on the assessment of circulation and readership of two print newspapers. In addition the research assesses the newspapers circulations within the time gap of the year 2021- 2022. Further it assesses the cost, availability and affordability of the newspapers around some parts of the city of Addis Ababa. It also examines how newspaper readers perceive and respond to the media outputs.

1.7 Limitations of the Study

The study assesses the circulation and readership of *Addis Admas* and *Reporter* print newspapers in Addis Ababa. It is bounded to Addis Ababa because of its wider readership and larger circulation that the city entertains. This research will only make a sample study which may not be representative as we can't know the exact number of readers of the two newspapers. As a result the research employed a non- probable sampling which may leave the remaining readers and non-readers miss coverage and only be represented by the selected groups comment. More over the readership problem is not addressed through content analysis to correlate content and readership.

The other major constraints faced by the researcher while undertaking this study was, the absence of adequately published and documented materials, and accessing data on print newspaper's circulation from relevant organizations.

1.8 Organization of the Thesis

The study consists of five chapters. The first chapter of the study provides a general background describing the research problems; gives justifications for why the study had to be carried out and what is its significance; and finally explains the limitations of the study. The second chapter reviews the literature, i.e. the theoretical framework of the study and issues that are related to the problems of circulation and readership of print newspapers. The third chapter presents discussions of the methodology employed to conduct this study and the rationale why the researcher has preferred the combination of quantitative and qualitative methods. The fourth chapter deals with the analysis and presentation of the data. This chapter discusses all the data collected from respondents through survey questionnaires with newspaper readers; interviews with the selected newspapers managers, editors and other stakeholders. The chapter includes the findings of the research. Finally chapter five provides conclusions and recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Historical Development of Newspapers in Ethiopia

The history of print newspapers in Ethiopia goes back to the beginning of the 20th century. Printing came into Ethiopia during the reign of 'Menelik II' in the late 19th century (Reta 2013). According to Zinaye (2000) *A'emro* was the first newspaper from 1902- 1903 and it was published in Amharic. Another early newspaper was *Le Semeurd' Ethiopie* which existed between 1905 and 1911. (Ibid)

This is also asserted by different scholars. *Le Semeurd' Ethiopia*, a bilingual weekly (1905–1911) and *A'emro* (1902-1903) are widely considered as the original newspapers in the country although some historical evidence suggests that the handwritten sheet produced by Blatta Gebre Egziabhere around 1900 probably preceded both *Le Semeurd' Ethiopia* and *A'emro* and may, therefore, be considered the first Amharic 'newspaper' in the country (Pankrust, 1992).

Shimeles (2000) referring to different sources, argued that the earliest issue of the publication appeared around 1901, written by hand and with a circulation first of 24 copies and 200 following the importation of a copying machine. *A'emro* passed through periods of temporary suspension and revival, owing to financial difficulties, shortage of newsprint and the Italian aggression.

In 1923 *Berhanena Selam Printing Enterprise* (*BSPE*) newspaper was printed by the progressive crown Prince, Ras Teferi Mekonen to disseminate leftist views and as an instrument against the conservative nobility (Shimeles, 2000).

In 1941, two Amharic newspapers, *'Sendek Alamachin'* and *'Addis Zemen'* were launched to reflect the era of liberation from the Italian occupation (Mekuria, 2006). According to MOI (1966, cited in Shemelis, 2000) in the post-liberation period, the publication 'industry' witnessed a comparatively significant expansion in terms of the number of periodicals produced and the size of their circulation. Such influential and long lasting weekly papers as *'Addis Zemen'* and *'The Ethiopian Herald'* came onto the scene in 1941 and 1943, respectively. Both became dailies after December 1958. In 1952 *'Yezareyitu Ethiopia'* was added to the list of newspapers (Shimeles, 2000).

Deneke (1991) and MOI (1966) as cited in Shemelis (2000) argued that the expansion of the capacity of the 'Berhanena Selam Printing Press' in 1965 and the increase in the number of new printers were installed but important additions to the development of the print medium. However, the real turn for the newspaper enterprise came in the late 1950s and early 1960s with the establishment of the Economic Commission for Africa (1958) and the Organization of African Unity (1963).

After a decade, in 1974, a military government known as the Derg overthrew Emperor Haile Sellasie II and it was a period of military rule which lasted until 1991. The socialist government used the media primarily for propaganda purposes and press freedom was heavily curtailed or non-existent (Shimeles, 2000). The years of the Derg regime have clearly been portrayed as a dark chapter in the history of Ethiopian media and journalism. The regime turned all media outlets into propaganda channels and effectively forbade any opening for professional independence. (Skejerdal,2012)The arrival of the EPRDF in 1991 marked a shift in media policy and practice. Private newspapers were allowed for the first time, and censorship was lifted. According to Shemelis (2002) the beginning of the proliferation of private newspapers and magazines came into being by 'taking advantage of the government's declaration of intent'.

Shemelis (2002) explores after the declaration of a press proclamation in 1992, which was entitled "A Proclamation to provide for the Freedom of the Press No. 34/1992," a number of private newspapers and magazines emerged in the market. Regarding private newspapers, Shemelis (2002) states that about 200 private newspapers and 87 magazines were registered in 5 years from 1992 to 1997. Aadland and Røe (quoted in Skjerdal, 2012) assert that in the period between October 1992 to July 1997, about 265 newspapers and 120 magazines were given licence from the then Ministry of Information. No matter how different the figures are, this period could possibly be referred to as the 'golden time' for those who had the interest to engage in the publishing market.

The private press in Ethiopia, as in other developing countries under similar circumstances, could be said to be reminiscent of the press in more developed areas a century ago. This applies to its multiplicity, urban concentration, economic insecurity, limited advertising,

comparatively small circulation, relatively untrained staff and, frequently, modest equipment (Shemelis, 2002).

Teffera(2006) also states that some 385 publications were registered between October 1992 and July 1997, of which 265 were newspapers and 120 magazines. Most print media is also mainly concentrated in Addis Ababa. In 2002 only 17 % of the citizens in Ethiopia claimed that they read the newspaper (Teffera, 2006).

The fall and the rise of newspaper publication and the print media during the EPRDF regime continued in this manner until eventually only a handful of private publications remained in the media market of the country. (Skejerdal ,2012) Among these are the popular *Reporter*, which has both an Amharic (1995) and English (1996) edition and *Addis Admas* (1999) must be mentioned. (Ibid)

Addis Admas published by Admas Advertising, was owned by the late AssefaGosaye. Currently, the paper is owned by his family's business, which in addition to the newspaper has interests in music recording and filming. The newspaper is backed by strong private investment (Simon, 2006) and seems to be a moderate and careful newspaper on politics. *Reporter* (Amharic bi-weekly) is published by Media and Communication Centre (MCC), a media house launched by Amare Aregawi in 1996. MCC also publishes the English weekly, *'The Reporter'*. *Reporter* is one of the first privately owned newspapers becoming competitive in the media industry.

2.2 Definition of Newspaper

Many scholars have defined newspapers in different forms. Newspapers are defined as a written publication containing news, information and advertisements usually printed on low-cost paper called newsprint (Akobundu, 2009). A newspaper is a serial publication containing news, several articles and advertisements (Bharucha, 2017).

Hamilton (1992) also affirms that, “newspapers are the first draft of history” and that through their reporting and commentaries; they influence politics, make or break public careers and even decide the fate of governments.

Babalola (2002) describes newspapers as very common to both young and old generations due to the important role they play in connecting governments with its people. He further posits that they are very useful tools for promoting literacy. They are regular up-to-date

sources of information available to students, scholars, administrators, the barely literate and so on, who demand for newspapers through self-acquisition, exchange and borrowing from friends, relatives, and libraries (Onwubiko, 2005).

Nakinganda (2007) avers that newspapers are sources of textual evidence useful to students, researchers, journalists, administrators, lawyers, politicians and the larger society. They are carriers of current information (Okunna, 1999).

According to Cheyney (1992) newspaper is the textbook that provides up-to-date information on local, state/provincial national, and world affairs; the most current analysis and criticism on executive and legislative decision-making; the latest in music, theatre, television, and the fine arts and even columns and comics to make people laugh.

2.3 Advantages of Newspapers

Barbara (1993) informed the use of newspapers to teach or develop analytical reading, writing and reasoning. Newspapers stimulate, motivate, inspire, interpret, build, preserve, excite, satisfy and sometimes disappoint. They archive yesterday, chronicle today and periscope the possibility of a brighter tomorrow (Hynds, 1972).

Good newspapers treat graphical elements, such as photos, charts, graphs and maps as the editorial equivalents of stories (Baskette et al., 1992). Donald D (1992) advocates that using the newspaper is helpful to improve reading and writing skills of secondary students.

Newspapers are becoming like news magazines, offering lengthy analyses of evolving events of the world and featuring newsworthy people, corporations, and social trends, and at the same time displaying layouts that increasingly prioritize photographs (Franklin, 2008). Cheyney(1992) further demonstrated the significance of newspapers when he described newspapers as the textbooks that provide updated information on every aspect of human society as well as local and international affairs.

Newspapers are becoming like news magazines, offering lengthy analyses of evolving events of the world and featuring newsworthy people, corporations, and social trends, and at the same time displaying layouts that increasingly prioritize photographs (Franklin, 2008). Again, newspapers create reading habits and help to easily differentiate people who read from those who do not read (Majumder, 2013).

2.4 Challenges of Newspapers Circulation

SulaimanSaleh (2002) identified four challenges posed by new information technology to print journalism; death of some newspapers, reduction in circulation, and decrease in advertising revenue and emergence and popularity of electronic journalism.

According to Mark Choate cited in (Singh &Arya, 2012) newspaper circulation is in decline, but if you combine readership between print and online version of a newspaper you will find that net readership has increased. Despite this, there is a widespread perception that the decline in print newspaper circulation represents a shrinking market for local news.

Newspaper circulation is in decline and fewer papers are now serving a much bigger population (Kamarck and Gabriele, 2015).There is a school of thought that argues that newspapers' ability to adapt to changing circumstances has always provided them with a survival strategy and secured their future (Franklin, 2008).

As the online news sites have greatly satisfied the expectations of the readers, there has been a decrease in the circulation of print newspapers (Stempel et al., 2000). Where they cannot compete with online news media on the basis of speed, newspapers are distinguishing themselves by beefing up the depth of information, analysis, and coverage of trends that are not published elsewhere (Usher, 2010). Social networks such as Face book are essentially online communities that allow users to come together, communicate and share things such as photographs, music or other files; and, most prolifically, to create short messages, often in the style of a mobile phone text message but shared among a group (Haigh, 2010).

2.5 Newspaper Readership

Readership of print newspapers has been the focus of many studies and analyses because of the advancement of online journalism, information technologies and socio-economic changes in recent years. Tankard (1987) discussed how to read a newspaper article common technique in developing critical thinking skills is to suggest pertinent and key questions and recommend that readers engage in an internal dialogue to answer these questions.

Patrick &Melchizedec (2014) see readership as the part of the general public interested in a source of information or entertainment. This perspective of Patrick et al, does somewhat veer away from reading of particular printed periodicals by a number or type of people. The

salient reasons for not reading newspapers were the availability of other media sources and lack of time to read newspapers.

Ogbiten (2007) avers that to most people, reading the newspaper has become a habit. For them, the newspaper is both for the eyes and ears. They believe whatever and anything they read as the gospel truth. He further avers that the belief in newspapers is so strong that they do not question anything that they read in the papers.

Babalola (2002) asserts that newspapers facilitate literacy empowerment; it inevitably promotes critical thinking, retention of information, problem solving and the querying of information sources. Educational attainment is a parameter that enhances newspaper readership because higher levels of education increase the information processing capacity of individuals (Chan & Goldthorpe, 2007). Furthermore, newspaper readership enables one to become a person who possesses civic-conscious values, tolerance and closeness to the community (Igwe, 2011).

Newspaper readership was also positively correlated with civic culture values, social network, community attachment and activities (Jeffres, Dobos & Lee, 1988). From the cognitive perspective, readers and viewers of mass communication develop and hold their own views or images about the nature of news media and their products in order to make sense of the information they receive (Kosicki & McLeod, 1990).

Onwubiko (2015) asserts that reading has four intentions: reading for enjoyment and relaxation, reading for information, reading for knowledge and reading for all the above factors. He further asserts that there are various materials at the disposal of a reader; one of the major reading materials for reading is newspaper.

Obaid (2014) concurs that newspapers are the textbooks that provide up to date information on local, state, national and world affairs, the most current analysis and criticism of the executive and legislative decision making, the latest in music, theatre, television, fine arts and even column and comics to make readers laugh. Marie (1979) discussed newspaper reading to improve vocabulary, development, structural analysis, phonic analysis, dictionary skills, oral reading skills and to divergent thinking.

At an individual level, characteristics such as gender, age, education and income have been frequently used as explanatory variables in analyses of newspaper reading. But these characteristics do not necessarily have the same effect in all countries (Weibull, 2005).

Developing the right reading culture helps nations to develop and no nation can develop without its people reading. Reading makes a man, and it helps to develop the mind, to be informed, thoughtful, and constructive (Desmond, 2014). Reading increases one's knowledge and thinking about a particular subject, and the society as a whole (Faizli, 2012). Dominick (2002) notes that newspaper readership has been declining over the last couple of years.

2.6 Newspaper Reading Habits

Reading habit is an important tool for the development of personalities and mental capacities of individuals. In addition to personal and mental developments, reading is an access to social, economic and civic life (Clark and Rumbold, 2006). Reading is regarded as a process, a mode of thinking, a kind of real experience that involves many complex skills; the ability to perceive printed words, to skim for information and then perhaps read intensively (Shahriza & Amelia, 2007).

The term 'reading habit' has been defined as the behaviour which expresses the tastes of reading and the likeness of the individual types of reading (Adenyinka and Samson, 2007). It is also known as a reading habit, in which an individual can have, or a culture of a group of people together have a habitual way of reading whether they provide time for it or read in their leisure time (Isaac, 2020).

Kristy (2002) opined that the causes of poor reading skills or illiteracy varied, and the consequential effects include poor grades for students and difficulty trying to find or advance to a good job for adults. Developing the right reading culture helps nations to develop and no nation can develop without its people reading. Reading makes a man, and it helps to develop the mind, to be informed, thoughtful, and constructive (Desmond, 2014).

Reading is the meaningful interpretation of visual or graphical symbols (Nuttal, 1982). In measurable terms reading habits is often considered in terms of the amount of materials being read, the frequency of reading as well as the average time spent on reading (Wagner, 2002). In essence, the newspaper bridges physical distances by enlarging the arena of public

discourse and providing links that are necessary for collective behaviour and thought (Ray, 1999).

Previous research has shown that, without specifically measuring reading habits toward letters to the editor, writing letters was positively associated with age, education, income, and rural residents (Reader, Stempel & Daniel, 2004). It is also known as a reading habit, in which an individual can have, or a culture of a group of people together have a habitual way of reading whether they provide time for it or read in their leisure time (Isaac, 2020).

Reading habit is a practice of reading regularly, the cultivation of an attitude, and possession of skills that make reading a pleasurable, regular and constant activity. In this sense, reading habit is an important tool for the development of personalities and mental capacities of individuals. In addition to personal and mental developments, reading is an access to social, economic and civic life (Clark & Rumbold, 2006).

2.7 Marketing Mix

Marketing mix means the product, distribution, promotion and pricing strategies to produce and carry out exchanges and achieve the target markets. Different scholars have defined marketing mix in different ways. Riaz (2011) defined marketing mix as a set of controllable marketing tools that a company uses to create a desired response in the targeted market. (Set of these tools is generally referred to as 4P's of Marketing, being Product, Price, Promotion and Place).

Akbari (2014) states marketing mix is a controllable part of marketing tools that affects the demand and increases it. By the compound, mix, or a combination, it is meant that the four p's (product, price, promotion, and place) should have an established and coordinated systematic approach in order to have effective influence on persuading the customers. Singh (2012) describes a marketing mix as the combination of different marketing decision variables being used by the firm to market its goods and services.

Marketing mix is the set of tactical marketing tools product, price, place, and promotion that the firm blends to produce the response it wants in the target market. Marketing tools or the marketing mix or often referred to as the four P's (The Four Ps of the Marketing Mix) (Kotler and Armstrong, 2012).

Singh (2012) offers an optimum combination of all marketing ingredients so that companies can realise goals for example profit, sales volume, market share, return on investment etc. The marketing mix is grouped under four elements i.e., Product, Price, Place, Promotion.

The marketing mix is a long term plan of action which is used in order to help a firm to gain its competitive advantage over its competitors. The competitive advantage is sustainable when competitors cannot imitate their source of competitiveness or when no other firm conceives a better offering (Baron, 2010).

2.8 Technological Factors on Print Newspaper

More and more people get news via digital media, they increasingly access news via mobile devices and rely on social media and other intermediaries in terms of how they access and find news. New media technology platforms have developed as spaces for the dissemination and recommendation of news and information globally (Zeller & Hermida, 2015).

Barclay (2012) argues that the internet has influenced the way journalists do their work and that the internet has characterised new limits of the news business and provided floods of information to the newsreader. This notion of the internet as an empowering force for good is put forward by technological determinists who believe the spread and development of technology itself will satisfy all information and communication needs of all segments of the population (Mansell, 2009).

But despite this strong market presence local media are struggling to compete with the growth of the internet and subsequent drop in advertising revenues (Singer et al, 2011). Pavlik (2010) also noted how technological advancement affects the way journalists do their job. The influence of the internet on readership could be readily noticed in the online newspaper phenomenon that has greatly increased the accessibility of people to information services (Patel, 2010).

The changes in the news style in the print edition carries significance into newspapers' online and digital versions given that traditional news organizations rely on newsroom reporters to produce content for both (Usher, 2014).

Through social media and micro blogging, audiences are able to curate, reframe or reinterpret the news, taking on the role of secondary gatekeepers through the selective re-dissemination of professionally produced content (Singer, 2013). There is also the speculation that the

contents of online editions of newspapers satisfy readers’; most especially the students’ need for information and slows down the drive for the print version (Okoro&Diri, 2012).

2.9 Diffusion of Ethiopian Newspapers

Diffusion is frequently studied as a communication process, separate from the type of innovation (Rogers and Singhal, 1996). The diffusion process remains a significant research interest in communication, and diffusion theory remains a dominant theoretical paradigm for study of new media (Leung and Wei, 2000).

Diffusion within the newsroom hinges on in-house training and other internal support mechanisms designed to develop a critical mass of computer users (Maier, 2000). Rogers’ model of the diffusion-decision process identifies five sequential stages that occur in adoption of social innovations, such as new technologies. They are (a) knowledge about, or exposure to, the innovation, (b) formation of favourable or unfavourable attitudes toward the new idea, or persuasion, (c) a decision to adopt or reject the innovation, (d) implementation of the decision, and (e) confirmation or reinforcement(Rogers,1995).

International Media Support assessment (2018) report shows that Ethiopia has four public newspapers and several other state-owned regional newspapers. There are 19 privately owned newspapers. According to Mulatu (2019) data collected from the Ethiopian Broadcasting Authority indicated that currently 20 privately owned newspapers and magazines are under circulation. The recent data collected from Ethiopian Media Authority confirms that in the beginning of 2021, 13 privately owned newspapers and magazines are under circulation.(EMA,2021)

In Ethiopia print newspapers are changing their one way platform into online. According to the Alexa websites rank rating company data of May 14, 2022 *Reporter* newspaper website is registered online beginning from 2001 and the website <http://www.ethiopianreporter.com> has 2,390 daily unique visitors. Moreover, *Addis Admas* newspaper website was registered beginning from 2011 and currently <http://www.addisadmassnews.com> has 899 daily unique visitors.

2.10 Theoretical Frameworks

Theoretical frameworks are integral aspects of any scientific research work. As Williams (2003) writes, a theory is a “logical proposition or set of propositions about relationships

between phenomena”. In this part the researcher aims to find out how fit globally renowned media theories or models are to explain the relations between print newspaper circulation and readership and their context in Ethiopia.

Understanding about the circulation and readership of print newspapers on an issue of a newspaper, Uses and Gratification Theory (UGT), Disruptive Innovation Theory (DIT), and Social Responsibility Theory (SRT) are basic theoretical frameworks for this research. Uses and Gratification Theory asserts that media usage is motivated by needs and goals that are defined by the media audience themselves. Disruptive Innovation Theory typically offers different features that are not valued by the current customers of the established companies. Social responsibility theory discusses how the media is supposed to operate and obliged to serve several social functions. The media, therefore, should consider themselves to have responsibility for the society's integrity.

Therefore, the researcher found these theoretical frameworks for the approach of this research although they are distinct in model but complementary in this case.

2.10.1 Uses and Gratification Theory (UGT)

The uses and gratification theory (Katz, Blumler&Gurevitch, 1974) suggests that audiences are responsible for selecting the media organization that would best serve their needs and that media outlets are used by the audiences to fulfil specific gratifications. For instance, newsreaders may choose to read news from newspapers or news websites because of the satisfaction and reward they get from reading news from any of the sources so preferred. These reasons or motives are the driving force for people to use mass media according to the Uses and Gratifications Theory (Davison et al., 1982; Infante et al., 1993).

Folarin (2002) states the Uses and Gratification theory perceives the recipient as actively influencing the effect process, since, he selectively chooses, retains the media messages on the basis of his/her needs, beliefs etc. The focus was thus shifted from the media production and transmission functions to the media consumption. Instead of asking “what kind of effects occur under what condition?” the question became “who uses which content from which media what conditions and for what reasons?”. The question of effect was now rather tangential to the analysts concerned.

According to Wimmer and Dominick (cited in Layefa, Johnson, Taiwo, 2016) that the uses and gratification try to find out the motivating factors which underline audience use of media contents. They further explained that the theory examines how people use the mass media and the gratification and the gratification they derived from media. The assumption of the theory is that people are not just passive receivers of the messages, but active influences of the message effect.

Media audiences who are the recipient actively influence the effect process, since they selectively choose, attend to, perceive and retain the media messages on the basis of their needs, beliefs et cetera. Thus, there are many reasons for using the media as there are media users (Anaeto, Onabanjo& Osifeso,2008).

(Katz, Blumler&Gurevitch, 1974) assert that the theory takes a more humanistic approach to looking at media use. Blumler and Katz believed that there is no merely one way that the populace uses the media. Instead, they believed that there are many reasons for using the media, as there are media users.

The theory assumes that members of the audience are not passive but take an active role in interpreting and integrating media into their own lives. The theory also holds that audiences are responsible for choosing media to meet their needs. The approach suggests that people use the media to fulfil specific gratifications. This theory would then imply that the media compete against other information sources for viewers' gratification (Katz, Blumler&Gurevitch, 1974).

2.10.2 Disruptive Innovation Theory (DIT)

Disruptive innovation theory is based on the fact that the reasons that contribute to a firm's success can also play a significant role in its failure. The disruption thesis posits that emerging products based on technology or innovation that are "cheaper, simpler, smaller, and frequently, more convenient to use" (Christensen, 1997).

Disruptive innovation theory arises from globalisation, technological advances, and cultural changes, and a change always presents threats and offers opportunities (MacFeely, 2016). The theory of 'creative destruction' developed by Schumpeter (1942) was the guide for early works focusing on examples related to the role of technology in competitiveness.

The common characteristics of disruptive technologies are to be cheaper, simpler, and smaller and provide ease of use (Danneels, 2004). The concept of disruptive innovation explains the failure of the established companies when they encounter certain changes in the market.

These technological changes originally took place in small and emerging markets. However, the performance attributes of the new technology continues to improve and eventually invades the established markets (Christensen & Bower, 1996).

Disruptive innovation involves products, services or approaches that transform existing markets or create new ones by trading off raw performance for the sake of simplicity, convenience, affordability and accessibility.

Disruptive innovation theory is based on an initial low-cost model but at the same time with lower performance features (Yu & Hang, 2009). However, all sustaining technological changes conduct the companies to increase the rate of performance improvement along with the customer's expectation. Sustaining technologies seek improved performance at the same time, and satisfy the needs of mainstream customers in the existing market (Christensen & Bower, 1996).

The core of disruptive technology is to change the performance metrics along which firms compete (Danneels, 2004). Since disruptive technologies introduce different product features that were of no or little value before, they therefore change the basis for competition. Disruption occurs when the performance trajectories of disruptive technology intersect with that of the performance in the mainstream market (Christensen & Raynor, 2003). Disruptive technologies may under perform in the mainstream market with the existing products. However, they have other attributes which are valued generally by new customers. (Christensen & Raynor, 2003).

Govindarajan & Kopalle (2006) call attention to disruptive innovation which introduces a different set of features and performance compared to existing products that are offered at lower price. They put the emphasis on lower-margin where price is concerned. Charitou & Markides (2003) stated that a response to disruptive innovation could vary from industry to industry or from market to market and determined five ways to respond. The first response suggests concentrating on the traditional business. The second way to respond is to ignore the disruptive innovation since it has a different value proposition and targets different customer segments. The third response proposes to exchange roles in order to disrupt the

disruptor through playing a totally different game. The fourth way of responding is to embrace and scale up only the disruption at the expense of the old way of doing business. The fifth response is to adopt the disruption while at the same time trying to keep the traditional business as is.

According to Christensen (1997) disruptive innovations emerge in new but insignificant markets by presenting a different package of attributes unavailable in existing products. Online products such as digital textbooks, online retailing, and free e-greeting cards begin competing with mainstream, established products (e.g., standard textbooks, bricks-and-mortar retailing, and printed greeting cards) and eventually dismantle incumbents in the market.

2.10.3 Social Responsibility Theory (SRT)

The basic assumptions and components of the social responsibility theory include the fact that: media have an obligation to society, media ownership is a public trust, news media should be truthful, accurate, fair, objective and relevant, media should be free but self-regulated, media should follow agreed codes of ethics and professional conduct. At the emergence of the social responsibility theory, however, it was sought that media ownership be seen as a form of public trust or stewardship, rather than an unlimited private franchise (McQuail, 2010).

In this theory the media must take care of social responsibility and if they do not, the government or other organization will. Similarly, a public is something more than a market for information and an audience for spectacle because publics are formed when committed to face common problems and face each other in dialogue and discussion (Rose, 1999).

An assumption that the media do serve essential functions in society, especially in relation to democratic politics; a view that the media should accept an obligation to fulfil these functions, mainly in the sphere of information, and the provision of a platform for diverse views; an emphasis on maximum independence of media, consistent with their obligations to society; an acceptance of the view that there are certain standards of performance in media work that can be stated and should be followed (McQuail, 1983).

The principles of the social responsibility theory are summarised by Siebert et. al (1963) as the media have obligations to society, and media ownership is a public trust, news media should be truthful, accurate, fair, objective and relevant, the media should be free but self-

regulated, the media should follow agreed codes of ethics and professional conduct and governments may require intervening to safeguard the public interest, under some circumstances. Mc Quail (2005) the foremost communication scholars summarized the basic principles of Social Responsibility Theory. He said media should accept and fulfil certain obligations to society. These obligations are mainly to be met by setting high or professional standards of informativeness, truth, accuracy, objectivity and balance. The media should avoid offensive content triggering crime, violence or civil disorder or harm to minority groups. Instead it should be pluralist and reflect the diversity of their society, giving access to various points of views and rights of reply. Journalists and media professionals should be accountable to society as well as to employers and the market.

To summarize a newspaper is a serial publication containing news, several articles and advertisements and deliberated to teach or develop analytical reading, writing and reasoning. Reading habit is a practice of reading regularly, the cultivation of an attitude, and possession of skills that make reading a pleasurable, regular and constant activity.

The history of print newspapers in Ethiopia goes back to the beginning of the 20th century. The 1991 free press Proclamation marked a shift in media policy and practice. Private newspapers were allowed for the first time, and censorship was lifted. However the fall and the rise of newspaper publication and the print media has continued until eventually only a handful of private publications remained in the media market of the country. Ethiopian print industry characterized by urban concentration, economic insecurity, limited advertising, comparatively small circulation, relatively untrained staff and, frequently, modest equipment. It was also identified that challenges are posed by new information technology and decrease in advertising revenue and emergence and popularity of electronic journalism to print journalism. As a result death of some newspapers, reduction in circulation, and readership of print newspapers became eminent. The uses and gratification theory that suggests audiences are responsible for selecting the media organization that would best serve their needs. Whereas disruptive innovation theory posits that emerging products based on technology or innovation that are “cheaper, simpler, smaller, and frequently, more convenient to use” must be employed. The social responsibility theory include the fact that: media have an obligation to society, media ownership is a public trust, accurate, fair, objective and relevant, media should be free but self-regulated, media should follow agreed codes of ethics and professional conduct. All these three media theories serve to show the relations of phenomena in print circulation and readership.

CHAPTER THREE

RESEARCH METHODOLOGY AND DATA ANALYSIS

3.1. Introduction

The aim of this study was to assess and analyze the circulation and readership of *Reporter* and *Addis Admas* private print newspapers. This chapter presents the methodology of the study; such as method of research techniques, the research design, subject of the study, population and sampling, data collection instruments and techniques of data analysis.

3.2. Research Design

Research design provides a framework for the collection and analysis of data and subsequently shows which research methods are appropriate. The research design is the overall plan on how to answer the research question (Saunders, Lewis & Thornhill, 2007). This includes providing specific goals, indicating the sources that will be used and highlighting potential limitations (Saunders et. al, 2007).

According to Kothari (2004) the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

3.3. Research Approach

The study approaches the combination of qualitative and quantitative methods to answer the basic research questions. It is a mixture of qualitative and quantitative methods because it includes the essentials of both approaches (Zoltan, 2007). In mixed methods research, data collection involves both the gathering of quantitative and qualitative data. Therefore, a mixed method was chosen which would help to comprehend the research problem and important to answer the research questions.

3.3.1. Qualitative Research Methods

Qualitative research is an interpretive research in which the researcher has direct contact with the participants. Qualitative approach of research is concerned with subject assessment of attitudes, opinions, and behaviour; in this condition the researcher's role is understanding and

impressions Kothari (2004). Creswell also added that qualitative research is an approach for understanding the meaning and outlook of individuals or groups ascribed to human or social problems, whereas quantitative research is an approach for testing theories by examining the relationship among variables (Creswell, 2014).

3.3.2. Quantitative Research Methods

The quantitative research component of this particular study used questionnaires to collect primary data. Quantitative research refers to approaches of empirical inquiry that collect, analyze, and display data in numerical rather than narrative form (Given, 2008). The main data for this study employed survey questionnaires. Survey is a research design in quantitative research. It is a method used by social scientists to empirically and scientifically study and provide information about people and social phenomena (Lavrakas, 2008).

Murray (2003) explains quantitative research which provides results in the form of numerical amounts and frequencies that enables the researcher to draw accurate distinctions between members of a group and between groups as units.

3.4 Subjects of the Study

The subjects of this study are print newspapers, managing owners or publishers, editors, vendors and readers. The selected media organizations are *Addis Admasand Reporter* private print newspapers. The media organizations are licensed under private ownership. Thus the researcher purposely selected four media personnel's two from Reporter and the other two from Addis Adams newspapers for an in-depth interview. On the other hand a focus group of six members is also purposely selected of which all are vendors of newspapers. Sixty newspaper readers were selected through the same purposive method to fill up a survey questionnaire.

3.5 Data Sources

In this study primary data sources were used. Primary data sources collected from first hand for the researcher. The primary data sources contain the first hand information about the issue. For this reason the study used primary data sources: individual in-depth interview, focused group discussions, self-administered survey questionnaire and participant observation has been selected as the primary data sources of this study.

3.6. Data Collection Instruments

Data may be collected either as quantitative or qualitative. Data collection can be based on a range of various techniques, including interviews, observation, documentary analysis or questionnaires (Saunders et. al, 2007).

According to Wimmer and Dominick (2011) data collection method is a specific data collection process in accordance with the assumption of the selected methodology. To do so, for this study the researcher employed survey questionnaire, focus group discussion, in depth interview and participant observation as primary data.

3.6.1 Survey Questionnaire

One technique to reach this sample of people is through the use of questionnaire survey; a type of descriptive research that uses the questionnaire as a research tool for data collection. Questionnaire is a popular method of data collection instrument in quantitative research. Barr, Davis and Johnson (as cited in Singh, 2006) questionnaire is a systematic compilation of questions that are submitted to a sampling of population from which information is desired.

The total population, or in the case of this study readers of the two newspapers, are not known because of the reason that there is no prior continuous research on circulation and readership carried out by an independent organ. Of course, the total population of the target group of the study could not be addressed by this single study due to reasons related to resource of time and economy. Therefore the researcher is confined to conduct a survey method by which a certain group of people are selected to be the target that represents the whole population. The purpose of a method like survey for this research would also be 'to generalize from a sample to population so that inferences can be made about some characteristic, attitude, or behaviour of this population (Creswell, 2014). The main objectives of descriptive research according to studies are identifying present conditions and point to present needs, studying immediate status of a phenomenon, facts findings and examining, relationships of traits and characteristics (trends and patterns). Descriptive researches are oriented towards the descriptive of the present status of a given phenomenon (Williams, 2003). Unlike A census inquiry, which deals with a complete enumeration of all the items in the ' population ' and which were considered traditionally accurate but is still subject to criticism since it holds element of biases at large in the target study, this study will target only in selected sample target groups representing the reader group of the two newspaper at large

(Kothari, 2004). The sampling technique employed in the study is highly dependent on planned sampling which is also known as purposive or non-probability sampling. This method intentionally or deliberately selects particular units of the readers for constituting a sample which represents the whole readers.

3.6.2. Interview

Interviews are qualitative tools to acquire knowledge or to probe specific issues (Mefalopulos, 2008). Interview is the primary tool of data collection method; and the researcher prefers to talk with practitioners in a proper way. Unlike everyday conversations, the research interview is most often carried out to serve the researcher's ends (Given, 2008).

Dawson (2007) stated three types of interview; "In social research there are many types of interview among these the researcher used the semi-structured format. The advantage of the interview is manifold: it allows the respondent to think freely; it permits covering more grounds and is easier for the respondent (as opposed to filling in a questionnaire). Interviews are recommended when the questions are difficult or open-ended (Saunders et. al., 2007).

3.6.2.1. Individual In-Depth Interview

In this study, in-depth interviews were employed when the needed information is expected to be acquired from few people with special knowledge about the subject under the study. According to Wimmer and Dominick (2006) exhaustive or in depth interviews are essentially a mixture of one-on-one interview approaches which is the most effective for information gathering when dealing with a small number of respondents.

For this particular research semi structured interview questions were employed. This type of interview involves fairly rigidly stated questions, but which the researchers do not have to follow any specific, or predetermined order (Grix, 2004). This may help to give a chance to the respondents to articulate their answers, ideas, beliefs and opinions in their own terms. Moreover, it helps the researcher to forward follow up questions. In addition to that, an in-depth interview helps to confirm the quantitative finding to the answers given by similar questions but in different formats.

3.6.2.2. Focus Group Discussion

Focus group discussion involved carefully selecting six vendors by the researcher from different sections of the city. The use of focus group discussion as a qualitative research method gained popularity for analyzing media audiences (Deacon et. al., 1999).

Focus group interviews have been in use for a long time in the social sciences; having broad application this technique was also used to study in market research, in which “focus groups” are used to assess consumer reactions to new products, advertising campaigns, etc. The number of the participants of the focus groups may differ, commonly focus group members consists of between six to ten (Powell & Single, 1996) and between six to eight (Krueger & Casey, 2000), together in a discussion which they will guide by a moderator.

According to Lunt and Livingstone (1996) focus group research involves bringing together a group or, more often, a series of groups, of subjects, to discuss issues in the attendance of a moderator. Morgan cited in Mann and Fiona (2004) express the main characteristic of focus group discussion was interaction among participants. The aim of using focus groups was to make use of group interaction to generate data and insights in ways that the participants would ‘naturally’ generate meaning in relation to the research questions (Hansen 1998).

The technique naturally allows observation of group dynamics, discussion, and firsthand insights into the respondents’ behaviours, attitudes, and norms. The groups are focused because you have gathered individuals who previously have had some common experience or presumably share some common views (Robert, 2011).

3.6.3 Participant Observation

The purpose of participant observation is to gain a deep understanding of a particular topic or situation through the meanings ascribed to it by the individuals who live and experience it (Given, 2008). Further, observation entails the systematic noting and recording of events, artefacts and behaviours of informants as they occur in specific situations rather than as they are later remembered, recounted and generalized by participants themselves (Daymon and Holloway, 2002).

Observing can be an invaluable way of collecting data because what you see with your own eyes and perceive with your own senses is not filtered by what others might have reported to

you or what the author of some document might have seen. In this sense, your observations are a form of primary data, to be highly cherished (Robert, 2011).

3.7. Data Collection Procedures

The study employed in depth interviews with four media practitioners, a manager and managing editor from *AdissAdmas* and a managing editor and senior editor from *Reporter* newspapers, who were selected purposely. The individual in-depth interview questions type was semi structured having follow-up questions. For this particular study, the researcher interviewed the selected informants upon an appointment arranged accordingly. Digital and smart phone recordings were used to record while the interview was undergoing and notes were taken. Each interview lasted for 40-60 minutes on average .

For the data survey questionnaires were distributed for sixty newspaper readers around notable areas where newspaper vendors and readers are always available. On the other hand, questionnaires were also distributed to postgraduate students in Addis Ababa University main campus postgraduate library.

The research participants of this study are newspaper readers of Reporter and Addis Admas newspapers in Addis Ababa. Because data about newspaper readers in Ethiopia are very scarce (Gebremedhin, 2006), the researcher will use List's (2006) classification of newspaper readers as people reading newspapers in libraries, open squares, cafeterias.

Sixty samples were designated purposely to reach out for major public newspaper reading places including squares and cafes at: Arat Kilo, Piassa, Sidist killo, Megenagna, National Stadium and AAU Main campus post graduate library. The criterion for selecting these participants however is primarily being a reader of the newspapers. Readers who read these newspapers in public places were made part of the study. For these potential audiences the questionnaires were made available on Saturdays and Sundays where the publications are freshly read by major places of vendors and cafes specifically located. Selection for this group of sixty people was made after an observation of the researcher that the readers have chosen to read either of the two newspapers. Target groups have filled the questionnaires on sight upon request from the researcher and consent was given.

Focus group discussion was also held in suitable situations. The date, place and time of the interview were selected according to the consent of the interviewees and focus group

discussion participants. While the researcher is undertaking this method Amharic language was used in the discussions to make the participants comfortable and share opinion freely so that detailed analysis can be gained. Digital and smart phone recording were used to record the discussion under the permission of participants. The researcher acted as a facilitator during the discussion, as the researcher's aim was to allow new topics of interest to emerge as the discussions went on. And the focus group discussion lasted for an hour.

Observations are vital to get an overall sense of organizational activities and contribute to further enhancing of the matter; in this study the researcher has employed the method, and accordingly systematic noting and recording were made scrupulously.

3.8. Population and Sampling Techniques

A sample is a subset of the population that is representative of the entire population. (Wimmer and Dominick, 2011) One objective of scientific research is to describe the nature of a population, a group or class of subjects, variables, concepts, or phenomena. Samples are very important in research because it is not feasible for a researcher to study the whole population. As this thesis aim is to assess' newspaper circulation and readership of private print newspapers: survey questionnaire respondents (readers), in-depth interviews (editors) and focus group discussants (vendors) were selected purposively.

3.8.1. Purposive Sampling

Purposive sampling refers to a process where participants are selected because they meet criteria that have been presented by the researcher as pertinent to addressing the research question (Given, 2008). In addition, the purposive sample includes respondents, subjects, or elements selected for specific characteristics or qualities and eliminates those who fail to meet these criteria (Wimmer and Dominick, 2011).

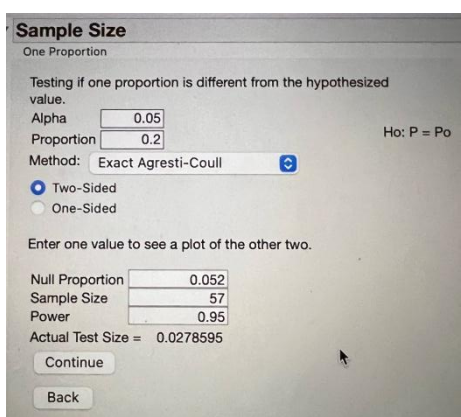
Also, purposive samples are used frequently in mass media studies when researchers select respondents who use a specific medium and are asked specific questions about that medium (Wimmer and Dominick, 2011). According to Neuman (2011) on purposive sampling the researcher uses a wide range of methods to show all possible cases of a highly specific and difficult-to-reach population.

3.8.1.1 Sample size determination for the survey questionnaire respondents, In-depth interviewees and Focussed Group Discussants

The sample size determination was done based on the Exact Agresti-Coull method for one population proportion change. The subject of interest here is readership proportion, before and after changes in various factors that affect it.

For the purpose of sample size determination, the researcher used a minimal decrease in circulation, which is at least 5.2 percent to ensure that the sample size will be sufficient enough to detect even small changes in both circulation and readership.

Alpha, i.e. the risk of false rejection (concluding that readership has decreased when in reality has not) was set at 5%. The smallest change in the readership proportion with the research (i.e. null proportion) was set at 5.2% and the hypothesized actual proportion of circulation at 20%. The research sought to obtain maximum power confidence level in the findings. As such the power of the test (the ability of the researcher to detect a change in readership of at least 5.2%) was set at 95%. With this inputs the sample size needed to achieve power of 95% has been calculated using the Exact Agresti-Coull method using the JMP software. This sample size is 57. The researcher opted to use a sample size of 60 to accommodate possible unreturned questionnaires and invalid responses. The actual return with valid responses happened to be 56, which is more or less the number intended to be achieved originally. With this sample size, the actual test size (i.e. the actual alpha risk after the fact is reduced to 2.78%) giving the research a very high degree of power and validity.



JMP Sample Size formula

Therefore, this study employed purposive sampling to choose the selected newspaper readers, organizations and their managers, managing editors and editor in chiefs with long years of

experience in the print newspaper industry. Vendors who are the major stakeholders of the print newspaper market were also selected purposively.

3.9. Data Presentation and Analysis

The researcher collected the completed questionnaires and checked for possible inconsistencies and errors. The questionnaires and interview questions which were prepared in Amharic language transcribed later and translated to English. Subsequently the quantitative data was compiled from the distributed questionnaire which then was entered into a statistical package for social sciences software (SPSS23) and analyzed against the objectives of the research.

Quantitative data were analyzed by using descriptive statistics. Descriptive statistics is a branch of statistics usually used in presenting a quantitative analysis of data in a simple way (Peter, 2019). According to Wimmer and Dominick (2011), descriptive statistics is a way to compact and systematise data in a meaningful way in such a way it would be easier for interpretation.

In this study, the research questions were answered by analysing and presenting the collected data with the help of tables, the power of words and studies with the support of theories as well.

Corresponding to this, the qualitative data from the focus group discussions and in-depth interview was thematically analyzed and used to substantiate the findings of the quantitative survey. Since the study employed both qualitative and quantitative research methods, as the way of data collection, the way of presentation and data analysis are also different. The raw data were transcribed and organized in various categories of themes and in line with the breadth and scope of the study.

Finally, the literature review was triangulated to strengthen or refute fusion of the qualitative and quantitative data. Whenever different answers were generated and they appeared to be interesting, the information was written in a narrative form and related quotations were selected to illustrate it.

3.10. Reliability

Reliability refers to the consistency of findings, i.e. the extent to which the same result can be made under the same situation by someone else. In the case of semi-structured interviews, two major biases need to be considered. First, the interviewer bias describes the extent to which a bias is created by the way the interviewer asks the question, the manner, the way the question is framed (Saunders et al., 2007). Secondly, the respondent bias describes cases in which the respondent may not wish to disclose certain information, or may have strong time limitations in responding. Hence in this research to reduce respondent bias the researcher made it clear concerning the time frame before the interview and also explained clearly about the aim of the research.

3.11 Validation

In many important respects, judgments about the credibility of results are critical. According to Deacon et al (1999) weight to particular statistical findings has to be rooted initially in an evaluation of the research steps to approximate the probability that apparent relationships revealed between variables in a sample are likely to exist in the population as a whole (hypothesis testing). The classical approach presented by Hammersley and Atkinson (1983) is one seeking convergence or confirmation of results across different methods by triangulation. In effect, the researcher has employed different methods with the hope of arriving at the same conclusions. Triangulation has therefore been seen as a way of ensuring comprehensiveness and encouraging a more reflexive analysis of the data than as a pure test of validity.

3.12 Ethical Considerations

During the course of the study, there were some ethical considerations to notice. Frey (1994) noticed that traditional ethical issues have turned around the topics of ‘informed consent’ (consent received from the subject after he or she has been carefully and truthfully informed about the research), ‘right to privacy’ and ‘protection from harm’. The researcher has adhered to all three.

CHAPTER FOUR

ANALYSIS, DATA PRESENTATION AND FINDINGS

4.1 Introduction

In this part of the research, data are analyzed, discussed and presented in line with the research questions obtained from questionnaire respondents, focus group discussion and in-depth interview. As it was stated before, the study targeted editors, newspaper readers and vendors in Addis Ababa. The main objective of this paper was to assess the problems in newspapers circulation and readership. It helps to identify problems so as to recommend some corrective measures in reducing the problems. Therefore, major findings of the research from the data presented, analyzed, discussed and were written.

In order to meet the objectives, both quantitative as well as qualitative methods were used to collect data. Respondents of the questionnaire were selected from six different locations of Addis Ababa City which are found at the nearest dispatch centre of the infamous Berhanenea Selam Printing Press (BSPE). Additionally it is a place where the newspaper market is so lively that you find many print newspaper readers and vendors. These places are namely: *Sidist Kilo, Arat Kilo, Piassa, Megenagna, Stadium and Addis Ababa University Postgraduate Library.*

Thus, 60 copies of questionnaires were prepared and distributed to the readers of the newspapers in focus (*Addis Admas and Reporter*). The selected newspaper readers were chosen purposively after they were observed reading the newspapers in focus. Out of all distributed copies of questionnaires, 56 (93.3%) were properly filled and directly taken for this research.

In addition, senior editor, senior reporter and two managing editors were purposely selected from the two newspaper organizations (*Addis Admas and Reporter*) and interviewed in-depth. In addition a focus group discussion including six vendors was conducted and analyzed to support and correlate the data found from questionnaire and in-depth interview.

The collected data from questionnaires, in-depth interviews and focus group discussions were discussed and carefully reviewed according to its objectives. Relevant literature was included. The collected data were analyzed and coded using appropriate statistical

techniques. Finally from the detailed discussions the findings were classified into different major themes.

This section incorporates four parts. The first part was assessing respondents' demography while the second part dealt with their newspaper reading experience. The third part was focused on factors influencing circulation, distribution and readership of print newspapers. The fourth part of discussion looks into the existing opportunities and challenges of publishers, vendors and readers of print newspapers.

4.2 Demography of Respondents

4.2.1 Respondents Gender

Gender frequencies were used to determine how often respondents made a certain response in answering questions in general information.

Table 1. Respondents' Gender

Items		Frequency	Percent
Valid	Male	45	80.4
	Female	11	19.6
	Total	56	100.0

(Organised by the researcher)

Table 1 above displays the categories of gender among the respondents and is covered under this study. From the table, 45 (80.4%) of the respondents were males and 11(19.6%) of them were females. This implies that more than half of the respondents were male. The gender composition of respondents therefore was male dominated. The researcher has tried to distribute proportional numbers of questionnaires to both genders but was not successful due to the fact that most readers of the newspapers in public places were male. From this we can see that large shares of the readers of the two newspapers are male.

Elvestad and Blekesaune (2008) note that gender dictates the readership culture of an individual as men appear to be frequent readers when compared to women.

According to an audience survey study by Ward and Selam (2011) newspaper readership is concentrated in larger cities and the survey also indicates higher newspaper readership among men than women.

4.2.2 Respondents' Age

Different representations of age groups may strengthen the study to reflect various ideas and opinions from different categories of respondents.

Figure 1. Respondents' age category

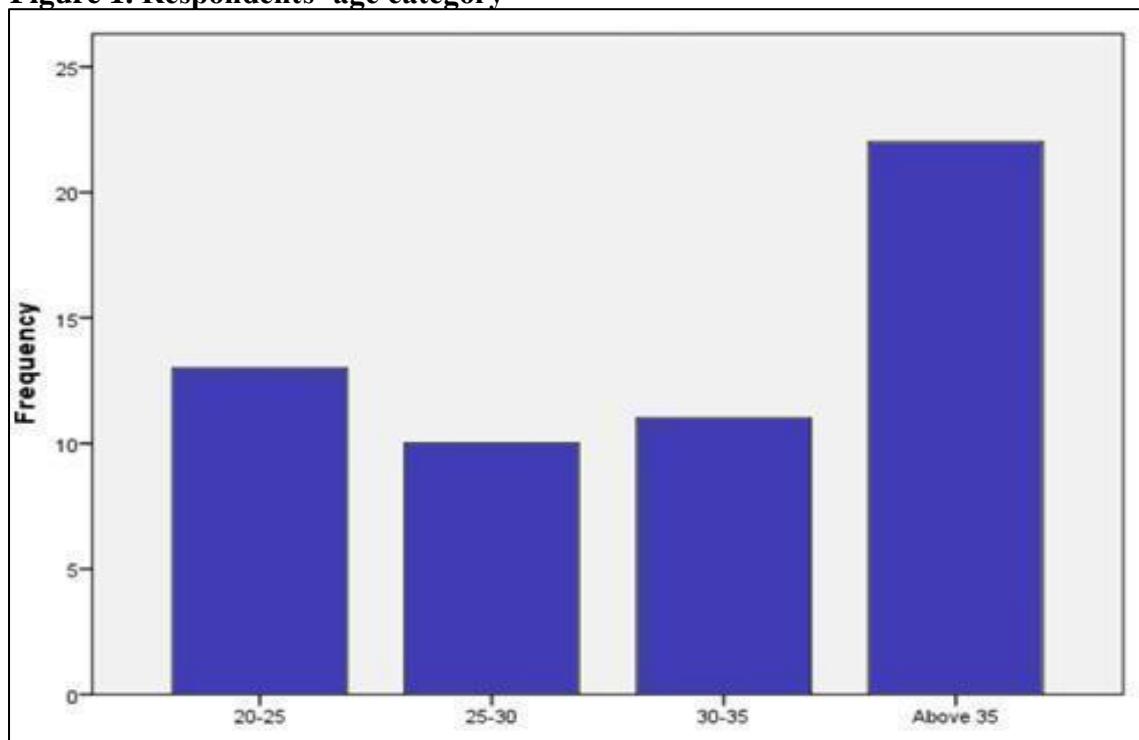


Figure 1 above presents the age distribution frequency of the respondents. The overall participants' of respondents' ages ranges from 20 to 35 years old and above. The age range in figure1shows majority of the respondents including both genders, are inclined to young . Among the total respondents, 13 (23.2%) of them were aged from 20-25 years old. While 10 (17.9 %) of respondents were find between 25-30 years old. The remaining 11 (19.6%) of respondents were situated between 30-35 years old while 22 (39.3%) of respondents were aged above 35 years. This shows that most of the study respondents were young.

The decline in newspaper reading is due to both age and cohort effects. Age has been frequently stated as the most important determinant of newspaper reading (Lauf, 2001). Strikingly, the vast majority of news readers are among the young population who are raised with web and favoured the web condition to the legacy media (Howe, 2006).

4.2.3 Respondents' Educational Status

Respondents' educational levels provide valuable information about print newspapers readers' background. Newspapers are among the most accessible texts available to the vast majority of people, literate, illiterate, young and old, students and teachers, job seekers and employees, elites and other members of the community.

Figure 2. Respondents' educational levels

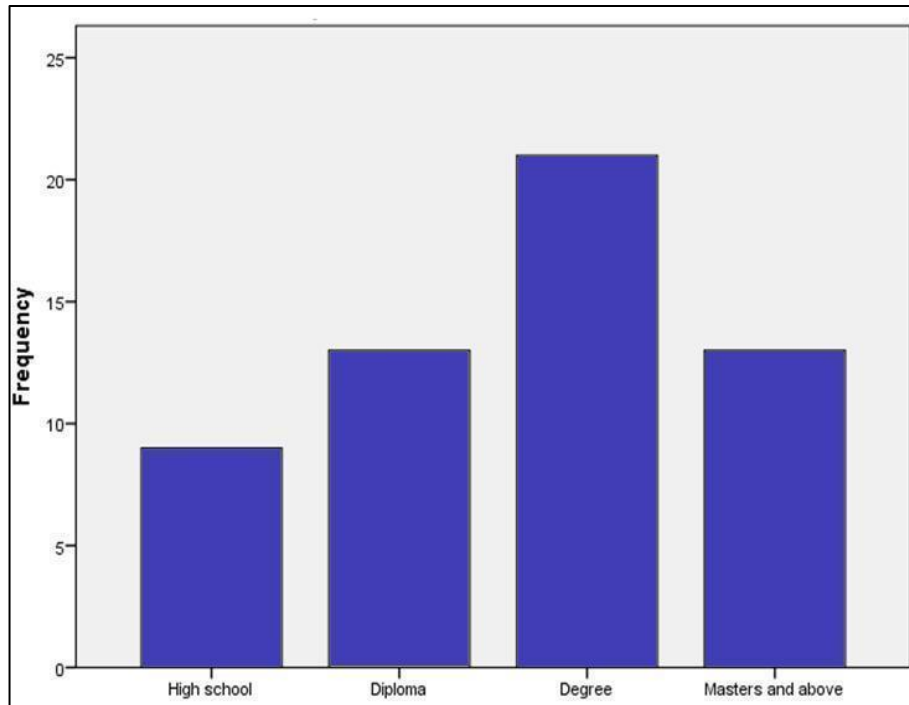


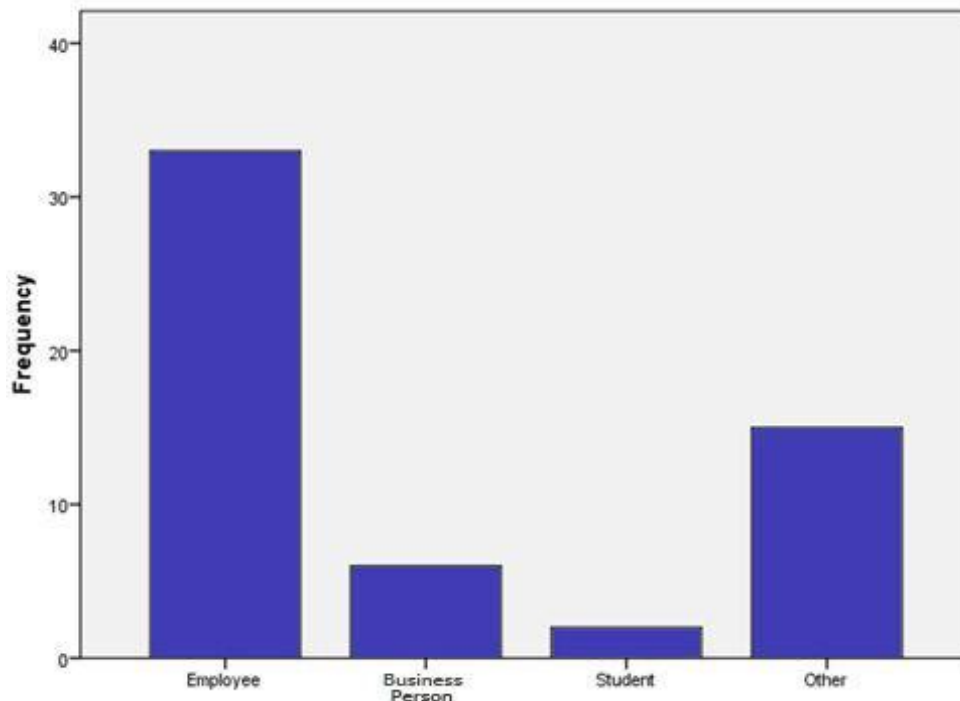
Figure 2 provides information regarding the academic qualifications of newspaper readers who responded to the study. The information obtained from the questionnaires indicates that 21 of respondents' (37.5%) have bachelor degrees and 13 (23.2%) have second degrees and above. While 9 (16.1%) of respondents have secondary school level education and the rest 13 (23.2%) have a college diploma.

Individuals with higher information-processing capacity, that is higher educational attainment, were more likely to read newspapers as compared to those with lower educational attainment levels (Chan & Goldthorpe, 2007).

4.2.4 Respondents' Occupation

Occupational status of respondents helps to show how type of carrier and occupation can influence print newspaper reading habits; in turn this resulted in affecting the readership and circulation of print newspapers.

Figure 3 Respondents' occupation



The above figure 3 shows the respondents usually have different occupations. From the bar graph, 33 (58.9%) of respondents are employees working in different organizations. Whereas 6 (10.7%) of the respondents were business people and 2 (3.6%) of respondents were students of different levels. The remaining 15 (26.8%) of respondents were from different occupational positions including retirement. This implies that the respondents were mixed and came from different backgrounds and a range of occupational positions in the society. The data indicates that the highest number is taken over by employees.

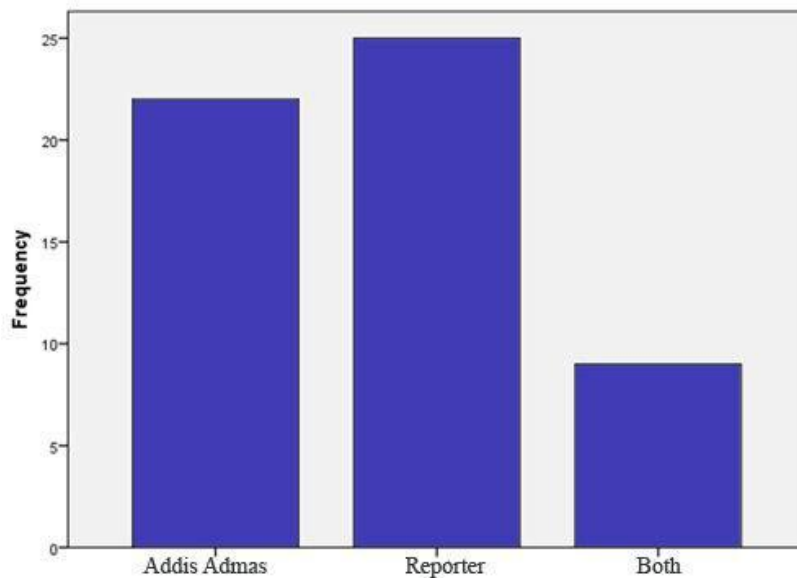
Elvestad and Blekesaune (2008) argue that age, gender, household income, and the level of education are some of the dominant factors that influence newspaper readership.

4.3 Print Newspapers Readers' Preference and Experience of Reading

4.3.1 Favourite Print Newspaper

Readers have different interests in reading their various choices of print newspapers. Readers prefer their favourite newspapers for various reasons including first hand news, novel news content, diverse advertisements, inspirational articles, detailed news or analytical information, attractive layout and design, photographs and so forth.

Figure 4. Respondent's most preferred print newspaper



In relation to readers' preferred newspaper, figure 4 shows that 25 (44.6%) of respondents first choice is *Reporter*; whereas 22 (39.3%) of respondents first preference is *Addis Admas*. The remaining 9(16.1%) respondents choose both print newspapers.

Interviewee I-1 believes that the newspaper editors have to decide on different aspects of a story to attract readers by selecting a particular format.

I. I said "Editorials day and night must work for the best newspaper to offer for its readers. Different Readers must enjoy reading a variety of parts of the newspaper right from the headlines to the last page sports page, finance and business, world and the editorial page." (Personal Interview, Code: I-1, on March 15th, 2022).

Media images can help readers and viewers to decide where to find the information they want and the extent to which they pay attention to the sources so that they will be able to reveal meaningful patterns and make sense of the information they receive (Fredin, Kosicki& Becker, 1996).

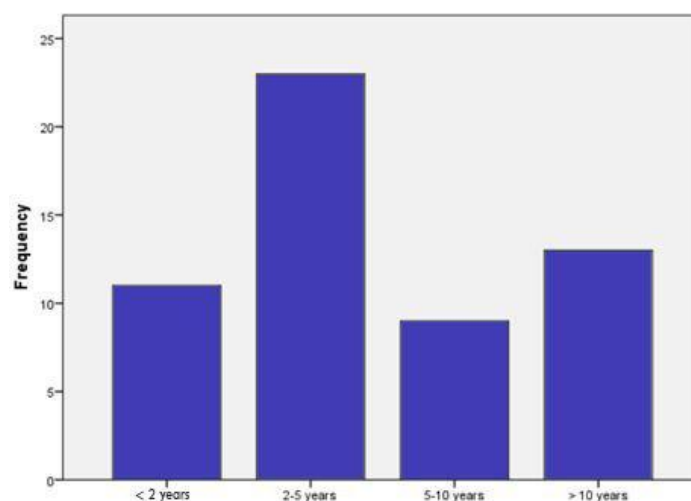
Focus group participant FGD-6 noticed that vendors also have an effect on readers' preference of newspapers.

FGD-6 said “In today’s world of information, print media holds the key position in disseminating information in different ranges and diverse presentations to its consumers. On the other hand he said that vendors play a major role ; putting the newspapers which they think are the most preferred at the front or best place that can catch the attention of readers”(FGD Participant, Code: FGD-6, on March 17th, 2022).

4.3.2 Reading Experience of Print Newspapers

Readers have different experiences of reading newspapers. Regular readers have consistent and long-time attachment with newspapers, whereas others do read for a certain time and purpose.

Figure 5. Respondents experience of print newspapers reading



Respondents of data on figure 5 shows that 11 (19.6%) of the respondents have less than 2 years of print newspapers reading experience. While 23(41.1%) of respondents have 2-5

years of reading print newspaper experience; and others 9 (16.1%) of them have 5-10 years of reading print newspapers experience. The remaining 13 (23.2%) of them have more than 10 years' experience of reading print newspapers.

Reader's interest is another variable that plays a remarkable role in reading. It refers to the personal interest in the act of reading; it can be counted by how much reading is done, and what a reader wants to read (Nation, 2019).

Focus group participant, FGD-2, explains vendors have loyal readers for a long period of time.

FGD-2 said "Within a high atmosphere of competition of newspapers and other difficulties; in the past two decades, we have had many loyal and regular newspaper customers whom we developed trust and have respect"(FGD Participant, Code: FGD-2, on March 17th, 2022).

4.3.3 Source of Access of Print Newspapers

Readers get their newspapers from many sources, depending on their place of preference and situations.

Table 2. Respondents Source of Print Newspapers

Access of the print newspaper		Frequency	Percent
Valid	From shops	4	7.1
	Buying from vendors	8	14.3
	Rent from vendors	39	69.6
	Institution libraries	3	5.4
	Other sources	2	3.6
	Total	56	100.0

(Organised by the researcher)

According to the data gained from the questionnaires as presented in the Table 2 above, 39 (69.6%) of them are reading newspapers rented from vendors. while 8 (14.3%) of them are accustomed to buying newspapers from vendors. Whereas 4 (7.1%) of them have experience of buying newspapers from various shops and supermarkets. The other 3(5.4%) read print

newspapers in different academic and public institution libraries, while the remaining 2 (3.6%) of the respondents have experience of getting the newspapers from other sources. The data shows that most readers get their newspapers renting from vendors. This entails newspapers are high-priced and remain unaffordable to many readers, or readers are not motivated to buy and read.

Newspaper subscription is not a common way of reading newspapers in Ethiopia. According EBA's (2013) survey cited in (Meseret, 2017) shows that only 32.7% of respondents buy the newspapers they read (and they are mainly bought on the street, not through subscription); whereas the majority of readers get newspapers by renting from vendors or 'rent a read' (35.2%).

Interviewee I-1 explains that the system of selling and delivering newspapers for readers is mainly using vendors.

I-1 said "Most newspapers are delivered to the readership through vendors selling at newsstands located at important meeting points (major taxi and bus stations, public squares, and other areas with heavy human traffic). The English language counterpart (The Reporter) paper is either directly sold in big supermarkets, restaurants, and areas frequented by the rich and the educated-Ethiopians and foreigners or through subscriptions." (Personal Interview, Code: I-1, on March 15th, 2022).

News still matters, but the methods of finding news have changed. Bird (2009) explains that the new digital environment has jolted traditional journalism out of its conservative complacency.

4.3.4 Reading Habits of Print Newspapers

Reading habit provides the key to accessing all information in newspapers. It enables readers to learn how to enjoy stories and discover what other people believe. It also helps to develop new ideas and values.

Table 3. Frequency of Reading Print Newspapers

Reading the newspaper	Frequency	Percent
Always	19	33.9
Many times	13	23.2
Valid Sometimes	24	42.9
Never	0	0
Total	56	100.0

(Organised by the researcher)

The frequency of reading habits of respondents was asked as a major subject. According to the above table 19(33.9%) of the respondents always read print newspapers. Whereas 13(23.2%) of the respondents do read many times; and the remaining 24 (42.9%) of the respondents read sometimes. From the above data we can deduce that regular readers are high in proportion. Make note that all respondents have an experience of reading print newspapers.

Ola and Ojo (2007) say that newspapers are important because they carry current information and keep the readers informed of events and happenings within and outside their immediate environments. They are useful for education, leisure, entertainment and relaxation. The contribution of print media in providing information and transfer of knowledge is remarkable. Research has shown that habit is a powerful determinant of newspaper reading and that habit is an automatic predictor of behaviours (Polites,2005).

4.3.5 Reasons behind Print Newspapers Selection

Newspapers selection can be made with many justification and intentions like to get motivated, inspired, informed, persuaded and many more.

Although some people can read newspapers without having clear reasons, for instance simply because they enjoy reading newspapers or because they do not have any other thing to do (Davison et al., 1982), people read newspapers for different reasons.

Table 4.Reasons for Reading Print Newspapers

	Items	Frequen cy	Percent
Valid	Reliable news	13	23.2
	Detailed news	14	25.0
	For information resource	7	12.5
	For advertisement	21	37.5
	other purpose	1	1.8
	Total	56	100.0

(Organized by the researcher)

According to Table 4 above, 13(23.2%) of the respondents read print newspapers to get reliable news. While 14 (25.0%) of the respondents mainly read newspapers for detailed news and articles. 7 (12.5%) of the respondents read information and keep the newspaper as a resource. 21 (37.5%) read newspapers for searching vacancies and advertisements; while the remaining 1(1.8%) of respondents read newspapers for other purposes. The above data shows that most people read newspapers for searching vacancies and advertisements.

Newspaper credibility is an important element of newspaper readers' satisfaction (Overholser, 2002). When readers trust newspapers because of their accuracy and consideration of all sides of stories in their reports, readers get strongly connected to the newspapers and select them as their main information sources (Willey, 2002). On the other hand, if a newspaper's readers lose credibility, they may lose interest in reading the newspaper, and may eventually stop reading it or may replace it by other available information sources (List, 2002).

Interviewee I-1 confirms that newspapers always have to catch the eyes of readers on the market.

I-1 said "When readers don't get what they want from the newspapers, they do not have any more interest to read. We have many readers who do read only for job advertisement, others for editorial pages, while others love to read various articles by different columnists and freelance writers and contributors; however we do not yet grow to meet our readers' demand" (Personal Interview, Code: I-1, on March 15th, 2022).

Focus group participants, FGD-1 and FGD-2 believe that new young readers are mainly attracted by bids and vacancies and different advertisements that appear in the newspapers.

FGD-1 said “Most of the time, our young customers don’t need the front page headlines or other articles. They usually tend to check pages with vacancies and other announcements found in the inside pages of the newspaper” (FGD Participant, Code: FGD-1, on March 17th, 2022).

FGD-2 said “Due to scarce appearance of bid and vacancies on other platforms; readers personally prefer to read mainly the advertisement part; renting for a small amount of money, rather than buying the whole lot of the newspaper. Sometimes they will take a picture of the page that they are interested in” (FGD Participant, Code: FGD-6, on March 17th, 2022).

4.4 Determining Factors of Readership, Circulation and Distribution of Print Newspapers.

4.4.1 Decline of Print Newspaper Readership

Newspapers readers may criticize claiming much left to be desired concerning newspapers content, appeal, availability and the like. However the aim of editors and publishers must surely be to make available a paper that promotes a different area of interest to readers.

Table 5 Respondents’ reaction on the decline of Print Newspaper Readership

Items		Frequency	Percent
Valid	Strongly Agree	12	21.4
	Agree	19	33.9
	Neutral	9	16.1
	Disagree	15	26.8
	Strongly Disagree	1	1.8
	Total	56	100.0

(Organized by the researcher)

According to the above table, 12 (21.4%) of the respondents strongly agree and 19 (33.9%) respondents agree. On the contrary 15 (26.8%) respondents disagree and 1(1.8%) respondents strongly disagree. While, 9 (16.1%) respondent's remained neutral. The data demonstrates that the majority of the respondents agree with the decline of print newspaper readership.

Interviewee I-1 explains that the print newspaper circulation has declined. On the other hand, readership is changing from traditional into digital platforms.

I-1 said "Our print circulation has declined compared to the previous time. However, the readership is shifting to the digital platform. Readership shows an increase due to high interest in reading the digital version of the same print copy of the physical newspaper" (Personal Interview, Code: I-1, on March 15th, 2022).

New media technologies are transforming the way people interact and connect with each other at a local, regional, national and global level (Wilson, Carlson, & Sciascia, 2017).

Interviewee I-2 emphasizes that the print newspaper readership is in threat due to digital technologies.

I-2 said "we are gaining more and more digital readers. In relation to these due to the presence of the digital format however; we do not see a growing number of the print newspaper readership" (Personal Interview, Code: I-2, on March 14th, 2022).

Focus group participants FGD-6 also believes the ways of readership have changed.

FGD-6 said "I don't agree that publishers lost readership but the readers changed their platform. But print newspaper readership has declined and is not enough at all for such a big population size" (FGD Participant, Code: FGD-6, on March 17th, 2022).

4.4.2 Print Newspapers Readers' Content Satisfaction

Knowing why readers read newspapers and making newspapers appealing to readers, can make readers spend more time reading newspapers, and readers who read a newspaper often are found to be readers who are satisfied with that newspaper (Lauf, 2001).

Table 6. Respondents' reaction on Print Newspapers Readers' Content Satisfaction

Items		Frequency	Percent
Valid	Strongly Agree	11	19.6
	Agree	20	35.7
	Neutral	8	14.3
	Disagree	14	25.0
	Strongly Disagree	3	5.4
	Total	56	100.0

(Organised by the researcher)

From the data in Table 6, replying to the statement of content satisfaction of newspaper readers, 11 (19.6%) of the respondents strongly agree and 20 (35.7%) respondents agree. On the contrary 14 (25.0%) respondents disagree and 3(5.4%) respondents strongly disagree. whereas 8 (14.3%) respondents were neutral. Majority of respondents agree that newspapers give satisfaction.

Interviewee I-3 believes there are problems with print newspapers readers' satisfaction on content he explained that readers who read newspapers out of habit and who do not have clearly defined needs and wants can be satisfied in a newspaper.

I-3 said "Many news reports are unsubstantiated, unsourced and some of the reporters lack the professional skill, ability or experience to aggressively dig out facts. For some papers the boundary between news-reporting and news-making is, in fact, blurred"(Personal Interview, Code: I-3, on March 14th, 2022).

Content quality is very important for newspaper readers' satisfaction. If readers get this quality, they will be continuing reading the newspaper. Conversely if this content quality is missing, readers will start to distrust the newspapers and may stop reading or replace it with other sources of information (List, 2002).

Interviewee I-1 explains trends and ways of content in newspapers to attract readers.

I-1 said "some private newspapers are sensational political papers, short on facts, very poor with stories and rumours. Practice of sensationalism and irresponsibility is common among many newspapers, however if newspapers present a strong and substantiated critique of government policies and actions they will attract and motivate many readers" (Personal Interview, Code: I-1, on March 15th, 2022).

Every member of a community may not have the same level and quite identical behaviour. Positive content that evokes high-arousal emotions is more viral and can determine which platforms a consumer uses (Berger & Milkman, 2012).

Focus group participant FGD-6 focuses on events how newspaper publishers inspire and satisfy readers.

FGD-6 said "Publishers have to update the newspaper in many forms to inspire readers. If that is the case readers will buy rather than skim and go. However, we usually serve both publishers and readers interest by providing the newspapers." He further explains "the selling of the newspaper's copies per day has no pattern. Sometimes rises and sometimes falls depending on nationwide happenings and events or other factors, precisely it has seasonal fluctuation"(FGD Participant, Code: FGD-6, on March 17th, 2022).

Newspapers are struggling to sustain themselves and meet news consumers' growing demands. News organizations must provide quality content, but also leisure, entertainment and cultural services based on their understanding of readers' needs (Goyanes, 2014),

4.4.3 Increasing Number of Print Newspapers Readers

Newspapers are primarily dependent on its reader's numbers for its very existence.

Table 7. Respondents' reaction on increasing Number of Print Newspapers Readers

Items		Frequency	Percent
Valid	Strongly Agree	6	10.7
	Agree	12	21.4
	Neutral	6	10.7
	Disagree	26	46.4
	Strongly Disagree	6	10.7
	Total	56	100.0

(Organized by the researcher)

According to the above data out of which 6 (10.7%) of the respondents strongly agree and 12 (21.4%) respondents agree. Whereas 26 (46.4%) respondents disagree and 6 (10.7%) respondents strongly disagree; the remaining 6 (10.7%) of respondents were neutral. The data result shows that most respondents disagree on the fact that print newspapers readers are growing.

Newspaper readership is indeed declining. Given these factors, newspapers had no choice but to find out what modern readers wanted and give it to them (Hallin,2000).

Interviewee I-1 explains reasons for the declining of print newspaper circulation and distributions which has a direct consequence on readership.

I-1 said "The common trend nowadays concerning the size of distribution or circulation and readership of print newspapers is downward trajectory. This is due to, among other factors, what may be referred as 'communal reading' and 'newspaper renting', practices which resulted from a comparatively higher copy sale price and the absence of the vibrancy of the newspapers. This made renting newspapers increasingly engaging to both the readers and vendors"(Personal Interview, Code: I-1, on March 15th, 2022).

Hallin(2000) also explores that newspapers are doing what they must to respond to a dangerous decline in readership, becoming more responsive in an effort to hold on to customers who can choose between a number of sources of information.

Interviewee I-4 shares the idea of focus group participants.

I-4 said “New behaviours discourage readers from buying papers, or vendors from acquiring a large number of copies to sell; for a single paper could be shared among many readers, in this case, for vendors there is more chance of making profit by letting out papers than by selling them to individual readers” (Personal Interview, Code: I-4, on March 14th, 2022).

4.4.4. Social Media and Digital Media Expansion Impacts on Print Newspapers

The usage of social media among societies is increasing from time to time. Social media tools serve as a means of social interaction among its members and help in producing, distributing, and exchanging information and ideas within a virtual environment.

Table 8. Respondents’ reaction on Social Media and Digital Media Expansion Impacts on Print Newspapers

Items		Frequency	Percent
Valid	Strongly Agree	19	33.9
	Agree	25	44.6
	Neutral	3	5.4
	Disagree	4	7.1
	Strongly Disagree	5	8.9
	Total	56	100.0

(Organized by the researcher)

The above table 8 shows 19 (33.9%) of the respondents strongly agree and 25 (44.6%) respondents agree. While 4 (7.1%) respondents disagree and 5 (8.9%) respondents strongly disagree; the remaining 3 (5.4%) respondents remained neutral. Therefore according to the data most respondents agree that social and digital media expansion affected print newspapers.

Interviewee I-1 believes that technology affected the print newspapers market.

I-1 said "The digital media format has created an all in one format combination of text, images, graphics and video, which attracts advertisers. As a result advertising revenue is affected. Loss of advertising, advancement of technology, increasing cost of production and distribution has left the industry in a predicament " (Personal Interview, Code: I-1, on March 15th, 2022).

A focus group participant FGD-5 replied that the technology affected the newspapers market.

FGD-5 said "In the past print newspapers were profitable, but now different social media platforms are channelling news and other matters. Social media is delivering news from many perspectives in different ways from anywhere. Instantaneous new media features affect the information on newspapers by making it delayed or late news. Many newspapers have moved out of the market; even 'Addis Admas' and 'Reporter' newspapers have plunged to lowest figures. The future for print newspapers is not bright. Including other factors the technology also affected print newspapers news directly or indirectly "(FGD Participant, Code: FGD-5, on March 17th, 2022).

Social media and technology have changed the lifestyle and habits of many people, particularly it has an adverse effect on reading habits (Agyekum, 2018).

Focus group participants FGD-3 believes that even if digital media affect print newspapers, still they have loyal readers.

FGD-3 said "Currently, individuals can get information from their Smartphone. Traditional practices of newspaper reading are already endangered. Lucky enough still we have loyal and regular readers of the print edition"(FGD Participant, Code: FGD-3, on March 17th, 2022).

4.4.5 Lack of Skilled Reading Habit Impacts on Print Newspapers

Reading of print newspapers develops into a habit when it is done repeatedly and consistently for some time.

Table 9. Respondents’ reaction on Lack of Skilled Reading Habit Impacts on Print Newspapers

	Items	Frequency	Percent
Valid	Strongly Agree	16	28.6
	Agree	27	48.2
	Neutral	4	7.1
	Disagree	6	10.7
	Strongly Disagree	3	5.4
	Total	56	100.0

(Organized by the researcher)

From the data above in Table 13, 16 (28.6%) of the respondents strongly agree and 27 (48.2%) respondents agree. Whereas 6(10.7%) respondents disagree and 3(5.4%) respondents strongly disagree; and the remaining 4 (7.1%) respondents stayed neutral. The result indicates the majority of respondents agree that there is a lack of skilled reading habits in newspapers.

Because of cohort factors, if the surrounding peers are less motivated to read, others will follow by developing low or unskilled reading habits (Aina et. al., 2011).

Interviewee I-4 asserts that loyal newspaper readers can always add new things in their life.

I-4 said “The reading habit of individuals also matters. Individuals who are reading newspapers frequently are more likely to be readers adding other new values to their life. Even though many print newspaper readers have migrated into the online or digital media; but still there are many loyal readers who prefer to access their newspapers in hard copy or paper format because of its tangibility and its peculiar advantage: naturalness for eye sight, the brain is able to process it easier, thus increasing recall, its flexibility and credibility etc.. “(Personal Interview, Code: I-4, on March 14th, 2022).

Newspaper readers are often found among the educated urban elite. Most print media is also mainly concentrated in Addis Ababa. In 2002 only 17 % of the citizens in Ethiopia claimed that they read newspapers (Teffer, 2006).

Thurman (2014) found that print newspapers still account for the majority of daily readers in terms of popularity. Reading newspapers more frequently was found to be positively correlated with social network and social capital measures such as involvement in community, community attachment, community activities, and organizational ties when demographic variables were statistically controlled (Jeffres et. al., 2007).

4.4.6 Government Assistance of Print Newspapers Publishers

Many agree that government support and subsidy in the form of improvement of printing price and tax reduction including duty free import for print and related items is fundamental for its sustenance and existence.

Table 10. Respondents’ reaction on Government’s Assistance of Print Newspapers Publishers

	Items	Frequency	Percent
Valid	Strongly Agree	2	3.6
	Agree	6	10.7
	Neutral	15	26.8
	Disagree	21	37.5
	Strongly Disagree	12	21.4
	Total	56	100.0

(Organized by the researcher)

The data on Table 10 shows reactions made to the statement asked about government assistance of publishers for the growth of print newspaper circulation and readership. Among the respondents 2 (3.6%) of the respondents strongly agree and 6 (10.7%) respondents agree. While 21 (37.5%) respondents disagree, 12 (21.4%) respondents strongly disagree. The remaining 15 (26.8%) respondents were neutral. Therefore, according to the result majority of the respondents disagree with the statement which claims the government supports print publishers.

Interviewee I-4 describes the impact of economic aspects of newspapers.

I-4 said "As a commercial undertaking, newspapers have to struggle to make profit in order to survive and grow. The high tariff on print newspapers coupled with high printing cost takes a sizable share of a newspaper's total production cost. This has left a number of private papers financially weak and unstable. And papers which are not economically viable are essentially unstable and less likely to survive" (Personal Interview, Code: I-4, on March 14th, 2022).

Interviewee I-2 explains that the government has to assist newspaper publishers for the continued existence of the medium.

I-2 said "Many agree that government support and subsidy in the form of tax reduction, duty free import for print related items is very crucial however there is no support in this regard. Looking at the broader picture, the government's disenchantment with the private press is expressed by the serious lack of any form of support mechanism for those investing in the sector. In fact, even the tax structure treats print raw materials quite unsympathetically, mostly as luxury goods. "

(Personal Interview, Code: I-2, on March 15th, 2022).

Focus group participants, FGD-2 believes the government has to find alternative support for newspaper publishers.

FGD-2 said "As a vendor, we have the responsibility to serve as a bridge between the publishers and consumers. Now things are changing. I think it needs more consideration from pertinent and responsible stakeholders, especially the government. The government has to see alternatives to assist publishers in many forms"(FGD Participant, Code: FGD-2, on March 17th, 2022).

Interviewee I-3 noted that as a business venture the print newspaper industry is in a looming disaster.

I-3 said “Newspaper circulation is hindered by literacy rate, high poverty level, lack of motivation and established channels of distribution. As a result many individuals who have envisaged publishing print newspapers are thus turning to other businesses which are safer, more profitable and most importantly free from political complications. There are also quite many considerable risks of running a newspaper due to the long standing disenfranchisement of government with the print press pressures like arrest of journalists and closure of the print media houses, makes the industry precarious “(Personal Interview, Code: I-3, on March 14th, 2022).

Paper consumption has continued to rise over the last few decades (McCormack, 2011). However, some local governments were the reasons behind a sufficient provision because they wanted to reach all citizens at all cost, their aim was to promote the activities of a democratic local government and prove their projects and achievements (Mianowski, 2008).

4.4.7 Affordability of Print Newspapers

Newspapers' high cost of printing has a direct impact on the pricing of print newspapers.

Table 11. Respondents’ reaction on the Affordability of Print Newspapers

	Items	Frequency	Percent
Valid	Strongly Agree	5	8.9
	Agree	17	30.4
	Neutral	6	10.7
	Disagree	22	39.3
	Strongly Disagree	6	10.7
	Total	56	100.0

(Organized by the researcher)

According to the above data in Table11, 5 (8.9%) of the respondents strongly agree and 17 (30.4%) respondents agree. While 6 (10.7%) respondents strongly disagree and 22 (39.3%)

respondents disagree; the rest 6 (10.7%) of respondents were neutral. The result reveals that more respondents disagree with the account that print newspapers are affordable.

Interviewee I-2 replied that the famous printing press has many problems.

I-2 said "Birhanena selam the first and still the only printing press for a population of more than a hundred million. It has monopolised the market since other printing presses do not have quality print and do not print with such a big quantity. As a result we publishers suffer from high printing costs and restrictive terms of contracts." (Personal Interview, Code: I-2, on March 15th, 2022).

Interviewee I-1 describes the high cost of printing affects both publishers and readers.

I-1 said "In developing countries such as Ethiopia newspaper publishing is not an attractive business venture, given the multiplicity of problems such as: shortage of capital for investment, ever-increasing printing and newsprint cost, lack of advertising income and print newspaper copies sales; absence of trained and experienced staff for technical and editorial production and in management" (Personal Interview, Code: I-1, on March 15th, 2022).

Interviewee I-2 describes the new ways of how readers get print newspapers news from vendors.

I-2 said "Under many circumstances the newspaper vendors would prefer to engage in leasing papers out to readers for a certain, flexible fee most of the time. This would save them from a potential bankruptcy; it would even give them a rare opportunity of making good profit" (Personal Interview, Code: I-2, on March 15th, 2022).

Interviewee I-4 criticizes the rising price of printing newspapers in the country's prominent printing press.

I-4 said "It is estimated that printing costs take up almost one third of the whole newspaper production cost. Ever since printing cost has been continuously on an increase; presently a sharp increase of printing cost rate has been introduced by Brianna Selam Printing Enterprise (BSPE) the largest and state-owned printing press, where a sizable number of the private papers as well as all the state papers were printed."(Personal Interview, Code: I-4, on March 14th, 2022).

Focus group participants, FGD-5, confirms that many times vendors get good earnings by renting a newspaper rather than selling.

FGD-5 said "communal or multiple readerships has now become a dominant practice in our area. At present private newspapers might change hands ten or more times in the marketplace, passing through the hands of many readers on a single day. This is done as we let them out by the hour at a charge to each client of about one-tenth of the full price of the newspaper"(FGD Participant, Code: FGD-5, on March 17th, 2022).

Fine (1990) suggests that if a product is priced too low, or provided free of charge the consumer may perceive it as being low in quality.

4.4.8 Growth of Print Newspaper Circulation

Newspapers, whether of special interest or general interest, provide important and useful information for readers. This helps to increase the circulation of newspapers.

Table 12. Respondents' reaction on the Growth of Print Newspaper Circulation

	Frequency	Percent	
Valid	Strongly Agree	4	7.1
	Agree	19	33.9
	Neutral	9	16.1
	Disagree	19	33.9
	Strongly Disagree	5	8.9
	Total	56	100.0

(Organised by the researcher)

From the above data, 4 (7.1%) of the respondents strongly agree and 19 (33.9%) respondents agree. On the contrary 19 (33.9%) of respondents disagree and 5 (8.9%) respondents strongly disagree. The remaining 9 (16.1%) respondents were neutral. The result indicates that a greater number of respondents disagree with the statement that print newspaper circulation is growing.

Interviewee I-1 acknowledged that the number of print newspaper copies per issue has declined compared to numbers in consecutive years because of many factors.

I-1 said "Our print newspaper circulation has declined .This is attributed to many factors; mainly the advent of social and digital media which compel the readers to migrate from print or traditional to the new media platform. (Personal Interview, Code: I-1, on March 15th, 2022).

Interviewee I-4 confirms that COVID-19 pandemic has affected the print newspaper circulation.

I-4 said "Before the COVID-19 pandemic, our number of copies of circulation was not bad. But now, the number of copies per issue has declined quite consistently, reaching nearly 3000 copies on average per issue" (Personal Interview, Code: I-4, on March 14th, 2022).

Although the future of print newspapers may be dim, it certainly does not mean the end of the traditional newspaper (Obijiofor and Green, 2001).

Focus group participant FGD-5 elaborates on problems concerning the very limited newspaper circulation or distribution.

FGD-5 said “Newspaper circulation in Ethiopia has been a huge struggle, considering, particularly, the absence of a good network of transport and communication facilities. The problem is more accentuated with regard to newspaper distribution in the regions. As I know the circulation and distribution of private newspapers for a decade, it has been limited only to the capital Addis Ababa ”(FGD Participant, Code: FGD-5, on March 17th, 2022).

The print industry faces a deep crisis; falling circulation, decrease in advertising pages, declining advertising revenue, falling of readership and due to other variables that are composed of issues outside the industry as well are impacting news organizations. (Collis 2010)

4.4.9 Availability of Print Newspapers

Newspapers are vital sources of information on which humans depend daily for useful information for this reason the availability of newspapers for its consumers is crucial in a society.

Table 13. Respondents’ reaction on the Availability of Print Newspapers

		Frequency	Percent
Valid	Strongly Agree	2	3.6
	Agree	6	10.7
	Neutral	3	5.4
	Disagree	24	42.9
	Strongly Disagree	21	37.5
	Total	56	100.0

(Organized by the researcher)

From the data above in Table 13, “Print newspapers are available for its readers”. Out of which 2 (3.6%) of the respondents strongly agree and 6 (10.7%) respondents agree. While 24 (42.9%) of respondents disagree and 21 (37.5%) of respondents strongly disagree. The rest 3 (5.4%) of respondents remain neutral. According to the responses most of the respondents disagree with the claim that pronounced newspapers are available for their readers.

Interviewee I-1 remarks that print newspapers publishers follow their own chain of distribution.

I-1 said “We pursue the process of circulation where the distribution process is carried out through wholesale distributors working individually or in groups of two or three. As a result, the number of newspaper copies is usually determined by these wholesale distributors, who are the sole agent for the distribution of the newspapers throughout the capital city and regional cities. On the other side disconcerting pressures from the government to distribute newspapers to regions has adversely affected the circulation and their distribution is almost confined to the capital Addis. “(Personal Interview, Code: I-1, on March 15th, 2022).

As written by Fine (1990) place describes the way that the product reaches the consumer, while tangible product refers to a distribution system including the warehouse, sales force, retail outlets and others where it is sold or given out for free.

Interviewee I-3 also remarked on the system of newspaper availability for the readers.

I-3 said “Since we follow the traditional business model, we are not able to reach the regions. In addition the private printing press is not well organized. For instance major events and information usually stream from all regions of Ethiopia however print newspaper reporters don’t go out and get the required information” (Personal Interview, Code: I-3, on March 14th, 2022).

Focus group participants FGD-3 describes that newspaper availability in a country having a large number of populations is far from being proportional.

FGD-3 said “The current situation of the newspapers is uncertain. There is a huge gap between the number of population and the existing print newspapers. The government has to assist publishers in devising a strategy. As a member of the society; public libraries, hotels , restaurants, cafes and other organizations have a social responsibility to subscribe to the print newspapers” (FGD Participant, Code: FGD-3, on March 17th, 2022).

Focus group participants FGD-6 explains causes that can improve availability of newspapers.

FGD-6 said “There is a lack of advocacy or pressure groups to examine the system of newspapers’ cost, distribution, and readership to create a conducive atmosphere for publishers” (FGD Participant, Code: FGD-6, on March 17th, 2022).

Interviewee I-2 explains about the current challenges that the newspaper publishers face.

I-2 remarked “The number and amount of the challenges encountered make the running of a newspaper organization a difficult struggle. The very production of a single paper and its eventual success in an increasingly competitive market is premised upon a wide range of variables like: printing cost, distribution, advertisement, distribution etc,”(Personal Interview, Code: I-2, on March 15th, 2022).

4.4.10 Journalistic Ethics and Practices of Print Newspapers

The way the media select subjects, structure the exchange of ideas and control the discussion between members of the community is a major aspect of its duty in the society.

Table 14. Respondents’ reaction on the Journalistic Ethics and Practices of Print Newspapers

		Frequency	Percent
Valid	Strongly Agree	1	1.8
	Agree	11	19.6
	Neutral	4	7.1
	Disagree	28	50.0
	Strongly Disagree	12	21.4
	Total	56	100.0

(Organized by the researcher)

In the above table 14 among 1(1.8%) of the respondents strongly agree while 11 (19.6%) respondents agree. Whereas 28 (50.0%) respondents disagree and 12 (21.4%) respondents strongly disagree; the rest 4 (7.1%) of respondents were neutral. According to the responses most of the respondents disagree with the claim that Print newspapers lack journalistic ethics and practices.

Interviewee I-2 argues that the experience of private print newspapers in Ethiopia has many problems in relation to journalistic ethics and practices.

I-2 said “The journalistic side of newspaper production requires qualified work, qualities of character and educational qualifications. Nevertheless in terms of capacity and professionalism, the private press in Ethiopia is at its embryonic stage” (Personal Interview, Code: I-2, on March 15th, 2022).

According to Rusbridger (2011) journalists were the gatekeepers and the general public trusted them to set the news agenda and to tell the important stories of the day accurately, fairly and promptly.

Focus group participants, FGD-6 states that credibility and professionalism are basics for newspaper publishers.

FGD-6 said "Professionalism must take its course and must be defended. Most of the journalists are politicians or partisans. They don't maintain socially responsible ethical journalism. Instead they follow entertaining and commercial journalism and stay away from educational or developmental journalism. Therefore, publishers need to be credible and professional in order to connect the readers with their newspapers" (FGD Participant, Code: FGD-6, on March 17th, 2022).

Newspapers are becoming like news magazines, offering lengthy analyses of evolving events of the world and featuring newsworthy people, corporations, and social trends, and at the same time displaying layouts that increasingly prioritize photographs (Franklin, 2008).

Interviewee I-1 affirms that in a newspaper, qualified professionals are an important part in the news gathering and production process.

I-1 said "Many newspapers are run by under qualified individuals with little or no experience and, in some circumstances, no training at all. This is reflected in the deterioration of the standards and ethics of journalism in many newspapers. As a result, the widespread misquoting, misinterpreting, plagiarism, and focus on trivial issues, poor layout, subjectivity and sensationalism dwelling on most low and unstable issues " (Personal Interview, Code: I-1, on March 15th, 2022).

An independent newspaper is one whose publisher and journalists are not financially, politically and personally dependent on state, religions, and economic institutions or on local divisions of political parties (Chorazki 1994).

4.5 Existing Trend of Readers, Vendors and Publishers of Print Newspaper

4.5.1 Readers and Readership of Print Newspaper

In an open ended questionnaire part, respondents reflect the existence of major problems on readers and readership of print newspapers.

Table 15. Respondents’ reaction on the existence of problems of Readers and Readership of Print Newspaper

	Item	Frequency	Percent
Valid	Yes	48	85.7
	No	4	7.1
	Total	52	92.8
Missing		4	7.1
Total		56	100.0

(Organized by the researcher)

From Table 15 above, 48 (85.7%) of respondents said 'Yes', 4 (7.1%) said 'No' and 4(7.1%) of respondents didn’t respond to the question.

The newspaper reading public have expectations about newspapers products and when newspapers do not meet these expectations, they are likely to lose the readers (Hough, 2004).

Interviewee I-4 attached readers and readership problems of print newspapers with other social issues.

I-4 said “In addition to low literacy rate, poverty which has been responsible for multiple readerships of newspapers, low readership which is a result of poor reading culture, backward or traditional system of newspaper distribution in the capital and the regions, are among the long list causes” (Personal Interview, Code: I-4, on March 14th, 2022).

Focus group participants, FGD-5 describes reasons for the decline of readers and readership of print newspapers.

FGD-5 said “besides circulation and distribution of print newspapers, there are different factors for not reading the print newspapers. This includes time, quality of newspaper contents, latest technology that brings high interest in getting live and latest news. These are some of the major reasons for declining readership of the physical or print newspaper”(FGD Participant, Code: -5, on March 17th, 2022).

According to Fenton (2010) the rise of social media sites has even affected the nature of journalistic identity, altering how journalists are viewed and how they view themselves. New media technologies can provide citizens with powerful tools for the production of independent, alternative and more democratic information.

4.5.2 Circulation and Distribution of Print Newspapers

Many respondents believe that circulation and distribution of print newspapers is the major factor for the market.

Table 16. Respondents’ reaction to the existence of problems with Print Newspapers Circulation and Distribution

	Item	Frequency	Percent
Valid	Yes	32	57.1
	No	22	39.3
	Total	54	96.4
Missing		2	3.5
Total		56	100.0

(Organized by the researcher)

From Table 16 above, 32 (57.1%) of respondents said 'Yes', 22 (39.3%) said 'No' and 2 (3.5%) of respondents didn't respond to the question.

Interviewee I-4 explains that there are different challenges like internal and external factors that affect circulation and distributions of print newspapers.

I-4 said that “Among the obstacles to newspaper development is finding qualified staff is the major problem. Also it can be taken as a key factor in the successful launching and operation of a beginning newspaper. On the other hand, limited circulation and distribution is the major problem to attract advertisement.” (Personal Interview, Code: I-4 on March 14th, 2022).

Focus group participants FGD-5 linked circulation and distribution of print newspapers with advertising.

FGD-5 said “Commercial advertising is a fundamental factor behind the success or failure of a newspaper business. Nevertheless, due to limited circulation and the type of readership which, in most cases, is not economically strong, advertisers are not attracted”(FGD Participant, Code: FGD-5, on March 17th, 2022).

Interviewee I-1 proposes that publishers have to upgrade their media management and must follow new business models and new media technologies.

I-1 said “In Ethiopia, there is a shortage of qualified personnel with superior experience in newspaper editing and management. People with the knowledge and skills required, must plan to have newspapers of attractive editorial content ,and must deal with such essential issues like finance, advertising and circulation of the newspapers” (Personal Interview, Code: I-1, on March 15th, 2022).

Pavlik (2010) observed the dynamic nature of the relationships between and among news organisations, journalists and their many publics, including audiences, competitors, news sources, sponsors and those who seek to regulate or control the press.

4.5.3 Major Problems on Print Newspaper Publishers and Readers

Table 17. Respondents’ reaction to the existence of Print Newspapers’ Publishers and Readers Problems

	Item	Frequency	Percent
Valid	Yes	40	71.4
	No	12	21.4
	Total	52	92.8
Missing		4	7.1
Total		56	100.0

(Organized by the researcher)

From Table 17 above, 40 (71.4%) of respondents said 'Yes', while 12 (21.4%) said 'No' and the remaining 4 (7.1%) of respondents didn't respond to the question.

Interviewee I-1 describes lack of professionalism affects the journalism practices.

I-1 said "Unethical practice is usually used to deal with the uncertain newspaper market at the expense of quality, fairness, and professionalism. However newspapers must not be sensational or defamatory and there must be a clear boundary between objectivity and subjectivity, fact and exaggeration also must not be mixed" (Personal Interview, Code: I-1, on March 15th, 2022).

The willingness to pay for information has declined, and advertising is following readers, viewers, and users to the Internet (Gluck & Roca, 2008).

Interviewee I-4 explains issues related to publishers and readers. He agrees that positive action can improve the quality of the newspaper's environment.

I-4 said "Poor environment and rates of payment, combined with the low grade of the profession, make it a severe struggle for Ethiopian journalism to catch the attention of talented professionals. Specially, the problem is particularly evident with regard to the editorial staff" (Personal Interview, Code: I-4, on March 14th, 2022).

FGD-5 explains problems of print newspapers in relation to digital media, cost of printing and lack of advertising on traditional layouts.

FGD-5 said "The expansion of electronic media has an adverse effect on print newspapers restricting it to only a few adverts. This has a negative impact on the revenue of publishers. Publishers cannot afford to print large numbers of copies without commercial advertisement. Therefore the number of circulation of newspapers becomes very less" (FGD Participant, Code: FGD-5, on March 17th, 2022).

Yu (2016) explained that effective communication with various stakeholders within and outside an organization is a key factor for organisational success.

Interviewee I-2 noted that advertising is a back bone for the publishers in such soaring prices of printing costs of newspapers.

I-2 said "The situation of print newspapers has been made even worse by the underdevelopment of advertising in Ethiopia. One of the peculiar characteristics of a newspaper business is that the cost of production is almost invariably higher than the sale price. Discrepancy always exists between revenue and expenditure usually, even if sold at a profitable price" (Personal Interview, Code: I-2, on March 15th, 2022).

4.6 Summary of Findings

The research has assessed and identified different problems of print newspaper circulation and readership of *Addis Admas* and *Reporter* newspapers. From the data analysis and presentation, the following summary of the findings are taken:

- Most newspaper readers, vendors and other stakeholders are dominated by males.
- Although there is an older group of the society who reads and sells the newspapers devotedly, many of the newspaper readers and vendors are youths.
- 76.8% of respondents have a diploma and above which indicates most of the readers are educated citizens.
- Newspaper readers have different work-related statuses including retired and unemployed groups of the society. Nonetheless predominantly, employees happen to be print newspaper readers.
- 47 (83.9%) of respondents read either *Reporter* or *Addis Admas* print newspapers as their favourite newspapers.
- 45(80.4%) of the respondents have two or more than two years of print newspapers reading experience.
- 39 (69.6%) of respondents read the newspapers from vendors by renting out for a small amount of money for a short period of time. On the other side 17(30.4%) of the newspaper readers get the newspapers from shops, libraries and other local sources.

- 24 (42.9%) of the respondents have an occasional reading habit of printing newspapers. While 32 (57.1%) of respondents have a regular or a usual newspaper reading habit. This implies that the majority of the print newspaper readers are loyal regular readers.
- 34 (60.7%) of respondents read newspapers to get reliable and detailed news. Other readers are motivated to read because of advertisements of bids, and vacancies. While the rest are drawn to newspapers because it can be kept as an information resource. Based on this result, the newspapers are a credible source of information. However majority of respondents read newspapers for searching vacancies and advertisements.
- FGD participants, interviewees and respondents of the research agree that print newspaper readers have declined because of many reasons, including price and availability of the newspapers, and technological influences.
- 31 (55.4 %) of respondents agree or strongly agree that the contents of the newspapers are satisfying. While 17 (30.4 %) respondents disagree or strongly disagree on newspaper contents that give satisfaction to its readers. Interviewees and FGD participants believe that there is lack of professional skill, ability or experience to uncompromisingly dig out facts , probing investigative and analytical news
- From FGD participants, interviewees and respondents of the research the current situation of print newspapers readers does not indicate growth. On the other hand decline of distribution and circulation print newspapers in places and numbers is widely observed.
- 44 (78.5%) of respondents agree or strongly agree that social media and digital media expansion has created effects on print newspapers. FGD participants and interviewees also agree that easy accessibility of digital media technology and social media attractiveness for advertisers and readers has created an impact on print newspapers existence.
- 43 (76.8 %) of respondents believe that there is a lack of skilled reading habits in print newspapers. FGD participants and Interviewees also share this idea. Because of lack of skilled reading habits, communal or multiple readerships become a dominant practice. At present one copy of a newspaper might change readers ten or a dozen times in the marketplace, passing through the hands of many readers on a single day.
- Most respondents, FGD participants and Interviewees recognize that the government doesn't support print newspapers in many forms. Newspapers have to struggle to make profit in order to survive and grow in the market. The high tariff on print

newspapers and high printing cost make private newspaper publishers financially weak and unstable.

- Interviewees believe although the price of newspapers is increasing, still the cost of printing is greater than the cost of selling a single newspaper. The difference is covered by advertising. The advertising revenue is currently in sharp decline. Most respondents and FGD Participants believe that the matter of newspaper affordability is now getting difficult.
- Most respondents and FGD participants think that there is no indication of growth of newspaper circulation. Interviewees also believe that currently the number of print newspaper copies have declined from time to time. As a result of these and many other factors newspaper circulation in Ethiopia has become a huge struggle. Considering, particularly, the absence of a good network of transport and communication facilities.
- Most respondents and FGD participants believe that availability of newspapers is problematic. Newspaper's circulation and distribution process is carried out through the value chain of wholesale distributors working individually or in groups of two or three. Therefore the number of newspaper copies is usually determined by these wholesale distributors, who are the sole agent for the circulation or distribution of the newspapers. As a result they limit the distribution to only key areas of the capital Addis Ababa. Moreover the long standing government's disenfranchisement with private print press has its own negative impact on the distribution of print outlets in the capital and regions.
- Most respondents and FGD participants replied that they don't have right knowledge concerning journalistic ethics and practice of the newspapers therefore they refrained from commenting. However interviewees concerning the subject of ethics and journalistic principles agree that in terms of capacity and professionalism, the private press in Ethiopia is still at its embryonic stage. It was also indicated that due to the established government's ill treatment like jailing and closing down of newspaper publishers labelling them as terrorist left the journalist to be fearful and lead the publishers to be unsecured.
- According to most respondents, FGD participants and Interviewees, lack of timeliness, low quality of newspaper contents, multiple readerships of papers, low readership as a result of poor reading culture, limited system of newspaper distribution in the capital city, trends of searching news in social media, and lack of

interest in reading print newspapers are compiled as some of the major reasons for the decline of circulation and readership of the physical newspaper at hand.

- According to most respondents, FGD participants and Interviewees, circulation and distribution of print newspapers face many obstacles. Shortage of qualified circulation workers, limited circulation and distribution leads to failure to attract advertising. Moreover, working in difficult economic ups and downs, political circumstances and technological innovation make the business threatening and challenging.
- Most respondents and FGD participants believe that poor conditions of work and rates of payment, combined with the low status of the profession, make it a serious struggle for Ethiopian journalism to attract talented professionals. The development of electronic media took advertisement spaces from newspapers. Readers' interest in spot reading or rental reading has made a new frontier for publishers, by denying their income. Due to this and other factors the situation of print newspapers is getting worse on the publisher's side.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

As it has been stated in the previous sections, the main objective of this research was to examine the practices and challenges of print newspaper's circulation and readership related problems. In order to meet these objectives, therefore, mixed research approach was employed. And data were collected using both quantitative and qualitative methods. Questionnaires, in-depth interviews, focus group discussions and observations were applied to gather data. Using these data gathering tools, data were collected and analyzed. From previous chapters and the analysis, the following conclusions and major recommendation points were made based on the findings.

5.1 Conclusions

Newspapers are the best sources for the information and progress; being an influential medium which helps to spread up to date information that are local, national and international. However print newspaper long years of legacy of importance and performance has been troubled due to the decline of circulation and readership in recent years.

Readership of print newspapers is affected primarily because of the advancement of technology, as a result information gathering and disseminating channels came up with socio economic changes. Among the significant reasons for the decline of circulation and readership of print newspapers is the availability of other media sources. Publishers as a business organization are encountered with digital media expansion which has posed a challenge for the print newspapers sales. Lack of advertisement, again due to advancement of technology, increasing cost of production and risky distribution channels have become a major predicament to print newspaper publishers and readers. Having no system of effective distribution of newspapers limited the newspapers to the capital. Government harsh relation with the press left many journalists fearful and publishers insecure and uncertain. On the other hand high tariff of print newspapers together with high printing cost takes a sizable share of a newspaper's total production cost. This has left a number of private papers financially weak and unstable. And papers which are not economically viable are essentially unstable and less likely to survive. Therefore as a result of these and other factors print newspaper's circulation and readership has declined from time to time.

5.2 Recommendations

Based on the findings from the research data analysis, the following major points have been recommended for the improvement of print newspaper circulation and readership:

- As the finding indicates that the overall system lacks attention to issues throughout the entire planning steps of newspaper circulation, distribution and readership. For instance publishers' do not benefit from income generated from copy of newspaper sales to readers due to wide multiple readerships. This can only be improved if attention is given to the issues and taken systemically at all stages in the planning of circulation and distribution of newspapers.
- Newspaper readers have different needs and priorities, affected by technological practices and digital media attractions. Therefore, the publishers should assess issues in all activities to ensure that contents, formats and availability of the newspapers satisfy the needs and interests of all readers who come from a range of members of the society.
- The responsible government office should monitor and evaluate activities through appropriate bodies or in collaboration with publishers, vendors or other concerned bodies to improve the newspaper circulation and distribution.
- Improving the overall environment of print newspapers is important for all readers, publishers, government, and advertisers; and should be given priority.
- Because of digital media, the option of handling multiple tasks simultaneously has been expanded. Use of social media seems to integrate itself into a more normalised role that became part of everyday life of individuals. Therefore, planned professional training should be given for all private newspaper stakeholders.
- Given the challenges the media industry is facing today, newspapers need to make important changes in their content and most importantly in their business models. Publishers have to adopt and improve using new media technologies to reach out to diverse readers.

References

- Adenyinka, T. and Samson, A.(2007). Children Reading Habits and Availability of Books in Botswana Primary Schools.The Reading Matrix 7, no.2 (2007), 121.
- Agyekum, O. (2018). Exploring the Effects of Social Media on the Reading Culture of Students in Tamale Technical University. *Journal of Education and Practice*, 9(7), 47–56.
- Aina, J., Ogungbeni, I., Adigun, A., &Ogundipe, C. (2011). Poor reading habits Among Nigerians: The role of libraries. *Library Philosophy and Practice*, (OCT).
- Akbari, Z. (2014). The Role of Brand and Advertising in Marketing Mix (A Review of Marketing Mix).*Interdisciplinary journal of contemporary research in business*.Vol. 6, No.7.
- Akobundu, D. (2009). "Strategies for preservation and increased access to newspapers in Nigerian university libraries". <http://www.digitalcommons.unl.edu/egi/viewcont>.
- Alejandro,J. (2010). *Journalism in the Age of Social Media* .Oxford: Reuters Institute For the Study of Journalism.University of Oxford.
- Alexa, An Amazon.com Company. (2022).Amazon.com,Inc. San Franscisco, California, United States.
- Anaeto,G., Onabanjo,S., &Osifeso,B.(2008). *Models and Theories of Communication*. Maryland, Usa. African Renaissance Books Incorporated.
- Ashong, A. & Henry, O. (2017). Content Preference among online and Hardcopy Newspaper Readers in Imo State. *Journal of New Media and Mass Communication*, 4 (1),1-15.
- Babalola, A. (2002). Newspapers as instruments for building literate communities, The Nigerian experience. *Nordic Journal of African Studies* 11(3), 403-410.
- Barclay, A. (2012). Business models for newspapers in a digital world, Master’s Thesis atmNorwegian School of Economics. <http://hdl.handle.net/11250/169561>.
- Bana, A. (2020). Students’ perception of using the Internet to develop reading habits. A case study at the English Education Department of UniversitasKristian Indonesia. *Journal of English Teaching*, 6(1), 60- 70.
- Baron, N. (2010). *Escape from the ivory tower. a guide to making your science matter*. Washington, D.C., Island Press.
- Baskette F., Sissors J & Brooks B. (1992). *The Art of Editing*, 5th ed. Macmillaminc., NY, USA.

- Berger, J., & Milkman, L. (2012). What Makes Online Content Viral? *Journal of Marketing Research*, 49(2), 192-205.
- Bharucha, J. (2017). An Analysis of Newspaper Reading Patterns of the Youth. *International Journal of English and Education* 6, no.1 (2017):138-146.
- Bird, E. (2009). The future of journalism in the digital environment. *Journalism*, 10(3), 293-295.
- Birhane, T. (2017). New Media Influence on Newspaper Reading Habit. MA Thesis. Addis Ababa University.
- Brill, M. (2001). Online journalists embrace new marketing function. *Newspaper Research Journal*, 22(2), 28-40.
- Busari, A. (2016). Effect of peer influence and social media utilizations on reading habit of secondary school students in Oyo State. *Nigerian School Library Journal*, (15), 49-74.
- Cassidy, P. (2005). Variations on a theme: The professional role conceptions of print and online newspaper journalists. *Journalism & Mass Communication Quarterly*, 82(2), 264-280.
- Chan, W. & Goldthorpe, H. (2007). "Social status and newspaper readership", *American Journal of Sociology*, 112(4), 1095-1134.
- Charitou, C. & Markides, C. (2003). Responses to disruptive strategic innovation. *Sloan Management Review*. 44 (2), 55-63.
- Cheyney, A. (1992). *Teaching Reading Skills through the Newspaper*. Newark: International Reading Association.
- Chorążki, W. (1994). *Obraz niezależnej prasy lokalnej w Polsce w I połowie 1994 r.*, Instytut Narzecz Demokracji w Europie Wschodniej (IDEE), Kraków.
- Christensen, M. & Bower, L. (1996). Customer power, strategic investment and the failure of leading firms. *Strategic Management Journal*. 17 (3), 197-218.
- Christensen, M. & Raynor, E. (2003). *The innovator's solution: creating and sustaining successful growth*. Boston: Harvard Business School Press.
- Christensen, M. (1997). *The innovator's dilemma: The revolutionary book that will change the way you do business*. New York: Harper Business.
- Clark, C., Rumbold, K. (2006). *Reading for Pleasure: A Research Overview*. London: National Literacy Trust.
- Corbetta, P. (2003). *Social Research. Theory, Methods and Techniques*. Sage Publications.

- Creswell, W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th. Ed.). University of Nebraska Lincoln, Sage Approaches (4th. Ed.). University of Nebraska-Lincoln, Sage.
- Danneels, E. (2004). Disruptive technology reconsidered: A critique and research agenda. *Journal of Product Innovation Management*, Vol. 21, 246–258.
- Davison, W.P., Boylan, J. and Yu, F.T.C. 1982. *Mass Media Systems and Effects* Second Edition. New York: CBS College Publishing
- Dawson, C. (2007). *A Practical Guide to Research Methods* (3rd Ed.). UK; how to books.
- Daymon, C. & Holloway, I. (2002). *Qualitative Research Methods in Public Relations and Marketing Communications*. London and New York, Routledge.
- Deacon, D., Pickering, M., Golding, P., and Murdock, G. (1999). *Researching Communication*. London: Arnold.
- Desmond, A. (2014). Need to Promote Reading Culture. *The Nigerian Observer*, (20), 14.
- Dimmick, J. (2003). *Media competition and coexistence: The theory of the niche*. Mahwah, NJ: Lawrence Erlbaum.
- Donald, D. (1992). Using Newspapers with Remedial Secondary Students to Improve Reading and Writing Literacy *Reading Horizons* 41-46.
- Drew, R. & Weinberg. (2006). *Talk and Interaction in Social Research Methods*. Sage Publications.
- Ellene, M., Mesfin, M., & Alemayehu, G. (2003). *Survey of Culture and Media: Ethiopia, Background Documents country strategy Ethiopia 2003-2007*. Addis Ababa, Ethiopia: SIDA; Elanders Novum AB Printing Agency.
- Elvestad & Blekesaune (2008). "Newspaper Readers in Europe: A Multilevel Study of Individual and National Differences". *European Journal of Communication*, Vol. 23, No. 4, 425-447.
- Ethiopia Media Mapping. (2011). Ward, D. Electoral Reform International Services, 2011.
- Faizli, A, A. (2012). Inculcating reading toward a first world nation. *The Malaysian Insider*
- Fine, H. (1990). *Social marketing: The course of public and non profile agencies*. Gould Street Needham Heights Simon and Schuster, Inc.
- Fojo Media Institute Report. (2019). *A feasibility Study - Strengthening free, independent and professional journalism in Ethiopia*. Linnaeus University. Sweden.
- Folarin, B. (2002). *Theories of mass communication. An introductory text*. Ibadan, Stirling Horden Publishers Limited.

- Fontana, A. & Frey, J. (1994). Interviewing: The Art of Science, in Denzin, M.R. and Lincoln, Y.S. (Eds). *Handbook of Qualitative Research*. London: Sage.
- Franklin, B. (2008). The future of newspapers. *Journalism Studies*, 9(5), 630–641.
- Fredin, S., Kosicki, M., & Becker, B. (1996). Cognitive strategies for media use during a Presidential campaign. *Political Communication*, 13, 23-42.
- Frey, S. (1994). Does monitoring increase work effort?. The rivalry with trust and loyalty. *Economic Inquiry* 31, 663-670.
- Gebremedhin, S. (2006). *Africa Media Development Initiative. Ethiopia, Research findings and conclusions*. BBC World Service Trust.
- Given, M. (2008). *The Sage Encyclopedia of Qualitative Methods*. Thousand Oaks, CA. Sage.
- Gluck, M., & Roca, M. (2008). *The future of television: Advertising, technology and the pursuit of audiences*. Los Angeles, University of Southern California.
- Gottfried, J., & Shearer, E. (2016). *News use across social media platforms 2016*. Pew Research Center, 26.
- Govindarajan, V., & Kopalle, K. (2006). Disruptiveness of innovations, measurement and an assessment of reliability and validity. *Strategic Management Journal*. 27 (1), 189-199.
- Goyanes, M. (2014). *An Empirical Study of Factors that Influence the Willingness to Pay for Online News*. *Journalism Practice*, 8(6), 742-757.
- Greer, J. & Mensing, D. (2003). *The Evolution of Online Newspapers: A longitudinal content analysis, 1997-2003*. AEJMC 2003 Convention.
- Haigh, P. (2010). *Social network websites: Their benefits and risks*. London, Optimus Education eBooks.
- Hailemariam, G. (2018). *The Readability Problems of Government Public Relations Magazine*. MA Thesis. Addis Ababa University.
- Hansen, A. (1998). *Content Analysis*. In Hansen, A., Cottle, S., Negrine, R. & Newbold, C. (Eds.), *Mass Communication Research Methods*. Houndmills: Palgrave Macmillan.
- Hallin, D. (2000). *Commercialism and Professionalism in American News Media*. In J. Curran and M. Gurevitch (eds), *Mass Media and Society*. London Arnold.
- Hammersley, M., & Atkinson, P. (1983). *Ethnography: Principles in Practice*. Routledge, London.
- Hamilton, G. (1992). *Newspaper Preservation and Access: Development and Possibilities*. *Interlending and document supply* 20 (2), 43.
- Hansen, A. (1998). *Mass Communication Research Methods*.

- Hough, G.A. 2004. News Writing. New Delhi: Kanishka Publishers.
- Hynds, E. (1972). American newspapers in 1970s. New York, Hastings House Publishers.
- Igwe, N. (2011). Reading Culture and Nigeria's Quest for sustainable Development. Library Philosophy and Practice (E-Journal Online), Paper 482.
- Infante, D.A, Rancer, A.S. and Womack, D.F. 1993. Building Communication Theory. Second Edition. Illinois: Waveland Press Inc.
- International Media Support. (2018). Assessment report – Ethiopia in transition: Hope amid Challenges. Published in 2018 by International Media Support, Copenhagen.
- Isaac, N. (2020). An Epoch of Nadiral Readership: Encouraging the Reading Culture in Africa—the Ghana Case. SSRN Electronic Journal.
- Jeffres, W., Dobos, J., & Lee, W. (1988). Media use and community ties. Journalism Quarterly, 575-581, 677.
- Jeffres, W., Lee, J., Neuendorf, K., & Atkin, D. (2007). Newspaper reading supports Community involvement. Newspaper Research Journal, 28, 6-23.
- Kamarck, C. & Gabriele, A. (2015). The news today: 7 trends in old and new media. Center for Effective Public Management, Brookings.
- Katz, E., Blumler, G., & Gurevitch, M. (1974). Uses and Gratifications Research. The Public Opinion Quarterly. 37 (4): 509-523.
- Kenya, 2016. Freedom of the press. : Freedom House, USA
- Kosicki, M., & McLeod, M. (1990). Learning from political news: Effects of media images and information-processing strategies. In S. Kraus (Ed.), Mass communication and political information processing. Hillsdale, NJ, Lawrence Erlbaum.
- Kothari, R. (2004). Research methodology, methods, and technique. (2nd ed.). New Delhi: New Age International (P) Ltd., Publishers.
- Kotler, P. & Armstrong, G. (2012). Principles of Marketing. 14th Edition. New York: Pearson Education, Limited.
- Krueger, R. A., & Casey, M. A. (2000). A practical guide for applied research. : Sage publications.
- Layefa, G. & Adesoji, J. & Adebisi, T. (2016). Newspaper Readership Pattern in Ekiti State, Nigeria. IOSR Journal of Humanities and Social Science (IOSR-JHSS), 21, (5)121-135.

- Lauf, E. (2001). Research Note: The Vanishing Young Reader. Socio demographic Determinants of Newspaper Use as Source of Political Information in Europe, 1980–98. *European Journal of Communication* 16(2): 233–43.
- Lavrakas, J. (2008). *Encyclopedia of survey research methods*. Thousand Oaks, CA. Sage.
- Leung, L. and Wei, R. (2000). 'More Than Just Talk on the Move: Uses and Gratifications on The Cellular Phone', *Journalism & Mass Communication Quarterly* 77(2): 308–20.
- Lunt, P. & Livingstone, S. (1996). Rethinking the Focus Group in Media and Communication Research. *Journal of Communication*, 46(2):79-98.
- List, D. 2002. *Know your Audience: A Practical Guide to Media Research*. Australia: Wellington, N. Z
- MacFeely, S. (2016). The continuing evolution of official statistics: Some challenges and opportunities. *Journal of Official Statistics (JOS)*, Vol. 32 No. 4, pp. 789– 810.
- Majumder, D. (2013). Newspaper Reading Habits of Private University Students: A Case Study on World University of Bangladesh. *OSR Journal of Business and Management* 12, no.1. 87-91.
- Mann, C. & Stewart, F. (2004). *Internet Communication and Qualitative Research. A handbook for researching online*. London. Sage.
- Mansell, R. (2009). Power, media culture and new media. Proceedings of the 2009 DGPuK Media Culture in Change conference held at University of Bremen. Bremen, University of Bremen.
- McCormack, N. (2011). Mission impossible? The future of “paperless” library operations. *Library Management*, 32(4/5), 279-289.
- McQuail, D. (1983). *Mass communication theory (1st Ed.)*. London, Sage Publications.
- McQuail, D. (2005). *McQuail's Mass Communication Theory*, New Delhi: Vistaar Publications.
- McQuail, D. (2010). *Mass Communication Theory*. Sage Publications.
- Maier, S. (2010). All the news fit to post comparing news content on the web to newspapers, television and radio. *Journalism and Mass Communication Quarterly* (87)3-4, 548-562.
- Mefalopulos, P. (2008). *Development Communication Source book*. Washington, D.C., The World Bank.
- Mekuria, M. (2005). *Ethiopian Media Landscape*. Addis Ababa: Ethiopian Press Agency. Un published

- Mekuria, M. (2006). *Ethiopian Media Landscape*. Addis Ababa: Ethiopian Press Agency. Unpublished
- Melisew, D. (2013). The Role of the Private Print Media In post-Socialist Ethiopia Views From Government, Opposition Politicians, Academics And The Private Press. *Global Media Journal* 2013 Vol7(2),140-171.
- Meseret, A.(2017). *Conceptualizing an African Media System. An Examination of Media and Politics in the Ethiopian Context*. Thesis for the Master's Programme in Global Journalism at NLA University College, Norway.
- Mianowski, J. (2008). Powtórka z rozrywki. Niezależność mediów publicznych w Polsce – realna możliwość czy niedościgły postulat. In *Forum Dziennikarzy* No. 88/89/90 Warszawa.
- Mulatu, A. (2019). *Rapid Assessment of Ethiopian Media during the Transition Period*. Addis Ababa
- Nakinganda, M. (2007). Strategies for increased access to older newspapers. The experience of Makerere University special collection section. A paper presented at World Library and Information General Conference in Durban, South Africa.
- Nation, P. (2019). Assessing Reading. *Teaching ESL/EFL Reading and Writing*, 75–92.
- Neuman, W. (2011). *Social Research Methods. Qualitative and Quantitative Approaches*. Seventh Edition, Pearson Education, Inc., Boston, Mass., USA.
- Nørby, B., Mekuria, M. and Theodros, W. (2018). *Overview of the Ethiopian Media Landscape*. Ethiopia.
- Nuttal, C. (1982). *Teaching Reading Techniques in a foreign language*. HEB Ltd.
- Obaid, S. (2014). Readership and readers' perception of Omani Newspapers. *Global Media Journal* Spring, 2013.
- Obijiofor, L. & Green, K. (2001). *New technologies and future of newspapers*. Asia Pacific Media Educator.
- Ogbiten, B. (2007). Newspaper readership in Port Harcourt, *International Journal of Communication*, 6.
- Okebukola, O. (2004). Reading, key to lifelong development. A keynote address Delivered at the workshop on readership promotion campaign organized by the National Library of Nigeria.
- Okoro, N., & Dirir, T. (2012). The challenge of online newspaper phenomenon to offline newspaper patronage and revenue in Nigeria. Lagos.
- Okunna, S. (1999). *Introduction to mass communication*. Enugu, New Generation Books.

- Ola, O. and Ojo, J. (2006). Creating electronic access to newspaper information in Nigeria. The information aid network (IFA net) experience. *Education Research and Reviews*. Vol. 1 (7), 196-200.
- Onwubiko, C. (2005). Using newspapers to satisfy the information needs of readers at Abia State University Library, Uturu. *Journal of Education and Information Management*. Vol. 7(2), 61-72.
- Overholser, G. 2002. "Newspapers: Careening toward Extinction with Salvation Firmly in Hand." *Columbia Journalism Review*, Set/Oct 2002
- Pankrust, R. (1992). The Foundation of Education, Printing, Newspapers, Book Production, Libraries, and Literacy in Ethiopia. In *Ethiopian Observer*, Vol.6, No.3. Addis Ababa.
- Patel, A. (2010). The survival of the newspaper in the digital age of communication. *Stern School of Business*. New York University.
- Patrick, U. & Melchizedec, Y. (2014). Assessment of pattern of editorial readership in Nigerian newspapers, Kogi State University, *Journal of Mass Communication*, 3, 143.
- Pavlik, J. (2010). The impact of technology on journalism. *Journalism Studies*, (1) 2, 229-237.
- Polites, L. (2005). Counter intentional habit as an inhibitor of technology acceptance. *Proceedings of the 2005 Southern Association for Information Systems Conference*.
- Population Media Center Ethiopia. (2006). *Ethiopian Mass Media Profile*. Addis Ababa, PMC.
- Powell, R. A., & Single, H. M. (1996). Focus groups. *International journal for quality in health care*, 8(5), 499-504.
- Ravi, K., & Vasundara, P. (2016). The Newspaper Timeline, a Study of the Newspapers Past & Its Present, 7(January), 183–193.
- Ray, R. (1999). Technological change and associational life. In T. Skocpol & M. P. Fiorina (Eds.), *Civic engagement in American democracy*. Washington, DC: Brookings Institution Press.
- Reader, B., Stempel, H., & Daniel, K. (2004). Age, wealth, education predict letters to the editor. *Newspaper Research Journal*, 25(4), 55-66.
- Reta, M. (2013). *The Quest for Press Freedom: One Hundred Years of History of the Media in Ethiopia*. University Press of America, Maryland.
- Riaz, W. (2011). Marketing Mix, Not Branding. *Asian Journal of Business and Management Sciences*. Vol. 1, No. 11.

- Robert, K. (2011). *Qualitative Research from start to finish: The Guilford Press a Division of Guilford Publications, Inc. New York.*
- Rogers, M. (1995). *Diffusion of Innovations*, 4th edition. New York, Free Press.
- Rogers, M. and Singhal, A. (1996). *Diffusion of Innovations*, in Michael B. Salwen and Don W. Stacks (eds) *An Integrated Approach to Communication Theory and Research*. Mahwah, NJ, Erlbaum.
- Rose, N.(1999). *Powers of Freedom, Reframing political thought*. Cambridge, Cambridge University Press.
- Rusbridger, A. (2011). *Does Journalism Exist?* In D. Folkenflik (Ed.), *Page One: Inside the New York Times and the Future of Journalism*(1sted.). Philadelphia, Participant Media.
- Sahilu,K. (2008). *Readership satisfaction of Addis Zemen and Addis Admas newspapers*.MA Thesis.Addis Ababa University.
- Saleh, S.(2002). *Arabic book title MustaqbalAlsahafa fi Thoo'eThawratAllitaisal*. English Translation: *The Future of Print Media in the Age of Information Technology*. Nile Library, Muscat, Oman.
- Saunders, M., Lewis, P. and Thornhill, A. (2007) *Research Methods for Business Students*. 4th ed. Harlow: Pearson Education.
- Schumpeter, J. (1942).*Capitalism, Socialism, and Democracy*, (3rd ed.).Harper and Brothers, New York.
- Shahriza,A. &Amelia,H. (2007).*Reading Habits and Attitudes in the Digital Age*.The Electronic Library 3, no. 25,285-298.
- Shimelis, B. (2002).*The State of the Press in Ethiopia'* in Zewde, B. &Pausewang, S. (Eds.) (2002). *Ethiopia, The Challenge of Democracy From Below*. Nordisk AfriKainstitutet and Forum for Social Studies.
- Shimeles , B. (2000). *Survey of the Private Press in Ethiopia: 1991-1995*. Forum for Social Studies: Addis Ababa.
- Siebert, S., Peterson, T., & Schramm, W. (1963).*Four Theories of the Press*.The Authoritarian, Libertarian, Social Responsibility and Soviet Communist Concepts of What the Press Should Be and Do. University of Illinois Press.
- Singer, B. et. al. (2011). *Participatory Journalism: Guarding open gates at online newspapers*. Chichester, Wiley Blackwell.
- Singer, B. (2013). *User Generated Visibility. Secondary Gatekeeping in a Shared Media Space*. *New Media and Society*, 1-19.

- Singer, J. (2006). The Political J-Blogger: Normalising a New Media Form to fit Old Norms and Practices, *Journalism* 6, 173-198.
- Singh, K. & Arya, R. (2012). A Study of Newspaper Readership Patterns among Urban Of Punjab.
- Singh, M. (2012). Marketing Mix of 4P'S for Competitive Advantage. *IOSR Journal of Business and Management (IOSRJBM)*. Volume 3, Issue 6.
- Singh, Y. (2006). *Fundamental Research Methodology & Statistics*. India: New Age International Publishers.
- Skjerdal, T. (2012). *Competing Loyalties, Journalism Culture in the Ethiopian State Media*. PhD dissertation, University of Oslo.
- Stempel, H., Hargrove, T. & Bernt, P. (2000). Relation of growth of use of the Internet to changes in media use from 1995 to 1999. *Journalism and Mass Communication Quarterly*. 77, 71–79.
- Tankard, W. (1987). How to Read a Newspaper Article Paper presented at the Meeting of the Conference on Critical Thinking.
- Teffera, N. (2006). *Ethiopian Mass Media Profile*, Population Media Center. Addis Ababa.
- Thurman, N. (2014). Newspaper Consumption in the Digital Age. Measuring Multi-channel Audience Attention and Brand Popularity. *Digital Journalism*, 2 (2), 156-178.
- Usher, N. (2010). In a hamster-wheel world, is there room for journalistic creativity? Evidence from The New York Times. Neiman Lab.
- Usher, N. (2014). *Making news at The New York Times*. Ann Arbor, MI University of Michigan Press.
- Wagner, S. (2002). The reading habits of teams. *Journal of Reading Today*, Vol.46, 3-4.
- Weibull, L. (2005). Sverigeit idnings världen, in Annika Bergström, Ingela Wadbring and Lennart Weibull (eds) *Nypressat. Ettkvarstsekel med svens kadagst idningsläsare*. Göteborg, Institutional för journalistic och mass kommunikation.
- Ward, D. & Selam, A. (2011). *Audience Survey Ethiopia 2011*. Report, Electoral Reform International Services.
- Williams, M. (2003). *Making Sense of Social Research*. London, Sage.
- Wilson, A., Carlson, L., & Sciascia, A. (2017). Reterritorialising Social Media. Indigenous People Rise Up. *Australasian Journal of Information Systems*, 21, 1-4.
- Willey, K. A. 2002. "In Search of Good Ideas to Serve Our Readers." *The Masthead*, Fall 2002

- Wimmer,R. & Dominick J. (2006).Mass media research. An introduction.(8th Edition). California, Thomson, Wadsworth.
- Wimmer,R. & Dominick, J. (2011). Mass Media Research, An Introduction. Belmont, Boston. Wadsworth Publications.
- Yu, D. & Hang, C. (2009).A reflective review of disruptive innovation theory. International Journal of Management Reviews. 12 (4), 435–452.
- Zeller, F., &Hermida, A. (2015). When Tradition Meets Immediacy and Interaction, The Integration of Social Media in Journalists' Everyday Practices. Sur le journalisme, About journalism, Sobrejornalismo, 4(1), 106-119.
- Zewge, A.(2010).Understanding the Local Media Environment and International Media as Source for Local News, Five Ethiopian Newspapers in Focus. University of Oslo.
- Zinaye, T.(2000).Media In Ethiopia. The beginning, developments and challenges. Proceedings of the meeting of School of Journalism and Communication in Addis Ababa, August 2000, Addis Ababa University, Ethiopia.
- Zoltan, D. (2007).Research Methods in Applied Linguistics. Qualitative, Quantitative and Mixed Methodologies. UK, Oxford University press.

Appendix I

Questionnaire

Dear Respondents,

The purpose of this questionnaire is to collect data for the research project entitled “*Assessment of print Newspapers Circulation and Readership: the case of Addis Admas and Reporter Newspapers*” Your genuine and accurate responses will have great contribution to the findings of the research. Therefore, you are kindly requested to give genuine answers to the questions below. The researcher would like to remind you that the answers that you give will solely be used for this research purpose.

Thank You!

Please do not write your name or identity

Section one

Please marks (✓ or x) in the boxes circle one from the given choices

Data Survey questions

Respondents' Demographic Background

1 Gender:

Male

Female

2Ages:

20-25

25-30

30-35

above 35

3Educations:

High school complete

Diploma

First degree

Master's Degree and above

State if there is another reason.

4 Occupations:

Employed

Business person

Student

State if any other

Section Two

Please circle one from the given choices or write your answers in the space given.

1. Which newspaper do you read regularly?

- A. Addis Admas B. Reporter C. Both

2. How long have you been reading the newspaper that you have selected?

- A. < 2 years C. 2-5 years D. 5-10 E. above 10 years

3. How do you get the print newspaper copies that you read?

- A. buying from shops B. buying from vendors
C. renting the copies from vendors D. from public, school libraries or office
E. State if there is another reason.....

4. How often do you read the print newspapers currently?

- A. Always B. Many times C. Sometimes D. Never

5. Why do you read the print newspaper that you have selected?

- A. to get credible news or information B. to get analytical information
C. for information resource D. to see job or other advertisements
E. State if there is another reason....

Section three

For those below listed statements there are five options given: put your choice by selecting Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree.

N.B .please put “✓” sign on the space given

Items	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1. Print Newspapers Readership has declined.					
2. Newspapers Contents Give Satisfaction for their Readers.					
3. Print Newspapers Readers are growing.					
4. Social Media and Digital Media Expansion Impacted Print Newspapers.					
5. There is a Lack of Skilled Reading Habit of Newspapers.					
6. Government Supports Print Newspapers Publishers.					
7. Print Newspapers are Affordable for their Readers.					
8. Print Newspaper Circulation is Growing					
9. Print Newspapers are Available for their Readers.					
10. Print Newspaper’s Lack of Journalistic Ethics and Practices.					

Section Four

Please mark (✓ or x) in the boxes and explain your reasons in the space provided.

1. Do you think there is a problem of print newspapers readership and readers?

Yes No

Please explain your answer.....

2. Do print newspapers have a problem of circulation and distribution?

Yes No

Please explain your answer.....

3. Do you think there are problems with print newspapers publishers and readers?

Yes No

Please explain your answer.....

Appendix II

In Depth Interview Questions

Individual in-depth interview questions for Managers, Managing Editors and Editor in chiefs.

1. How do you explain the current condition of print newspaper readership and readers in Ethiopia?
2. How do you give explanation of the current condition of print newspaper circulation and distribution?
3. What do you think are the major problems of print newspaper circulation and readership?
4. What other major causes do you mention to the problems of print newspapers apart from circulation and readership problems of print newspapers?
5. What are the major effects encountered by the print newspaper publishers due to readership, circulation or distribution and other related problems?
6. What are the efforts taken to deal with the impacts encountered?

Appendix III

Focus Group Discussion Questions

Focused Group Discussion for Print newspaper vendors

1. How do you explain the newspaper market in relation to number of readers and their circulation and distribution?
2. Are print newspapers accessible and available in many areas?
3. What kind of effect does the advent and expansion of digital media and social media have on the print newspapers?
4. What do you think are the root causes of problems of print newspaper circulation and readership problems?
5. What steps are needed by the print newspaper publishers and other pertinent bodies to improve circulation and readership of print newspapers?

የየካቲት-ወር 20013 ዓ.ም የጋዜጦች ስርጭት ዝርዝር

ተ. ቁ.	የሕትመቱ ስም	የአሳታሚው ስም	የሚታተምበት ቋንቋ	የጊዜ ሰሌዳ	የህትመቱ ይዘት	ሳምንታዊ አማካኝ የዕትም መጠን	ስልክ ቁጥር	ምርመራ
1	ሊግስፖርት	አለም ሰገድ የህትመትና ማስታወቂያ ስራ ኃ/የተ/የግ/ማ	አማርኛ	ሳምንታዊ	ስፖርት	500	0911-22-82-12	በስርጭት ላይ ያለ
2	ሲራራ	ሲራራ ሚዲያና ኮሙኒኬሽን ኃ/የተ/የግ/ማ	አማርኛ	ሳምንታዊ	ፖ/ኢ/ማ	500	0932509521	
3	ሪፖርተር	ሚዲያ ኤንድ ኮሙኒኬሽን ስ.ን.ተ. ኃ/የተ/የግ/ማ ህበር	አማርኛ	በሳምንት 2 ጊዜ	ፖ/ኢ/ማ	8,800	011-661-61-83	የአሁኑ ዕውቀት
						7,400	011-661-61-83	የረቡዕ ዕውቀት
4	ዘሪፖርተር	“	እንግሊዘኛ	ሳምንታዊ	ፖ/ኢ/ማ/	2,600	011-6616185	የቅዳሚ ዕውቀት
5	አዲስ አድማስ	አድማስ አድቨርታይዜንግ ኃ/የተ/የግ/ማ	አማርኛ	ሳምንታዊ	ፖ/ኢ/ማ/	2,775	011-515-52-22	የቅዳሚ ዕውቀት
6	ካፒታል	ክራውንፕ ሰሌዳ ስ.ን.ተ. ኃ/የተ/የግ/ማ	እንግሊዘኛ	ሳምንታዊ	ፖ/ኢ/ማ/	3,100	011-618-32-53	የአሁኑ ዕውቀት
7	ዘዴ ይሊሞኒተር	ዘሞኒተር ኃ/የተ/የግ/ማ ህበር	እንግሊዘኛ	ዕለታዊ	ፖ/ኢ/ማ/	578	0910-92-72-45 011-156-01-99	በየዕለቱ የሚታተም
8	Fortune	ኢንዱስትሪ ኢንፎርሜሽን ሚዲያ ኃ/የተ/የግ/ማ	እንግሊዘኛ	ሳምንታዊ	ፖ/ኢ/ማ/	4,500	011-416-30-20	የአሁኑ ዕውቀት

EMA Data 2021

የየካቲት ወር 2013 ዓ.ም በስርዓቱ ላይ የዋለ መፅሔቶች

ተ. ቁ.	የሕትመቱስም	የአሳታሚውስም	ህትመቱ የሚታተምበት ቋንቋ	የጊዜ ሰሌዳ	የህትመቱ ይዘት	የ2 ሳምንቱ አማካኝ የፊት-ምመጠን	ስልክ ቁጥር	ምርመራ
1	ታዛ	ደብረ ያሬ ድ አሳታሚ ኃ/የተ/የግ/ማህበር	አማርኛ	ወር ሃዊ	ባህልና ሥነ ጥበብ	1,000	0930071569	በመስከረም ወር 2010 ስርዓቱ የጀመረ
2	ናሽናል ኮንስትራክሽን	ብሉካም ፕፕሮሞሽን ኃ/የተ/የግ/ማህበር	አማርኛ	ወር ሃዊ	ኮንስትራክሽን	4,000	0911235192	
3	አዲስ ምንጭ	በአሻራ መልቲሚዲያ ኃ/የተ/የግ/ማህበር	አማርኛ	በየ 15 ቀኑ	ፖ/አ/ማ/	500	0911112589	
4	የሐበሻ ወግ	ቴዲአብ መልቲሚዲያና ኢንተርቴይመንት ኃ/የተ/የግ/ማህበር	አማርኛ	ሳምንታዊ	ፖ/አ/ማ/	1,700	0910106106	
5	ፍትህ	ልህቀት የህትመትና ኮሙኒኬሽን ብሮድካስት ስራዎች ኃ/የተ/የግ/ማህበር	አማርኛ	ሳምንታዊ	ፖ/አ/ማ/	8,500	0911928401	ከ1/3/011 ጀምሮ በስርዓቱ ላይ የዋለ

EMA Data 2021